



# FORWARD THINKING

# FALL CONFERENCE

October 14-15, 2021 | **Glacier Canyon Lodge** | Wisconsin Dells

## Exhibitor Invitation

**Dear Prospective Exhibitor,**

***Get some face time with Wisconsin PTs, PTAs and Students at the APTA Wisconsin Fall Conference!***

APTA Wisconsin is happy to offer your organization several opportunities to increase your visibility in the physical therapy professional community through exhibiting, sponsorships, advertising and material distribution in conjunction with our Fall Conference being held October 14-15 at the Glacier Canyon Lodge Conference Center in Wisconsin Dells. Over 300 physical therapists, physical therapist assistants, students and guests from throughout Wisconsin are expected to attend the variety of courses, meetings and social events during this 2-day conference. We appreciate the tremendous support that our exhibitors and advertisers have given APTA Wisconsin in the past and are committed to making the 2021 Fall Conference an excellent investment in your future.

Available ONLY on **Thursday, October 14 from noon-2 pm** is the **Exhibit Hall** for those companies who are disseminating information, goods or services, and for recruiters. We'll bring the attendees to you with lunch and giveaways. A **limited** number of skirted exhibit tables will be available for exhibitors on a first-come, first-served basis from **noon-2 pm on Thursday, October 14**. This time has been set aside as unopposed exhibit time. A buffet lunch will be available from noon – 2 pm for both exhibitors and attendees. Each 6' foot table will include an identification sign and up to two exhibitors are allowed per table (additional exhibitors are \$15 each). Confirmation will be sent upon receipt of completed application.

### ***Choose the Package that Best Fits Your Marketing Needs!***

<b>GOLD - \$600 (Best Value!)</b>	<b>SILVER - \$375</b>	<b>BRONZE - \$350</b>
<ul style="list-style-type: none"> <li>• 6-ft banquet table with prime exhibit hall placement</li> <li>• Company name listed in <i>PT Connections</i> after conference</li> <li>• Company contact information and description included in attendee folders</li> <li>• Company logo with link posted on aptawi.org conference page before conference</li> <li>• One sponsored Facebook post <b>OR</b> one full page <i>PT Connections</i> newsletter ad*</li> </ul> <p><b>Limited spots available!</b></p>	<ul style="list-style-type: none"> <li>• 6-ft banquet table</li> <li>• Company name listed in <i>PT Connections</i> after conference</li> <li>• Company contact information and description included in attendee folders</li> <li>• Company logo with link posted on aptawi.org conference page</li> </ul>	<ul style="list-style-type: none"> <li>• 6-ft banquet table</li> <li>• Company name listed in <i>PT Connections</i> after conference</li> <li>• Company contact information and description included in attendee folders</li> </ul>
<p><i>*PT Connections is APTA WI's quarterly digital newsletter published in January, April, July, and October. The newsletter is sent to all APTA WI members -- that's over 2,600 PTs, PTAs and students!</i></p>		



# Exhibitor Registration Form

Company Name \_\_\_\_\_  
(as it should appear on signs and marketing information)

Address \_\_\_\_\_

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

Telephone \_\_\_\_\_ Website \_\_\_\_\_

Email \_\_\_\_\_

Contact: \_\_\_\_\_

**Registration Type** (2 exhibitors are allowed per table - additional exhibitors are \$15 each)

\_\_\_\_\_ **GOLD Level Exhibitor - \$600 each** (*Limited spots available!*)

\_\_\_\_\_ **SILVER Level Exhibitor - \$375 each**

\_\_\_\_\_ **BRONZE Level Exhibitor - \$350 each**

\_\_\_\_\_ Tote Bag Provider\*      \_\_\_\_\_ Lanyard Provider\*      \_\_\_\_\_ Note Pad Provider\*

*\* Details on quantities and where to ship materials will be included with your confirmation.*

**List Names of All Who Will be in Attendance at Your 6' Exhibit Hall Table.** Up to two exhibitors are allowed per table (additional exhibitors are \$15 each):

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

A prize drawing will be held at the end of the exhibit hall. Will you have a prize to giveaway? \_\_\_\_\_

Will your display require electricity? \_\_\_\_\_ (exhibitors are responsible for supplying extension cords)

**25 word description of your company to appear in promotional material (or email it to [aptawi@aptawi.org](mailto:aptawi@aptawi.org))**

Deadline is September 30, 2021:

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**Can't Join Us on October 14?  
You Can Still Reach Attendees! – See Next Page for Details**

# APTA WI 2021 Fall Conference Exhibitor Registration Form

## Sponsorship Opportunities

\_\_\_\_\_ Breakfast - \$150                      \_\_\_\_\_ Thursday                      \_\_\_\_\_ Friday  
\_\_\_\_\_ Morning and Afternoon Breaks - \$150                      \_\_\_\_\_ Thursday                      \_\_\_\_\_ Friday  
\_\_\_\_\_ Friday Business Meeting Luncheon - \$300

Your company will receive signage at the sponsored event along with an acknowledgement in every participant's conference packet. Sponsors also receive their company name and website link listed on the APTA WI website conference registration page.

## Advertising in Conference Packets

\_\_\_\_\_ Full Page - \$200 8.5 x 11"

APTA WI will make copies of your camera ready art to be placed in every attendee conference folder. **1- sided only - ads will be duplicated as black & white on color paper.** Art must be received by **September 30, 2021**

## Mailing Lists

\_\_\_\_\_ Pre-Conference - \$35                      \_\_\_\_\_ Post Conference - \$50

Pre-conference lists will be sent two weeks prior to the conference.  
Post-conference lists will be sent within 1 week of the conference conclusion.

## Material Distribution

\_\_\_\_\_ \$100

We will distribute one marketing piece (brochure, flyer, giveaway, etc.) to participants. Materials must be received by **September 30, 2021** (*Details on quantities and where to send will be sent with your confirmation.*)

## Can't Join Us on October 14?

**Consider taking advantage of Sponsorship Opportunities, Advertising in Conference Packets, purchasing Mailing Lists or Material Distribution.**

**They are great ways to keep your name and presence in front of our conference attendees!**

## PAYMENT

\_\_\_\_\_ Check Enclosed ( Please make checks payable to APTA Wisconsin)

Or - Credit Card    \_\_\_\_\_ VISA                      \_\_\_\_\_ MasterCard                      \_\_\_\_\_ Discover

Card Number \_\_\_\_\_ Security Code \_\_\_\_\_

Cardholder's Name (print) \_\_\_\_\_

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

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

Exp. Date \_\_\_\_\_ Signature \_\_\_\_\_ Total \$ \_\_\_\_\_

**Mail to:  
APTA Wisconsin**

P.O. Box 341 • McFarland, WI 53558

For information or questions concerning vendor opportunities at our Fall Conference, please contact us at 608/221-9191 or [aptawi@aptawi.org](mailto:aptawi@aptawi.org).

Visit [www.aptawi.org/about-wisconsin-physical-therapy/partners/](http://www.aptawi.org/about-wisconsin-physical-therapy/partners/) to view the **APTA WI Media Kit** and learn about additional ways to advertise your business to our 2,600 members.