

# Invitation to Exhibit

## Spring Conference

April 16–17, 2010

Greater Tacoma Convention & Trade Center

## Educational program

### Pharmaco-Therapeutics

David Hachey, MD

### Management of Diabetes

Mary Sinnott, PT, DPT, MEd

### The Art and Science of Running

Michael Hansen, PT

### Legal Issues and Clinical Performance

Steve Milam, JD

## Fall Conference

October 29–30, 2010

Greater Tacoma Convention & Trade Center

## Educational program

### Practical Strategies for Ethical Decision Making: Critical Information for Clinicians

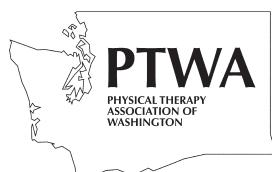
Ruth Purtilo, PT, PhD, FAPTA

### Linked: Breathing and Postural Control

Mary Massery, PT, DPT

### Payment and Compliance Tools

John Wallace, PT, OCS



208 Rogers Street NW

Olympia, WA 98502

tel: 360-352-7290

fax: 360-352-7298

Visit our website: [www.ptwa.org/sponsorship](http://www.ptwa.org/sponsorship)

# PTWA 2010 Spring and Fall Conference Sponsorships and Exhibits

## Date and Location:

April 16–17, 2010, Greater Tacoma Convention & Trade Center  
 October 29–30, 2010, Greater Tacoma Convention & Trade Center

## Saturation:

2,500 conference brochures; 200–300 guests  
 2,500 conference brochures; 200–300 guests

### All Levels Receive:

- Your contact information included in Sponsor and Exhibitor Directory in each registrant's packet.
- Opportunity to provide conference guests with giveaways and/or place and advertisement in the conference notebook.
- Name recognition on sponsor recognition website (for three or more months) with a link to your website or email address.

### Additional Benefits per Level:

#### **Presenting Sponsor ..... \$2,500**

One spot — *PTWA Event Presenting Sponsorships are offered on a first-come, first-served basis. Presenting sponsors are limited to two consecutive events and will be asked to take a one-event hiatus at that level to allow other companies the opportunity to sponsor at the presenting level.*

#### Benefits

- First option to provide conference tote bags.
- **Host a booth during conference weekend (Fri and Sat).**
- Free conference registration for two participants.\*\*
- Logo and/or name recognition: **conference brochure** (if payment is received by June 5 for Fall Conference and December 5 for Spring Conference), **conference handouts**, **conference notebook**, sponsor recognition **flier**, on-site **signage** and **PTWA Connections newsletter(s)**.
- Conference meals and name badge ribbons for two people.

#### **Platinum Sponsor ..... \$1,750**

Three spots

#### Benefits

- First option to sponsor conference notebooks, or provide lanyards or water bottles.
- **Host a booth during conference weekend (Fri and Sat).**
- Free conference registration for one participant.\*\*
- Logo and/or name recognition: **conference brochure** (if payment is received by June 5 for Fall Conference and December 5 for Spring Conference), sponsor recognition **flier**, on-site **signage** and **PTWA Connections newsletter(s)**.
- Conference meals and name badge ribbons for two people.

#### **Gold Sponsor ..... \$1,500**

Four to six spots available: three to five course sponsorships and one Chapter Meeting sponsorship

#### Benefits

- First option to provide pencils, pens, tablets of paper.
- **Host a booth during conference weekend (Fri and Sat).**
- Free conference registration for one participant.\*\*
- Logo and/or name recognition: **conference brochure** (if payment is received by June 5 for Fall Conference and December 5 for Spring Conference), sponsor recognition **flier**, on-site **signage** and **PTWA Connections newsletter(s)**.
- Conference meals and name badge ribbons for two people.

#### **Silver Sponsor ..... \$1,000**

..... **\$1,350 to host a booth both days**

Five to six spots available: Five meal sponsorships (Friday breakfast/Professional Issues Forum, Friday lunch, Saturday breakfast/roundtable discussion, Friday breaks, Saturday breaks) and one poster presentation sponsorship (Fall Conference only).

#### Benefits

- **Host a booth the day of your sponsorship (Friday OR Saturday)** or pay \$1,350 for sponsorship and a booth for two days.
- Provide giveaways for your sponsored event.
- Logo and/or name recognition: **conference brochure** (if payment is received by June 5 for Fall Conference and December 5 for Spring Conference), sponsor recognition **flier**, on-site **signage**, and **PTWA Connections newsletter(s)**.
- Conference meals and name badge ribbons for two people.

