



**APTA**

**Pennsylvania**<sup>SM</sup>

A Chapter of the American  
Physical Therapy Association



# MovePA

**ANNUAL CONFERENCE**

**Oct. 22-24, 2021**

**Omni William Penn Hotel | Pittsburgh, PA**

**[APTAPA.ORG/MOVEPA](https://APTAPA.ORG/MOVEPA)**

# 2021 APTA PA ANNUAL

## CONFERENCE

### EXHIBITOR PROSPECTUS

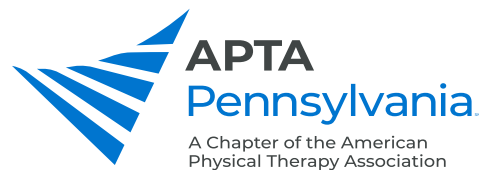
#### WHY APTA PENNSYLVANIA?

APTA Pennsylvania invites you to exhibit at our 2021 Annual Conference Oct. 22-24, 2021, at Omni William Penn Hotel in Pittsburgh, PA. The premiere event for physical therapy in Pennsylvania, this conference allows your company to be exposed to more than 400 physical therapists, physical therapist assistants, and students from across the commonwealth.

Connecting you with our members is the primary purpose of our exhibit hall. Allowing for face-to-face interaction is important for developing relationships, exploring opportunities, and bridging networks. Put your company and its messaging in front of our members to discuss products and services with the individuals who are treating patients and providing direct patient care.

With digital and print marketing opportunities, APTA PA Annual Conference exhibiting provides you with the vehicles to inform physical therapy professionals about your company.

#### WHO WE ARE



APTA Pennsylvania is a chapter of the American Physical Therapy Association (APTA). APTA Pennsylvania's core purpose and mission is to represent, advocate and advance the practice of physical therapy in the commonwealth

of Pennsylvania. The physical therapy profession is continually evolving in both clinical practice and access to healthcare consumers. Clinicians are recognized in the Commonwealth as the providers of choice and leaders in the prevention of impairment, wellness and restorative care of neuromusculoskeletal systems.

APTA Pennsylvania is one of 50 state chapters within the APTA and currently represents approximately 3755 physical therapist and physical therapist assistant members, and over 1,800 student members across the Commonwealth. In addition, it consists of seven districts (Northwest, Northcentral, Northeast, Southwest, Westcentral, Southcentral, and Southeast) of the commonwealth and includes seven Special Interest Groups (SIGs): Acute Care, Geriatric, Neurology, Pediatric, Physical Therapist Assistant, Private Practice, and Student.

#### TOP 10 REASONS TO EXHIBIT AT THE 2021 APTA PA ANNUAL CONFERENCE

1. Access to more than 400 physical therapy professionals in the commonwealth.
2. 9.5 hours of unopposed exhibit breaks and more than 23 hours of total exhibit time.
3. The opportunity to tell your story to our niche audience.
4. 20% off exhibit fees with Early Bird registration (before Aug. 31, 2021).
5. Complimentary pre- and post-conference mailing list to assist with marketing and show follow-up.
6. Sponsorship opportunities designed to set your company apart.
7. Ability to sell your products and services directly on the exhibit hall floor.
8. Complimentary listing in APTA PA conference program.
9. Enhanced sponsor opportunities to increase exposure and visibility.
10. Ability to attend educational programming (space permitting; no CEUs available).



# INFORMATION & GUIDELINES

## EXHIBIT HALL SCHEDULE

| FRIDAY, OCT. 22   | SATURDAY, OCT. 23  | SUNDAY, OCT. 24                              |
|---|--|--|
| 8:00 a.m.-11:00 a.m.<br>Exhibitor Setup                 | 7:00 a.m.-6:30 p.m.<br>Exhibit Hall Open                                 | 7:30 a.m.-11:00 a.m.<br>Exhibit Hall Open    |
| 11:00 a.m.-9:00 p.m.<br>Exhibit Hall Open               | 7:00 a.m.-8:00 a.m.<br>Breakfast (unopposed)                             | 7:00 a.m.-8:00 a.m.<br>Breakfast (unopposed) |
| 11:00 a.m.-12:00 p.m.<br>Lunch (unopposed)              | 10:00 a.m.-11:00 a.m.<br>Break with Poster Sessions<br>(unopposed)       | 10:30 a.m.-10:45 a.m.<br>Break (unopposed)   |
| 2:00 p.m.-2:30 p.m.<br>Break (unopposed)                | 12:30 p.m.-1:30 p.m.<br>Lunch (unopposed)                                | 11:00 a.m.-2:00 p.m.<br>Exhibitor Teardown   |
| 7:00 p.m.-9:00 p.m.<br>Opening Reception<br>(unopposed) | 4:45 p.m.-6:30 p.m.<br>Brew & Business Membership<br>Meeting (unopposed) |  |

