



PTWA Newsletter Display Advertising Order Form

(Order online at www.ptwa.org/advertising • See page 5 of the marketing brochure for details)
Rates effective June 1, 2009–May 31, 2010

Company/Client 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: _____

If you are placing a newsletter ad, one complimentary copy of the issue in which your ad runs will be sent to you (one each to Advertiser/Client and Advertising Agency, if applicable).

To order newsletter display advertising placements, please choose from the following options:

Display advertising rates			
Ad Size	Dimensions (with borders)	Employment rate	Education, sales, service rate
<input type="checkbox"/> Insert	8.5" x 11"	\$468	\$468
<input type="checkbox"/> Full page	7.5" x 9"	\$527	\$351
<input type="checkbox"/> 1/2 page (h)	7.5" x 4.375"	\$351	\$233
<input type="checkbox"/> 1/2 page (v)	3.5" x 9"	\$351	\$233
<input type="checkbox"/> 1/3 page	3.5" x 6"	\$263	\$175
<input type="checkbox"/> 1/4 page	3.5" x 4.375"	\$175	\$117
<input type="checkbox"/> 1/6 page	3.5" x 2.875"	\$132	\$87
<input type="checkbox"/> 1/8 page	3.5" x 2.25"	\$87	\$59

Display advertising rates for March Newsletter ONLY		
Ad Size	Employment rate	Education, sales, service rate
<input type="checkbox"/> Insert	\$702	\$702
<input type="checkbox"/> Full page	\$791	\$527
<input type="checkbox"/> 1/2 page (h)	\$527	\$350
<input type="checkbox"/> 1/2 page (v)	\$527	\$350
<input type="checkbox"/> 1/3 page	\$395	\$263
<input type="checkbox"/> 1/4 page	\$263	\$176
<input type="checkbox"/> 1/6 page	\$198	\$131
<input type="checkbox"/> 1/8 page	\$131	\$89

Month of Newsletter Issue	Orders must be received by the fifth of the month prior to the month of publication, i.e. for the March issue, order by February 5.									
<input type="checkbox"/> Aug '09	<input type="checkbox"/> Sep '09	<input type="checkbox"/> Oct '09	<input type="checkbox"/> Dec '09	<input type="checkbox"/> Jan '10	<input type="checkbox"/> Feb '10	<input type="checkbox"/> Mar '10	<input type="checkbox"/> Apr '10	<input type="checkbox"/> May '10	<input type="checkbox"/> Jun '10	
<input type="checkbox"/> Aug '10	<input type="checkbox"/> Sep '10	<input type="checkbox"/> Oct '10	<input type="checkbox"/> Dec '10	<input type="checkbox"/> Jan '11	<input type="checkbox"/> Feb '11	<input type="checkbox"/> Mar '11	<input type="checkbox"/> Apr '11	<input type="checkbox"/> May '11	<input type="checkbox"/> Jun '11	

No newsletter published in July or November.

PREPAYMENT IS REQUIRED. All rates are net.

Discount used (multiple issues or Partners, Associates, Friends Programs — see marketing packet) **Total cost \$** _____

Check enclosed — payable to **PTWA** **Credit card authorization completed below**

VISA or MasterCard No. _____ Expires _____ Total Authorized Amount \$ _____

Cardholder's Name (please print) _____ Signature (required) _____

SIGNATURE REQUIRED: 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.

Ad Guidelines

Closing date: fifth of the month prior to month of issue.
Example: If you wish to advertise in the March newsletter, your completed order form, advertisement and payment must be received on or before February 5. Any 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.

Order form: A completed order form must accompany each advertising placement.

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 typeset display advertisements. For those advertisers who need typesetting services, PTWA can provide a referral. 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 only and fonts must be embedded in the file.

Rate changes: Rates are effective through May 31, 2010.

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.

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.



PTWA Web and Newsletter Classified Advertising Order Form

Order online at www.ptwa.org/advertising • Rates effective June 1, 2009–May 31, 2010

See page 5 of the marketing brochure for details

Company/Client Name: _____

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: _____

If you are placing a newsletter ad, one complimentary copy of the issue in which your ad runs will be sent to you (one each to Advertiser/Client and Advertising Agency, if applicable).

