

Advertising Opportunities

PT 2010 Conference Program. Guide attendees to your booth with an ad in the official PT 2010 Conference Program. This complete guide to sessions, speakers, services, and general information is given to all registrants. Many attendees keep their programs for later reference, so be sure your company is prominently displayed! This advertising opportunity is available exclusively to confirmed exhibitors.

PT in Motion. This full-color magazine (formerly *PT Magazine*) with news, features, commentary, and columns is noted as the #1 magazine of physical therapy professionals. Look for special bonus distribution at PT 2010!

Physical Therapy. APTA's highly respected, peer-reviewed, scientific journal also will have special bonus distribution at PT 2010.

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

PT 2010 Daily News. Three issues of this full-color, tabloid-size publication are actively distributed throughout the Boston Convention Center and in the participating hotels. The Daily News is the first place attendees will turn each morning for the latest conference information, highlights, photos, and more! This advertising opportunity is available exclusively to confirmed exhibitors. For information, contact CustomNEWS at 800/627-8723.

Registration Lists

As an added benefit and to help increase booth traffic and maximize your exposure, APTA will be providing all confirmed exhibitors with a free copy of the PT 2010 pre-registrant attendees list via e-mail. Complete the one-time usage form in your exhibitor service manual and return it to APTA. The information will be sent via e-mail in May. After the show, APTA will provide the complete registration list again. This, along with the preregistrant attendee list, will provide you with all of the registered conference attendees for PT 2010.

Public Relations Opportunities

Space will be available at the APTA Public Relations Counter at PT 2010 for placement of exhibitor news releases and/or Media Kits. Posters and samples may not be displayed.