SALT THERAPY ASSOCIATION
RESEARCH · EDUCATION · INNOVATION

EXHIBITOR PACKET
2026

EXHIBITOR & SPONSOR OPPORTUNITIES

STACon Live 2026

The Industry Gathering for Salt Therapy

REACH THE DECISION-MAKERS SHAPING THE FUTURE OF SALT WELLNESS

Every operator gathers in the vendor hall. Your brand is part of every break.

DATES
September 22–24, 2026

VENUE
Miami Marriott Dadeland

HOST
Salt Therapy Association

WHY STACON

The only national gathering of the salt therapy industry — with a dedicated vendor hall at the heart of it.

STACon Live is the flagship annual gathering of the Salt Therapy Association — the trade body representing halotherapy studios, wellness operators, equipment manufacturers, and practitioners across North America. The vendor hall hosts all conference breaks and networking, making it the natural gathering point for every attendee, every day.

3,600
ACTIVE STA MEMBERS NATIONWIDE

250+
ON-SITE ATTENDEES — OWNERS, OPERATORS, AND QUALIFIED BUYERS

2 days
ON THE EXHIBIT FLOOR — CONCENTRATED, FOCUSED BUYER ENGAGEMENT

WHO YOU'LL MEET ON THE FLOOR

- Salt therapy studio owners
- Spa & wellness center directors
- Halotherapy practitioners
- Franchise development leads
- Multi-location operators
- Medical spa owners adding halotherapy
- Wellness retreat operators
- Salt room designers and builders
- Prospective studio founders
- Trade press and wellness media

"Every conference break, every snack, every networking moment happens in the vendor hall. Attendees don't just pass through — they gather there. For a brand with a booth, that's the whole conference coming to you, multiple times a day."

— SALT THERAPY ASSOCIATION

IDEAL EXHIBITOR PROFILE

If your buyer operates a salt room, a wellness studio, or a modern spa — STACon is where they come to buy.

◆ HALOGENERATOR & SALT CHAMBER EQUIPMENT

Halogenerators, dry-salt dispersion systems, salt room construction, modular chamber builds, decorative salt walls.

◆ SALT PRODUCTS & CONSUMABLES

Pharmaceutical-grade salt, Himalayan blocks and stones, salt lamps, replacement filters, maintenance consumables.

◆ COMPLEMENTARY MODALITIES

Red light and infrared therapy, PEMF, cold plunge, saunas, compression, oxygen, sound bath equipment, zero-gravity seating alternatives.

◆ MASSAGE & BODY WORK SUPPLIES

Tables, linens, oils and topicals, hot stones, CE-approved continuing education providers, licensing bodies.

◆ AIR QUALITY & SANITATION

HOCl generators, HEPA and medical-grade air purification, UV sanitation, room-sanitizing protocols for clinical-grade studios.

◆ BUSINESS INFRASTRUCTURE

Booking and POS platforms (Mindbody, Vagaro, Booker, Jane), CRM, review management, wellness business insurance, payroll.

◆ RETAIL PRODUCTS FOR RESALE

Respiratory wellness, mineral sprays, nasal rinses, aromatherapy, supplements, branded apparel and hydration — high-margin studio shelf items.

◆ MARKETING, MEDIA & GROWTH

Wellness PR, local SEO, social content agencies, web design for studios, email platforms, wellness trade publications.

◆ FINANCING & FRANCHISE

SBA lenders specializing in wellness, equipment financing, franchise opportunities, multi-location expansion capital.

◆ SUPPLEMENTS & NUTRACEUTICALS

Respiratory support, immune health, adaptogens, minerals, hydration — retail products studios can resell or recommend.

EXHIBITOR BENEFITS

Two days with every purchasing decision-maker in salt therapy.

STACon is priced for ROI. For two days, your brand is embedded in every conference touchpoint that matters: the vendor hall (where all breaks happen), the program booklet, the lobby screens, the breakout rooms, the coffee stations, and the lunch hall. Here is what you get.

01 **Direct access to qualified buyers**

Every on-site attendee is a studio owner, operator, or prospective operator. No walk-by consumer traffic. No wasted conversations. Walk the floor and you are meeting the person who signs the purchase order.

02 **Amplification across every conference touchpoint**

Sponsorship tiers put your brand in the program booklet, on the lobby welcome screen at check-in, on the lunch-hall rotating billboard with your booth number, on breakout room doors, and in the attendee event app used to navigate the conference. Every touchpoint works for you.

03 **Speaking and demo opportunities**

Sponsorship tiers include breakout session slots, demo stages, and panel participation — positioning your brand as an industry educator rather than a vendor.

