

**The Wisconsin Physical Therapy Association
Presents
"Moving Your Patients to Better Health"
October 12-14, 2006
Radisson Paper Valley Hotel, Appleton, WI**



Dear Prospective Exhibitor/Advertiser,

The Wisconsin Physical Therapy Association is pleased to offer your organization several opportunities to increase your visibility in the physical therapy professional community through exhibiting, sponsorships, advertising and material distribution. Over 275 physical therapists, physical therapist assistants, students and guests from throughout Wisconsin are expected to attend the variety of courses, meetings and social events during the 3-day conference.

New this year will be a Recruiter-Only Exhibit Hall and Reception. We plan to invite all Wisconsin PT and PTA students and others seeking employment to this special event which will be held Thursday, October 12th from 4-7pm (5-7pm unopposed). This opportunity is open to those facilities who have employment opportunities for PTs and PTAs.

Also available on Thursday from noon-2pm (unopposed) is the traditional Exhibit Hall for those companies who are disseminating information, goods or services. We'll bring the attendees to you with lunch and giveaways.

We appreciate the tremendous support that our exhibitors and advertisers have given the WPTA in the past and are committed to making the 2006 WPTA Fall Conference an excellent investment in your future.

We invite you to participate through one or more of the following ways:

Vendor Exhibit Hall

A limited number of skirted exhibit tables will be available for exhibitors on a first-come, first-serve basis from noon-2pm on **Thursday, October 12th**. This time has been set aside as unopposed exhibit time. A buffet lunch will be available from noon-2pm for both exhibitors and attendees. Each 6' foot table will include an identification sign and up to three exhibitors are allowed per table. Exhibitors are encouraged to reserve their space quickly as space is limited. Confirmation will be sent upon receipt of completed application. 6' Exhibit Table—\$250.

Recruiter Exhibit Hall/Reception

A limited number of skirted exhibit tables will be available for recruiters on a first-come, first-serve basis from 4-7pm on **Thursday, October 12th**. 5-7pm has been set aside as unopposed exhibit time. A cash bar and hot and cold appetizers will be available for recruiters and attendees. Each 6' foot table will include an identification sign and up to three recruiters are allowed per table. Recruiters are encouraged to reserve their space quickly as space is limited. Confirmation will be sent upon receipt of completed application. 6' Exhibit Table—\$250.





WPTA 2006 Fall Conference Registration Form

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

Address _____

City/State/ZIP _____

Telephone _____ Fax _____

Email _____ Website _____

Name of contact person to whom correspondence should be sent:

Registration Type: Vendor Exhibit Hall Recruiter Exhibit Hall Sponsorship
 Advertising Material Distribution Mailing Lists

6' Table at Vendor Exhibit Hall — October 12, 2006 — \$250 each
 6' Table at Recruiter Exhibit Hall — October 12, 2006 — \$250 each

List names of all who will be in attendance at the exhibiting or recruiting table:

Name	Title
_____	_____
_____	_____
_____	_____
_____	_____

25 word description to appear in promotional material—deadline is September 29, 2006).

We will have a cash drawing at the end of each exhibit hall. Will you have items to giveaway? _____

Will you require electricity? _____ (exhibitors are responsible for supplying extension cords)

Sponsorship Opportunities:

Breakfast—\$150 Thursday Friday Saturday
 Morning and Afternoon Breaks—\$150 Thursday Friday Saturday
 Friday Business Meeting Luncheon—\$300
 Saturday Lunch— \$200

Advertising in Conference Packets:

Full Page—\$200—Camera ready art must be received by September 29, 2006.

Ideas to Incorporate into Your Sponsorship or Exhibitor Opportunity

Have a Booth Drawing

Have attendees fill out a form or leave a business card for a special prize that you award at your booth.

Donate a Door Prize for Conference Drawing

Donate an item to be presented as one of the prizes given away at the Exhibit Hall's conclusion. These drawings generates a lot of excitement and your company is announced as having donated the prize.

Plan Special Demonstrations at Your Booth

Do you have a product that begs to be shared? Think of demonstrating your product or service at your booth to draw a crowd.

Distribute Promotional Material

Who doesn't love something for free? The advantage of promotional material is customizing it to get your company's name out there.

Sponsorships

Increase your visibility at the conference by sponsoring an event such as continental breakfast, breaks, or even our Business Meeting. Your company will be receive signage at the sponsored event along with an acknowledgement in every participant's conference packet. We are very happy to work with you on any creative ideas you may want to incorporate into a sponsorship.

Advertising

Advertising will be accepted for placement in every participant's conference packet. Charge: Full Page (8.5 x 11)—\$200. Camera ready ads must be received by September 29, 2006.

Mailing Lists

A mailing list can be purchased with names and addresses of both pre-conference and conference attendees. Pre-conference lists are \$25 and will be sent to you two weeks prior to the conference. Post-conference lists are \$50 and will be sent to you within one week of the conference conclusion.

Material Distribution

If you cannot attend the conference, the WPTA would be happy to distribute your brochures/catalogs, giveaways, etc. to participants for a \$100 fee. Details on where to ship materials will be included with your confirmation.



_____ **Material Distribution—\$100**

Mailing Lists:

_____ Pre-Conference—\$25

_____ Post-Conference—\$50



Check Enclosed (Please make checks payable to WPTA)



-OR- VISA

MasterCard

Discover

Card Number _____ Security Code _____

Cardholder's Name (print) _____

Billing Address _____

Amount to be charged \$ _____ Exp. Date _____

Signature _____

**Mail or Fax (with credit card info) to:
Wisconsin Physical Therapy Association (WPTA)
802 West Broadway, Suite 208
Madison, WI 53713
608/221-9697 fax**

For information or questions concerning vendor opportunities at the Fall Conference, please contact Karen Oshman at 608/221-9191 or wpta@wpta.org.



*View the
complete
conference
brochure
available on-line
soon at
www.wpta.org!*