To order web and/or newsletter classified advertising placements, please choose from the following options:

Web and bonus newsletter classified advertising					
# of months/ issues	Word count	Web Classified	Add Newsletter Bonus (optional)	Bonus rate for March newsletter ONLY	Subtotal
	50 or less	<input type="checkbox"/> \$69	<input type="checkbox"/> \$24	<input type="checkbox"/> \$36	
	51-100	<input type="checkbox"/> \$141	<input type="checkbox"/> \$41	<input type="checkbox"/> \$62	
	101-150	<input type="checkbox"/> \$210	<input type="checkbox"/> \$59	<input type="checkbox"/> \$87	
	151-200	<input type="checkbox"/> \$281	<input type="checkbox"/> \$77	<input type="checkbox"/> \$113	
	201-300	<input type="checkbox"/> \$351	<input type="checkbox"/> \$93	<input type="checkbox"/> \$140	

Sign me up for **Auto-Renew!**

I agree to the terms of Auto-Renew* _____ (please initial)

Web ads are usually posted within two business days.

Newsletter only classified advertising		
# of words		Subtotal
	x _____ price per word	\$

Newsletter only classified rates per word				
Type	one to four issues	five to seven	eight or more	March ONLY
Employment	\$2.33	\$2.10	\$1.98	\$3.51
Education, sales, service	\$1.46	\$1.31	\$1.24	\$2.19

Month of Newsletter Issue *Orders must be received by the fifth of the month prior to the month of publication, i.e. for the March issue, order by February 5.*

<input type="checkbox"/> Aug '09	<input type="checkbox"/> Sep '09	<input type="checkbox"/> Oct '09	<input type="checkbox"/> Dec '09	<input type="checkbox"/> Jan '10	<input type="checkbox"/> Feb '10	<input type="checkbox"/> Mar '10	<input type="checkbox"/> Apr '10	<input type="checkbox"/> May '10	<input type="checkbox"/> Jun '10
<input type="checkbox"/> Aug '10	<input type="checkbox"/> Sep '10	<input type="checkbox"/> Oct '10	<input type="checkbox"/> Dec '10	<input type="checkbox"/> Jan '11	<input type="checkbox"/> Feb '11	<input type="checkbox"/> Mar '11	<input type="checkbox"/> Apr '11	<input type="checkbox"/> May '11	<input type="checkbox"/> Jun '11

Newsletter not published in July or November.

PREPAYMENT IS REQUIRED. All rates are net.

Discount used (multiple issues or Partners, Associates, Friends Programs - see marketing packet) **Total cost \$** _____

Check enclosed — payable to **PTWA** **Credit card authorization completed below**

VISA or MasterCard No. _____ Expires _____ Total Authorized Amount \$ _____

Cardholder's Name (please print) _____ Signature (required) _____

SIGNATURE REQUIRED: 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.

Ad Guidelines

Closing date: The fifth of the month prior to the month of issue. Any 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. Web ads cancelled after they have been posted will receive a pro-rated refund less a \$35 service charge.

Order form: A completed order form must accompany each advertising placement, including renewals (unless the advertiser chooses to participate in Auto-renew). Expired advertisements are kept on file for no more than 60 days.

Rate changes: Rates are effective through May 31, 2010.

Web Classified Advertising: We typically post web advertisements within two working days of receipt of ad copy and payment, and group them according to category (e.g. Employment, For Sale, Education, Products and Services). All web ads are posted classified-style (i.e. text only) and correspond with our graphic style. PTWA is not responsible for mistakes, typos or other errors in ad copy if they appear in submitted copy.

Bonus Newsletter Classified Advertising: Web advertisers may place their identical web ad in the next available issue of **PTWA Connections** in the "Classified Ads" section, at a special discounted rate.

Policies: Advertising, including inserts, must conform with the ethical standards and policies of the American Physical Therapy Association 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 PTWA.

***Auto-Renew:** By selecting Auto-Renew, 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.

***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 pro-rated 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.

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



PTWA 2010 Directory Advertising Order Form

Rates effective June 1, 2009–May 31, 2010 • Order online at www.ptwa.org/advertising

Company/Client 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: _____

If you are placing a directory ad, one complimentary copy of the directory will be sent to you (one each to Advertiser/Client and Advertising Agency, if applicable).

To order directory advertising please choose from the following options:

Ad size and placement black and white	Early Bird Rate* Deadline July 24, 2009	Open rate** Deadline Aug. 28, 2009	Dimensions width x height
Half page	<input type="checkbox"/> \$400	<input type="checkbox"/> \$500	7.5" x 4.5"
Full page	<input type="checkbox"/> \$600	<input type="checkbox"/> \$750	7.5" x 9.5"
Premium placement (call for availability)			
Inside front cover	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$1250	7.5" x 10"
Page 1	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$1250	7.5" x 10"
Opposite T of C	<input type="checkbox"/> \$750	<input type="checkbox"/> \$950	7.5" x 9.5"
Inside back cover	<input type="checkbox"/> \$750	<input type="checkbox"/> \$950	7.5" x 10"
Outside back cover (half page)	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$1250	7.5" x 4.5"

*Signed space reservation, correct ad materials and complete payment must be received by Friday, July 24, 2009 to qualify for the discounted early bird rate.