04 **A concentrated decision window**

STACon falls just before Q4 — when operators are locking in next-year capex, vendor contracts, and retail buys. Your booth lands when buying intent is at its peak for the year ahead.

05 **Proximity to STA leadership**

Private exhibitor receptions with STA leadership, board members, and industry press. This is where partnerships, coverage, and category-defining relationships are built.

06 **The vendor hall is where the conference gathers**

Every conference break, coffee service, and snack activation happens in the vendor hall. Attendees come back to your booth multiple times a day — not as a one-time walk-through, but as the conference's natural meeting point.

EXHIBIT BOOTH PACKAGES

A booth for every budget — including a new half-booth option.

The exhibit floor is deliberately limited to 20 partners for a focused, high-quality buyer experience. All booth packages include the physical exhibit space for both exhibit days, exhibitor directory placement, and exhibitor badges.

PACKAGE	SIZE	INCLUDES	INVESTMENT
Half Booth	5 × 10	Premium entrance-wall placement — first visibility for every attendee entering the vendor hall. Table, 1 chair, 1 exhibitor badge, directory listing	**$2,495**
Standard	10 × 10	Table, 2 chairs, 2 exhibitor badges, directory listing	**$3,449**
Premium	10 × 10	All Standard benefits + high-traffic floor placement, 3 exhibitor badges, enhanced directory listing with logo and 100-word description, **electricity included**	**$4,995**

À LA CARTE ADD-ONS

- Electricity (Half & Standard) — $250
- Additional exhibitor badge — $150
- Swag bag flyer insert — $500
- Program booklet ad (full page) — $1,500
- Program booklet ad (half page) — $750
- Lunch-hall rotating billboard ad — $750

Electricity is included with the Premium booth. Sponsorship tiers on the next page bundle these amplification items at meaningful savings.

EXHIBIT SCHEDULE · SEPTEMBER 22–24, 2026

Tue, Sept 22 — Set Up
10 AM – 6 PM
Welcome Reception 6–8 PM

Wed, Sept 23 — Exhibit Day 1
8 AM – 7 PM
Cocktail Reception 5–7 PM

Thu, Sept 24 — Exhibit Day 2
8 AM – 4 PM
Breakdown 5 PM

SPONSORSHIP TIERS

Bundle your booth with the amplification that drives foot traffic.

Sponsorship tiers layer program booklet ads, breakout room branding, lobby screen placement, lunch-hall billboard spots, and in-app notifications on top of your booth.

COMMUNITY $1,295

- Logo in program booklet sponsor page
- Logo on lunch-hall rotating billboard
- **Breakout room sponsor** — logo on door sign, on attendee water bottles, and on branded note pads handed out to every attendee in the room
- Swag bag flyer insert
- Name in opening remarks

No booth included — sponsorship visibility only

SALT CRYSTAL $2,995

- **Half Booth included** ($2,495 value)
- Half-page ad in program booklet
- Ad featured in lobby screen (digital billboard)
- Logo signage on Welcome Reception
- Swag bag flyer insert
- 1 in-app notification from STA during the event

HIMALAYAN $4,750

- **Standard Booth included** ($3,449 value)
- Half-page ad in program booklet
- Rotating ad on lunch-hall digital billboard
- Ad featured in lobby screen (digital billboard)
- Logo signage on Welcome Reception
- Swag bag flyer insert
- 1 in-app notification with "Visit Booth #___"

SIGNATURE $5,995

- **Standard Booth included**
- Full-page ad in program booklet
- **Breakout room sponsor** — logo on door sign, on attendee water bottles, and on branded note pads handed out to every attendee in the room
- **Salty Awards ceremony sponsor** ($1,000 value) — presenting recognition during the Thursday awards
- Logo signage on Welcome Reception
- Featured on lobby welcome screen at check-in
- Lunch-hall rotating billboard with booth #
- Swag bag flyer insert
- 2 in-app notifications to attendees during the event

TITLE SPONSOR $7,995

- **Premium Booth included** ($4,995 value)
- "STACon Live 2026 presented by [Your Brand]"
- **Sole sponsor on Pre-Conference Day** — no competing brand visibility
- **Happy Hour sponsor** — Wednesday evening cocktails with branded signage, custom cocktail napkins, and opening toast
- Pre-Conference Day Box Lunch sponsor — logo on every lunch table (with booth #) and on the sign at the lunch hall entrance
- Featured ad in the official event app attendees use
- Inside-cover or 2-page spread in program booklet
- Primary lobby welcome screen placement
- Opening keynote introduction slot
- Logo signage on Welcome Reception
- Swag bag flyer insert
- 3 in-app notifications to attendees during the event

Breakout room and lobby welcome screen placements are allocated first-come. Only one Title Sponsor per event.

