

# PPS 2018



## 2018 ANNUAL CONFERENCE **SPONSORSHIP & ADVERTISING PROSPECTUS**

Private Practice Section, APTA  
[www.ppsapta.org](http://www.ppsapta.org)



# 2018 PPS Annual Conference & Exhibition

## THE BROADMOOR

Colorado Springs, CO | November 7-10, 2018

### GENERAL SPONSORSHIP OPPORTUNITIES — Onsite Exposure

The Private Practice Section (PPS) 2018 Annual Conference in Colorado Springs, Colorado, is expected to attract about 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 (1 – 4)

As a sponsor, you will be recognized as a true partner. Choose one of the sponsorship levels below to differentiate your company:

#### LEVEL 1

**\$10,000**

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

#### LEVEL 2

**\$7,000**

- 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

**\$2,500**

- One (1) quarter page advertisement in conference program

**High Onsite  
Visibility  
Included!**

### ALL Sponsors Receive:

- >> Free advanced attendee mailing information
- >> Prominent recognition onsite
- >> Sponsor ribbons on name badges of all company attendees
- >> Your company logo and weblink on all PPS conference email blasts and on PPS conference registration website
- >> Acknowledgement in conference program by contribution level including company logo
- >> Free mailing information, after conference, of all attendees
- >> VIP status in the PPS 2018 Mobile App
- >> Guaranteed appointment to select booth space for PPS 2019

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## Event Sponsorships

Show your support of PPS and promote your company prominently at PPS 2018 receptions! Sponsors in this category can share product literature; special signage at the event is provided.

**PRESIDENT'S RECEPTION — Wednesday** **\$15,000**  
 Food and cocktails provided by PPS

**LUNCH IN EXHIBIT HALL — Thursday or Friday** **\$12,000**  
 One **exclusive** sponsorship for \$12,000 or partial sponsorships for \$6,000 each

**RECEPTION IN EXHIBIT HALL — Thursday** **\$9,000**  
 One **exclusive** sponsorship for \$9,000 or partial sponsorships for \$4,500 each

**KEYNOTE BREAKFAST — Thursday** **\$8,000**  
 One **exclusive** sponsorship for \$8,000 or partial sponsorships for \$4,000 each

**CONTINENTAL BREAKFAST — Friday** **\$8,000**  
 One **exclusive** sponsorship for \$8,000 or partial sponsorships for \$4,000 each

To sponsor **SATURDAY'S BREAKFAST**, email [malisa.minetree@me.com](mailto:malisa.minetree@me.com) for details

## Branding Sponsorships

**HOTEL KEY CARDS: \$10,000**  
 Get your company name on every room key.

**TOTE BAGS: \$8,000**  
 The PPS Conference registration bag is a must have for all attendees. Your company logo will be prominently displayed along with the PPS logo.

**LANYARDS: \$8,000**  
 Your company's name prominently shown holding every PPS Conference attendee's name badge during the conference.

**HOTEL ROOM DROPS: \$8,000 per night**  
 Personalize your company's connection with a welcome gift **INSIDE** every PPS 2018 booked room at the Broadmoor!

**USB FLASH DRIVES WITH PRESENTER HANDOUTS: \$6,000**  
 Includes: 1) PPS-direct email alerting all PPS attendees to pick up this handy, highly requested resource, and 2) Sponsor's educational handout on the flash drive.

**MOBILE APP SPONSORSHIP: \$5,000**  
 Splash Screen: \$5,000  
 Banners / Push Notifications: \$500-\$1,000

**VENDOR PRESENTATIONS: \$500 (check for availability)**  
 Increase your visibility on the exhibit floor by presenting your product and services in a presentation format. This opportunity is available only to confirmed exhibitors. Space is limited.

**WIFI: \$15,000**

**WATER BOTTLE STATION: \$15,000**

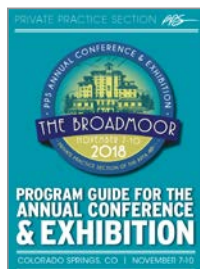
**ALL ONSITE DISTRIBUTION  
 ADVERTISE IN ALL 3 AND SAVE 10%!**

## 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



The **PPS Annual Conference & Exhibition** reaches more than 1,200 health care professionals. **The Program Guide** serves as the primary information resource about the exhibit halls, exhibitors, and conference schedule.

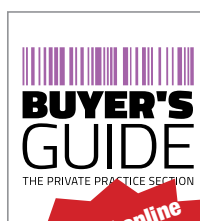
**Reserving an ad is like having a permanent exhibit booth!**

### IMPACT MAGAZINE SHOW ISSUE



October *Impact* magazine reaches all PPS members in print and online four weeks prior to the show and again in person to all attendees at PPS 2018. Also archived online 24/7/365 at [www.ppsimpact.org](http://www.ppsimpact.org).

