

SPONSORSHIP OPPORTUNITIES



JANUARY 9-11, 2026
ORLANDO, FL

USA TRIATHLON



ABOUT USA TRIATHLON

Founded in 1982, USA Triathlon is proud to serve as the National Governing Body for triathlon and multisport and be recognized as one of the largest membership federations in the U.S. Olympic and Paralympic Movement.

USA Triathlon serves as the steward of the sport of triathlon in the U.S. with the ultimate goal of growing, inspiring, and supporting the multisport community.

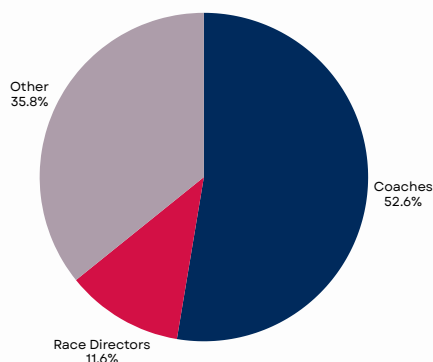
From first-time youth triathletes to long-course champions, USAT is proud to foster a community for those who enjoy life better when they swim, bike, and run.

ABOUT ENDURANCE EXCHANGE

USA Triathlon's annual endurance sports industry conference includes opportunities for learning and networking for race directors, coaches, club leaders, and members. More than just a conference, Endurance Exchange connects athletes, coaches, race directors, clubs, partners, and industry professionals who share your passion for multisport.

PAST ATTENDEES

•500+



38
AVG AGE



40%
FEMALE



60%
MALE



EXHIBITOR BOOTH OPPORTUNITIES

Expo Booths

Friday, January 9: 12:00 pm-6:00 pm
Saturday, January 10: 8:00 am-4:00 pm
Sunday, January 11: No Expo*

**All exhibitors invited to join State of the Sport panel discussion from 9:00- 10:30am and Panel Discussion to follow.*

The expo will be hosted in the stunning Caribbean Ballroom, serving as the heart of the event. This bustling expo hall is strategically located next to the conference programming, ensuring a high volume of foot traffic. Attendees will navigate through this space multiple times throughout the day.

In 2026, the expo vendor experience will include the following enhancements:

- Dedicated time in the agenda for attendees to explore the expo.
- Attendee event registration and welcome reception will be in the expo.

PACKAGES

10 x 10 \$1,500

10 x 20\$2,750

10 x 30\$3,500

10 x 40\$4,500

Included:

- Conference App Inclusion
- Two (2) Exhibitor Credentials
- GES Exhibitor Package Includes:
 - One 10' x 10' Booth Space, including installation and removal of: Pipe & drape: 8' High back wall + 3' High siderails, (1) 6' Draped table (3 sides), (2) Contour chairs, (1) Wastebasket, (1) ID Sign (17" x 11").
- Access to Main Panel Discussion on Saturday & Both Panel Discussions on Sunday
- Access to Welcome Reception on Friday

Not Included:

- Daily Meals
- Classroom and Educational sessions





CONFERENCE BRANDING

Name Badge Lanyards

\$4,500

Attach your company name, logo, and/or a personalized message to each attendee badge. You can select the color of the lanyard, and we will arrange for their production. USAT mandates that all attendees wear their name badges during every scheduled activity throughout the event, ensuring your name is prominently displayed.

Back of Name Badge

\$3,000

Get your logo or message prominently displayed by printing it on the back of attendee and exhibitor badges. These badges are essential for entry to all Endurance Exchange events and activities, ensuring that attendees will showcase your brand daily as they navigate through the conference!

Swag Bag Inclusion - standard item

\$500

Put your brand in their hand by including your product or swag in the attendee Goody Bag. This presents a fantastic opportunity to connect with your customers on a personal level! Must be a usable item, no paper inserts allowed. Deadline for inclusion: December 1, 2025

Swag Bag Inclusion - premium item

\$1,500

Want to leave guests with an item that wows and has a branding ripple effect well beyond our conference? Think high-quality thermal water bottle, or a beautiful notepad for attendees to take notes. Item must have a minimum \$25 retail value and be TSA-approved since many of our attendees are flying in with just carry-on.

