



2017

# Advertising & Marketing Programs

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[www.ptwa.org/advertising](http://www.ptwa.org/advertising)

**Connect** with members.

**Promote** your business.

**Support** the association.



# NEWSLETTER & WEB ADVERTISING

*PTWA Connections* is a bimonthly publication of the Physical Therapy Association of Washington. Our newsletter provides program information and news to our members and other interested parties. Classified and display advertising is available in all issues of the newsletter.

The PTWA website, the online portal for PTWA activity, provides information about our programs and our members, as well as links to resources on other websites including APTA and the Washington State Department of Health.

**NEWSLETTER CIRCULATION** Our newsletter circulation triples for our March issue of *PTWA Connections*, which we mail to all licensed physical therapists and physical therapist assistants in the state of Washington, regardless of their membership status with APTA. Our March newsletter mailing includes approximately 9,000 addressees once we add member students and other subscribers.

We mail the other five issues to PTWA members and subscribers only—approximately 2,900 addressees.

**NEWSLETTER DEADLINE** All newsletter ad payments and copy/artwork (for both display and classified advertising) are due on the fifth of the month prior to publication. Advertisements received after the closing date and before the newsletter goes to press may be accepted at the discretion of the newsletter staff based on space and time availability. If a closing date exception is granted, a \$75 rush charge will be applied to the cost of the ad.

**NEWSLETTER ISSUES** We mail *PTWA Connections* every other month (January, March, May, July, September, November).

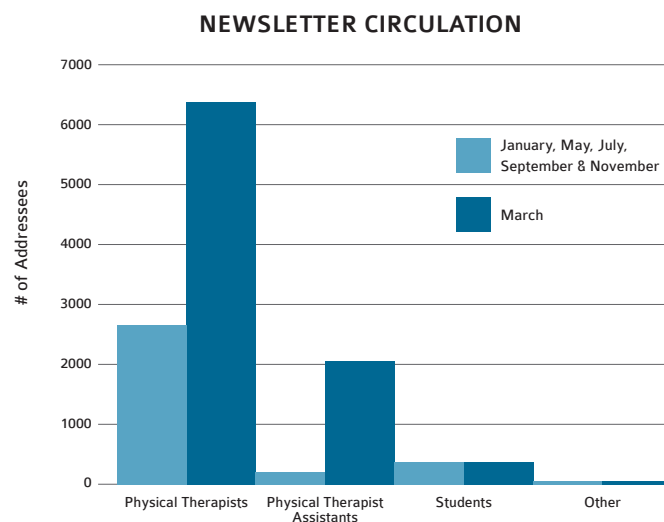
**NEWSLETTER DISPLAY ADVERTISING** All display ads must be submitted in digital format, and ads smaller than a full page must have a border. PTWA does not provide typesetting or design services for display ads. For those advertisers who need design services, PTWA can recommend a vendor to provide assistance. PTWA is not responsible for the accuracy of any advertisement. Preferred file format is PDF. The file may be sent via email or mailed/shipped. PDF files must be saved as a minimum of 300 dpi, B&W or grayscale only and fonts must be embedded in the file.

**WEBSITE TRAFFIC** Approximately 600-1,200 hits per week.

**WEBSITE ADVERTISING POSTING** All ads are posted on our website within two business days (except for Job Board ads, which are self-posted).

**AUTO RENEWAL** You may sign up for auto renewal of all advertising products. Never worry about your ad expiring again! Discontinue at any time (cancellation fees may apply).

**ADVERTISING POLICY** All advertising must conform with the ethical standards and policies of the American Physical Therapy Association and PTWA. We reserve the right to decline any advertisement considered to be contrary or conflicting with these policies. Advertisements appearing in PTWA communications do not imply or constitute endorsement by PTWA of those products, services or employers.



Educate

Promote



# CLASSIFIED EMPLOYMENT ADVERTISING

Order online at [www.ptwa.org/advertising](http://www.ptwa.org/advertising) • Rates effective through December 31, 2017

Classified employment advertising can only be ordered online through the PTWA Job Board. Visit [jobs.ptwa.org](http://jobs.ptwa.org) to set up a free account and order classified advertisements to post on the PTWA Job Board or print in the *PTWA Connections* newsletter.

EMPLOYMENT CLASSIFIED ADVERTISING PRICING			
Ad Word Count	WEB Classified	NEWSLETTER Classified	* MARCH * NEWSLETTER
0 – 50	\$75	\$35	\$55
51 – 100	\$140	\$65	\$100
101 – 150	\$195	\$90	\$135
151 – 200	\$240	\$110	\$165
201 – 250	\$275	\$125	\$190
251 – 300	\$300	\$135	\$205



## Visit the PTWA Career Center! [www.ptwa.org/jobs](http://www.ptwa.org/jobs)





# EDUCATION AND OTHER NON-EMPLOYMENT WEB & NEWSLETTER CLASSIFIED ORDER FORM

Order online at [www.ptwa.org/advertising](http://www.ptwa.org/advertising) • Rates effective through December 31, 2017

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Mailing Address (Street/PO Box): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Phone: (\_\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_ Web Address: \_\_\_\_\_

Advertising Agency (if applicable): \_\_\_\_\_ Agency Insertion Order/Reference # (if applicable): \_\_\_\_\_

Contact Name: \_\_\_\_\_ Mailing Address (Street/PO Box): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Phone: (\_\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_ Web Address: \_\_\_\_\_

## EDUCATION, SALES AND SERVICE ADVERTISING ONLY

Please use this form if you are ordering a NON-EMPLOYMENT advertisement (Education, Product sales, services, sale/lease opportunities, etc.)  
To place an **EMPLOYMENT AD**, please use our online job board at [www.ptwa.org/jobs](http://www.ptwa.org/jobs).

