

17th Annual Physical Therapy Education Leadership Conference Sponsorship and Exhibit Opportunities



A Collaborative Effort By:



Location: Wisconsin Center, 400 W. Wisconsin Avenue, Milwaukee, WI 53203

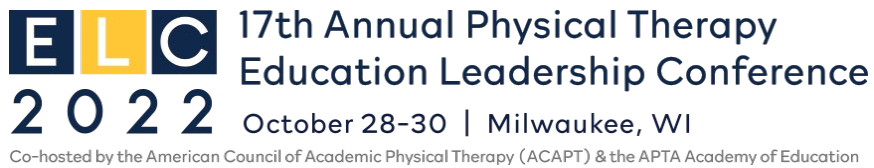
Theme: Pursuing Excellence and Innovation in Physical Therapy Education

ELC 2022 website: <http://pteducationleadershipconference.org>

Becoming an ELC sponsor signifies you are committed to developing your brand recognition to physical therapy educators and practitioners! ELC is a joint conference presented by the APTA Academy of Education and the American Council of Academic Physical Therapy. ELC sponsorships have been designed to help you reach your marketing goals among this wide range of physical therapy leaders in education. We are committed to providing you with the greatest opportunity for face-to-face interaction through proven brand integration opportunities.

Sponsorship of the Education Leadership Conference provides your company with a cost-effective, value-added opportunity to:

- Drive interest and visibility to your products and services by reinforcing your brand messaging and effectively leveraging your exhibit space
- Have direct access to PTs and PTAs to shorten the sales cycle
- Create brand awareness and increase brand loyalty among a targeted audience of physical therapy educators and decision makers
- Introduce a new product/service to a captive group of physical therapy leaders



- ## Exhibit Hall Schedule

The sponsor/exhibitor agrees to observe all policies and regulations set forth in the ELC 2022 Exhibitor Prospectus, including the Exhibitor Code of Conduct (provided in the exhibitor registration). The person who authorizes this registration has read and hereby agrees to the policies for exhibiting at the 2022 Education Leadership Conference and acknowledges that the exhibiting company.

Cancellation Policy

All cancellations must be received in writing via email to information@educationalleadershipconference.org by September 1, 2022. For cancellations received prior to September 1, 2022, the exhibitor will be responsible for 25% of the full booth fee. For cancellations received between September 1, 2022, and September 30, the exhibitor will be responsible for 50% of the full booth fee. No refunds will be made after October 1, 2022.

CDC Guidelines

We are closely monitoring all CDC Guidelines. There are not presently any alterations in our plans for ELC 2022, however we will communicate further as any changes arise.

Sponsorship Opportunities

Mobile App Sponsorship Level - \$8,000

(One Sponsorship Available)

Benefits:

- Company logo featured on the conference mobile app splash screen on a banner
- Company logo featured on the conference mobile app on rotating sponsor banners
- Verbal and slide recognition as the during the Open Forum and GRJ Forum
- Complimentary exhibit space consisting of one six-foot table, 2 chairs and identification sign
- 1 complimentary conference registration
- 4 complimentary exhibitor passes: additional passes \$125.00 (Exhibit Hall access only)
- Company logo, description, and link in Academy/ACAPT Enews to all subscribers
- Company logo, description, and link in an article on aptaeducation.org/news and acapt.org/news
- Company logo, description, link and link on Academy/ACAPT's Facebook, LinkedIn, and Twitter
- Company logo on conference website linked to company website
- Prominent recognition on thank you signage located in high traffic areas
- Access to a complimentary **pre and post**-conference mailing list of registered attendees (physical addresses only)

PLUS, **exclusive** sponsorship rights to:

☐ **Mobile App Website-**

Take advantage of this opportunity to reinforce your brand in the minds of attendees on the conference mobile app splash screen on a banner. Your company name and logo will be listed on the homepage of the ELC 2022 conference website. Company logo is due by **Monday, August 1, 2022**.



17th Annual Physical Therapy Education Leadership Conference

October 28-30 | Milwaukee, WI

Co-hosted by the American Council of Academic Physical Therapy (ACAPT) & the APTA Academy of Education

Platinum Sponsorship Level - \$5,000

(12 Sponsorships Available)

Benefits:

- Complimentary exhibit space consisting of one six-foot table, 2 chairs and identification sign
- 1 complimentary conference registration
- 4 complimentary exhibitor passes: additional passes \$125.00 (Exhibit Hall access only)
- Company logo featured on the conference mobile app on rotating sponsor banners
- Verbal and slide recognition during the Open Forum and GRJ Forum
- Company logo, description, and link in Academy/ACAPT Enews to all subscribers
- Company logo, description, and link in an article on aptaeducation.org/news and acapt.org/news
- Company logo, description, link and link on Academy/ACAPT's Facebook, LinkedIn, and Twitter
- Company logo on conference website linked to company website
- Prominent recognition on thank you signage located in high traffic areas
- Access to a complimentary **pre and post**-conference mailing list of registered attendees (physical addresses only)

PLUS, sponsorship rights of your choice of **one** of the following:

(Eight Sponsorships Available)

☐ **Welcome Reception with Exhibitors - Friday, October 22 from 7:00 pm-8:30 pm**

This must-attend social gathering will bring together ELC attendees to help raise funds in support of minority PT and PTA professionals and students. Sponsorships will help defray the costs of the event so that 100% of donations raised through this [link](#) will be equally distributed through the American Academic of Physical Therapy (AAPT), The National Association of Black physical Therapy (NABPT) and the American Association of Physical Therapy (APTA). [Learn more here](#). Benefits include company logo on thank you signage in the foyer. Company logo is due by **Monday, August 2, 2022**.

