

ELC2020



Virtual Education Leadership Conference (ELC) 2020 Sponsorship and Exhibit Opportunities

Becoming a virtual ELC sponsor signifies you are committed to developing your brand recognition to over 1,000 physical therapy educators and practitioners! ELC is a joint conference presented by the APTA Academy of Education and the American Council of Academic Physical Therapy. ELC virtual 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 interaction through our virtual conference platform.

Sponsorship of the Virtual Educational Leadership Conference provides your company with a cost-effective, value-added opportunity to:

- Fully branded virtual booth offers product videos, links, and the ability to chat with attendees live
- Create brand awareness and increase brand loyalty among a targeted audience of physical therapy educators and decision makers
- Add product solution presentations to your virtual booth for download
- Receive reporting for attendees who comes to your booth including contact information and chat history
- 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

Show Hours:	Friday, October 16	3:00 pm-4:00 pm EST – Day 1, Virtual Exhibit Hall
	Saturday, October 17	2:00 pm-3:00 pm EST – Day 2, Virtual Exhibit Hall
	Sunday, October 18	2:00 pm-3:00 pm EST– Day 3, Virtual Exhibit Hall

*Please note all times are subject to change

Registration

Exhibitors may register online with credit card. *(will provide registration link here once ready)*

Confirmation of receipt will be sent upon receipt of payment. 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

Exhibit Management reserves the right to require an exhibitor to alter the virtual exhibit before the ELC 2020 event on the virtual conference platform. 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 2020 Exhibitor Prospectus, including the Virtual Code of Conduct. The person who authorizes registration will have to read and abide by the policies for exhibiting at the 2020 Virtual Educational Leadership Conference and acknowledges that for the exhibiting company.

Cancellation Policy

All cancellations must be received in writing via email to jamiltadlaoui@acapt.org by September 18, 2020. For cancellations received prior to September 18, 2020, the exhibitor will be responsible for 25% of the full booth fee. For cancellations received between September 18, 2020 and October 1, the exhibitor will be responsible for 50% of the full booth fee. No refunds will be made after October 1, 2020.



Sponsorship Opportunities

Spotlight Sponsorship Level - \$7,000 (SOLD OUT)

Benefits:

- Company logo featured on the virtual conference lobby on a static banner
- Content such as a video, banner, or special feature can be branded with a sponsor message
- Fully branded virtual booth offers product videos, links, and the ability to chat with attendees live
- Company logo visible throughout the platform on rotating banners as attendees browse the conference platform for a chance to win a gift card including in the exhibit hall and networking lounge
- Company logo on conference website linked to company website
- Company logo, description, and link in Academy/ACAPT Enews to all subscribers
- Company logo, description, and link in an article on aptaeducation.org/news and acapt.org/news
- Company logo, description, link and link on Academy/ACAPT's Facebook, LinkedIn, and Twitter
- 5 complimentary virtual conference registrations
- Use of electronic **pre and post**-conference mailing list of registered attendees (physical addresses only; no emails)

PLUS, sponsorship rights to the ELC 2020 virtual conference lobby:

Virtual Conference Lobby-

Take advantage of this new opportunity to reinforce your brand in the minds of conference attendees as soon as attendees join the conference. Your company name and logo will be listed on the virtual conference lobby.

Platinum Sponsorship Level - \$5,000

(Unlimited Sponsorships Available)

Benefits:

- Fully branded virtual booth offers product videos, links, and the ability to chat with attendees live
- Verbal and slide recognition as a Platinum Sponsor during the Open Forum on Friday, October 16, 2020 from 1:00 pm-3:00 pm EST
- Company logo visible throughout the platform on rotating banners as attendees browse the conference platform for a chance to win a gift card including in the exhibit hall and networking lounge
- Company logo on conference website linked to company website
- Company logo, description, and link in Academy/ACAPT Enews to all subscribers
- Company logo, description, and link in an article on aptaeducation.org/news and acapt.org/news
- Company logo, description, link and link on Academy/ACAPT's Facebook, LinkedIn, and Twitter
- 4 complimentary conference registrations
- Use of electronic **pre and post**-conference mailing list of registered attendees (physical addresses only; no emails)



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

- Sponsored Conference Exhibit Hall-**
Take advantage of this opportunity to reinforce your brand in the minds of conference attendees. Welcome attendees into a brandable conference exhibit hall and showcase in this space.
- Live Educational Presentations-**
Take advantage of this opportunity to reinforce your brand in the minds of conference attendees. Your company name and logo will be displayed on the virtual platform for live educational presentations.
- Platform Presentations-**
Take advantage of this opportunity to reinforce your brand in the minds of conference attendees. Your company name and logo will be displayed on the virtual platform for the platform presentations.

Gold Sponsorship Level - \$3,000

(Two Sponsorships Available)

Benefits:

- Fully branded virtual booth offers product videos, links, and the ability to chat with attendees live
- Company logo visible throughout the platform on rotating banners as attendees browse the conference platform for a chance to win a gift card including in the exhibit hall and networking lounge
- Company logo on conference website linked to company website
- Company logo, description, and link in Academy/ACAPT Enews to all subscribers
- Company logo, description, and link in an article on aptaeducation.org/news and acapt.org/news
- Company logo, description, link and link on Academy/ACAPT's Facebook, LinkedIn, and Twitter
- 3 complimentary conference registrations
- Use of electronic **pre and post**-conference mailing list of registered attendees (physical addresses only; no emails)

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

- Hot Topics Open Forum (SOLD OUT) – Friday, October 15, 1:00pm – 3:00pm EST**
The Hot Topics Open Forum is an opportunity to put your brand in front of ELC attendees. Sponsorship benefits include your logo on the screen as attendees join the Forum and verbal recognition.
- On-Demand Educational Session Presentations-**
Take advantage of this opportunity to reinforce your brand in the minds of conference attendees. Your company name and logo will be displayed on the virtual platform for the on-demand educational presentations.

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Silver Sponsorship Level - \$1,000

(Unlimited Sponsorships Available)

Benefits:

- Fully branded virtual booth offers product videos, links, and the ability to chat with attendees live
- Company logo on conference website linked to company website
- 1 complimentary conference registrations
- Use of electronic **post**-conference mailing list of registered attendees (physical addresses only; no emails)