

ELC 2021

October 22-24 • Atlanta, Georgia



Hyatt Regency Atlanta Sponsorship and Exhibit Opportunities

Becoming an ELC sponsor signifies you are committed to developing your brand recognition to 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 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 physical therapy 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 21** 6:00 pm-8:00 pm
 Friday, October 22 6:00 am-6:45 am

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Show Hours:	Friday, October 22	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
	Saturday, October 23	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
Dismantle:	Saturday, October 23	1:15 pm-3:00 pm

*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. You will be able to select your booth preference/s closer to the event, in a separate email.

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 (events@acapt.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 2021 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 2021 Exhibitor Prospectus, including the Exhibitor Code of Conduct (provided in exhibitor application). The person who authorizes this registration has read and hereby agrees to the policies for exhibiting at the 2021 Educational Leadership Conference and acknowledges that the exhibiting company.

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Cancellation Policy

All cancellations must be received in writing via email to events@acapt.org by September 1, 2021. For cancellations received prior to September 1, 2021, the exhibitor will be responsible for 25% of the full booth fee. For cancellations received between September 1, 2021 and October 1, 2021, the exhibitor will be responsible for 50% of the full booth fee. No refunds will be made after October 1, 2021.

CDC Guidelines

We are closely monitoring all CDC Guidelines. There are not presently any alterations in our plans for ELC 2021, however we will communicate further as any changes arise.

Sponsorship Opportunities

Spotlight Sponsorship Level - \$7,000

(SOLD OUT)

Benefits:

- Company logo featured on the conference website on a banner
- Complimentary exhibit space consisting of one six-foot table, 2 chairs and identification sign
- 1 complimentary conference registration
- 4 complimentary exhibitor passes: additional passes \$125.00 (Exhibit hall access only)
- 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
- 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:

Conference Website-

Take advantage of this opportunity to reinforce your brand in the minds of attendees in a banner in the conference website. Your company name and logo will be listed on the homepage of the ELC 2021 Conference website. Company logo is due by **Monday, August 2, 2021**.

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Platinum Sponsorship Level - \$5,000

(Three 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 21, 2021 from 6:00 pm-7:30 pm
- 1 complimentary conference registration
- 4 complimentary exhibitor passes: additional passes \$125.00 (Exhibit hall access only)
- 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
- 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:

Educational and Platform Presentation-

Take advantage of this new opportunity to reinforce your brand in the minds of conference attendees. Your company name and logo will be displayed on the moderator slide during the beginning of every educational and platform presentation. Company logo is due by **Monday, August 2, 2021**.

Hand Sanitizer-

Take advantage of this opportunity to reinforce your brand in the minds of conference attendees. Your company name and logo will be printed on a hand sanitizer bottle that each attendee will receive. Company logo is due by **Monday, August 2, 2021**.

Excellence in Physical Therapy Education Theme Giveaway-

Support ELC's program theme, "Excellence in Physical Therapy Education: Habits for the Development of an Impactful and Sustainable Future for All" and launch your company's logo along with the conference logo on a one-of-a-kind item mutually agreed upon by both parties. Sponsor will be responsible for cost of item.

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
- 3 complimentary exhibitor passes: additional passes \$125.00 (Exhibit hall access only)
- 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

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- Company logo, description, link and link on Academy/ACAPT's Facebook, LinkedIn, and Twitter
- 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:

- Hot Topics Open Forum– Thursday, October 21, 6:00pm – 9:00pm**
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 enter and verbal recognition. Company logo for power point is due by **Monday, August 2, 2021.**
- Attendee Breakfast, Morning & Afternoon Breaks – Friday, October 22**
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 **Monday, August 2, 2021.**
- Attendee Breakfast, Morning & Afternoon Breaks – Saturday, October 23** **(SOLD OUT)**
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 **Monday, August 2, 2021.**
- Welcome Reception with Exhibitors - Friday, October 22 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 **Monday, August 2, 2021.**

Silver Sponsorship Level - \$2,000

(Two Sponsorships Available)

Benefits:

- Complimentary exhibit space consisting of one six-foot table, 2 chairs and identification sign
- 3 complimentary exhibitor passes: additional passes \$125.00 (Exhibit hall access only)
- 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)

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

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). Sponsors will be responsible for cost of item. Please contact Exhibits Manager by **Monday, August 2, 2021** to discuss any item you are considering and receive approval.

Host Hotel Sponsor – Wednesday, October 20 – Sunday, October 24

Have your company name visible in the lobby of the Host Hotel Hyatt Regency. Sponsorship benefits include your logo on the Welcome signage in the Hyatt Lobby as attendees enter, the opportunity to visually market your business. Company logo for signage is due by **Monday, August 2, 2021**.

Bronze Sponsorship Level - \$1,000

(Unlimited Sponsorships Available)

Benefits:

- Complimentary exhibit space consisting of one six-foot table, 2 chairs and identification sign
- 2 complimentary exhibitor passes: additional passes \$125.00 (Exhibit hall access only)
- 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)

Social Media Contest Sponsorship- \$500

(Unlimited Sponsorship Available)

Description:

During the conference (Friday, October 22- Sunday, October 24), we'll track the number of posts with the #ELC2021 hashtag and see which university has the most total posts from individuals. The winning institution will receive a \$500 UberEats gift card to share with the PT administrators and faculty.

Benefits:

- Your company logo will be displayed on a banner on the Academy/ACAPT's Facebook, LinkedIn, and Twitter
- 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)

**** This opportunity doesn't include exhibit space and can be paired with any sponsorship level above.****