**Signed space reservation, correct ad materials and complete payment must be received by Friday, August 28, 2009 to guarantee placement in the publication.

PREPAYMENT IS REQUIRED. All rates are net.

Total cost \$ _____ **Check enclosed**— payable to **PTWA** **Credit card authorization completed below**

VISA or MasterCard No. _____ Expires _____ Total Authorized Amount \$ _____

Cardholder's Name (please print) _____ Signature (required) _____

SIGNATURE REQUIRED: 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.

Ad Guidelines

Closing dates: Friday, July 24, 2009 for early bird rates to apply and Friday, August 28, 2009 to guarantee placement in the publication. Any advertisement received after the final closing date and before the directory goes to press may be accepted at the discretion of the directory 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 processing fee of \$50 will apply to ads cancelled on or before the final closing date. No cancellations after the final closing date.

Ad placement: Positioning of advertisement shall be under the exclusive discretion and control of directory staff unless a premium placement is purchased by the advertiser.

Directory 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 typeset, correct or alter display advertisements. For those advertisers who need typesetting services, PTWA can provide a referral.

Preferred digital format: All digital ads must include a black and white proof (fax is acceptable). PTWA is not responsible for accuracy of an ad if a proof is not submitted. Preferred file format is PDF. Media accepted include email or CD. PDF files must be saved as a minimum of 300 dpi, B&W only and fonts must be embedded in the file.

Order form: A completed order form must accompany each advertising placement.

Rate changes: Rates are effective through May 31, 2010.

Policy: Advertising **must conform with the ethical standards and policies of the American Physical Therapy Association 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 PTWA.



PTWA Partners, Associates and Friends Program Order Form

Rates effective June 1, 2009 – May 31, 2010 • Order online at www.ptwa.org/advertising

Company/Client 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 participate, please choose from the following options:

**Partner \$1,550
(16 spots — currently full)**

Please put me on the waiting list
(please be advised: current Partners usually renew)

Associate \$1,000 (unlimited spots available)

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

Sign me up for **Auto-Renew!**

I agree to the terms of Auto-Renew* _____ (please initial)

Friend \$400 (unlimited spots available)

Choose two to complete your marketing package:

- PTWA Connections** subscription
- Web bonus rates on newsletter classifieds
- Free quarter-page newsletter display advertisement
- Discount on conference sponsorships/exhibiting
- Discount on web classified advertising

Logo sent by email

50-word classified ad enclosed or sent by email

PREPAYMENT IS REQUIRED. All rates are net.

Total \$ _____

Check enclosed — payable to **PTWA**

Credit card authorization completed below

VISA or MasterCard No. _____ Expires _____ Total Authorized Amount \$ _____

Cardholder's Name (please print) _____ Signature (required) _____

SIGNATURE REQUIRED: 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.

Guidelines

Email (jpg preferred) your company logo for your company recognition. PTWA will automatically recognize Partners and Associates in designated newsletter, **PTWA Connections** and on the PTWA website, and will recognize Partners on PTWA Fall and Spring 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, including inserts, must conform with the ethical standards and policies of the American Physical Therapy Association (APTA) 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 employer by the PTWA.

***Auto-Renew:** By selecting Auto-Renew, the Partner, Associate or Friend agrees to allow PTWA to charge the price of the marketing package to the credit card on this order form on the closest business day after the package expires until the Partner, Associate or Friend cancels the package.

***Auto-Renew Cancellation:** PTWA will send an email reminder the month before your package expires. If you do not wish to renew, cancel (in writing/via email) on or before the day the marketing package expires and you will not be charged. Cancellations received after the package has been renewed will receive a pro-rated refund, less a \$50 processing fee.

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



PTWA Conference Exhibit and Sponsorship Contract

Fall: October 23-24, 2009, **Spring:** April 16-17, 2010, Greater Tacoma Convention & Trade Center, Tacoma
Order online at www.ptwa.org/advertising

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:

Fall '09 Spring '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 or 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 the 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 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 Friday and Saturday.

Preference: Friday Breakfast and Forum Friday Lunch Saturday Breakfast Poster presentations (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 and Saturday: \$1,250

Special Rate for Product Vendors: Friday only: \$375* Saturday only: \$375* Friday and Saturday: \$625*

***Half-price special for product/equipment exhibitors is available. 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 usually 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) _____

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

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, 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.