# of Months/ Issues	Ad Word Count	WEB Classified	NEWSLETTER Classified	* MARCH * NEWSLETTER Classified
	0 – 50	<input type="checkbox"/> \$55	<input type="checkbox"/> \$25	<input type="checkbox"/> \$40
	51 – 100	<input type="checkbox"/> \$105	<input type="checkbox"/> \$50	<input type="checkbox"/> \$75
	101 – 150	<input type="checkbox"/> \$145	<input type="checkbox"/> \$65	<input type="checkbox"/> \$100
	151 – 200	<input type="checkbox"/> \$180	<input type="checkbox"/> \$80	<input type="checkbox"/> \$120
	201 – 250	<input type="checkbox"/> \$205	<input type="checkbox"/> \$90	<input type="checkbox"/> \$135
	251 – 300	<input type="checkbox"/> \$225	<input type="checkbox"/> \$100	<input type="checkbox"/> \$150

### AUTO RENEW ADVERTISING

I would like this order to automatically renew each month. By selecting Auto Renew and signing below, the advertiser agrees to allow PTWA to charge the price of the advertisement to the credit card on this order form on the renewal date each month until the advertiser cancels the advertisement.

\_\_\_\_\_  
Signature (required for ad to Auto Renew)

**AUTO RENEW CANCELLATION:** The standard cancellation fee of \$35 applies to the first month (prior to renewal). For subsequent months, cancel by the renewal or deadline date and you will not be charged. Cancellations of web ads received after the renewal date will receive a prorated refund less a \$35 processing fee. Newsletter ads cannot be cancelled after the closing date (fifth of the month prior to publication). Web ad copy may be changed once per month. Renewal reminders will not be sent.

## MONTH OF NEWSLETTER ISSUE

**Newsletters are published in odd months.** Orders must be received by the fifth of the month prior to the month of publication, i.e. for the March issue, order is due by February 5.

- January 2017     March 2017     May 2017     July 2017     September 2017     November 2017  
 January 2018     March 2018     May 2018     July 2018     September 2018     November 2018

## PRE-PAYMENT IS REQUIRED

Total \$ \_\_\_\_\_ Pay by  Credit card (Complete authorization below. VISA or MasterCard only.)  Check — Make payable to PTWA

VISA or MC# \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Expiration \_\_\_\_\_ / \_\_\_\_\_ Total Authorized Amount \$ \_\_\_\_\_

Cardholder's name (please print) \_\_\_\_\_ Signature (required) \_\_\_\_\_

**SIGNATURE REQUIRED:** By signing below, you are verifying that this company is not linked to the financial gain of its referral source(s).

The APTA opposes participation in services linked to the financial gain of the referral source. Because of this policy, PTWA does not accept marketing revenue from a practice if any referring practitioner has a financial interest in the PT practice and refers patients to an employed physical therapist or to a physical therapist who supervises an employed physical therapist assistant. PTWA also does not accept orders from businesses that promote referral for profit arrangements.

Name (please print) \_\_\_\_\_ Signature \_\_\_\_\_

## AD GUIDELINES

**ORDER FORM:** A completed order form must accompany each advertising placement.

**NEWSLETTER DEADLINE:** The fifth of the month prior to month of issue. Example: If you wish to advertise in the March newsletter, we must receive your completed order form, advertisement and payment on or before February 5. Advertisements received after the closing date and before the newsletter goes to press may be accepted at the discretion of the newsletter staff based on space and time availability. If a closing date exception is granted, a \$75 RUSH CHARGE will be applied to the cost of the ad.

**LIMIT OF LIABILITY:** The liability of PTWA, its employees and officers shall be limited to the cost of the advertising purchased.

**CANCELLATIONS:** A service charge of \$35 will apply to newsletter ads cancelled on or before the closing date. No cancellations after the closing date.

**WEB CLASSIFIED ADVERTISING GUIDELINES:** Web ads will be posted online within two working days of receipt of ad copy and payment. Ads are grouped according to category (For Sale, Education, Products and Services, etc). All web ads are posted with text only and are formatted according to PTWA's graphic style. PTWA is not responsible for typos or other errors in submitted ad copy.

**COMPLIMENTARY COPY:** One complimentary copy of the *PTWA Connections* issue in which your ad runs will be sent to you (one each to Advertiser/Client and Advertising Agency, if applicable).

**NEWSLETTER CLASSIFIED ADVERTISING GUIDELINES:** Newsletter classified ads are printed in the next available newsletter, unless a later publication date is requested. All newsletter classified ads are text only and are formatted according to PTWA graphic style. PTWA is not responsible for typos or other errors in submitted ad copy.

**PTWA ADVERTISING POLICY:** Advertising, including inserts, must conform with the ethical standards and policies of the American Physical Therapy Association and the PTWA. PTWA reserves the right to decline any advertisement considered contrary or conflicting with APTA/PTWA policy or purpose. An advertisement appearing in PTWA publications does not imply or constitute endorsement of those products, services or employers by PTWA.



# NEWSLETTER DISPLAY ADVERTISING ORDER FORM

Order online at [www.ptwa.org/advertising](http://www.ptwa.org/advertising) • Rates effective through December 31, 2017

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Mailing Address (Street/PO Box): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Phone: (\_\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_ Web Address: \_\_\_\_\_

Advertising Agency (if applicable): \_\_\_\_\_ Agency Insertion Order/Reference # (if applicable): \_\_\_\_\_

Contact Name: \_\_\_\_\_ Mailing Address (Street/PO Box): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Phone: (\_\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_ Web Address: \_\_\_\_\_

## DISPLAY ADVERTISING RATES

Ad Size	Dimensions (including border) width x height	Employment Rate	Education, Sales, Service Rate
<input type="checkbox"/> 1/8 page	3.75" x 2.25"	\$95	\$70
<input type="checkbox"/> 1/4 page	3.75" x 4.5"	\$190	\$140
<input type="checkbox"/> 1/2 page (horiz)	8" x 4.5"	\$380	\$280
<input type="checkbox"/> 1/2 page (vert)	3.75" x 10"	\$380	\$280
<input type="checkbox"/> Full page	8" x 10"	\$570	\$420
<input type="checkbox"/> Insert	8.5" x 11"	\$300	\$225
<b>PREMIUM PLACEMENT - BACK COVER</b>			
<input type="checkbox"/> 1/2 page (h)	8" x 4.5"	\$570	\$420

* * MARCH NEWSLETTER ONLY * *		
Ad Size	Employment	Educ, Sales, Svc
<input type="checkbox"/> 1/8 page	\$145	\$110
<input type="checkbox"/> 1/4 page	\$285	\$220
<input type="checkbox"/> 1/2 page (horiz)	\$570	\$440
<input type="checkbox"/> 1/2 page (vert)	\$570	\$440
<input type="checkbox"/> Full page	\$855	\$660
<input type="checkbox"/> Insert	\$450	\$338
<b>PREMIUM PLACEMENT - BACK COVER</b>		
<input type="checkbox"/> 1/2 page (h)	\$855	\$660

## MONTH OF NEWSLETTER ISSUE

Newsletters are published in odd months. Orders must be received by the fifth of the month prior to the month of publication, i.e. for the March issue, order is due by February 5.

