

Maximize Your Exposure!

ADVERTISING OPPORTUNITIES

CSM 2010 Onsite Program: Attract attendees to your booth with an advertisement in the official CSM 2010 onsite program. This complete guide to sessions, speakers, services, exhibitors, and general information is given to all registrants. This advertising opportunity is available exclusively to confirmed exhibitors.

PT Magazine: This full-color magazine with news, features, commentary, and columns is noted as the #1 favorite magazine of physical therapy professionals.

Physical Therapy: APTA's peer-reviewed scholarly journal is a highly respected research journal that will also have a bonus distribution at CSM 2010.

Daily News: You're eligible to advertise in up to 3 editions of the daily conference newspaper that attendees love to read!

For advertising information, contact the Ad Marketing Group at 703/243-9046.

Advertising space order forms will be mailed to confirmed exhibitors.

SPONSORSHIP OPPORTUNITIES

Each sponsorship opportunity includes:

- Sponsor Banner recognition in the Exhibit Hall
- Conference badge ribbons recognizing your company as a sponsor
- Recognition in CSM 2010's onsite program

An Added Bonus!

For sponsors over \$8,000—your company's logo will be displayed on APTA's CSM 2010 homepage, with a direct link to the Web site of your choice. (APTA must approve logo and Web site selection prior to posting.)

New! Exhibit Hall "Hotspot" (\$7,500)

Limited to one per company. ONLY 10 slots available.

Make a splash by featuring your company's ad on the convention center homepage and reach thousands of attendees that are steps away from your booth! Your ad will randomly rotate beginning one day prior to CSM's opening and one day after the show closes.

New! Charging Stations (\$5,000)

Hold a captive audience! Be the first to sponsor our new automated charging centers! These machines offer a place for attendees to give mobile devices a quick 10-minute charge. While they wait, they will see your ad on the LCD screen.

Attendee Virtual Flyers (\$1,750)

Limited to one per company. ONLY 10 slots available.

Draw traffic to your booth! Feature your company flyer on flatscreen TVs displayed near attendee registration for additional exposure—every attendee will view your personalized promotion! Ads will loop on TV screens every few minutes. Ads must be received no later than January 5, 2010.

Evening Product Demonstration (\$2,000)

ONLY 8 sessions available.

The exhibitor product education sessions allow exhibitors to present and demonstrate their products and/or services to an "invitation only" group of attendees in the exhibit hall. Sessions are limited to 40 attendees.*

Exhibit Hall Refreshment Breaks (\$5,000)—only 3 available!

Three refreshment breaks are served in the exhibit hall during CSM, offering you an opportunity to get your name in front of CSM attendees. Add your own cups and napkins for a more personal touch to gain even more recognition. Sponsor will receive signage at all food/beverage stations.

Lanyards (\$7,500—plus direct costs)

Showcase your brand by being the official lanyard provider of CSM. APTA must approve lanyard design. Sponsor is responsible for providing lanyards to APTA by January 7, 2010.

*Each company is responsible for costs associated with their event. Exhibitors may serve food and beverages from their booth during the sessions. (If alcoholic beverages are served, the exhibitor is liable.) If you require additional furniture for your session, items may be secured through GES Exposition Services. Sessions to be held in your booth on Thursday, February 18, from 5:00 pm–6:00 pm.

INTRODUCING APTA'S NEW SPONSORSHIP PACKAGES:

Platinum (\$15,000) (Only 5 available)

Package includes:

- Two 10 x 10 exhibit booths (\$5,100 value)
- Your company's virtual flyer on attendee registration TV screens (\$1,750 value!)
- Your company logo on the conference tote bag (\$8,000 value!)
- Your company's ad on charging station screen (\$5,000 value!)
- Your company's logo on APTA's CSM 2010 homepage (with a direct link to the Web site of your choice). APTA must approve logo and Web site selection prior to posting.
- Signage recognition
- Onsite program recognition

Gold (\$7,500) (Only 3 available)

Package includes:

- One 10 x 10 booth (\$2,450 value)
- Your company's virtual flyer on attendee registration TV screens (\$1,750 value!)
- Your company's logo on APTA's CSM 2010 homepage (with a direct link to the Web site of your choice). APTA must approve logo and Web site selection prior to posting.
- Signage recognition
- Onsite program recognition