#### **Exhibitor ..... \$750\* for Friday OR Saturday**

..... **\$1,250\* for both days**

..... (\$375 and \$625 for product vendors\*)

Spots may be limited

#### Benefits

- **Host a booth during conference weekend.**
- Conference meals and name badge ribbons for two people.

*\*Half-price special for product/equipment exhibitors is available (\$375 for one day or \$625 for two days). Discount rate does not apply to staffing agencies or organizations promoting employment opportunities.*

#### **Bronze Sponsor ..... \$250**

unlimited spots available

#### Benefits

- Logo and/or name recognition: sponsor recognition **flier**, on-site **signage**, and **PTWA Connections newsletter(s)**.

*\*\* Clinical continuing education courses offered by PTWA are usually intended for health care professionals and should not be taken by individuals who are not licensed or otherwise regulated. Course content is not intended for use outside the learner's legal scope of practice. Please see conference brochure for admittance information.*



# PTWA Conference Exhibit and Sponsorship Contract

Spring: April 16-17, 2010 • Greater Tacoma Convention & Trade Center, Tacoma

Fall: October 29-30, 2010 • Greater Tacoma Convention & Trade Center, Tacoma

Company name as it should appear on signs and acknowledgements: \_\_\_\_\_

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

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

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

Advertising Agency (if applicable): \_\_\_\_\_ Agency Insertion Order/Reference No. (if applicable): \_\_\_\_\_

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

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

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

**To sponsor or exhibit at a PTWA Conference, please choose from the following options:**

Spring '10 Fall '10

Sold  Sold **Presenting Sponsor**..... \$2,500  Yes, I will provide 350 conference bags. (one spot — check for availability)

Other giveaway(s) I want to provide for conference bags: \_\_\_\_\_

Yes, I want to host a booth  Friday  Saturday

Yes, I want free conference registration for one-two representatives. \*\* Submit registration forms no later than two weeks before conference.

**Platinum Sponsor**..... \$1,750 (three spots)

I will (choose one)  provide 350 water bottles  provide 350 lanyards  sponsor conference notebooks

Other giveaway(s) I want to provide for conference bags: \_\_\_\_\_

Yes, I want to host a booth  Friday  Saturday

Yes, I want free conference registration for one representative. \*\* Submit registration forms no later than two weeks before conference.

**Gold Sponsor**..... \$1,500 (four to six spots)  I will provide 350  pens  pencils  tablets of paper

Preference:  course sponsorship: \_\_\_\_\_  Chapter Meeting sponsorship

Other giveaway(s) I want to provide for conference bags: \_\_\_\_\_

Yes, I want to host a booth  Friday  Saturday

Yes, I want free conference registration for one representative. \*\* Submit registration forms no later than two weeks before conference.

**Silver Sponsor**..... \$1,000 (five to six spots)  I want to host a booth the day of my sponsorship.

..... \$1,350 option  I want to host a booth throughout conference weekend.

Preference:  Friday breakfast and forum  Friday lunch  Saturday breakfast  Posters (Fall Only)

Friday breaks  Saturday breaks  Giveaway(s) I want to provide for conference bags: \_\_\_\_\_

**Exhibit Only** (Limited spots available)

Giveaway(s) I want to provide for conference bags: \_\_\_\_\_

Friday only - \$750\*  Saturday only - \$750\*  Friday & Saturday - \$1,250\*

I am a product/equipment exhibitor and would like to take advantage of the half-price special.

**\*Half-price special for product/equipment exhibitors is available (\$375 for one-day or \$625 for two-days).**

**Discount rate does not apply to staffing agencies or organizations promoting employment opportunities.**

**Bronze Sponsor**..... \$250 (unlimited spots)

Giveaway(s) I want to provide: \_\_\_\_\_

**SIGNATURE REQUIRED:** I have read and agree to the terms in the Exhibit Rules and Regulations (on reverse) and this company is not linked to the financial gain of its referral source(s).

