

**PRIVATE PRACTICE SECTION**  
AMERICAN PHYSICAL THERAPY ASSOCIATION



**SPONSORSHIP & ADVERTISING  
PROSPECTUS**

**WWW.PPSAPTA.ORG**



# 2016 ANNUAL CONFERENCE

October 19-22 | Wynn Las Vegas, NV



## GENERAL SPONSORSHIP OPPORTUNITIES — Onsite Exposure

The Private Practice Section (PPS) 2016 Annual Conference in Las Vegas, NV, is expected to attract 1,200 attendees and 250 exhibiting companies. Decision-makers from across the physical therapy industry representing the entire buying team will be in attendance. It is the perfect venue to showcase your company in front of this influential audience.

PPS's array of sponsorship opportunities provides the most effective way to reach out to attendees and maximize visibility. All sponsors are recognized prominently before, during, and after the conference as leading supporters of the Private Practice Section of the APTA.

## Pick Your Level of Sponsorship (Level 1 – Level 4)

As a sponsor, you will be recognized as a true partner. Choose one of the sponsorship levels below to further your position in an innovative industry:

### LEVEL 1 \$10,000

- Prominent recognition at two (2) general sessions
- Two (2) complimentary conference registrations
- One (1) full page advertisement in conference program

### LEVEL 2 \$6,500

- One (1) complimentary conference registration
- One (1) full page advertisement in conference program

### LEVEL 3 \$4,000

- One (1) half page advertisement in conference program

### LEVEL 4 \$2,000

- One (1) quarter page advertisement in conference program

## Level 1 – Level 4 Sponsors Receive:

- >> Free advanced attendee mailing information
- >> Prominent recognition onsite
- >> Sponsor ribbons on name badges of all company attendees
- >> Logo and hyperlink to sponsor site on PPS website virtual exhibit hall
- >> Acknowledgement in conference program by contribution level including company logo
- >> Free mailing information, after conference, of all attendees

# TARGETED SPONSORSHIP & ADVERTISING OPPORTUNITIES

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## Networking Sponsorships

Want to expand your exposure at networking events? Here is a perfect way to show your support of PPS and publicize your company: sponsor one of the networking meal functions. Sponsors in this category may place product literature on the food and beverage tables as appropriate and their logo will be on signage at the event.

### EXHIBIT LUNCH — Thursday or Friday

One **exclusive** sponsorship for \$12,000 or partial sponsorships for \$5,000 each

**PARTIAL STILL AVAILABLE!!**

### NETWORKING RECEPTION — Thursday

One **exclusive** sponsorship for \$9,000 or partial sponsorships for \$4,000 each

**SOLD**

### CONTINENTAL BREAKFAST — Friday

One **exclusive** sponsorship for \$8,000 or partial sponsorships for \$4,000 each

**SOLD**

### CLOSING DINNER — Friday

One **exclusive** sponsorship for \$15,000

**SOLD**

## Branding Sponsorships

### CONFERENCE CARRY-ALL TOTE BAGS: \$7,000

The PPS Conference registration bag is a must have for all attendees. In fact, we are even getting requests for them a year later! The bag is hand-selected by our staff to be the perfect complement for our attendees during and after the conference. Your company logo will be prominently displayed along with the conference logo. This is an effective way to keep your company's name in the minds of PT owners and administrators during the conference and beyond.

**SOLD**

### LANYARDS: \$6,500

Imagine your company's name prominently adorned holding every PPS Conference attendee's name badge during the conference.

**SOLD**

### VENDOR PRESENTATIONS: \$500

Increase your visibility on the exhibit floor by presenting your product and service in a presentation format. This opportunity is available only to confirmed exhibitors, so sign up now! Space is limited.

**SOLD**

### CHARGING STATIONS: \$4,000

Provide a convenient place for attendees to recharge their electronic devices. Sponsorship includes three charging stations branded with your logo. One can be placed in your exhibit booth if requested.

**SOLD**

### CARPET CLINGS: \$4,000

As attendees find their way around the conference facility, your message on the floor's carpeting will direct them to your product or service—or even your exhibit booth. Up to 10 clings, maximum size of three square feet, in the foyer space outside the Exhibit Hall and Session Rooms.

**SOLD**

## ALL ONSITE DISTRIBUTION ADVERTISE IN ALL 3 AND SAVE 10%!

## Advertising Opportunities

PPS provides private practice owners with access to content, news and information that they want, when they want it, and how they want it—24/7/365. Buyers choose where they will go for information—print publications, online information, or in-person events. Each of these mediums plays a special role in delivering content and each offers marketers a unique way to engage, inform, and SELL.

An INTEGRATED marketing strategy includes all of these touch points to maximize reach and effectiveness.

### PPS ANNUAL CONFERENCE PROGRAM GUIDE



Distributed to **every show attendee onsite**, this guide is used and re-used many times each day while the attendees are at the conference. Moreover, the Program Guide is taken back to the office and referred to countless times after the show.

Reserving an ad is like having a permanent exhibit booth!

### IMPACT MAGAZINE SHOW ISSUE



October *Impact* Magazine reaches **ALL PPS members three weeks prior to the show and is onsite for ALL show attendees**. In print and online the entire month before the show, and archived 24/7 at [www.ppsimpact.org](http://www.ppsimpact.org).

