

ELC 2019

October 18–20 • Bellevue, Washington

Hyatt Regency Bellevue Hotel Sponsorship and Exhibit Opportunities

Becoming an ELC sponsor signifies you are committed to developing your brand recognition to over 1000 physical therapy educators and practitioners! ELC is a joint conference presented by the Academy of Physical Therapy 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 Educational Leadership Conference provides your company with a cost-effective, value-added opportunity to:

- Create brand awareness and increase brand loyalty among a targeted audience of PT educators and decision makers
- With the goal of shortening the sales cycle, sponsorship offers you direct access to PTs and PTAs
- Introduce a new product/service to a captive group of physical therapy leaders
- Drive interest and visibility to your products and services by reinforcing your brand messaging and effectively leveraging your exhibit space
- Differentiate yourself from your competition and benefit from the shared imagery of an APTA sponsorship – our sponsorships are designed especially with this goal in mind

Exhibit Hall Schedule

Exhibitor Setup:	Thursday, October 17	6:00 pm-8:00 pm
	Friday, October 18	6:00 am-6:45 am
Show Hours:	Friday, October 18	7:00 am-8:00 am – Attendee Breakfast with Exhibitors
		10:00 am-10:30 am – AM Break with Exhibitors
		12:00 pm-1:30 pm – Attendees on Own for Lunch
		3:00 pm-3:30 pm – PM Break with Exhibitors
		6:30 pm-8:00 pm – Reception with Attendees
Dismantle:	Saturday, October 19	7:00 am-8:00 am – Attendee Breakfast with Exhibitors
		10:00 am-10:30 am – AM Break with Exhibitors
		12:00 pm-1:15 pm – Attendee Lite Lunch with Exhibitors
	Saturday, October 19	1:15 pm-3:00 pm

*Please note all times are subject to change

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Registration

Exhibitors may register online with credit card.

Confirmation of receipt will be sent upon receipt of payment; booth numbers will be sent out prior to ELC. Acceptance of an application to exhibit does not constitute endorsement of your product/service by the Academy or Council. This application must be received with payment in full.

Rules & Guidelines

Pop up Banners may be placed behind the Table Top as long as sightlines are adequate and nonobtrusive to adjoining or inline exhibitors. The rules and regulations are based on the physical characteristics of the Facility, the wish to be equally fair to all exhibitors, and the safety of all concerned. Exhibitors who have special needs which require variance from these guidelines must submit a written request to the Exhibit Management (cherylrussell@apta.org) for approval at least 60 days prior to the conference. If additional space is required due to equipment, additional payment will be required.

Exhibit Management reserves the right to require an exhibitor to alter the exhibit before the ELC 2019 event or on site. Necessary changes are to be made at the exhibitor's expense and are subject to the approval of Exhibit Management.

The sponsor/exhibitor agrees to observe all policies and regulations set forth in the ELC 2019 Exhibitor Prospectus, including the Exhibitor Code of Conduct. The person whose authorized signature appears below has read and hereby agrees to the policies for exhibiting at the 2019 Educational Leadership Conference and acknowledges that the exhibiting company.

Cancellation Policy

All cancellations must be received in writing via email to cherylrussell@apta.org by October 1, 2019. For cancellations received prior to August 1, 2019, the exhibitor will be responsible for 25% of the full booth fee. For cancellations received after August 1, 2019, and prior to October 1, 2019, the exhibitor will be responsible for 50% of the full booth fee. No refunds will be made after October 1, 2019.

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Sponsorship Opportunities

Platinum Sponsorship Level - \$5,000

(Two Sponsorships Available)

Benefits:

- Complimentary exhibit space consisting of one six-foot table, 2 chairs and identification sign
- Verbal and slide recognition as a Platinum Sponsor during the Open Forum on Thursday, October 17, 2019 from 6:00 pm-7:30 pm
- 1 complimentary conference registration
- Company logo on conference website linked to company website
- Prominent recognition on thank you signage located in high traffic areas
- Use of electronic **pre and post**-conference mailing list of registered attendees (physical addresses only; no emails)

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

Lanyards -

Take advantage of this opportunity to reinforce your brand in the minds of conference attendees. Your company name and logo (in black or white) will be printed on the lanyard each attendee will receive upon registering. Lanyard colors will be determined by ELC Committee and correspond to the conference theme. Company logo is due by **Thursday, August 1, 2019**.

Sailing Theme Giveaway-

Support ELC's program theme, "Setting Sail: Discovering a New World of Opportunities" and launch your company's logo along with the conference logo on a one-of-a-kind item mutually agreed upon by both parties. Company logo is due by **Thursday, August 1, 2019**.

Gold Sponsorship Level - \$3,000

(Four Sponsorships Available)

Benefits:

- Complimentary exhibit space consisting of one six-foot table, 2 chairs and identification sign
- 1 complimentary conference registration
- Company logo on conference website linked to company website
- Prominent recognition on thank you signage located in high traffic areas
- Use of electronic **pre and post**-conference mailing list of registered attendees (physical addresses only; no emails)

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

General Session – Friday, October 12 from 8:00 am-10:00 am

The ELC Opening Forum is an opportunity to put your brand in front of all ELC attendees before they break for their meetings. Put your company name and logo in front of over 900 attendees at this conference keynote address. Sponsorship benefits include your logo on the screen as attendees enter, the opportunity to handout marketing material before the Plenary begins, and verbal recognition. Company logo for power point is due by **Thursday, August 1, 2019**.

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- Attendee Breakfast, Morning & Afternoon Breaks – Friday, October 18**
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 **Thursday, August 1, 2019**.
- Attendee Breakfast, Morning & Afternoon Breaks – Saturday, October 19**
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 **Thursday, August 1, 2019**.
- Welcome Reception with Exhibitors - Friday, October 18 from 6:30 pm-8:00 pm**
This event will put you in the forefront of this great networking opportunity. The Welcome Reception is sure to be a continued success and will feature a cash bar and hors d'oeuvres. Benefits include company logo on thank you signage in the foyer and gives you the opportunity to provide marketing material on tables. Company logo is due by **Thursday, August 1, 2019**.

Silver Sponsorship Level - \$2,000

(Unlimited Sponsorships Available)

Benefits:

- Complimentary exhibit space consisting of one six-foot table, 2 chairs and identification sign
- Company logo on conference website linked to company website
- Prominent recognition on thank you signage located in high traffic areas
- Use of electronic **post**-conference mailing list of registered attendees (physical addresses only; no emails)

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

- Oxford Debate – Saturday, October 19**
The Oxford Debate is a lively, insightful, humorous, and sometimes heated. Led by 2 adjudicated teams with firm-standing opinions (for or against) about a predetermined motion, the difference is the attendee. This is your opportunity to get your company logo printed on the coveted clappers that are used to support teams and show your vote. Company logo is due by **Thursday, August 1, 2019**.
- Promotional Item Distributed at Registration**
Take advantage of the opportunity to reinforce your brand by providing a promotional item at registration (excludes any items already listed as part of another sponsor level). Please contact Exhibits Manager by **Thursday, August 1, 2019** to discuss any item you are considering and receive approval.

Bronze Sponsorship Level - \$1,000

(Unlimited Sponsorships Available)

Benefits:

- Complimentary exhibit space consisting of one six-foot table, 2 chairs and identification sign

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- Company logo on conference website linked to company website
- Prominent recognition on thank you signage located in high traffic areas
- Use of electronic **post**-conference mailing list of registered attendees (physical addresses only; no emails)