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

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. \*\*Clinical continuing education courses offered by PTWA are intended for health professionals and should not be taken by individuals who are not licensed or otherwise regulated. Course content is not intended for use outside the learner's legal scope of practice. Please see conference brochure for admittance information.\*\*

**PREPAYMENT IS REQUIRED. All rates are net.**

Total: \$ \_\_\_\_\_  Check enclosed — payable to PTWA  Credit card authorization completed below

VISA or MasterCard Number \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Expires \_\_\_\_\_ Total Authorized Amount \$ \_\_\_\_\_

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

208 Rogers Street NW • Olympia, WA 98502-4940 • 360-352-7290, ext. 12

800-554-5569, ext. 12 • Facsimile 360-352-7298 • www.ptwa.org • marketing@ptwa.org

# Exhibit Rules and Regulations

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

**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 to request a conference brochure and registration form. Exhibitors may be permitted to attend courses for no credit, space permitting.

**BADGES FOR EXHIBIT PERSONNEL:** We recommend no more than two representatives at a time per single display. Badges for exhibit personnel will be made from the names provided to PTWA and will be placed on the table of your designated exhibit space. Two badge holders will be provided to be used as meal tickets throughout the weekend.

**CANCELLATION OF EXHIBIT:** Exhibitor space cancellations must be made in writing. Cancellations received on or before four weeks prior to the event (September 25 for Fall or March 19 for Spring) will be refunded the fee less \$50. Exhibitor cancellations made September 26–October 9 (Fall) or March 19–April 2 (Spring) will receive a 50-percent refund. Sponsorship cancellations received after December 15 (Spring) or June 15 (Fall) will receive a 50-percent refund. No exhibit or sponsor refunds after October 9 (Fall) or April 2 (Spring).

**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. PTWA may use the information provided in publicity articles. Facility restrictions may apply.

**ELECTRICAL CONNECTIONS:** All electrical wiring must be approved and installed in accordance with local regulations. **If you have electrical needs, contact PTWA at least six weeks before the event.** All electrical orders will be provided on a first-come, first-served basis. **Exhibitors must provide extension cords (25-ft. cords recommended).**

**EXHIBIT TABLE SPACE:** PTWA will provide one 6' x 30" draped table and two chairs. 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. All demonstrations, interviews, or other activities must be conducted from your exhibit space. No sponsor shall assign, sublet, or apportion the whole or any part of the space allotted to them without the knowledge or consent of the PTWA Marketing Coordinator. Exhibit space is assigned in order of sponsorship level, date of payment and date of space request.

**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.

**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 confirmation packet 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 afternoon break.

**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 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 signing 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. Sponsor 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.

**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.

**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 indicated on confirmation letter. 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.

**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, wood-

work, 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.

**RESTRICTIONS:** PTWA reserves the right to require any exhibitor to remove any part of an exhibit thereof 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.

**SECURITY:** On-site staffing of exhibits is optional. Exhibit space is open to the public and will not be secured or monitored by PTWA. It is the exhibitor's responsibility to pack and remove all items of value prior to leaving their exhibit unattended.

**SHIPPING EXHIBIT MATERIALS:** For drayage service, you may either use the service provider of your choice or bring your materials with you at the designated set-up time. The cost of shipping, delivery, and handling will be borne by the exhibitor, and it is the sole responsibility of the exhibitor to order and pay for these arrangements directly through their service provider. If you do not use an outside service provider, you will be responsible for storage of the empty containers and arranging for outbound freight service. The conference facility personnel may not accept exhibit material shipped or mailed directly to their facility. Refer to conference facility guidelines. Neither the conference facility nor PTWA will assume any responsibility for damaged or lost merchandise sent directly to the conference facility for storage.

**SPONSORSHIPS AND EXHIBITS:** All sponsorship and exhibit orders and payments must be submitted to PTWA, 208 Rogers St. NW, Olympia, WA 98502-4940 **at least three weeks before the event** to be included in registrant materials and on-site signage. Email (jpg preferred) your company logo for your company recognition.

**For company advertising material inserted into registrants' welcome bags:** Sponsor/Exhibitor shall be responsible for the delivery of advertising materials to PTWA and all costs incurred as a result of delivery or return. PTWA shall be responsible for inserting materials into the registrants' welcome portfolios. Materials shall consist of items such as pens, note pads, folders, bags, mugs, post-its, chocolate and/or literature (e.g., fliers, pamphlets, brochures). Materials must conform with the ethical standards and policies of APTA/PTWA. PTWA's prior approval is required for insertion of multiple materials, which must be stapled or bound together. **All materials must be received by the PTWA office no later than three weeks before the conference begins.**

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.

**VIOLATIONS:** It is expected that sponsors 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.