- January 2017     March 2017     May 2017     July 2017     September 2017     November 2017  
 January 2018     March 2018     May 2018     July 2018     September 2018     November 2018

## PRE-PAYMENT IS REQUIRED

Total \$ \_\_\_\_\_ Pay by  Credit card (Complete authorization below. VISA or MasterCard only.)  Check — Make payable to PTWA

VISA or MC# \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Expiration \_\_\_\_\_ / \_\_\_\_\_ Total Authorized Amount \$ \_\_\_\_\_

Cardholder's name (please print) \_\_\_\_\_ Signature (required) \_\_\_\_\_

**SIGNATURE REQUIRED:** By signing below, you are verifying that this company is not linked to the financial gain of its referral source(s).

The APTA opposes participation in services linked to the financial gain of the referral source. Because of this policy, PTWA does not accept marketing revenue from a practice if any referring practitioner has a financial interest in the PT practice and refers patients to an employed physical therapist or to a physical therapist who supervises an employed physical therapist assistant. PTWA also does not accept orders from businesses that promote referral for profit arrangements.

Name (please print) \_\_\_\_\_ Signature \_\_\_\_\_

## AD GUIDELINES

**ORDER FORM:** A completed order form must accompany each advertising placement.

**CLOSING DATE:** The fifth of the month prior to month of issue. Example: If you wish to advertise in the March newsletter, we must receive your completed order form, advertisement and payment on or before February 5. Advertisement received after the closing date and before the newsletter goes to press may be accepted at the discretion of the newsletter staff based on space and time availability. If a closing date exception is granted, a \$75 RUSH CHARGE will be applied to the cost of the ad.

**CANCELLATIONS:** A service charge of \$35 will apply to newsletter ads cancelled on or before the closing date. No cancellations after the closing date.

**NEWSLETTER ADVERTISING ARTWORK:** All display ads must be submitted in digital format, and ads smaller than a full page must have a border. PTWA does not provide graphic design services for display advertisements, but can recommend a vendor to provide assistance. All digital ads must include a B&W proof (fax is acceptable). PTWA is not responsible for accuracy of an ad. Preferred file format is PDF. Media accepted include email or CD. PDF files must be saved as a minimum of 300 dpi, B&W/grayscale only and fonts must be embedded in the file.

**COMPLIMENTARY COPY:** One complimentary copy of the *PTWA Connections* issue in which your ad runs will be sent to you (one each to Advertiser/Client and Advertising Agency, if applicable).

**FLIERS AND INSERTS:** All fliers must be printed on 8 1/2" x 11" text-weight paper. Advertiser must provide the total number of printed fliers, ready for insertion. Contact the PTWA office for details.

**PTWA ADVERTISING POLICY:** Advertising, including inserts, must conform with the ethical standards and policies of the American Physical Therapy Association and the PTWA. PTWA's Editorial Advisory Committee and staff reserve the right to decline any advertisement considered contrary or conflicting with APTA/PTWA policy or purpose. An advertisement appearing in PTWA publications does not imply or constitute endorsement of those products, services or employers by PTWA.

**LIMIT OF LIABILITY:** The liability of PTWA, its employees and officers shall be limited to the cost of the advertising purchased.

# MEMBER MAILING LIST RENTAL

Our mailing list includes approximately 1,500-1,600 member names. The list includes mostly physical therapists (PTs) but also includes physical therapist assistants (PTAs) and PT/PTA students. Each member is labeled as such in the electronic mailing list. Some of our members have chosen to not have their mailing information released to third parties and have also chosen whether they would like to receive their mail at either a business or home address.

APTA policy prohibits the release of email addresses. We also do **NOT** release email addresses, telephone or fax numbers.

We strive to keep the information in the mailing list as up to date as possible. The list is updated at least once per month with new members, address changes etc. However, some of the information may still be outdated by the time you receive it.

## RATES

- \$280 full mailing list, (includes approximately 1,500-1,600 members) for non-APTA members
- \$200 for APTA members (\$80 discount)
- Presorted lists are available at \$0.25 per address (\$50 minimum applies)
- \$30 additional charge for printed labels (includes shipping)

## ORDERING

- Mailing list orders are usually processed and sent within two to three business days.
- Pre-sorted lists may be sorted by county, city, zip code or member type (PT, PTA, student).
- Orders may be placed using the online order form or the PDF order form. Both can be found on the PTWA website at [www.ptwa.org/advertising](http://www.ptwa.org/advertising).

## ELIGIBILITY CRITERIA

The following groups/individuals are eligible to rent the PTWA mailing list:

- Commercial organizations whose products are eligible for advertising in APTA or PTWA publications
- Nonprofit or philanthropic organizations, such as recognized and accredited schools and foundations
- Recognized and reputable health care organizations
  - Persons or organizations that provide continuing education for PTs and PTAs
  - PTWA or APTA members, for promotional needs, on a case-by-case basis
  - Elected officials or candidates who have been sponsors of PTWA or APTA legislative bills

## CONDITIONS OF USE

The following conditions are stipulated and must be agreed to in writing by the individual or organization wishing to rent the PTWA mailing list:

- All materials to be included in the mailing must be submitted with the request and approved by PTWA.
  - The PTWA mailing list is the exclusive property of PTWA and **rented for one-time use only**. PTWA takes appropriate measures to detect unauthorized use. Any reuse, reproduction, redistribution or recording of the information in the list is prohibited and will result in a \$280 charge for each unauthorized use.
  - Mailings may not include any reference to PTWA or APTA.



