



PTAG & TPTA

Insight 2016

September 30 - October 2 | Chattanooga, TN

**Physical Therapy Association of Georgia &
Tennessee Physical Therapy Association**

**SPONSORSHIP,
ADVERTISING &
EXHIBITING
PROSPECTUS**



Join the Physical Therapy Association of Georgia (PTAG) & Tennessee Physical Therapy Association (TPTA) at their fall meeting, *insight 2016!* By partnering with two chapters of the APTA, you will have the opportunity to increase your company’s recognition with current and upcoming physical therapists and physical therapist assistants. As a sponsor and Program Book advertiser, your clients will see you as an organization that supports the professional development of the physical therapy profession.

Sponsorship Levels

	Bronze \$1 - \$574	Silver \$575 - \$999	Gold \$1,000 - \$2,499	Platinum \$2,500 - \$2,999	Diamond \$3,000+
Speak at PTAG & TPTA Business Meetings					✓ Up to 3 Minutes at Each
Program Book Advertisement (\$55 - \$150 Value)				✓ 1/2 Page Color	✓ Full Page Color
Attendee Registration (\$120 - \$600 Value)			✓ 25% Off One Full Meeting	✓ 50% Off One Full Meeting	✓ Complimentary for One Full Meeting
Exhibit Table (\$575 Value)		✓ Up to 2 Reps	✓ Up to 2 Reps	✓ Up to 3 Reps	✓ Up to 4 Reps
Coupon for PTAG and TPTA Mailing Labels (\$300 - \$600 Value)		✓ 1 Set	✓ 1 Set	✓ 1 Set	✓ 2 Sets
Logo on Sponsored Item Signage		✓	✓	✓	✓
Hyperlinked Logo on PTAG and TPTA Websites & Promotional E-Blasts	Name Only	✓	✓	✓	✓

Refer to the Sponsorship Commitment & Program Book Advertisement Guidelines (page 4 of this Prospectus) for details on the sponsorship level benefits.

Physical Therapy Association of Georgia (PTAG)
 1260 Winchester Parkway SE Suite 205
 Smyrna, GA 30080-6546
 770-433-2418 ● 770-433-2907 - FAX
info@ptagonline.org ● www.ptagonline.org

Tennessee Physical Therapy Association (TPTA)
 4205 Hillsboro Road Suite 317
 Nashville, TN 37215-3300
 615-269-5312 ● 615-297-5852 - FAX
tpta@tptatn.com ● www.tptatn.org



Sponsorship Commitment & Program Book Advertisement Form

Sponsorship Item	Unit Price
<input type="checkbox"/> Breakfast ___ Friday (\$2,500) ___ Saturday (\$2,500) ___ Sunday (\$1,000)	
<input type="checkbox"/> Morning Break ___ Saturday (\$1,000) ___ Sunday (\$400)	
<input type="checkbox"/> Lunch ___ Friday (\$4,500) ___ Saturday (\$3,500)	
<input type="checkbox"/> Afternoon Break ___ Friday (\$1,600) ___ Saturday (\$1,600)	
<input type="checkbox"/> Exhibitor/Sponsor Reception (minimum \$275)	
<input type="checkbox"/> Georgia/Tennessee Student-Hosted Social (\$2,500) -\$1,400 deposit required -Could increase up to 25% based on number of attendees	
<input type="checkbox"/> Exhibit Table (\$575)	
<input type="checkbox"/> Name Badge Holder with Sponsor Logo (\$1,000)	
<input type="checkbox"/> Tote Bag with Conference & Sponsor Logos (\$3,250)	
Sponsorship Subtotal	\$ _____

Program Book Ad	Color Price	B/W Price
Full Page (7 1/2 x 9 3/4)	<input type="checkbox"/> \$150	<input type="checkbox"/> \$125
Half Page (7 1/2 x 4 1/2)	<input type="checkbox"/> \$100	<input type="checkbox"/> \$75
Quarter Page (3 1/2 x 4 1/2)	<input type="checkbox"/> \$75	<input type="checkbox"/> \$55
Ad Subtotal	\$ _____	

