



PRIVATE PRACTICE SECTION 2019

OCT. 30
thru
NOV. 2

est. 1955



SPONSORSHIP & ADVERTISING

PROSPECTUS FOR THE

2019 PPS ANNUAL

Conference & Exhibition

PRIVATE PRACTICE SECTION | 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 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
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!**

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

Call or email Malisa Minetree (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

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

Brand these highly used conference perks

Wifi	SOLD!	\$15,000
Hotel Key Card Get your company name on every room key.	SOLD!	\$10,000
Lanyard Your company's name prominently shown holding every PPS Conference attendee's name badge.	SOLD!	\$8,000
Tote Bag The PPS Conference Registration bag is a must have for all attendees. Your company logo will be prominently displayed along with the PPS logo.	SOLD!	\$8,000
Mobile App	SOLD!	\$5,000
Presenter Handouts on USB drive 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.	SOLD!	\$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.

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 and www.ppsimpact.org.
- All PPS Buyer's Guide vendors (register at 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 or 317-815-4688

Contact Name _____

Telephone _____

Email _____

Mailing Address _____

City _____

State _____

Zip _____

Impact Magazine <input type="checkbox"/> B&W <input type="checkbox"/> Color	Issues Running	Cost*
<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 with your insertion order. Contact information includes: Company Name; Phone; Fax; Email; and Website.

Online Advertising (Impact online / PPS online)	Months Running	Cost*
www.ppsimply.com <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	
www.ppsapta.com <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	

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

PPS Annual Conference & Exhibition	Cost*
Program Guide <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	
Sponsorships <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	

PPS Integrated Marketing	Cost*
<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	

Summary of Costs	Total Cost*
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.