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Invitation to Exhibit

WPTA Fall Conference

October 8, 2009

Madison Marriott West

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 in conjunction with our Fall Conference being held October 8-10 at the Madison Marriott West in Middleton. Over 350 physical therapists, physical therapist assistants, students and guests from throughout Wisconsin are expected to attend the variety of courses, meeting and social events during this 3-day conference.

Again this year will be offering a **Recruiter-Only Exhibit Hall**. We plan to invite all Wisconsin PT and PTA students and others seeking employment to this special event which will be held Thursday, October 8th from 4-6pm (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 2009 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-2 pm on **Thursday, October 8th**. This time has been set aside as unopposed exhibit time. 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 three exhibitors are allowed per table. Confirmation will be sent upon receipt of completed application. 6' Exhibit table –\$275.

Recruiter Exhibit Hall

A limited number of skirted exhibit tables will be available for recruiters on a first-come, first-serve basis from 4–6 pm on **Thursday, October 8th**. This time has been set aside as unopposed exhibit time. Each 6'foot table will include an identification sign and up to three recruiters are allowed per table. Confirmation will be sent upon receipt of completed application. 6' Exhibit Table - \$275.

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 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 15, 2008.

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.



Check Enclosed (Please make checks payable to WPTA)

-OR-



VISA

MasterCard

Discover

Card Number _____ Security Code _____

(If Business Credit Card)

Cardholder's Name (print) _____

Billing Address _____

Exp. Date _____ Amount to be charged \$ _____

Signature _____

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

**4781 Hayes Road, Suite 201
Madison, WI 53704
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.**