### PPS ANNUAL BUYER'S GUIDE



Polybagged in the **September 2016 AND January 2017** issues of *Impact* magazine.

Onsite at the **2016 PPS Annual Conference & Exhibition** (over **1,200 practice owners and administrators** anticipated!).

Onsite at **CSM 2017**.

Included in the new **PPS member welcome packet each month**.

Posted year round on the **PPS website and Impact website** ([www.ppsimpact.org](http://www.ppsimpact.org)).

**Find the option that works best for you—contact Malisa Minetree  
advertise@ppsimpact.org or 317-815-4688**



# 2016 PPS ANNUAL CONFERENCE SPONSORSHIP PACKAGES



Email this completed insertion form and your ad to [advertise@ppsimply.org](mailto:advertise@ppsimply.org) or fax to 317-582-0607. For more information, call Malisa Minetree at 317-815-4688.

Advertiser / Agency \_\_\_\_\_

Contact Name \_\_\_\_\_

Telephone / Email \_\_\_\_\_

Mailing Address / City / State / Zip \_\_\_\_\_

## Sponsorship Opportunities\*

General Sponsorships				Cost <sup>†</sup>
<input type="checkbox"/> Level 1 (\$10,000)	<input type="checkbox"/> Level 2 (\$6,500)	<input type="checkbox"/> Level 3 (\$4,000)	<input type="checkbox"/> Level 4 (\$2,000)	
Targeted Sponsorships				Cost <sup>†</sup>
<input type="checkbox"/> Exhibit Lunch	<input type="checkbox"/> Networking Reception	<input type="checkbox"/> Continental Breakfast	<input type="checkbox"/> Closing Dinner Event	
<input type="checkbox"/> Carry-All Tote Bags	<input type="checkbox"/> Lanyards	<input type="checkbox"/> Vendor Presentations	<input type="checkbox"/> Charging Stations	<input type="checkbox"/> Carpet Clings

\*Only sponsorships at Levels 1-4 (\$2,000 and higher) receive free advanced- and post-conference attendee information, sponsor ribbons, PPS website exposure, and mention in PPS program guide.

## PPS Annual Conference Program Guide (CREDIT CARD PAY ONLY)

Ad Size	Cost <sup>†</sup>
<input type="checkbox"/> Inside Front Cover	
<input type="checkbox"/> Inside Back Cover	
<input type="checkbox"/> Back Cover	
<input type="checkbox"/> Full Pg	
<input type="checkbox"/> 1/2 H Pg	
<input type="checkbox"/> 1/2 V Pg	
<input type="checkbox"/> 1/4 Pg	

## IMPACT Magazine

Display Ad Size	<input type="checkbox"/> B&W	<input type="checkbox"/> Color	Issues Running	Cost <sup>†</sup>
<input type="checkbox"/> Spread	<input type="checkbox"/> Full Pg	<input type="checkbox"/> 1/2 H Pg	<input type="checkbox"/> 1/2 V Pg	<input type="checkbox"/> 1/4 Pg
<input type="checkbox"/> Oct (PPS Show Issue)				
Ad Index Listing				
Company Name: _____		Phone: _____		Fax: _____
Email: _____		Website: _____		

## PPS Buyer's Guide (CREDIT CARD PAY ONLY)

50-Word Listing	50-Word Listing	Cost <sup>†</sup>
<input type="checkbox"/> Single Listing	<input type="checkbox"/> Multiple Listings	Number of listings _____

Summary of Costs	Total Cost
Sponsorship \$ _____	
Program Guide \$ _____	
Ad Space \$ _____	
Buyer's Guide \$ _____	

<sup>†</sup>See rate card for pricing and discount structure.

Contact for materials:  Advertiser  Ad Agency

Bill:  Advertiser  Ad Agency

**PPS REQUIRES PREPAYMENT FOR ALL 2016 PPS CONFERENCE SPONSORSHIPS AND ADS\***

### INDICATE PAYMENT OPTION:

E-Invoice (available for IMPACT Magazine ads only; payment due within 15 days of receipt)

\_\_\_\_\_  
Email address of payee (required)

Payment in **FULL** for **ENTIRE** order \$ \_\_\_\_\_  
(5% discount applies to 4x-11x orders)

Charge my credit card  
 VISA  MasterCard  American Express

Payment in **FULL** for **ENTIRE** PPS  
2016 sponsorship/advertising order \$ \_\_\_\_\_  
(10% discount applies to 3 package combo)

\_\_\_\_\_  
CARD NUMBER

\_\_\_\_\_  
EXPIRATION DATE and 3-DIGIT CODE

\_\_\_\_\_  
CARDHOLDER SIGNATURE

\_\_\_\_\_  
AUTHORIZATION SIGNATURE FOR 2016 PPS ADVERTISING AGREEMENT

\_\_\_\_\_  
DATE

\*Cancellations must be received in writing prior to the published ad close date. Short-term rates apply upon cancellation.

**Find the option that works best for you—contact Malisa Minetree**  
**[advertise@ppsimply.org](mailto:advertise@ppsimply.org) or 317-815-4688**