

# APTA Private Practice 2024 Annual Conference and Exhibition

*The Premier Event Designed for  
Physical Therapy Business Management*

**October 9–12, 2024  
National Harbor, MD**

*Gaylord National Resort &  
Convention Center*

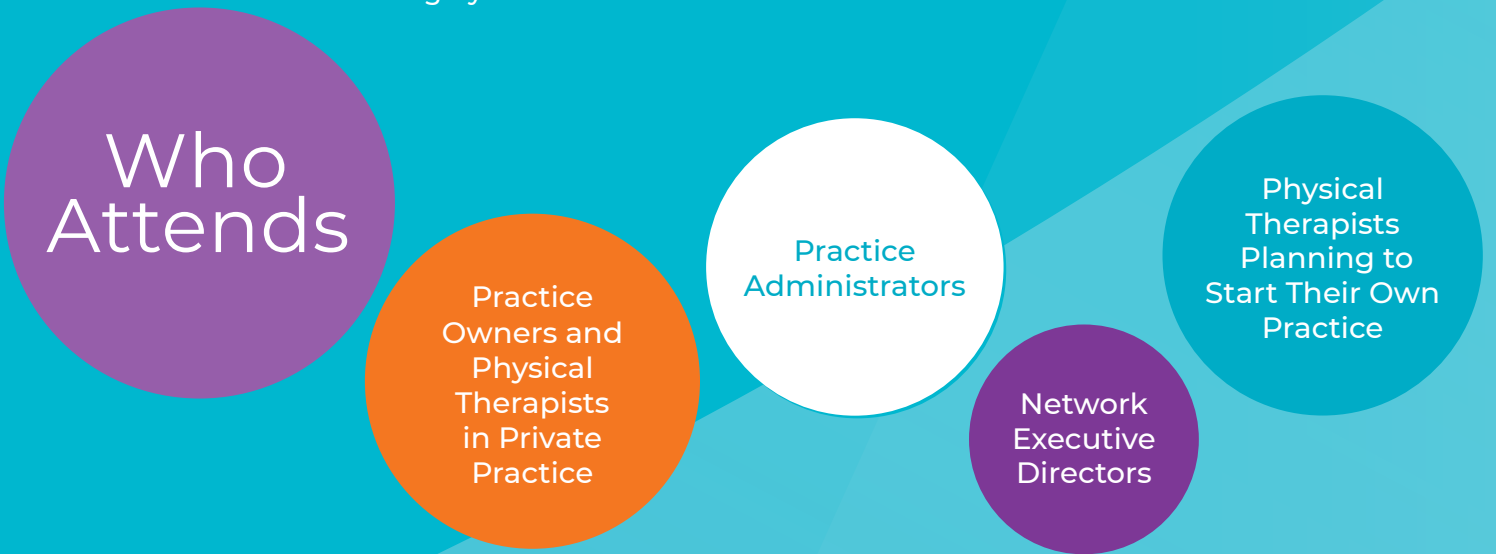
2024  
ANNUAL CONFERENCE &  
EXHIBITION SPONSORSHIP  
PROSPECTUS





# 1,100+ Physical Therapist Private Practice Owners and Administrators

attend the APTA Private Practice Annual Conference & Exhibition every year. The event provides attendees four days of practice management and business education, which exposes them to the latest strategies and solutions for success. Join APTA Private Practice as a sponsor or exhibitor to get direct access to this highly-influential audience of decision makers!