Reach



# MAILING LIST RENTAL AGREEMENT & ORDER FORM

Order online at [www.ptwa.org/advertising](http://www.ptwa.org/advertising) • Rates effective through December 31, 2017

Company / Organization \_\_\_\_\_

Contact Name (Print): \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
Address City State Zip

Email: \_\_\_\_\_ Phone: ( \_\_\_\_\_ ) \_\_\_\_\_

## MAILING LIST TYPE AND FORMAT

### ENTIRE MEMBERSHIP

APTA Member ..... \$200  
APTA Member # \_\_\_\_\_  
Member Name \_\_\_\_\_

Non-Member ..... \$280

### SORTED LIST

County \_\_\_\_\_  City \_\_\_\_\_

Zipcode \_\_\_\_\_ Member Type:  PT  PTA  Student

Amt Quoted: \_\_\_\_\_ (\$0.25 / address)

*Please contact PTWA office at (800) 554-5569 ext. 13 or [mailinglist@ptwa.org](mailto:mailinglist@ptwa.org) for quote before ordering.*

### FORMAT

Electronic (Excel format unless arranged otherwise)  Self-adhesive labels (Add \$30)

## PRE-PAYMENT AND SIGNATURE ARE REQUIRED

Total \$ \_\_\_\_\_ Pay by  Credit card (Complete authorization below. VISA or MasterCard Only.)  Check — Make payable to PTWA

VISA or MC# \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Expiration \_\_\_\_\_ / \_\_\_\_\_

Cardholder's Name (please print) \_\_\_\_\_ Signature (required) \_\_\_\_\_

I have read and agree to the limitations listed below for rental of the PTWA mailing list.

This company is not linked to the financial gain of its referral source(s). Please note: The APTA opposes participation in services linked to the financial gain of the referral source. Because of this policy, PTWA does not accept marketing revenue from a practice if any referring practitioner has a financial interest in the PT practice and refers patients to an employed physical therapist or to a physical therapist who supervises an employed physical therapist assistant. PTWA also does not accept orders from businesses that promote referral for profit arrangements.

Name (please print) \_\_\_\_\_ Signature \_\_\_\_\_

## MAILING LIST INFORMATION

Our mailing list includes approximately 1,500-1600 member names. The list includes mostly physical therapists (PTs), but also includes some physical therapist assistants (PTAs) and PT/PTA students. Some of our members have chosen to not have their mailing information released to third parties. Email addresses, telephone and fax numbers are **NOT** included in the list.

**ORDERING REQUIREMENTS:** To place an order, complete, sign and return this form, accompanied by a sample mailing piece. A sample of the piece to be mailed must accompany your request, otherwise your order will not be processed. PTWA reserves the right to reject any mail piece that does not conform to the standards, principles and policies of the association.

**PAYMENT TERMS:** Purchase orders are not accepted. Orders must be paid in advance.

**LIMIT OF LIABILITY:** The liability of PTWA, its employees and officers shall be limited to the cost of the advertising purchased.

### PRICING AND ORDERING

- \$280 for full list (approximately 1,500-1,600 addresses)  
\$200 for APTA members
- 25 cents per address for sorted lists (can be sorted by county, city, zip or member type only)  
\$50 minimum charge applies to all sorted lists
- \$30 additional charge for printed labels, which includes PTWA's cost of postage to mail them to you
- Mailing list orders are usually processed and sent within two to three business days

**LIMITATIONS:** The PTWA mailing list is the exclusive property of PTWA and is rented for ONE-TIME USE ONLY. PTWA takes appropriate measures to detect unauthorized use. Any reuse, reproduction, redistribution or recording of the information in the list is prohibited and will result in a \$280 charge for each unauthorized use.

There may be no reference to PTWA or APTA made in the piece to be mailed.

**ELIGIBILITY:** The following categories of people and organizations are eligible to use the PTWA mailing list:

- Commercial organizations whose products are eligible for advertising in APTA or PTWA publications
- Nonprofit or philanthropic organizations, such as recognized and accredited schools and national foundations
- Recognized and reputable health organizations
- Persons or organizations that provide continuing education for PTs and PTAs
- PTWA or APTA members for promotional needs on a case-by-case basis
- Elected officials or candidates who have been sponsors of PTWA or APTA legislative bills

Referral-for-profit companies are not eligible to rent the PTWA mailing list.

# LEGISLATIVE IMPACT DAY SPONSORSHIPS

For our annual Legislative Impact Day in Olympia, we provide a comfortable location located near legislator offices where our members can meet up with each other and spend time between meetings. We also provide some basic nourishment, bus transportation when possible and we pay for a share of overnight accommodations for students who are traveling from a distance.

## **PRESENTING** .....\$1,000

*Exclusive: one spot available*

### **BENEFITS**

- Exclusive logo recognition on a banner inside the venue
- Logo recognition in weekly emails sent during regular Legislative session from PTWA Lobbyist Melissa Johnson
- Logo recognition on signage and other event materials
- Provide guests with giveaway bags (exclusive)
- Logo on PTWA sponsor recognition website for three months with a link to your website or email address
- Logo recognition in March edition of *PTWA Connections* newsletter (mailed to all licensees)

## **INVESTOR** ..... \$500

*Unlimited spots available.*

### **BENEFITS**

- Logo recognition on signage and other event materials
- Provide guests with giveaways (pens, notepads, etc.)
- Logo placement on PTWA sponsor recognition website for three months with a link to your website or email address
- Logo recognition in March edition of *PTWA Connections* newsletter (mailed to all licensees)

## **SUPPORTER** ..... \$250

*Unlimited spots available.*

### **BENEFITS**

- Logo recognition on signage and other event materials
- Logo placement on PTWA sponsor recognition website for three months with a link to your website or email address
- Logo recognition in March edition of *PTWA Connections* newsletter (mailed to all licensees)

## **KICKSTARTER** ..... \$100

*Unlimited spots available.*

### **BENEFITS**

- Name recognition on PTWA sponsor recognition website for three months
- Logo recognition in March edition of *PTWA Connections* newsletter (mailed to all licensees)



**Impact**





# LEGISLATIVE IMPACT DAY SPONSORSHIP ORDER FORM

Order online at [www.ptwa.org/legislativeimpactday](http://www.ptwa.org/legislativeimpactday) • Rates effective through December 31, 2017