Company: _____

Primary Contact: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ FAX: _____ Email: _____

Table Personnel (1): _____ Table Personnel (2): _____

Table Personnel (3): _____ Table Personnel (4): _____

Exhibitor/Sponsor Drawing Item: _____

By signing this contract, I, the Primary Contact, certify that I am authorized to commit my company for this financial obligation and agree to sponsor and/or advertise based on the item(s) selected above. I have read and understand the Sponsorship Commitment & Program Book Advertisement Guidelines (reverse of this form) and acknowledge that sponsorships and advertisements cannot be canceled once contracted without approval by PTAG/TPTA.

Signature: _____

Return to:
Tennessee Physical Therapy Association (TPTA)
4205 Hillsboro Road Suite 317
Nashville, TN 37215-3300
615-297-5852 - FAX ● tpta@tptatn.com

Questions?
Contact TPTA
tpta@tptatn.com or 615-269-5312

Check payable to TPTA VISA MasterCard Discover American Express

Credit card statement will reflect a charge to TPTA. Amount to Charge: \$ _____

Name on Credit Card: _____

Check/Card #: _____

Expiration Date: _____ **CVV/CVC:** _____ **Billing ZIP:** _____

Cardholder Signature: _____ **Date:** _____



Sponsorship Commitment & Program Book Advertisement Guidelines

- 1. Sponsorship** - Sponsorships are on a first come, first serve basis. Prices listed are for exclusive sponsorships. If items are not sponsored by **Monday, August 1**, partial sponsorships will be available.
- 2. Exhibit Table** - A standard 6' table will be provided. There will not be pipe and drape. Space is not available for banners, pop-up displays or floor demonstrations. Tables are available first come, first serve. Sponsors are welcome to bring their own logo tablecloth. Silver, Gold, Platinum and Diamond level sponsors receive a complimentary table.
- 3. Exhibit Personnel** - Silver and Gold level Sponsors are allowed up to two, Platinum level are allowed up to three and Diamond are allowed up to four representatives. Please provide names with your agreement. Final names are due by **Friday, September 16**. Representatives are invited to Friday, Saturday and Sunday breakfast, breaks and lunch.
- 4. Exhibit Schedule** - The meeting will be held on Friday, September 30 - Sunday, October 2. The exhibits will be held that **Friday and Saturday in Ballroom EF at Chattanooga Convention Center** (1150 Carter St; Chattanooga, TN 37402). Refer to the tentative schedule below with the unopposed times highlighted in blue.

Friday, September 30		Saturday, October 1	
7:30 AM - 8:15 AM	Set Up	6:15 AM - 7:00 AM	Set Up
8:15 AM - 6:15 PM	Exhibit	7:00 AM - 3:55 PM	Exhibit
8:15 AM - 9:00 AM	Welcome Reception Breakfast	7:00 AM - 7:45 AM	Breakfast
12:00 PM - 1:00 PM	Lunch	9:45 AM - 9:55 AM	Exhibitor/Sponsor Morning Visits
3:00 PM - 3:15 PM	Exhibitor/Sponsor Afternoon Break	12:20 PM - 12:30 PM	Drawing
5:15 PM - 6:15 PM	Exhibitor/Sponsor Reception	12:30 PM - 2:15 PM	Exhibitor/Sponsor Visits Poster Presentations Tennessee Business Meeting Georgia SIG & Delegate Meetings
		3:45 PM - 3:55 PM	Exhibitor/Sponsor Afternoon Break
		3:55 PM - 5:55 PM	Break Down
		6:10 PM - 7:10 PM	Georgia Business Meeting
		9:15 PM - 11:00 PM	Georgia & Tennessee Student-Hosted Social