(Two Sponsorship Available)

☐ **Educational and Platform Presentation**

Take advantage of this new opportunity to reinforce your brand in the minds of conference attendees. Your company name and logo will be displayed on the moderator slide during the beginning of every educational and platform presentation. Company logo is due by **Monday, August 1, 2022**.

(One Sponsorship Available)

☐ **Hand Sanitizer**

Take advantage of this opportunity to reinforce your brand in the minds of conference attendees. Your company name and logo will be printed on a hand sanitizer bottle that each attendee will receive. Company logo is due by **Monday, August 1, 2022**.



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(One Sponsorship Available)

☐ **Lanyards**

Take advantage of this opportunity to reinforce your brand in the minds of conference attendees. Your company name and logo will be printed on lanyards that each attendee will receive. Company logo is due by **Monday, August 1, 2022**.

Gold Sponsorship Level - \$3,000

(Five Sponsorships Available)

Benefits:

- Complimentary exhibit space consisting of one six-foot table, 2 chairs and identification sign
- 1 complimentary conference registration
- 3 complimentary exhibitor passes: additional passes \$125.00 (Exhibit Hall access only)
- Verbal and slide recognition during the Open Forum and GRJ Forum
- Company logo, description, and link in Academy/ACAPT Enews to all subscribers
- Company logo, description, and link in an article on aptaeducation.org/news and acapt.org/news
- Company logo, description, link and link on Academy/ACAPT's Facebook, LinkedIn, and Twitter
- Company logo on conference website linked to company website
- Prominent recognition on thank you signage located in high traffic areas
- Access to a complimentary **pre and post**-conference mailing list of registered attendees (physical addresses only)

PLUS, sponsorship rights to your choice of **one** of the following:

☐ **Host Hotel Sponsor – Thursday, October 27 – Sunday, October 30**

(One sponsorship slot available)

Have your company name visible in the lobby of the Host Hotel Hyatt Regency. Sponsorship benefits include your logo on the Welcome signage in the Hyatt Lobby as attendees enter, the opportunity to visually market your business. Company logo for signage is due by **Monday, August 1, 2022**.

☐ **Attendee Breakfast, Morning & Afternoon Breaks – Friday, October 28**

(Two sponsorship slots available)

Have your company name visible as people charge up on breakfast, morning, and afternoon breaks. Benefits include company logo on thank you signage in the foyer and gives you the opportunity to provide marketing material on break tables during meals. Company logo is due by **Monday, August 1, 2022**.

☐ **Attendee Breakfast, Morning & Afternoon Breaks – Saturday, October 29**

(Two sponsorship slots available)

Have your company name visible as people charge up on breakfast, morning, and afternoon breaks. Benefits include company logo on thank you signage in the foyer and gives you the opportunity to provide marketing material on break tables during meals. Company logo is due by **Monday, August 1, 2022**.



17th Annual Physical Therapy Education Leadership Conference

October 28-30 | Milwaukee, WI

Co-hosted by the American Council of Academic Physical Therapy (ACAPT) & the APTA Academy of Education

Silver Sponsorship Level - \$2,000

(Unlimited Sponsorships Available)

Benefits:

- Complimentary exhibit space consisting of one six-foot table, 2 chairs and identification sign
- 3 complimentary exhibitor passes: additional passes \$125.00 (Exhibit Hall access only)
- Company logo on conference website linked to company website
- Verbal and slide recognition during the Open Forum and GRJ Forum
- Prominent recognition on thank you signage located in high traffic areas
- Access to a complimentary **pre and post**-conference mailing list of registered attendees (physical addresses only)

Bronze Sponsorship Level - \$1,000

(Unlimited Sponsorships Available)

Benefits:

- Complimentary exhibit space consisting of one six-foot table, 2 chairs and identification sign
- 2 complimentary exhibitor passes: additional passes \$125.00 (Exhibit Hall access only)
- Company logo on conference website linked to company website
- Verbal and slide recognition during the Open Forum and GRJ Forum
- Prominent recognition on thank you signage located in high traffic areas

Clinical Scholarship Sponsorship- \$500

(Unlimited Sponsorship Available)

Description:

Up to 37 clinical educators, including site coordinators of clinical education (SCCEs), clinical instructors (CIs) and clinic administrators/managers & fellowship/residency educators - who spend 50% of their time in the clinic can take advantage of a free ELC registration by applying for a scholarship. Your sponsorship will go to support this initiative.

Benefits:

- Verbal and slide recognition during the Open Forum and GRJ Forum
- Your company logo will be displayed on a banner on the APTA Academy of Education and ACAPT's Facebook, LinkedIn, and Twitter
- Company logo on conference website linked to company website

**** This opportunity doesn't include exhibit space and can be paired with any sponsorship level above. ****

Social Media Contest Sponsorship- \$500

(Unlimited Sponsorship Available)

Description:

During the conference (Friday, October 28- Sunday, October 30), we'll track the number of posts with the #ELC2022 hashtag and see which university has the most total posts from individuals. The winning institution will receive a \$500 UberEats gift card to share with the PT administrators and faculty.

ELC 17th Annual Physical Therapy
Education Leadership Conference
2022 October 28-30 | Milwaukee, WI
Co-hosted by the American Council of Academic Physical Therapy (ACAPT) & the APTA Academy of Education

Benefits:

- Your company logo will be displayed on a banner on the Academy/ACAPT's Facebook, LinkedIn, and Twitter
- Company logo on conference website linked to company website

*** This opportunity doesn't include exhibit space and can be paired with any sponsorship level above. ***