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Mailing Address (Street/PO Box): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Phone: (\_\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_ Web Address: \_\_\_\_\_

Advertising Agency (if applicable): \_\_\_\_\_ Agency Insertion Order/Reference # (if applicable): \_\_\_\_\_

Contact Name: \_\_\_\_\_ Mailing Address (Street/PO Box): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Phone: (\_\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_ Web Address: \_\_\_\_\_

## SPONSORSHIP LEVELS

**PRESENTING** (One Spot Available) . . . . . **\$1,000**

I plan to provide bags for participants

I plan to provide an alternate giveaway: \_\_\_\_\_

**INVESTOR** (Unlimited Spots Available) . . . . . **\$500**

I plan to provide a giveaway: \_\_\_\_\_

**SUPPORTER** (Unlimited Spots Available) . . . . . **\$250**

**KICKSTARTER** (Unlimited Spots Available) . . . . . **\$100**

## PRE-PAYMENT IS REQUIRED

Total \$ \_\_\_\_\_ Pay by  Credit card (Complete authorization below. VISA or MasterCard only.)  Check — Make payable to PTWA

VISA or MC# \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Expiration \_\_\_\_\_ / \_\_\_\_\_ Total Authorized Amount \$ \_\_\_\_\_

Cardholder's name (please print) \_\_\_\_\_ Signature (required) \_\_\_\_\_

**SIGNATURE REQUIRED:** By signing below, you are verifying that this company is not linked to the financial gain of its referral source(s).

*The APTA opposes participation in services linked to the financial gain of the referral source. Because of this policy, PTWA does not accept marketing revenue from a practice if any referring practitioner has a financial interest in the PT practice and refers patients to an employed physical therapist or to a physical therapist who supervises an employed physical therapist assistant. PTWA also does not accept orders from businesses that promote referral for profit arrangements.*

Name (please print) \_\_\_\_\_ Signature \_\_\_\_\_

## SPONSORSHIP GUIDELINES

**LOGO RECOGNITION:** Email your company logo to [marketing@ptwa.org](mailto:marketing@ptwa.org) no later than three weeks prior to the event to guarantee placement.

**GIVEAWAYS:** Sponsors are responsible for the delivery of giveaways or materials to PTWA and all costs incurred as a result of delivery. PTWA will be responsible for distributing materials to guests. Materials may include such items as pens, notepads, folders, mugs, post-its, and/or candy. Materials must conform with the ethical standards and policies of APTA/PTWA. All materials must be received no later than two weeks prior to the event.

# PARTNERS, ASSOCIATES & FRIENDS PROGRAM

## PTWA PARTNERS — only \$1,550 for a one-year investment

Limited to 16 Partners — Currently sold out. Contact PTWA about being added to the waiting list.

During your Partnership year, your benefits will include:

- One FREE 100-word classified ad with logo on the PTWA website – **\$1,680 value**
- Two FREE quarter-page ads in any issue of *PTWA Connections* newsletter, any time during the Partner year, including our special March edition which is mailed to all licensed PTs and PTAs in Washington state. Credit for the cost of the advertisement may be applied to a larger ad. – **up to \$570 value.**
- Ten percent discount on all additional advertising with PTWA including:
  - Additional classified website advertisements
  - Classified and display newsletter advertisements
  - Member mailing list rentals
  - Exhibit and sponsorship fees for annual PTWA Conference
  - Sponsorship fees for legislative or other PTWA events
- FREE subscription to *PTWA Connections* – **\$50 value**
- Recognition as a PTWA Partner on the PTWA home page. This includes your company logo, with hyperlink to your website
- Additional logo placement on second tier page of PTWA's website
- Listed on Partners, Associates and Friends web gallery on PTWA's website
- Recognition on signage displayed at annual PTWA Conference and recognition as a PTWA Partner in every issue of *PTWA Connections*.

## PTWA ASSOCIATES — only \$1,000 for a one-year investment

Unlimited spots available.

During your Associate year, your benefits will include:

- First option to purchase rare Partnership openings.
- One 100-word classified ad on the PTWA website – **\$1,680 value**
- One quarter-page ad in the *PTWA Connections* newsletter of choice, except March\* – **\$190 value**
- One rental of PTWA member mailing list – \$280 value
- Ten percent discount on exhibit and sponsorship fees for annual PTWA Conference
- FREE subscription to *PTWA Connections* newsletter – **\$50 value**
- Logo placement on second or third tier page of the PTWA website
- Listed on Partners, Associates and Friends web gallery on the PTWA website
- Recognized as Associate in a special ad in the March issue of *PTWA Connections* (mailed to all licensees)

## PTWA FRIENDS — only \$400 for a six-month investment

Unlimited spots available.

During your six-month Friendship, your benefits will include:

- One 50-word classified ad on the PTWA website for six months – **\$330 to \$450 value**
- FREE subscription to *PTWA Connections* newsletter – **\$50 value**
- Logo placement on a second or third tier page of our website for six months
- Logo placement in the Partners, Associates and Friends web gallery for six months

**Plus, choose one of the following options:**

- FREE 50 word classified in two *PTWA Connections* newsletters of choice, except March – **\$70 value**
- One quarter-page ad in the *PTWA Connections* newsletter of choice, except March – **\$190 value**
- One rental of PTWA membership mailing list – **\$280 value**

\* Free ads must be used during the current term of the marketing package. Any unused ads remaining at the end of the current term will expire and will not carryover into a new term.