- 5. Exhibit Personnel Lodging** - PTAG/TPTA has negotiated a \$129 (plus 17.25% local tax) group rate at the Chattanooga Marriott Downtown. This rate will be available until the room block is sold, but no later than **5:00 PM ET Thursday, September 8**. To reserve your room, call 800-841-1674. Indicate you are with the Physical Therapy Association of Georgia (PTAG) or Tennessee Physical Therapy Association (TPTA). The negotiated rate is available three days before and after the conference dates, subject to hotel availability.
- 6. NEW for 2016! Exhibitor/Sponsor Drawing** - PTAG/TPTA will be conducting an Exhibitor/Sponsor Drawing on Saturday, October 1 from 12:20 PM - 12:30 PM. Sponsoring organizations are encouraged to provide a gift/prize to be drawn. Attendees will be provided with a Drawing Card, which they will have signed as they visit Exhibit Tables. Once signed by all companies, the card will be returned to the INSIGHT Registration Desk for entry. Please provide the **name of the donated item by Tuesday, September 4** and be prepared to bring the **actual item with you on-site on Saturday, October 1**. No individual drawings are permitted.
- 7. NEW for 2016! Exhibitor/Sponsor Reception** - Come participate on Friday, September 30 as PTAG/TPTA offers you more unopposed attendee access! Contribute an additional dollar amount to sponsor a food station! Prices start at \$275. Additional details will be made available closer to the event.
- 8. NEW for 2016! Georgia & Tennessee Student-Hosted Social** - Come celebrate the last evening of INSIGHT 2016 by sponsoring an event hosted by the Georgia & Tennessee Students! PTAG/TPTA estimates the event to be \$2,500. This could increase by 25% depending on the amount of the attendees. By agreeing to sponsor this event, company agrees to cover the additional amount. A \$1,400 deposit is required at the time of commitment.
- 9. Tote Bag & Name Badge Holder** - The tote bag and name badge holder will have the sponsor and conference logos and will be distributed to every paying registrant. These sponsorships are a great way to have post-meeting exposure! The PTAG and TPTA Executive Offices will select, order and ship to the meeting.
- 10. Speak at Business Meeting** - Diamond level sponsors will be granted the opportunity for one representative to speak for up to three minutes at each of the TPTA & PTAG Business Meetings on Saturday, October 1. If there are multiple sponsors at this level, there will be a drawing for the presenting order.
- 11. Program Book Ads** - The Program Book is distributed to all meeting attendees at on-site check-in. Ads are due no later than **Tuesday, September 4** as CAMERA READY ARTWORK, PDF format is preferred. Advertising will reflect consistency with APTA's advertising policies. PTAG/TPTA shall have the right to approve or deny all advertising prior to publication. Platinum level sponsors receive a complimentary 1/2 page color ad and Diamond level sponsors receive a full page color ad.
- 12. Attendee Registration** - Silver level sponsors receive 25% off one full meeting attendee registration, Platinum level sponsors receive 50% off one full meeting attendee registration and Diamond level sponsors receive one complimentary full meeting registration. Please submit your hard copy registrations via e-mail, fax or mail or online using the later supplied Discount Code. Registration forms will be available on the PTAG and TPTA websites and are due by **Friday, September 16**, unless other arrangements have been made.
- 13. Coupon for Mailing Labels** - Silver, Gold and Platinum level sponsors will receive one coupon for physical mailing labels for all PTAG and TPTA members. Diamond level sponsors will receive two. These coupons are valid within one year of the meeting.
- 14. Logo on Sponsored Item Signage** - Meal function sponsors will have a high resolution jpg or eps version their company logo on on-site signage.
- 15. Hyperlinked Logo** - Silver, Gold, Platinum and Diamond level sponsors will have a high resolution jpg or eps version their company logo on both PTAG and TPTA websites and meeting promotional e-blasts. The logos will remain 60 days after the meeting and will be updated as they are received.
- 16. Billing** - All sponsorships and advertisements **must be prepaid**.
- 17. Food & Beverage** - No food & beverage items, outside of individually wrapped candy, are permitted at exhibit tables.
- 18. Sponsorship Levels** - Sponsorship levels are based on the amount of sponsored items and Program Book ad.
- 19. Additional Questions** - Should you have any additional questions, please contact TPTA at tpta@tptatn.com or 615-269-5312.