POWER A CONFERENCE MOMENT

Put your brand on what attendees remember most.

These activation sponsorships cover real conference costs — the food, the bags, the shirts, the coffee — and put your logo on the experiences that define each attendee's day. Each activation is exclusive: one brand, one moment. First to commit wins.

Volunteer & Staff T-Shirts

Your logo on the back of every volunteer and staff shirt worn throughout the event. Walking brand ambassadors from check-in to closing.

$750

Lanyard Sponsor

Logo on every attendee lanyard, worn every moment of the conference. Highest-frequency brand touchpoint at the event.

SOLD

Swag Bag Sponsor 2 AVAILABLE

Your logo on the bag every attendee receives at check-in and carries throughout the conference and home. Two sponsors share the front of the bag.

$950

All-Day Coffee & Tea Station

Exclusive branding at the all-day coffee and tea station, both days. Illy freshly brewed regular and decaf coffee, plus an assortment of Dammann teas. Prominent signage at the highest-traffic gathering point of the conference.

$750

Popcorn Bar Snack Break

Power Day One's afternoon snack break. Caramel, cheddar cheese, and butter popcorn, plus assorted candy bars — Snickers, gummies, and M&Ms. Branded signage and program mention.

$750

Happy Hour Sponsor 2 AVAILABLE

Wednesday evening cocktails and networking in the vendor hall. Branded signage at the bar, custom cocktail napkins, and opening toast recognition. Highest-energy moment of the conference.

$1,250

Breakout Room Sponsor 3 AVAILABLE

Dedicated sponsor of one breakout session room — each of the three rooms has its own single sponsor. Your logo on the door sign, on attendee water bottles inside, and on branded note pads handed to every attendee in your room.

$750

VIP Dinner with Round Table Experts

Host an exclusive VIP dinner with round-table industry experts. Branded as your sponsored experience with full recognition and intimate access for high-value relationship building.

$1,500

Activation sponsorships can be purchased standalone or layered on top of any booth package or sponsorship tier.

EXHIBITOR & SPONSOR APPLICATION

Complete this form and return to STA. A member of our team will confirm availability, issue an invoice, and send your exhibitor welcome kit within 5 business days. Booths are assigned in the order applications are received — early application is strongly recommended.

COMPANY INFORMATION

COMPANY / BRAND NAME

WEBSITE

PRIMARY CATEGORY (FROM PAGE 03)

PRIMARY CONTACT

FULL NAME

TITLE

EMAIL

PHONE

SELECT YOUR PACKAGE

Booth-only options (left) or Sponsorship tiers (right) — all sponsorships except Community include a booth.

- ☐ Half Booth — $2,495
- ☐ Standard Booth — $3,449
- ☐ Premium Booth — $4,995
- ☐ À la carte add-ons (specify below)
- ☐ Community Sponsor — $1,295
- ☐ Salt Crystal Sponsor — $2,995
- ☐ Himalayan Sponsor — $4,750
- ☐ Signature Sponsor — $5,995
- ☐ Title Sponsor — $7,995

ADD ACTIVATION SPONSORSHIP (OPTIONAL)

Availability noted — first committed wins.

- ☐ Volunteer & Staff T-Shirts — $750
- ☐ ~~Lanyard~~ — SOLD
- ☐ Swag Bag (2 avail) — $950
- ☐ Breakout Room (3 avail) — $750
- ☐ Coffee & Tea Station — $750
- ☐ Popcorn Bar Break — $750
- ☐ Happy Hour (2 avail) — $1,250
- ☐ VIP Dinner w/ Round Table Experts — $1,500

AGREEMENT

By signing below, the applicant agrees to the STACon Live 2026 Exhibitor Terms, including booth setup/teardown schedules, on-site conduct, cancellation policy (50% refund through 90 days prior; no refund within 90 days), and payment terms (50% deposit due upon invoice, balance due 60 days prior to event). Full terms will be included with your invoice.

AUTHORIZED SIGNATURE

DATE

PRINTED NAME & TITLE

Return completed application to: Laura Curley, Executive Director · Laura@salttherapyassociation.org

Applications received before June 1, 2026 qualify for early-bird booth placement preference.

Salt Therapy Association

RESEARCH · EDUCATION · INNOVATION

The Salt Therapy Association is the national trade body representing halotherapy studios, wellness operators, equipment manufacturers, and practitioners. We advance the field through research, professional education, and innovation — setting the standards that shape the future of salt therapy in North America.

GENERAL INQUIRIES
info@salttherapyassociation.org

EXHIBITORS & SPONSORS
Laura@salttherapyassociation.org

DIRECT CONTACT
Laura Curley
Executive Director