Support



# PARTNERS, ASSOCIATES & FRIENDS ORDER FORM

Order online at [www.ptwa.org/advertising](http://www.ptwa.org/advertising) • Rates effective through December 31, 2017

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Mailing Address (Street/PO Box): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Phone: (\_\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_ Web Address: \_\_\_\_\_

Advertising Agency (if applicable): \_\_\_\_\_ Agency Insertion Order/Reference # (if applicable): \_\_\_\_\_

Contact Name: \_\_\_\_\_ Mailing Address (Street/PO Box): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Phone: (\_\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_ Web Address: \_\_\_\_\_

## PARTNERS, ASSOCIATES AND FRIENDS PROGRAM LEVELS

**PARTNER** ..... **\$1,550**  
*One-year investment*  
*Limited Availability (16 spots)— currently full*

**FRIEND** ..... **\$400**  
*Six-month investment*  
*Unlimited Opportunities Available*

**ASSOCIATE** ..... **\$1,000**  
*One-year investment*  
*Unlimited Opportunities Available*

- Logo sent by email
- 100-word classified ad ordered online

- Logo sent by email
- 50-word classified ad enclosed or sent by email

**Plus, choose one of the following options to complete your Friend package:**

- One quarter-page newsletter display ad
- 50 word classified ad in two newsletters
- One rental of PTWA membership mailing list

## PRE-PAYMENT IS REQUIRED

**Total \$** \_\_\_\_\_ **Pay by**  Credit card (Complete authorization below. VISA or MasterCard only.)  Check — Make payable to PTWA

VISA or MC# \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Expiration \_\_\_\_\_ / \_\_\_\_\_ Total Authorized Amount \$ \_\_\_\_\_

Cardholder's name (please print) \_\_\_\_\_ Signature (required) \_\_\_\_\_

### **SIGNATURE REQUIRED:** By signing below, you are verifying that this company is not linked to the financial gain of its referral source(s).

The APTA opposes participation in services linked to the financial gain of the referral source. Because of this policy, PTWA does not accept marketing revenue from a practice if any referring practitioner has a financial interest in the PT practice and refers patients to an employed physical therapist or to a physical therapist who supervises an employed physical therapist assistant. PTWA also does not accept orders from businesses that promote referral for profit arrangements.

**Name** (please print) \_\_\_\_\_ **Signature** \_\_\_\_\_

## PROGRAM GUIDELINES

Email (jpg preferred) your company logo for your company recognition. PTWA will automatically recognize Partners and Associates in designated editions of newsletter, *PTWA Connections* and on the PTWA website, and will recognize Partners on PTWA Conference signage. PTWA will automatically sign up participants for a complimentary copy of our newsletter, *PTWA Connections*, if applicable. Partners, Associates and Friends are responsible for submitting benefit advertisements and requesting discounts associated with program benefits. Program agreement will run one year (Partners and Associates) or six months (Friends) from date payment is received. Complimentary web ads may be updated monthly. All advertising must conform with the ethical standards and policies of the American Physical Therapy Association (APTA) and PTWA. PTWA's Editorial Advisory Committee and staff reserve the right to decline any advertisement considered contrary or conflicting with APTA/PTWA policy or purpose. An advertisement appearing in PTWA publications does not imply or constitute endorsement of those products, services, or employer by the PTWA.

# CONFERENCE EXHIBITING

For more information about exhibiting at the conference, please visit [www.ptwa.org/s/exhibit](http://www.ptwa.org/s/exhibit). If you would like to register to exhibit or sponsor at the conference, you must use the online order form. A link to the order form can be found on the PTWA website above.

## Exhibit and Sponsor registration for the PTWA Conference will open on May 1 each year.

For more information about the upcoming conference, like location, exhibit dates and times, loading, shipping, etc. please visit [www.ptwa.org/s/exhibit](http://www.ptwa.org/s/exhibit).

All Exhibitor registrations include:

- 8 ft wide x 6 ft deep booth space
- 6 ft skirted table with two chairs
- Meals for up to two representatives
- Wireless internet
- Electrical power at booth (5 amps/120 volts)
- Company contact information included in the Exhibitor directory in each conference registration notebook
- PLEASE NOTE: Due to overwhelming feedback from our registrants, we are unable to provide lists of conference registrant names and contact information to our conference exhibitors. We encourage you to gather this information during our conference as registrants visit your booth.

## EMPLOYER EXHIBITOR ..... \$900

The above Early Bird price will be valid until 6 weeks prior to the conference. After the Early Bird deadline, the price will increase to \$1,000. Exhibitor registration closes 2 weeks prior to event.

## PRODUCT / SERVICE EXHIBITOR ..... \$450

The above Early Bird price will be valid until 6 weeks prior to the conference. After the early bird deadline, the price will increase to \$1,000. Exhibitor registration closes 2 weeks prior to event.

## ADVERTISE IN THE REGISTRANT PACKET

In addition to the electronic downloads provided to registrants prior to the conference that include course handouts, conference information and advertisements; all registrants will receive a printed packet when they check-in on site at the conference. This packet includes the conference schedule, facility map, exhibitor directory, advertisements and any other information they will need while attending the conference.

Half Page Advertisement (Black / White) ..... \$50

*8" wide x 5" tall*

Full Page Advertisement (Black / White) ..... \$100

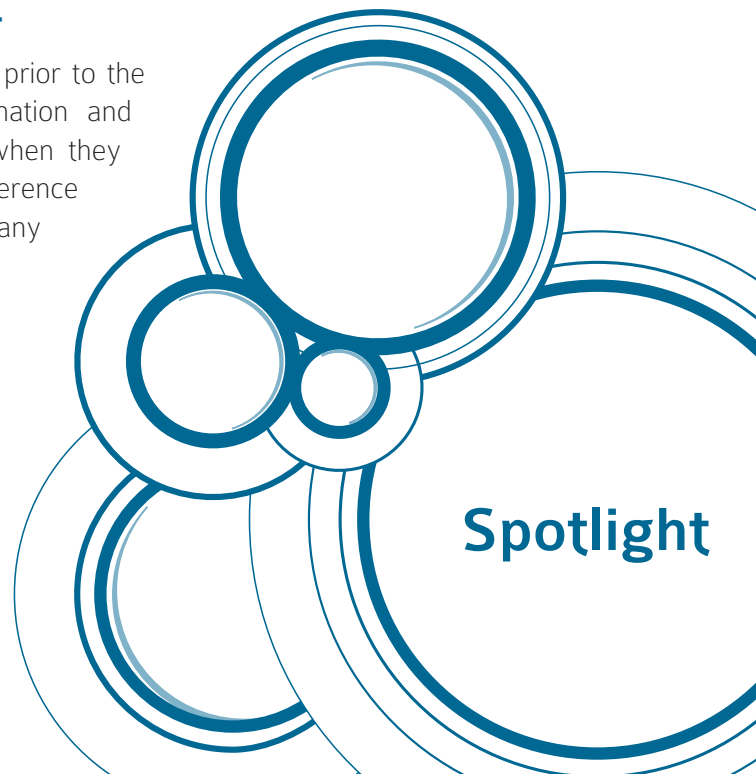
*8" wide x 11" tall*

Half Page Advertisement (Full Color) ..... \$125

*8" wide x 5" tall*

Full Page Advertisement (Full Color) ..... \$175

*8" wide x 11" tall*



# CONFERENCE SPONSORSHIPS

Below is a list of the available sponsorship levels for the 2017 PTWA Conference. For more information about exhibiting at the conference, please visit [www.ptwa.org/s/exhibit](http://www.ptwa.org/s/exhibit). If you would like to register to exhibit or sponsor at the conference, you must use the online order form. A link to the order form can be found on the PTWA website above.