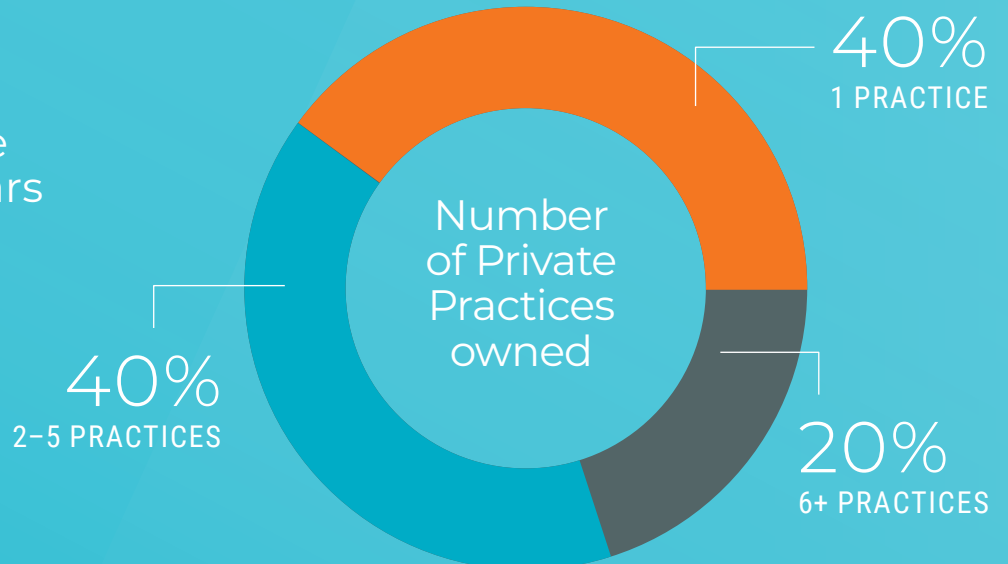



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**71%** in Private Practice for 10+ Years

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**92%** Decision Makers



# Exhibiting

The opportunity to exhibit at the APTA Private Practice Annual Conference & Exhibition is in high demand and exhibit booths sell out quickly each year. If you're a potential first-time exhibitor, you'll want to add yourself to the exhibit waitlist ASAP. Please contact **Gary Baker** at [gbaker@ppsapta.org](mailto:gbaker@ppsapta.org) or call **856-380-6916**.

## Exhibitor Pricing

Premium = Corner, Stand-Alone, or next to F&B Station • Standard = In-Line

### 10' X 10' PREMIUM

► \$3,350

**One (1) Full Conference Registration & One (1) Exhibit Hall Registrations**

Can purchase up to 3 additional registrations at either \$1,300 for Full Registration or \$395 for Exhibit Hall – for a total of 5 registrations.

### 10' X 20' PREMIUM

► \$6,700

**One (1) Full Conference Registration & Two (2) Exhibit Hall Registrations**

Can Purchase up to 6 additional registrations at either \$1,300 for Full Registration or \$395 for Exhibit Hall – for a total of 9 registrations.

### 10' X 30' PREMIUM

► \$9,750

**One (1) Full Conference Registration & Three (3) Exhibit Hall Registrations**

Can purchase up to 9 additional registrations at either \$1,300 for Full Registration or \$395 for Exhibit Hall – for a total of 13 registrations.

### 20' X 20' PREMIUM

► \$13,000

**Two (2) Full Conference Registrations & Four (4) Exhibit Hall Registrations**

Can purchase up to 12 additional registrations at either \$1,300 for Full Registration or \$395 for Exhibit Hall – for a total of 18 registrations.

### 20' x 30' PREMIUM

► \$19,500

**Three (3) Full Conference Registrations & Six (6) Exhibit Hall Only Registrations**

Can purchase up to 15 additional registrations at either \$1,300 for Full Registration or \$395 for Exhibit Hall – for a total of 24 registrations.

### 20' x 40' PREMIUM

► \$26,000

**Four (4) Full Conference Registrations & Eight (8) Exhibit Hall Only Registrations**

Can purchase up to 18 additional registrations at either \$1,300 for Full Registration or \$395 for Exhibit Hall – for a total of 30 registrations.

### 10' X 10' STANDARD

► \$2,850

**One (1) Full Conference Registration & One (1) Exhibit Hall Registrations**

Can purchase up to 3 additional registrations at either \$1,300 for Full Registration or \$395 for Exhibit Hall – for a total of 5 registrations.

### 10' X 20' STANDARD

► \$5,700

**One (1) Full Conference Registration & Two (2) Exhibit Hall Registrations**

Can Purchase up to 6 additional registrations at either \$1,300 for Full Registration or \$395 for Exhibit Hall – for a total of 9 registrations.

