



# PRIVATE PRACTICE SECTION 2019

OCT. 30  
thru  
NOV. 2

*est. 1955*



**SPONSORSHIP & ADVERTISING**

**PROSPECTUS FOR THE**

**2019 PPS ANNUAL**

*Conference & Exhibition*

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PRIVATE PRACTICE SECTION | [WWW.PPSAPTA.ORG](http://WWW.PPSAPTA.ORG)





## Connect with the Owners and Operators in Outpatient Rehab

The hugely popular Exhibit Hall consistently sells out thanks to the immense buying power of our attendees. Get in front of your buyers with heightened brand placement at the only conference in the country that brings all these decision-makers together at one time. Email [malisa.minetree@me.com](mailto:malisa.minetree@me.com) for all conference-centric advertising, speaking, and sponsorship

opportunities. 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

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

### Level 1

**\$10,000**

- ▶ Prominent recognition at two (2) general sessions during PPS President's address
- ▶ 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

## ALL SPONSORS GET BRANDING AROUND THE EVENT/PRODUCT THEY SPONSOR PLUS 10 EXCLUSIVE ENGAGEMENT OPPORTUNITIES BELOW:

1. **Guaranteed booth selection appointment for PPS 2020** before it goes public
2. Free **attendee mailing lists** before and after the conference
3. Prominent **recognition onsite** at the General Sessions, on all walk-in slides for PPS educational sessions, and in the onsite Program Guide
4. Large scale company branding with your **logo on conference signage**
5. Your **company logo and link posted** where all PPS attendees register at [www.ppsconference.org](http://www.ppsconference.org)
6. Spotlight display of your **company logo and link** on all PPS conference emails (sent every 3 weeks prior to the conference and every day of the conference)
7. **Sponsor ribbons** for all of your company personnel to wear onsite
8. **Priority access points** earned toward an earlier booth selection time for the next year's conference
9. **Elevated status** on the **PPS 2019 App** where we average more than 1,000 users and 50,500 engagements each year
10. **Complimentary ad** in the **PPS 2019 Program Guide** (size determined by sponsorship level)

**RESERVE YOUR EXHIBIT SPACE AT PPS 2019 STARTING IN MID NOVEMBER AT [WWW.PPSTRADESHOW.COM](http://WWW.PPSTRADESHOW.COM)!**

**Set 11/15 on your calendar—space fills up quickly!**

Call or email Malisa Minetree ([malisa.minetree@me.com](mailto:malisa.minetree@me.com)) for details.



## Promote your Brand

Showcase your company personnel at key networking events and/or your brand on our premium conference tools/giveaways at PPS 2019. Pick from the following:



### In-person networking events

<b>President's Reception</b>	<b>SOLD!</b>	\$15,000
<b>Keynote Breakfast Reception</b>		\$8,000
<b>Lunch in the Exhibit Hall</b>		\$6,000-\$12,000
<b>Breakfast in the Exhibit Hall</b>		\$4,000-\$8,000
<b>Happy Hour/Reception</b>	<b>1 OF 2 SOLD!</b>	\$10,000

### Brand these highly used conference perks

	<b>Wifi</b>	\$15,000
	<b>Hotel Key Card</b> Get your company name on every room key.	<b>SOLD!</b> \$10,000
	<b>Lanyard</b> Your company's name prominently shown holding every PPS Conference attendee's name badge.	<b>SOLD!</b> \$8,000
	<b>Tote Bag</b> The PPS Conference registration bag is a must have for all attendees. Your company logo will be prominently displayed along with the PPS logo.	\$8,000
	<b>Mobile App</b>	<b>SOLD!</b> \$5,000
	<b>Presenter Handouts on USB drive</b> Includes: 1) PPS-directed email alerting all PPS attendees to pick up a handy, highly requested resource, and 2) Sponsor's educational handout on the flash drive.	<b>SOLD!</b> \$6,000

*Inquire about presentational opportunities, exclusive charging stations, and other unique onsite opportunities.*

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

### PPS 2019 Conference Packet

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 Program Guide reaches more than 1,200 health care professionals. The guide is the only printed information resource about the conference and exhibition and everyone gets a copy at registration.