Deadline for inclusion: December 1, 2025.



FUN ACTIVATION OPPORTUNITIES

Morning Run

Available: Sunday, January 11

\$1,500

Tie those laces and get ready to sprint your brand into the spotlight with the morning run right on Caribe Royal property! A 1.5-mile running loop encircles the perimeter of the hotel property. As a sponsor, you'll get to shower participants with your awesome swag. Your brand will be featured in pop-up notifications on the conference app, both the day before and the morning of the event. Don't miss this thrilling opportunity!

Refreshment or Snack Break

Available: 1 on Saturday, 1 on Sunday

**PRICE UPON
REQUEST**

Exactly what it sounds like- keep attendees energized with a coffee, refreshment or snack break sponsorship. Your support ensures they stay fueled and ready to learn. This package includes signage and a push notification in the conference app, announcing the break time to all attendees.



DIGITAL OPPORTUNITIES

Mobile App Push Notifications

\$500

Available: limit 4/ day

Make an impact with a personalized message sent to all event attendees through the conference app! Craft a catchy message (up to 140 characters, including spaces) with a URL, and we'll deliver it at the perfect time during the event. One notification included per purchase. Elevate your expo booth activation with this impactful addition. Deadlines and content restrictions apply. Available only to exhibitors who don't conflict with any of [USAT's corporate partners](#).

Dedicated Pre Conference Email

\$2,000

Available: limit 4

Increase your brand's visibility with a dedicated pre-conference email sent to all registered attendees (projected ≈400). This strategic communication ensures your message reaches an engaged audience, driving traffic to your expo booth or boosting brand recognition before the event even begins. You supply the creative message, content, outbound links, and brand graphics. Deadlines and content restrictions apply. Available only to exhibitors who don't conflict with any of [USAT's corporate partners](#).

Daily Conference Email Inclusion

\$1,500

Available: limit 8 or 2 /day

Boost your brand's visibility by featuring your logo or banner ad in one or more of the four daily emails sent throughout the event (pre-event, Friday, Saturday, and Sunday distributions). This is a prime opportunity to ensure your brand stays front and center for all attendees. Deadlines and content restrictions apply. Available only to exhibitors who don't conflict with any of [USAT's corporate partners](#).