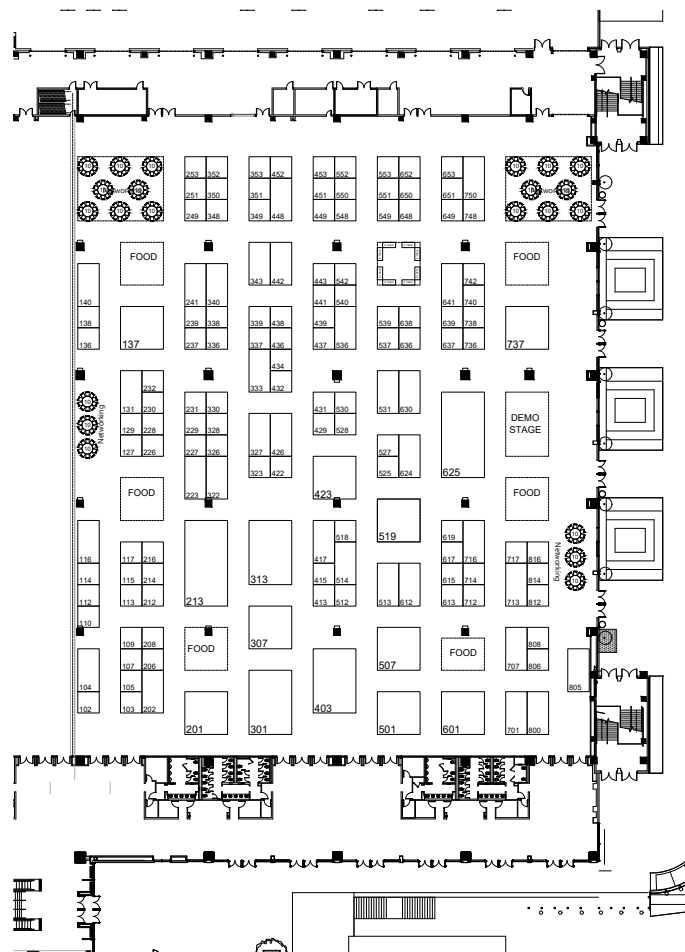
### 6' X 2' TABLETOP

\$1,800

**One (1) Exhibit Hall Registration**

Can purchase up to 1 additional Exhibit Hall only registration at \$395, for a total of 2 registrations.

## PRINCE GEORGE'S EXHIBITION HALL D&E



[Click here to view floorplan](#)

# Sponsorship Levels

are determined by the cumulative 2024 conference sponsorship spend from a given company.\*

	PLATINUM achieved at \$15,000	GOLD achieved at \$10,000	SILVER achieved at \$7,000	BRONZE achieved at \$4,000
<b>Verbal Recognition during APTA Private Practice President's Address</b>	▶			
<b>Full Conference Registrations</b> <i>\$1,500 value per registration</i>	2	1		
<b>Digital Signage Ad</b>	15 second ad (Wednesday through Saturday)	15 second ad (Thursday and Friday only)	15 second ad (Thursday only)	
<b>Attendee List</b> <i>Pre-and post-conference mailing list. (email addresses are not shared)</i>	▶	▶	▶	▶
<b>Sponsor Badge Ribbons</b>	▶	▶	▶	▶
<b>Sponsor-level recognition on Annual Conference website, conference emails, onsite signage, session walk-in slides, and mobile app</b>	▶	▶	▶	▶

\* Companies may only be recognized at one level, benefits do not accumulate, and support is calculated based on APTA Private Practice Annual Conference & Exhibition 2024 sponsorship and advertising support only (not including exhibit or registration fees)

# Branding Opportunities

## ▶ Recovery Lounge • \$20,000

- ▶ Work alongside APTA Private Practice to develop a semi-private area within the conference foyer for attendees to stretch and relax
- ▶ Company logo and custom creative throughout the stretch lounge
- ▶ Company highlighted within the mobile app, announcing this year's stretch lounge
- ▶ Lounge may include custom equipment to assist in stretching and relaxation (can be provided by sponsor if product synergies exist)

