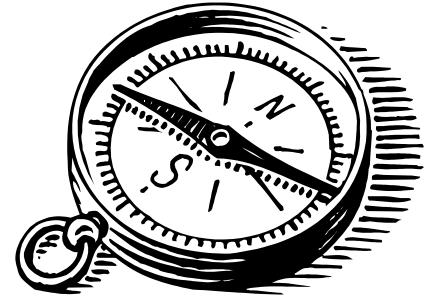


**Your Invitation to Exhibit at the  
WPTA Fall Conference  
“Moving in the Right Direction”  
October 14, 2010  
Kalahari Resort and Conference  
Center,  
Wisconsin Dells, Wisconsin**



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 14-16 at the Kalahari Resort in the Wisconsin Dells. Over 350 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 3-day conference. We appreciate the tremendous support that our exhibitors and advertisers have given the WPTA in the past and are committed to making investment in your fu

**EXHIBIT HALL IS FULL FOR FALL 2010 CONFERENCE**  
**Please see our other sponsorship opportunities**

Available on Thursday, October 14th from noon-2pm (unopposed) 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-serve basis from noon-2 pm on **Thursday, October 14th**. 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 two exhibitors are allowed per table (additional exhibitors are \$15 each). 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 generate 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.

## ***Can't join us on October 14th?***

### **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 13, 2010.

### **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.

# WPTA 2010 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:**     Recruiter Exhibit Hall     Sponsorship  
                                  Advertising                                    Material Distribution  
                                  Mailing Lists

**6' Table at Exhibit Hall** – October 14, 2010 - \$275 each (2 exhibitors are allowed per table - additional exhibitors are \$15 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 13, 2010:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

A prize drawing will be held at the end of the 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  
 Friday Business Meeting Luncheon - \$300

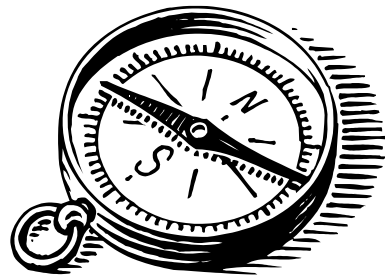
**Advertising in Conference Packets:**

Full Page - \$200 – Camera ready art must be received by September 13, 2010

**Material Distribution** - \$100 (Confirmation on how many items and where to ship will be included with your confirmation.)

**Mailing Lists:**

Pre-Conference - \$25  
 Post Conference - \$50





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)**

**3510 East Washington Avenue  
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](mailto:wpta@wpta.org).**