DIGITAL OPPORTUNITIES

Virtual Event Bag

exhibitors **\$500**

non-exhibitors **\$1,500**

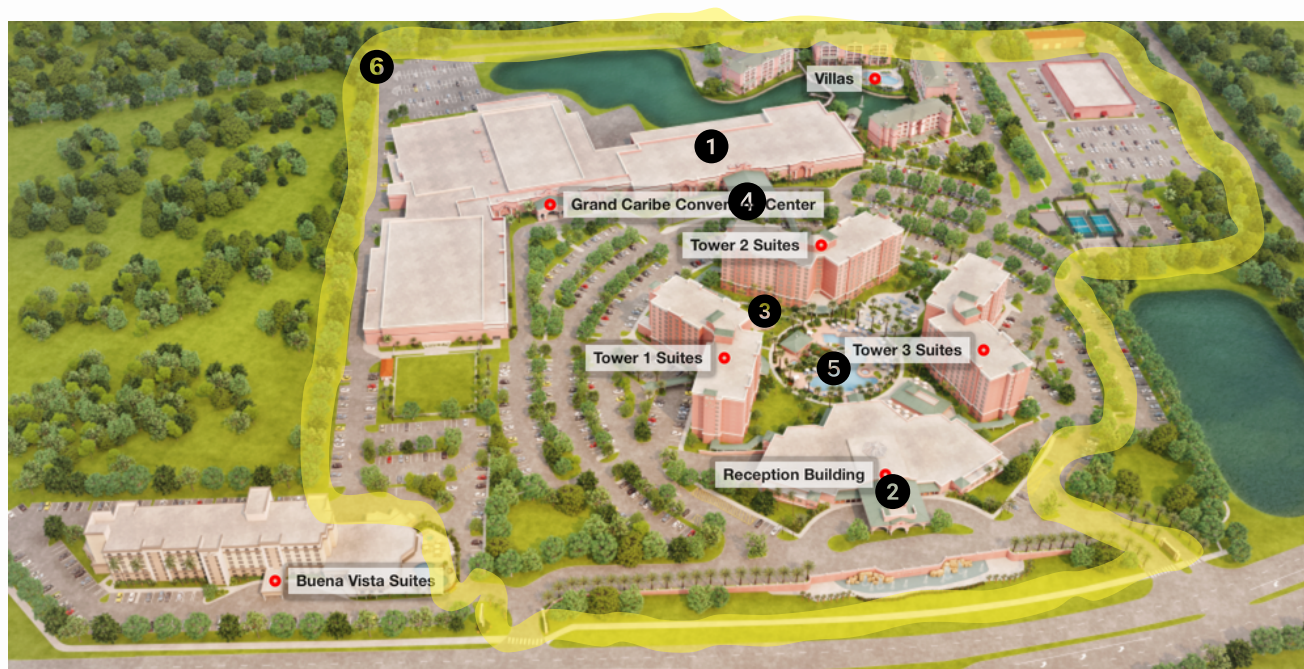
Have a special offer you want included in our virtual swag bag for all attendees? Now's your chance to reach a targeted audience and track engagement with a snappy message and enticing offer. You'll receive detailed reports on views, click-throughs, and engagement, allowing you to measure ROI with precision. Sponsor to provide content. Available only to exhibitors and non-exhibitors who don't conflict with any of USAT's corporate partners.

Dedicated Social Post

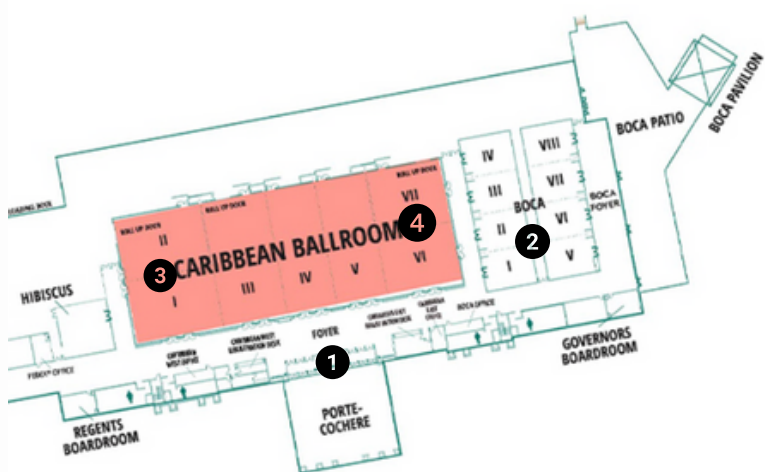
\$1,500

Available: 1 /day

Let the USAT triathlon community know you're joining us at Endurance Exchange by leveraging the opportunity to purchase a decided in-feed post on USAT's main Instagram page. With approximately 135,000 followers, this is an exceptional opportunity to broaden your reach and amplify your investment. Sponsor to submit content. Content must be related to or mention Sponsor's attendance at Endurance Exchange. Deadlines and content restrictions apply. Available only to exhibitors who don't conflict with any of USAT's corporate partners.



- 1- Caribbean Ballroom
- 2- Hotel Entrance
- 3- Hotel Gym
- 4- Covered Walkway to Convention Center
- 5- Pool
- 6- 1.5 mile running path



- 1- Main entrance
- 2- Classrooms (1-4)
- 3- Expo Area (1-3)
- 4- General Sessions (4-7)



JANUARY 9-11, 2026



CARIBE ROYALE

We have a room block reserved with discounted room rates and multiple room types. Suites starting at \$203/ night. Click [here](#) to reserve your room.



LOCAL GUIDANCE

Food: multiple dining options on site, including quick service options like Starbucks and The Market, or get a suite to prepare your food.