## ▶ PT Café • **SOLD**

- ▶ Coffee Shop Branded Graphic Wall that will include sponsor logo and custom creative as agreed upon by both parties
- ▶ Sponsor's choice of Large Barista Espresso -Cappuccino-Latte Station with two baristas at one station (serves 150-200 drinks per hour) One day for 4 hours included - sponsor can opt to add 2nd day OR 200 \$5 coffee vouchers customized for sponsor to be used in hotel's coffee shop.
- ▶ Company highlighted in mobile app, announcing PT Cafe
- ▶ One complimentary email sent to attendees on sponsors behalf by APTA Private Practice
- ▶ Counter kiosks for coffee service
- ▶ High Boys and Cocktail Rounds w/chairs scattered in lobby area - hotel linen provided, sponsor can customize

**What sponsorship activation works for your company? Bring us an idea and we'll create a custom opportunity for you!**

## ▶ Lanyards • **SOLD**

- ▶ Logo or custom creative on conference lanyards
- ▶ APTA Private Practice covers all production and distribution costs, creative provided by sponsor

## ▶ WiFi • **\$SOLD**

- ▶ Sponsor sets custom WiFi password
- ▶ Upon login, attendees are directed to a sponsor landing page
- ▶ Company logo on all on-site signage that promotes WiFi login information
- ▶ Company logo in WiFi section of the program Guide

## ▶ Tote Bags • **SOLD**

- ▶ Logo on conference tote bags
- ▶ Includes one tote bag insert
- ▶ PPS covers all production and distribution costs for the standard PPS conference tote bag; if you'd like to provide a higher quality tote bag you will be charged the difference, All bags are Co branded with the PPS conference logo
- ▶ Logo provided by sponsor

## ▶ Hotel Key Cards • **\$SOLD**

- ▶ Logo or custom creative on hotel key cards
- ▶ PPS covers all production and distribution costs, creative provided by sponsor

## ▶ Mobile App • \$5,500

- ▶ Advertising on splash page, shown when attendees first open mobile app (daily)
- ▶ Banner advertising within mobile app experience (always shown when app is being used)
- ▶ One (1) promotional alert during the conference, sponsor may provide the text if approved by APTA Private Practice.
- ▶ Company logo included on all mobile app promotional emails
- ▶ *APTA Private Practice must approve text content (limit: 230 characters).*

## ▶ Mobile App Promotional Alerts • \$750 each (SOLD OUT)

- ▶ Promotional alerts push your message at just the right time! Drive traffic to your booth or Vendor-Led session with custom content delivered to app users during the conference. APTA Private Practice must approve text content (limit: 230 characters).
- ▶ Two Thursday, Two Friday, One Saturday (times set by APTA Private Practice)

## ▶ Sponsored Welcome Gift • \$3,500

Small gift or token given to attendees at registration. (sponsor provides the gift/token, subject to approval from APTA Private Practice)

## ▶ First Timer Attendee Event • \$7,500.00

APTA Private Practice provides the co-branded journal for first timers.

- ▶ 1 minute intro address live
- ▶ Table outside meeting room for sponsor to hand out journal

## ▶ Hotel Room Drop • \$6,500 ea. (Thursday or Friday)

Greet attendees as they come and go from their rooms at the Headquarter hotel with a room drop outside their door.

## ▶ Attendee Guide

This guide provides premium visibility to your ad next to essential conference content. Two exclusive ad placement locations available.

- ▶ Inside Front Cover - Full Page - \$2,050 ← **SOLD**
- ▶ ~~Inside Front Cover Half Page - \$1,145~~



## ▶ Aisle Sign Branding \$750 each (8 available)

Your brand or logo on an aisle sign in the Exhibit Hall. Ad dimension is 3'H x 4'W

**SOLD**

# Sponsored Sessions

As in years prior, sessions held simultaneously in conference meeting space.

	Friday Morning	Thursday Lunch	Friday Lunch
Cost	<b>SOLD OUT</b>	\$4,000	\$4,000
Available	<del>4</del>	<del>3</del> <b>1</b>	3
Length	1 Hour	30 Minutes	30 Minutes
Day	Friday, October 11th	Thursday, October 10th	Friday, October 11th
Room Size	50+	30+	30+
AV Included?*	Yes	Yes	Yes

\*A/V includes projector, screen, podium with microphone, wireless slide advancer, speakers for sound, and audio/visual support.

