



SCHOOL OF MEDICINE

Sports Medicine Institute

May 19, 2025

Company Representative,

The [UNC Sports Medicine Institute](#) (SMI) is excited to announce that we will be hosting our 4th [Annual Conference](#) on Friday, September 26, 2025, at the [Friday Conference Center](#) in Chapel Hill, bringing together health professionals and researchers for a full-day of continuing education. This conference provides an opportunity for you to interact with a wide variety of sports medicine professionals including physicians, advanced practice providers (nurse practitioners and physician assistants), physical therapists, athletic trainers, and research scientists.

We invite you to participate as an exhibitor at this year's conference. This provides your company with an opportunity to connect with professionals most likely to be interested in your offerings. Attached is information about the options available (manned booth with 2 company representatives and an unmanned poster on display).

If you are not already familiar with the UNC Sports Medicine Institute, it is a collaborative effort between multiple clinical and research-focused Departments and Centers across the University, including UNC Orthopaedics, Exercise and Sport Science, and Rehabilitation Services. The Institute aims to provide active patients with the highest quality of care and conduct world-class quality research.

Please reach out with interest or questions to UNC_SMI@med.unc.edu.

Sincerely,

[David Berkoff, MD](#)

Professor
Vice Chair of Clinical Operations
Department of Orthopaedics
Co-Director, UNC SMI

[Brian Pietrosimone, PhD](#)

Professor
Director, Motion Science Institute
Dept of Exercise and Sport Science
Co-Director, UNC SMI



SMI Annual Conference

Friday, September 26, 2025

8 am-5 pm

Friday Conference Center, Chapel Hill, NC

2025 Conference Exhibitor Options:

Benefit	In person booth	Poster display**
Conference		
Exhibitor recognition included in welcome and end-of-day announcements	✓	✓
Exhibitor appreciation poster with company logo in atrium	✓	✓
Booth in atrium* (6' table, 2 chairs, electricity on request) with conference registration for 2 reps	✓	
Able to collect contact information directly from attendees onsite	✓	
Unmanned display in atrium: 3'x4' or 3'x5' poster** on a kiosk		✓
Media Promotion		
SMI conference website listing as conference exhibitor	✓	✓
Conference attendee website listing as onsite exhibitor	✓	

* Snack breaks are held in the atrium. There will be 3 unopposed breaks (lunch and 2 snack breaks) when attendees will be encouraged to interact with exhibitors. Direct sales of products is not allowed in the Friday Conference Center

** Exhibitor is responsible for poster design but SMI can print and hang the onsite display if desired. All exhibitors must comply with the UNC CPD Standards on Integrity and Independence. A copy is available upon request.

Exhibitor Registration Fee:

	Early Bird Until 8/8	Standard 8/9-9/17
Onsite Booth	\$750	\$1000
Poster Display	\$250	\$350

[Online Exhibitor Registration](#) to pay with credit card (Visa, MC) or mail in a check.

Email us with interest or questions: UNCSMI@med.unc.edu.