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.



Mailing List Rental Order Form

Rates effective June 1, 2009–May 31, 2010 • Order online at www.ptwa.org/advertising

LIST INFORMATION

Our mailing list includes approximately 1,700 member names (PTs, PTAs, PT and PTA students, and life/retired members) with either a business or home address, at the member's preference. We do not offer telephone or fax numbers, or email addresses.

PRICING AND ORDERING

- \$50 minimum charge
- \$280 for full list (approx. 1,700 addresses); \$200 for APTA members
- 25 cents per address for segmented sorts (i.e. geographic, membership category); \$50 minimum applies
- \$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.

PAYMENT TERMS

You may pay by cash, check or credit card. Purchase orders are not accepted. Orders must be paid in advance.

For more information or to receive a quote for part of our mailing list, contact 360-352-7290, ext. 13, 800-554-5569, ext. 13 or mailinglist@ptwa.org.

ORDERING REQUIREMENTS

To place an order, complete, sign and return the form below, 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.

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.

Mailing List Rental Agreement and Order Form

- Read ***Limitations*** above before signing.
- Sample of mail piece must accompany this order.
- Enclose check or complete credit card information below.
- Mail this completed form to: Mailing List Rental, PTWA, 208 Rogers St NW, Olympia, WA 98502 **OR** Fax to: 360-352-7298

I have read and agree to the limitations listed above 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.

Company/Organization _____

Contact Name (print) _____ Signature _____

Mailing Address _____
Address City State Zip

Email Address _____ Contact Day Phone _____

Entire membership @ \$280 (APTA non-members)

Entire membership @ \$200 (APTA members) APTA Member # _____ Member Name _____

Locale or other special sort: _____ Amt Quoted: _____

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

Credit Card Information VISA MasterCard

Card Number _____ / _____ / _____ / _____ Exp. Date _____

Cardholder's Name (print) _____ Cardholder's Signature _____

208 Rogers Street NW • Olympia, WA 98502-4940 • 360-352-7290, ext. 13

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



PTWA Event and Audio Course Sponsorship Order Form

Rates effective June 1, 2009–May 31, 2010 • Order online at www.ptwa.org/advertising

Sponsor 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 participate, please choose from the following options:

PT Legislative Impact Day (Thurs., Jan. 28, 2010, Olympia) **Other Event:** _____
(name of event)

Presenting Sponsor \$1,000 (One spot available)
 Giveaway(s) I want to provide: _____

Corporate Sponsor \$250
(unlimited spots available)

"Buy A Bus" Sponsor \$750
(Four spots available — Legislative Impact Day only)
 Giveaway(s) I want to provide: _____

Student Lodging Sponsor \$100
(Unlimited spots — Legislative Impact Day only)

Executive Sponsor \$500 (Four spots available)
 Giveaway(s) I want to provide: _____

Audio Course Presenting Sponsor \$100
(One spot per Audio Course)
Course title: _____

PREPAYMENT IS REQUIRED. All rates are net.

Event Sponsorship 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) _____

SIGNATURE REQUIRED: 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.

PTWA Sponsorship Guidelines

Email (jpg or PDF preferred) your black-and-white company logo for your company recognition. Sponsors are responsible for the delivery of advertising materials to the 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, bags, mugs, post-its, candy 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 inclusion of multiple pieces of literature which must be stapled or bound together. All materials must be received no later than two and a half weeks prior to the event.

208 Rogers Street NW • Olympia, WA 98502-4940 • 360-352-7290, ext. 13

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



Tell PTWA members what makes you great with Legislative Session Email Sponsorships

In 30 words or less answer the question “*what makes your product or workplace so great?*” Your answer and contact information will appear at the top of a weekly legislative email written by PTWA Lobbyist Melissa Johnson that will go out to PTWA members during the legislative session. The legislative session runs from January to March 2010. Reach almost 2,000 PTWA members for as little as \$75 for one email, or order three* and save \$25!

* limited to no more than three email sponsorships per customer, per legislative session.

SPONSOR INFORMATION

Sponsor 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 participate, please indicate the number of emails that you would like to sponsor:

Legislative Session Email Sponsorships cost \$75 per email or three for \$200. (Rates good through May 31, 2010.)

___ Number of emails I want to sponsor (limit three)

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) _____

SIGNATURE REQUIRED: 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.

PTWA Sponsorship Guidelines

Orders will be processed upon receipt of payment. Email, mail or fax your ad text to PTWA when you place your order. Sponsors are responsible for the delivery of advertising materials to PTWA and all costs incurred as a result of delivery. PTWA will be responsible for distributing materials.