**NEW THIS YEAR!**  
Lunch sessions will be held in the Exhibit Hall on our new Demo Stage. Sessions are 30 minutes each, occurring consecutively.

## Guru Bar Sessions

**\$3,500 (3 spots available)**  
**Wednesday, Oct 9th from 3:00 p.m. – 5:00 p.m.**

The Guru Bar session provides an intimate venue for sponsors to create a dynamic interaction with attendees. The sponsor is given the opportunity to do a brief presentation and then engage the audience with a challenge or question to prompt discussion. Each Guru presentation consists of a 10-minute talk outlining a problem statement, mitigating factors, the hosts perspective/solution, and a challenge or question posed to attendees, who discuss for the remaining 5-10 minutes. This year's theme: **Tools to Supercharge your Practice**. Presentations should feature tools to improve practice efficiency and effectiveness **to take your practice to the next level.** (Audience size is approximately 75 people.)

## Digital Marketing

► **Banner Ad to footer of Registration Confirmation Email • \$7,500**

Confirmation email is sent to all attendees after completing registration for the Annual Conference.

File Requirements: 728x90 pixels (PNG, JPG, GIF accepted)

► **Banner Ad to footer of Conference Daily Emails (Wednesday, Thursday, Friday, Saturday) \$3,500 a day or \$12,000 for all four days**

File Requirements: 728x90 pixels (PNG, JPG, GIF accepted)

► **Digital Ad on Conference Website • Left Side Square ad \$650 and Right-Side Tower ad \$800 (monthly rate)**

Gain exposure in the months leading up to the conference with a digital ad on the conference homepage. (Non-exclusive ad space, no more than 4 advertisers per ad unit)

File Requirements:  
Left Square Ad: 400x400 pixels  
Right Tower Ad: 320x1200 pixels  
(PNG, JPG, GIF accepted)

## Digital Signage Advertising

Your ad displayed on ten (10) digital signs placed outside session rooms and in high traffic areas

- **15 second ad (2 available) \$1,500**
- **30 second ad (2 available) \$2,500**

(Ads run Wednesday-Saturday – ads rotate with 2 house ads and Platinum, Gold, Silver sponsor ads)

Enhance a sponsored event or exhibit presence by advertising on 6ft. boards prominently displayed in the event space.



# Event Sponsorship

**All event sponsorships are exclusive (limited to one sponsor) and include:**

- ▶ One-sheet flyer placed at seat of each attendee (Keynote only – one-sheet printed and mailed to conference by sponsor)
- ▶ Table at event entrance for sponsor
- ▶ Rolling video advertising on 25" x 75" digital kiosk at event entrance (video provided by sponsor: benefit not available at the party)
- ▶ Sponsor highlighted in mobile app push notifications and in all places sponsors are recognized.
- ▶ 60-second video advertisement to run before session (Keynote only)

<b>Opening Reception .....</b>	<b>\$10,000</b>
<b>Wednesday, October 9th</b>	
<del>Keynote Sponsor .....</del>	<b>SOLD</b> .....
<del>Thursday, October 10th</del>	<del>\$15,000</del>
<b>Lunch in Exhibit Hall .....</b>	<b>\$10,000</b>
<b>Thursday, October 10th</b>	
<b>Breakfast in Exhibit Hall.....</b>	<b>\$10,000</b>
<b>Friday, October 11th</b>	
<b>Lunch in Exhibit Hall .....</b>	<b>\$10,000</b>
<b>Friday, October 11th</b>	
<b>Recharge Your Superpower Sponsor .....</b>	<b>\$10,000</b>
<b>Saturday, October 12th</b>	