**Exhibit and Sponsor registration for the PTWA Conference will open by May 15 each year.**

For more information about the upcoming conference, like location, exhibit dates and times, loading, shipping, etc. please visit [www.ptwa.org/s/exhibit](http://www.ptwa.org/s/exhibit).

## PRESENTING SPONSORSHIP . . . \$1,250

*Exclusive: one spot available*

- Exclusive opportunity to provide conference tote bags
- Two FREE conference registrations
- Logo and/or name recognition: PTWA website, pre-conference promotions, sponsor recognition page in registrant digital handouts, on-site printed and electronic signage and *PTWA Connections* newsletter(s)

## PLATINUM SPONSORSHIP . . . . . \$750

*Three spots available.*

- Exclusive opportunity to sponsor one of the following:
  - Registrant digital handouts
  - Lanyards (provided by sponsor)
  - Water bottles (provided by sponsor)
- One FREE conference registration
- Logo and/or name recognition: PTWA website, sponsor recognition page in registrant digital handouts, on-site printed and electronic signage and *PTWA Connections* newsletter(s)

## GOLD SPONSORSHIP . . . . . \$500

*Three spots available.*

- Exclusive opportunity to provide 100 coffee travel mugs during one of the following sponsored events:
  - Friday Meals (Keynote Breakfast + Lunch)
  - Saturday Meals (Chapter Mtg Breakfast + Lunch)
  - Friday & Saturday Breaks (4 Breaks total)
- Opportunity to provide giveaways/fliers for tables in banquet hall
- Logo and/or name recognition: PTWA website, sponsor recognition page in registrant digital handouts, on-site printed and electronic signage and *PTWA Connections* newsletter(s)

## SILVER SPONSORSHIP . . . . . \$250

*Limited to number of available courses.*

- Exclusive opportunity to sponsor a course and provide flyers, pencils, pens and/or tablets of paper in sponsored course/Chapter Meeting. You may choose which course you would like to sponsor (one two-day course, one full day course or 2 half-day courses).
- Logo and/or name recognition: PTWA website, sponsor recognition page in notebook, on-site printed and electronic signage and *PTWA Connections* newsletter(s)

## STUDENT CONCLAVE SPONSORSHIP . . . . . \$250

*4 spots available.*

- Exclusive opportunity to sponsor the student conclave and provide flyers, pencils, pens and/or tablets of paper in sponsored course.
- Logo and/or name recognition: PTWA website, sponsor recognition page in notebook, on-site printed and electronic signage and *PTWA Connections* newsletter(s)



## BRONZE SPONSORSHIP . . . . . \$100

*Unlimited spots available.*

- This sponsorship supports students attending the conference
- Logo and/or name recognition: PTWA website, sponsor recognition page in registrant digital handouts, on-site printed and electronic signage and *PTWA Connections* newsletter(s)

# CONFERENCE EXHIBITING & SPONSORSHIP

## TERMS & CONDITIONS

**ACCEPTANCE OF EXHIBIT:** A confirmation packet will be emailed to the exhibiting company upon completion of the order form and acceptance of the exhibit terms. PTWA reserves the right to reject any application for exhibit space. Order forms may not be accepted within one week of the event, or when the available spaces are filled, whichever comes first. On-site registrations will not be accepted.

**FEES AND PAYMENT:** Payment of exhibit fees must accompany a PTWA Conference Exhibit and Sponsorship Contract. Full payment must be received before sponsorships or exhibit space can be reserved.

**BADGES FOR EXHIBIT PERSONNEL:** We suggest no more than two representatives at a time per booth. Badges for exhibit personnel will be provided on-site by PTWA using the names you provide at registration. Changes to exhibit personnel names may be sent to PTWA until one week prior to the conference. Two badges may be used as meal tickets throughout the weekend.

**CANCELLATION OF EXHIBIT:** Exhibitor space cancellations must be made in writing. To cancel a registration, please email [exhibit@ptwa.org](mailto:exhibit@ptwa.org). Exhibitor cancellations received on or before three weeks prior to the first day of the event will receive a full refund, less a \$100 cancellation fee. Sponsorship cancellations received on or before three weeks prior to the first day of the event will receive a 50-percent refund. No refunds will be made for cancellations inside of three weeks prior to the event.

**CANCELLATION OF SHOW:** Cancellation of the PTWA Conference and/or sponsorships at any time will not subject the Physical Therapy Association of Washington, Inc. to any damages or other liability of any kind whatsoever, other than a refund of the original cost of the exhibit reservation.

**DRAWINGS AND RAFFLES:** Exhibitors are welcome to hold their own giveaways, but are asked to notify PTWA if they intend to do so. Facility restrictions may apply.

**ELECTRICAL CONNECTIONS:** All electrical wiring must be approved and installed in accordance with local regulations. If you have electrical needs that exceed what is provided as part of your registration, please see instructions in your registration confirmation email. Additional charges will apply. All electrical orders will be provided on a first-come, first-served basis. **Exhibitors must provide their own extension cords/power strips (25-ft. cords recommended).**

**EXHIBIT TABLE SPACE:** PTWA will provide pipe and drape, furnishings and services as specified in your order confirmation. To order additional or alternate furnishings, see instructions in your registration confirmation email. A sign with the exhibitor's company name will be furnished to identify space assignment. For maximum impact, exhibitors are encouraged to provide their own portable tradeshow display system, including their unique company identification signage. Exhibits must be contained within the space rented (8' wide x 6' deep). All demonstrations, interviews, or other activities must be conducted from your exhibit space. No exhibitor shall assign, sublet, or apportion the whole or any part of the space allotted to them without the knowledge or consent of PTWA.