### PPS ANNUAL BUYER'S GUIDE



**Polybagged** in January *Impact*; **Onsite** at CSM

**New! Interactive Buyers' Guide Online** with Video, Online Brochure, PPS Member Only Discount Options!

Included in PPS **new member welcome kit mailing**

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

**Video and online brochures now available!**

**Find the option that works best for you—  
 contact Malisa Minetree**

[malisa.minetree@me.com](mailto:malisa.minetree@me.com) or 317-815-4688

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

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

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

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

<b>IMPACT Magazine</b> <input type="checkbox"/> B&W <input type="checkbox"/> Color	<b>Issues Running</b>	<b>Cost*</b>
<input type="checkbox"/> Inside Front Cover <input type="checkbox"/> Inside Back Cover <input type="checkbox"/> Back Cover	<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> June	
<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"/> Custom Insert	<input type="checkbox"/> July <input type="checkbox"/> Aug <input type="checkbox"/> Sep <input type="checkbox"/> Oct (PPS Show Issue) <input type="checkbox"/> Nov	
<b>Ad Index Listing</b> To eliminate printing errors, please email your contact information to <a href="mailto:advertise@ppsimpact.org">advertise@ppsimpact.org</a> with your insertion order. Contact information includes: Company Name; Phone; Fax; Email; and Website.		

<b>PPS Buyer's Guide</b> <input type="checkbox"/> Print <input type="checkbox"/> Online	<b>Cost*</b>
<input type="checkbox"/> Enhanced Listing (200 words) <input type="checkbox"/> Basic Listing (50 words)	<input type="checkbox"/> Multiple Listings    Number of listings _____

<b>PPS Annual Conference and Exhibition</b>	<b>Cost*</b>
<b>Program Guide</b> <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	
<b>Sponsorships</b> <input type="checkbox"/> President's Reception <input type="checkbox"/> Lunch in Exhibit Hall <input type="checkbox"/> Reception in Exhibit Hall <input type="checkbox"/> Keynote Breakfast <input type="checkbox"/> Continental Breakfast <input type="checkbox"/> Hotel Key Card <input type="checkbox"/> Tote Bag <input type="checkbox"/> Lanyard <input type="checkbox"/> Mobile App <input type="checkbox"/> Wifi <input type="checkbox"/> Other _____	

<b>Online Advertising</b> (PPS online / IMPACT online)	<b>Months Running</b>	<b>Cost*</b>
<a href="http://www.ppsapta.org">www.ppsapta.org</a> <input type="checkbox"/> 728x90 (lower leaderboard) <input type="checkbox"/> 250x250 (square)	<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> June	
<a href="http://www.ppsimpact.org">www.ppsimpact.org</a> <input type="checkbox"/> 728x90 (leaderboard) <input type="checkbox"/> 300x250 (button) <input type="checkbox"/> Email Blast	<input type="checkbox"/> July <input type="checkbox"/> Aug <input type="checkbox"/> Sep <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec	

<b>PPS Integrated Marketing</b>	<b>Cost*</b>
<input type="checkbox"/> PPS 2018 Conference Packet (save 10%) <input type="checkbox"/> IMPACT Premium Packet (save \$3,200) Choose 4 months for FREE email blast button:	<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> June <input type="checkbox"/> July <input type="checkbox"/> Aug <input type="checkbox"/> Sep <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec

<b>Summary of Costs</b>	<b>Total Cost</b>
Impact Magazine \$ _____ PPS Buyer's Guide \$ _____ PPS Annual Conference \$ _____ Online \$ _____ Integrated \$ _____	

\*See rate card for pricing and discount structure.

**Artwork:**     Use same art for all ads  
                   Use new art for each ad (Include individual insertion instructions as required)

**Special Instructions:** \_\_\_\_\_

**Contact for materials:**     Advertiser     Ad Agency  
**Bill:**     Advertiser     Ad Agency

<b>PPS REQUIRES PREPAYMENT FOR ALL ADS*</b>	
<b>INDICATE PAYMENT OPTION:</b>	
<input type="checkbox"/> E-Invoice (payment due within 30 days of receipt)	
Email address of payee (required) _____	
<input type="checkbox"/> Payment per insertion	\$ _____
<input type="checkbox"/> Payment in FULL for ENTIRE order	\$ _____
(5% prepay discount only applies to IMPACT 4x-11x order)	
<input type="checkbox"/> Charge my credit card	
<input type="checkbox"/> VISA <input type="checkbox"/> Master Card <input type="checkbox"/> American Express	
<input type="checkbox"/> Payment per insertion	\$ _____
<input type="checkbox"/> Payment in FULL for ENTIRE order	\$ _____
(5% prepay discount only applies to IMPACT 4x-11x order)	
CARD NUMBER _____	EXPIRATION DATE and 3-DIGIT CODE _____
CARDHOLDER NAME (PLEASE PRINT LEGIBLY) _____	
CARDHOLDER SIGNATURE _____	DATE _____
SIGNATURE FOR PPS 2018 ADVERTISING AGREEMENT _____	

\*Ad WILL NOT run if payment is not received within 30 days.  
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**  
**malisa.minetree@me.com or 317-603-7854**