Wellness: two-story gym, two leisure pools, a running path, sport courts, etc.



TRANSPORTATION

Fly into Orlando International Airport (MCO). Caribe Royale is just a 15-minute car ride away. No need to rent a car. Parking on site is \$29/day for hotel guests and \$35/day for non-registered hotel day guests.

KNOW BEFORE YOU GO

THAT WAS EASY...

- ✓ Indoor expo venue
- ✓ Centralized
- ✓ Connect with race directors, coaches, clubs, and more!

BRING THE FAM

The hotel has free shuttles to local attractions, and suites that feature multiple rooms and kitchenettes, make a conference-cation! 🍷

For a full review of amenities at the Caribe Royale click [here](#).



Can I sample food and beverage?

Yes, you may sample food and beverage products, but you will need to complete an additional food preparation form. Once completed, it must be sent directly to aquintero@cariberoyale.com.

Can I sell?

Yes, you are welcome to sell anything except for food or beverages meant for immediate consumption.

Is there electricity at my booth?

Your expo booth will not include access to electricity. If you don't have extensive electricity needs, we encourage you to use remote power sources. However, if you have more extensive power needs, this can be arranged through GES for an additional fee.

Is wifi available?

There is free public wifi available on the property for hotel guests. If you have extensive wifi needs this can be arranged through GES for an additional fee.

Can I attend the classroom sessions as an exhibitor?

We kindly request that exhibitors and sponsors do not attend classroom sessions. These are learning opportunities specifically for conference attendees.

What does it mean to work with GES?

Once your exhibitor agreement is executed with USAT, you'll receive the exhibitor kit from GES. GES will be your point of contact for arranging everything from shipping, additional services, and any other embellishments you might want for your space.

Does my exhibitor credential include meals?

No, conference meals are not included. There are a number of quick-service and sit-down meal options on [site](#).



Do I have to be at my expo spot for the entirety of the expo hours?

Yes, we ask for at least one representative from your brand to be present at your assigned exhibitor spot during expo hours.

Can I bring more than two people to staff my booth?

Each booth space includes two exhibitor credentials, and we ask that brands limit their staffing accordingly. This ensures a consistent experience for all exhibitors and prevents conference access through exhibitor passes.

What if my booth is larger and I need more staff?

If your brand has a larger booth space and requires additional staffing, please contact us directly so we can assess your needs appropriately.

What if someone from my company wants to attend the conference sessions?

Exhibitor credentials are intended for booth staffing only and do not provide access to general sessions or meals. If your company would like to send additional representatives to participate in the conference as attendees (beyond those working in your booth), they are welcome to register at the early bird attendee rate of \$599 and we will make that pricing available up until the event. Please contact us directly for details and assistance with registration.



SCHEDULE OF EVENTS

Below is a *tentative* schedule of events.

- Exhibitors and sponsors are invited to all events with a “★” next to them.
- Events with a “+” next to them are occurring inside the expo area.
- We have set a schedule that allows you to engage and network with attendees as well as drive traffic into the expo area.
- Not represented: 15-30 minute breaks between classroom sessions.

Friday, January 9

12:00-6:00pm	Expo Hours
12:00-3:00pm	Registration +
3:00-6:00pm	Classroom Sessions
6:00-7:30pm	Welcome Reception Sponsored by TicketSocket ★+

Saturday, January 10

7:00- 8:00am	Attendee Breakfast
8:00-9:00am	Keynote Speaker- Rowdy Gaines
8:00am-4:00pm	Expo Hours
8:00am-12:00pm	Late Registration +
9:00am-12:00pm	Classroom Sessions
12:00-1:00pm	Attendee Lunch
1:00-3:00pm	Classroom Sessions
3:00-3:30pm	Break
3:30-4:30pm	Classroom Sessions
4:30-5:30pm	Panel Discussion ★

Sunday, January 11

8:00-9:00am	Attendee Breakfast
9:00-10:30am	State of the Sport ★
10:30-11:00am	Break
11:00am-12:00pm	Panel Discussion ★