#### Impact Magazine Show Issue



The October issue of *Impact* magazine reaches all PPS members in print and online four weeks prior to the show and again in person to all attendees at the PPS 2019 Conference. Also archived on [www.ppsimpact.org](http://www.ppsimpact.org).

#### PPS Annual Buyer's Guide (In Print & Online)



Boasting more than 100,000 views per year, the Annual PPS Buyer's Guide gives your company **12 months of exposure** to the PPS community. The online Buyer's Guide features:

- Online video, online brochures, and up to 200 words.
- PPS members can demo your product online or take advantage of a PPS member discount you create!
- Change your video, online brochure, or company description at any time throughout your 12 month subscription.

#### BONUS:

- Print version of the Buyer's Guide mails to more than 4,200 clinic owners in Feb. 2019 and is onsite at CSM 2019.
- Mailed monthly to new PPS members when they join.
- Posted on [www.ppsapta.org](http://www.ppsapta.org) and [www.ppsimpact.org](http://www.ppsimpact.org).
- All PPS Buyer's Guide vendors (register at [www.ppsbuyersguide.com](http://www.ppsbuyersguide.com)) who also exhibit at the PPS conference will be prominently highlighted in the conference app's exhibitor list and given VIP access to edit their app listing to include additional links, documents, and photos.

**Find the option that works best for you!**  
[malisa.minetree@me.com](mailto:malisa.minetree@me.com) or 317-815-4688

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	

**Ad Index Listing**

To eliminate printing errors, please email your contact information to [advertise@ppsimply.com](mailto:advertise@ppsimply.com) with your insertion order. Contact information includes: Company Name; Phone; Fax; Email; and Website.

<b>Online Advertising</b> (Impact online / PPS online )	<b>Months Running</b>	<b>Cost*</b>
<a href="http://www.ppsimply.com">www.ppsimply.com</a> <input type="checkbox"/> Leaderboard <input type="checkbox"/> Button <input type="checkbox"/> Email Blast	<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.ppsapta.com">www.ppsapta.com</a> <input type="checkbox"/> PREMIUM Leaderboard <input type="checkbox"/> Leaderboard <input type="checkbox"/> Square	<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 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 &amp; 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"/> Breakfast Reception <input type="checkbox"/> Lunch in the Hall <input type="checkbox"/> Breakfast in the Hall <input type="checkbox"/> Happy Hour <input type="checkbox"/> Wifi <input type="checkbox"/> Hotel Key Card <input type="checkbox"/> Lanyard <input type="checkbox"/> Tote Bag <input type="checkbox"/> Mobile App <input type="checkbox"/> Presenter Handouts on USB Drive	

<b>PPS Integrated Marketing</b>	<b>Cost*</b>
<input type="checkbox"/> PPS 2019 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

**PPS REQUIRES PREPAYMENT FOR ALL ADS\***

**INDICATE PAYMENT OPTION:**

**E-Invoice (payment due within 30 days of receipt)**

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

Payment per Insertion \$ \_\_\_\_\_

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

**Charge my credit card**

VISA  Master Card  American Express

Payment per Insertion \$ \_\_\_\_\_

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

**FOR INTERNAL USE ONLY**

For your security, PPS will contact you by phone for payment information upon receipt of a completed order form.

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

CARDHOLDER NAME (PLEASE PRINT LEGIBLY) \_\_\_\_\_

SIGNATURE FOR PPS 2019 ADVERTISING AGREEMENT \_\_\_\_\_ DATE \_\_\_\_\_

\*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.  
 \*All payments on sponsorship orders are nonrefundable.

**FIND THE OPTION THAT WORKS BEST FOR YOU. CONTACT MALISA.MINETREE@ME.COM.**