# Thank You!

- AC Health
- Account Matters, Inc.
- Active Release Techniques
- Advantage Medical
- Advantum Health
- AlterG, Inc.
- ApexNetwork Physical Therapy
- Astym Program
- Bardavon Health innovations
- BBC Global Services
- BearTrap
- Biocorrect Orthotics Lab
- Biodex Medical
- BlazePod, Inc.
- Bo&Bo Ltd
- Breakthrough PT Marketing
- CallHero
- Career Tree Network
- CareWear Corp.
- CARR
- Catalyst Coaching Institute
- Chattanooga, a DJO Brand
- Clover Connect
- College of St. Scholastica – tDPT Online
- Core-Tex
- Core Products International, Inc.
- CORFIT
- CreditBench Powered by Bayfirst
- Dell Technologies
- Delta Healthcare Providers
- Digital Healthcare Professionals
- DNA Vibe
- Econologics Financial Advisors
- EcoPro Products, LLC
- Ecore
- ErgoScience, Inc.
- Everflex Health & Movement For Life Physical Therapy
- eviCore healthcare
- Evidence In Motion
- Exer Health
- Exercise Pro Live
- Exigo Business Solutions
- Fabrication Enterprises
- Foot Levelers
- FOTO
- Foundation for Physical Therapy Research
- Game Ready
- Graston Technique
- H-Wave
- H Robotics US Inc.
- H2 Health
- H2O For Fitness
- Hands-On Companies
- HawkGrips
- Henry Schein
- HSS Rehabilitation Network
- HydroWorx
- Hyperice
- iMove PT
- Indiba USA
- Insync by Qualifacts
- In the Black Billing
- Ivy Rehab
- JAWKU
- KEY Functional Assessments Network
- Kinesio Holding Corporation
- Kinetec USA Inc.
- Kinoteck, Inc.
- KINVENT
- Lafayette Instrument
- LightSpeed Lift
- Limber Health
- Lincoln Reimbursement Solutions
- Main Street Therapy Partners
- Martin Healthcare Advisors
- Matrix Fitness
- McKenzie Institute USA
- Measurable Solutions
- MedBridge
- Medline Industries, LP
- MEG Business Management
- Merrithew
- Momentum Billing
- Multi Radiance
- MWMUSA
- Neckslevel, LLC
- Nelson CPA's, PLLC
- Net Health
- NeuFit
- Noraxon USA, Inc.
- North Coast Medical
- OccuPro
- OneStep Digital Physical Therapy
- OnusOne
- Optimis Corp
- OPTP
- Orthozone
- Parker Laboratories, Inc.
- Performance Health
- Perry Products, Inc.
- PHS Medical
- Physical Rehabilitation Network (PRN)
- Physiotec
- PhysNet
- Polar Cryowrap
- Practice Dashboard
- Practice Freedom U
- Practice Pro
- Practice Promotions
- Praire Wear, Ltd.
- PredictionHealth
- Preferred Therapy Providers, Inc.
- Prompt Therapy Solutions, Inc.
- ptMantra
- PT Solutions Physical Therapy
- PT-PAC
- PTPN
- Quad A
- QuickEMR
- Raintree Systems
- RangeMaster
- REAL System by Penumbra, Inc.
- Rehab Innovations, Inc. (UE Ranger)
- Revenue Cycle Solutions
- RunDNA
- SecureCare, Inc.
- Select Medical
- Serola Biomechanics
- Shuttle Systems
- Solo-Step, Inc.
- SportsArt
- Stat Biomedical Technicians, Inc.
- STROOPS
- Suji
- Sway Medical
- The Belay Group
- The Prometheus Group
- Therabath Professional Paraffin Products
- Therabody
- TheraCentric (Ventrk)
- TheraOffice: A Netsmart Solution
- TherapEase Innovation, LLC
- Therapy Revenue Solutions
- Therapy Brand
- Therapy Direct
- Therm-X
- Total Gym
- Upstream Rehabilitation, Inc.
- VALD Health
- Vasyli Medical
- VGM Insurance Services, Inc.
- VGM Therapy
- Virtualis VR
- Virtual Sally
- Wallace O'Farrell
- Weave
- webFCE
- WebPT
- WelcomeWare
- Whitegall MFG
- Winback America Corp
- Woodway
- WorkWell Prevention & Care
- Zimmer MedizinSystems

# APTA Private Practice 2024 Annual Conference and Exhibition

## Primary Contact Information (handles all conference/marketing logistics)

Contact Name \_\_\_\_\_  
 Contact Title \_\_\_\_\_  
 Contact Email \_\_\_\_\_  
 Contact Office Phone \_\_\_\_\_  
 Contact Mobile Phone \_\_\_\_\_

## Company Information

Company Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
 Main Phone \_\_\_\_\_ Website \_\_\_\_\_

By submitting this application, my organization agrees to abide by the 2024 APTA Private Practice Exhibitor Rules and Regulations ([REVIEW HERE](#)). This includes policies regarding deposits, partial refunds, full payment due date (June 1), and cancellation date (July 31).