**HOTEL RESERVATIONS:** Exhibitors must make all room reservations for exhibit personnel directly with the hotel facility of their choice. We encourage you to reserve early and take advantage of our group rates.

**INSTALLATION AND REMOVAL OF EXHIBITS:** Please refer to the exhibitor schedule for installation, removal and exhibit days and times. Exhibitors shall be responsible for the delivery, setup, and removal of equipment and display material to and from the exhibit area. All freight must be removed from the exhibit floor by the end of the show move-out period. We ask you to refrain from packing equipment, literature, etc., or dismantling exhibits until after the exhibit hall closes.

**LIABILITY AND INSURANCE:** PTWA, the PTWA staff, the conference facility, the employees or representatives thereof, and other organizations and persons connected with this conference shall not be held responsible for any injury, loss, or damage that may occur to the exhibitor or employees of the exhibitor or their property from any cause whatsoever, prior to, during, or subsequent to the period covered by the sponsorship or exhibitor contract. Exhibitors should place their own insurance to cover all contingencies. The exhibitor agrees to indemnify those listed above against any claims for such loss, damage, or injury. Upon agreement of these terms on the order form, the exhibitor expressly releases the foregoing institutions, individuals, and committees from any and all claims of loss, damage, or injury. This also includes the period of storage prior to and following the conference. Small articles of value should be properly secured or removed for safekeeping prior to leaving the exhibit unattended. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and save PTWA, the conference facilities, and its employees and agents harmless against all claims, losses, and damages to persons or property, governmental charges or fines, and attorney's fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy, or use of the exhibition premises or a part thereof.

**NATURE OF EXHIBIT:** All construction shall be substantial and fixed in position for the duration of the exposition. No exhibit that violates any municipal or state law, rules, or regulations, including safety codes, will be permitted. All packing containers, excelsior, and wrapping paper must be removed from the floor. All decorations, drapes, acoustical materials, table coverings, and other decorative materials shall be flame-resistant to the satisfaction of local fire regulations. All fire-extinguishing equipment shall be maintained in plain sight, unobstructed, and accessible for use at all times. The use of any heater or heat-producing device as part of an exhibit is forbidden unless a special permit is first obtained from conference center management, and a copy of the permit placed in the files of PTWA. Approval must be obtained from the local fire department for the display of any electrical, mechanical, or chemical device, the use, operation, or presence of which, in the opinion of the local fire department or official exhibit contractor, might be hazardous in a public place. This includes the use of any product utilizing water, such as a whirlpool or spa, because of special electrical circuit requirements. If approval is obtained, all costs of this process and the cost for installation of special electrical circuits is the sole responsibility of the exhibitor.

**PROTECTION OF FACILITY PROPERTY:** Exhibitors will be held responsible for any damage done to the building by them or their employees. The use of tape, tacks, nails, screws, staples, or mastic on any wall surface, woodwork, floor, or window inside or outside the facility is prohibited. No gasoline, kerosene, acetylene, candles, or other flammable or explosive substance will be permitted in the building.

**SPONSORSHIPS and EXHIBITS:** Please consult conference exhibitor web page for order and materials submission deadlines.

**PROMOTIONAL MATERIAL DISTRIBUTION:** Advertising and promotion materials may be distributed from exhibit booth only. No materials may be placed on seats, attached to walls, ceilings, or woodwork in the conference facility, or left in public places or breakout rooms for distribution, unless included as part of sponsorship benefits. Small candy and chocolate can be distributed from booth, however, beverages and other food items are not allowed. Balloons are not allowed on facility property. Check conference facility guidelines for rules.

**ADMITTANCE TO EDUCATION COURSES:** Admittance to conference educational sessions for CEU requires payment of applicable course fees, unless indicated as a sponsorship benefit. Contact the PTWA office or visit [www.ptwa.org/conference](http://www.ptwa.org/conference) for conference information and registration. Exhibitors may be permitted to attend courses for no credit, space permitting.

**NOISY OR OBNOXIOUS EQUIPMENT:** The operation of any equipment or apparatus which produces odor or noise of sufficient volume to be annoying to neighboring exhibitors or guests will not be allowed.

**RESTRICTIONS:** PTWA reserves the right to require any exhibitor to remove any part of an exhibit which, in the sole judgment of PTWA, is not in keeping with the general character of the exhibition or is not in the best interest of PTWA, and may remove or relocate any display as may be needed for the good of the conference and its exhibits. This restriction includes persons, things, conduct, printed materials, or anything of a character which may be objectionable to the exhibit as a whole. In the event of such restriction or eviction, PTWA is not liable for any refunds of rental or other exhibition expenses.

**SHIPPING EXHIBIT MATERIALS:** Please consult your confirmation email for shipping information. Neither the conference facility, PTWA nor its agents will assume any responsibility for damaged or lost merchandise sent directly to the conference facility for storage.

**REFERRAL FOR PROFIT RESTRICTIONS:** The APTA opposes participation in services linked to the financial gain of the referral source. Because of this policy, PTWA does not accept marketing revenue from a practice if any referring practitioner has a financial interest in the PT practice and refers patients to an employed physical therapist or to a physical therapist who supervises an employed physical therapist assistant, or a business that promotes such an arrangement.

**REGISTRANT INFORMATION:** As a result of numerous requests from our conference registrants, we do not supply registrant names and contact information to our conference exhibitors. We encourage you to gather this information during our conference as registrants visit your booth.

**VIOLATIONS:** It is expected that exhibitors who violate these regulations will respond to request for correction. Eviction from the conference exhibit may result from violation of these rules and regulations as determined solely by the PTWA. In the event of such eviction, PTWA is not liable for any refunds of rentals or other exhibition expenses.

**ADDITIONAL TERMS AND CONDITIONS** required by the conference facility may apply and will be provided with your confirmation materials.