

**Your Invitation to Exhibit at the WPTA 2017  
Fall Conference is Enclosed!**

WPTA 2017 Fall Conference

**LEARNING AND LEADING**

***Moving Physical Therapy Forward***

October 12-13 ▶ Marriott West ▶ Madison



**Exhibit Space Available on Limited  
First-Come, First-Served Basis  
so be sure to REGISTER early!**

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# Exhibitor Invitation

**Dear Prospective Exhibitor,**

**Get some face time with Wisconsin PTs, PTAs and Students at the WPTA Fall Conference!**

The WPTA is happy to offer your organization several opportunities to increase your visibility in the physical therapy professional community through exhibiting, sponsorships, advertising and material distribution in conjunction with our Fall Conference being held October 12-13 at the Marriott West in Madison. Over 300 physical therapists, physical therapist assistants, students and guests from throughout Wisconsin are expected to attend the variety of courses, meetings and social events during this 2-day conference. We appreciate the tremendous support that our exhibitors and advertisers have given the WPTA in the past and are committed to making the 2017 Fall Conference an excellent investment in your future.

Available ONLY on **Thursday, October 12 from noon-2 pm** is the **Exhibit Hall** for those companies who are disseminating information, goods or services, and for recruiters. We'll bring the attendees to you with lunch and giveaways. A **limited** number of skirted exhibit tables will be available for exhibitors on a first-come, first-served basis from **noon-2 pm on Thursday, October 12**. This time has been set aside as unopposed exhibit time. **The Exhibit Hall has sold out the past six years, so register early to assure your spot.** A buffet lunch will be available from noon – 2 pm for both exhibitors and attendees. Each 6' foot table will include an identification sign and up to two exhibitors are allowed per table (additional exhibitors are \$15 each). Confirmation will be sent upon receipt of completed application.

## Choose the Package that Best Fits Your Marketing Needs!

GOLD - \$600 (Best Value!)	SILVER - \$375	BRONZE - \$325
<ul style="list-style-type: none"> <li>• 6-ft banquet table with prime exhibit hall placement</li> <li>• Company name listed in <i>PT Connections</i> after conference</li> <li>• Company contact information and description included in attendee folders</li> <li>• Company logo with link posted on WPTA.org conference page one month before conference</li> </ul>	<ul style="list-style-type: none"> <li>• 6-ft banquet table</li> <li>• Company name listed in <i>PT Connections</i> after conference</li> <li>• Company contact information and description included in attendee folders</li> <li>• Company logo with link posted on WPTA.org conference page one month before conference</li> </ul>	<ul style="list-style-type: none"> <li>• 6-ft banquet table</li> <li>• Company name listed in <i>PT Connections</i> after conference</li> <li>• Company contact information and description included in attendee folders</li> </ul>
<ul style="list-style-type: none"> <li>• eNews ad for 1 month (2 issues) <b>OR</b> one full page <i>PT Connections</i> newsletter ad*</li> </ul> <p><b>Limited spots available!</b></p>	<p>*WPTA eNews is a twice monthly electronic newsletter and <i>PT Connections</i> is a newsletter published four times per year (January, April, July, and October). Both newsletters are sent to WPTA members -- that's over 2,600 PTs, PTAs and students!</p>	

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# Exhibitor Registration Form

Company Name \_\_\_\_\_  
(as it should appear on signs and marketing information)

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Website \_\_\_\_\_

Name of contact person to whom correspondence should be sent: \_\_\_\_\_

**Registration Type** (2 exhibitors are allowed per table - additional exhibitors are \$15 each)

\_\_\_\_\_ **GOLD Level Exhibitor - \$600 each** (*Limited spots available!*)

\_\_\_\_\_ **SILVER Level Exhibitor - \$375 each**

\_\_\_\_\_ **BRONZE Level Exhibitor - \$325 each**

\_\_\_\_\_ Tote Bag Provider\*      \_\_\_\_\_ Lanyard Provider\*      \_\_\_\_\_ Note Pad Provider\*

*\* Details on quantities and where to ship materials will be included with your confirmation.*

**List Names of All Who Will be in Attendance at Your 6' Exhibit Hall Table:**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

A prize drawing will be held at the end of the exhibit hall. Will you have a prize to giveaway? \_\_\_\_\_

Will your display require electricity? \_\_\_\_\_ (exhibitors are responsible for supplying extension cords)

25 word description of your company to appear in promotional material (or email it to [wpta@wpta.org](mailto:wpta@wpta.org))  
Deadline is September 15, 2017:

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**Can't Join Us on October 12?**  
**You Can Still Reach Attendees! – See Next Page for Details**

# WPTA 2017 Fall Conference Exhibitor Registration Form

## Sponsorship Opportunities

\_\_\_\_\_ Breakfast - \$150      \_\_\_\_\_ Thursday      \_\_\_\_\_ Friday  
\_\_\_\_\_ Morning and Afternoon Breaks - \$150      \_\_\_\_\_ Thursday      \_\_\_\_\_ Friday  
\_\_\_\_\_ Friday Business Meeting Luncheon - \$300

Your company will receive signage at the sponsored event along with an acknowledgement in every participant's conference packet. Sponsors also receive their company name and website link listed on the WPTA website conference registration page.

## Advertising in Conference Packets

\_\_\_\_\_ Full Page - \$200 8.5 x 11"

WPTA will make copies of your camera ready art to be placed in every attendee conference folder. **1- sided only - ads will be duplicated as black & white on color paper.** Art must be received by **September 15, 2017**

## Mailing Lists

\_\_\_\_\_ Pre-Conference - \$35      \_\_\_\_\_ Post Conference - \$50

Pre-conference lists will be sent to you two weeks prior to the conference. Post-conference lists will be sent to you within one week of the conference conclusion.

## Material Distribution

\_\_\_\_\_ \$100

We will distribute one marketing piece -- brochure, flyer, giveaway, etc. to participants. Materials must be received by **September 15, 2017** (*Details on quantities and where to send will be sent with your confirmation.*)

## Can't Join Us on October 12?

**Consider taking advantage of Sponsorship Opportunities, Advertising in Conference Packets, purchasing Mailing Lists or Material Distribution.**

**They are a great way to keep your name and presence in front of our conference attendees!**

## PAYMENT

\_\_\_\_\_ Check Enclosed ( Please make checks payable to WPTA)

Or - Credit Card      \_\_\_\_\_ VISA      \_\_\_\_\_ MasterCard      \_\_\_\_\_ Discover

Card Number \_\_\_\_\_ Security Code \_\_\_\_\_

Cardholder's Name (print) \_\_\_\_\_

Billing Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Exp. Date \_\_\_\_\_ Signature \_\_\_\_\_ Total \$ \_\_\_\_\_

**Mail or Fax (with credit card info) to:  
Wisconsin Physical Therapy Association**

3510 East Washington Avenue • Madison, WI 53704

**Phone: 608/221-9191 Fax: 608/221-9697**



For information or questions concerning vendor opportunities at our Fall Conference, please contact us at 608/221-9191 or [wpta@wpta.org](mailto:wpta@wpta.org).

Visit [www.wpta.org/about-wisconsin-physical-therapy/partners/](http://www.wpta.org/about-wisconsin-physical-therapy/partners/) to view the **WPTA Media Kit** and learn about additional ways to advertise your business to our 2,600 members.