Print Name \_\_\_\_\_

Signature \_\_\_\_\_

## Exhibiting: Please contact Gary Baker at [gbaker@ppsapta.org](mailto:gbaker@ppsapta.org) or 856-380-6916

### Event Sponsorship

- Opening Reception (Wednesday) . . . . . \$10,000
- Keynote Sponsor (Thursday) . . . . . \$15,000
- Lunch in Exhibit Hall (Thursday) . . . . . \$10,000
- Breakfast in Exhibit Hall (Friday) . . . . . \$10,000
- Lunch in Exhibit Hall (Friday) . . . . . \$10,000
- Recharge Your Superpower  
(Closing Session – Saturday) . . . . . \$10,000

### Sponsored Sessions

- Thursday Lunch . . . . . \$4,000
- Friday Morning . . . . . \$5,500
- Friday Lunch . . . . . \$4,000
- Guru Bar Sessions (4 available) . . . . . \$3,500 each

### Branding

- Recovery Lounge . . . . . \$20,000
- PT Café . . . . . \$20,000
- Lanyards . . . . . \$8,500
- Mobile App . . . . . \$5,500
- Attendee Guide
  - Inside Front Cover: Full Page Ad . . . . . \$2,050
  - Inside Front Cover: Half Page Ad . . . . . \$1,145
- Mobile App Promo Alert (5 available) . . . . . \$750 each
- Aisle Sign (8 available) . . . . . \$750 each
- Sponsored Welcome Gift . . . . . \$3,500
- Hotel Room Drop (Wednesday or Thursday) . . \$6,500
- First Timer Attendee Event . . . . . \$7,500

### Digital Marketing

- 15 Second Ad (2 available) . . . . . \$1,500
  - 30 Second Ad (2 available) . . . . . \$2,500
  - Registration Confirmation Email . . . . . \$7,500
  - Banner ad Conference Emails
    - Wednesday . . . . . \$3,500
    - Thursday . . . . . \$3,500
    - Friday . . . . . \$3,500
    - Saturday . . . . . \$3,500
    - Exclusive (4 days) . . . . . \$12,000
  - Digital Ad on Conference Website (one month)
    - Left Side Square . . . . . \$650
    - Right Side Tower . . . . . \$800
- Campaign month \_\_\_\_\_

**Total Commitment** \_\_\_\_\_

## Payment Information

- Invoice me for payment by **check**
- Invoice me for payment with a **secured payment link**
- Please charge my **credit card** below:

Visa  Mastercard  American Express

Name on Card \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Credit Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ CCV \_\_\_\_\_

Signature \_\_\_\_\_

- Invoice me for payment by **wire transfer**

APTA Private Practice charges a flat fee of \$25.00 USD for all payments being made by wire transfer to cover fees.

### Sponsorship and Exhibit Application Terms

1. The undersigned agrees to pay 100% of all fees per the terms of this application made payable to APTA Private Practice.
2. There is a cancellation fee for exhibitors and sponsors of 50% of the total fee.
3. To reserve a sponsorship a minimum deposit of 50% is required.
4. Any company requesting to pay later than net 30 days after the receipt of invoice, agrees to pay a deposit in the amount equivalent to the cancellation fee.
5. All cancellations must be submitted to APTA Private Practice in writing. The date of receipt of supporter's written notice of cancellation will be considered the official cancellation date. If support is cancelled on or before July 31 2024, all monies paid minus the cancellation fee will be returned to the supporter.
6. Any company who cancels after July 31, 2024, will be responsible for the total cost. Absolutely NO refunds for cancellations after July 31, 2024.