## CONTACTS

### APTA PA

Allison McIntosh EXECUTIVE DIRECTOR  
2400 Ardmore Blvd, Ste 302  
Pittsburgh, PA 15221  
[amcintosh@aptapa.org](mailto:amcintosh@aptapa.org) | 412-871-3406 x 101

### Exhibit Coordinator

Helena (Woolslayer) Karlinski  
2400 Ardmore Blvd, Ste 302  
Pittsburgh, PA 15221  
[hkarlinski@cmemanage.com](mailto:hkarlinski@cmemanage.com) | 412-871-3406 x111

### Advance Shipping

Shipments should be addressed as follows:  
To: [Name of Exhibitor]/[Booth Number]  
APTA PA Annual Conference Oct. 22-24  
Omni William Penn Hotel  
530 William Penn Place  
Pittsburgh, PA 15219

**Packages must be received by 10/20/2021. \$7/  
box handling fee going in and out.**

## HOTEL INFORMATION

### Omni William Penn Hotel

530 William Penn Place  
Pittsburgh, PA 15219

APTA PA Annual Conference Room Rates  
\$185 per night

Reservation Deadline  
Sept. 30, 2021 at 5:00 p.m. ET

Hotel Information  
Check-in: 3:00 p.m.  
Check-out: 12:00 p.m.

Parking is \$19/night weekdays and \$6/weekends.  
Valet is \$36.

3 days advance notice is required to receive a full  
refund on hotel lodging cancellations.

\*The APTA Pennsylvania Annual Conference block is NOT guaranteed through the deadline of Sept. 30, 2021. Once the block sells out, rooms will be available on a "space and rate availability basis" and the discounted conference rate will NOT be guaranteed. It is advised that you make your hotel arrangements as soon as possible.

## Housing Booking Alert

The APTA PA Annual Conference is NOT affiliated with a housing company. Please be careful if approached by any company or service claiming to be an official housing provider for the APTA PA Annual Conference. APTA PA offers the guaranteed lowest rate available.

In the past, APTA PA has been made aware of travel companies that are entirely fraudulent, misleading exhibitors and attendees with false information. Please note that you can ONLY book a room in the APTA PA Annual Conference block by using the booking information on this page or at .org. If you are contacted by a housing company trying to sell hotel rooms for this conference, please contact APTA PA Annual Conference management at 412-871-3406 x 104.

# EXHIBIT INFORMATION

## BASIC EXHIBIT SPACE

| Early Bird Booth Space<br>(by Aug. 31) | Regular Booth Space<br>(after Aug. 31) |
|--|--|
| <b>\$750</b>                           | <b>\$900</b>                           |

Exhibit space includes:

- 6' skirted table (additional tables can be purchased)
- Two chairs
- Trash can
- Two (2) attending representatives (additional representatives can be purchased for \$200 when attending representative registration opens in September 2021)
- Acknowledgement on APTA PA website and pre-conference eblast sent to more than 5,000 APTA PA members
- Acknowledgment on conference signage
- Pre-conference and post-conference digital mailing lists
- Printed on-site attendee list
- Admittance to educational programming (space permitting; no CEUs available)

## EXHIBITOR CHECKLIST

✓ Check items as they are handled!

- Register to exhibit at the MovePA 2021 Annual Conference
- Add a sponsorship opportunity or two for increase exposure and engagement
- Aug. 16** Advertising commitment deadline
- Sept. 6** Booth balance must be paid in full
- Sept. 6** Ad artwork deadline
- Sept. 20** Exhibitor kit sent to main contact
- Sept. 20** Attending representative registration open – register your on-site reps
- Sept. 30** Hotel reservation deadline
- Oct. 1** Pre-conference mailing list emailed to main contact
- Oct. 4** Deadline for requesting exhibitor badges
- Nov. 8** Post-conference mailing list emailed to main contact

# SPONSORSHIP OPPORTUNITIES

Increase your exposure and enhance attendees' experiences with various sponsorship opportunities. All companies that add a sponsorship option to their MovePA Annual Conference registration will receive logo recognition in our on-site proceedings booklet. Ideas are not limited to items on this list.

## ATTENDEE ITEMS

### **Lanyards** – \$1,500 (includes cost of lanyards)

Your company logo will be featured on highly visible lanyards worn by attendees. Lanyards will hold plastic name tag holders that all attendees will wear throughout the duration of the conference.

### **Pens** – \$750 (includes cost of pens)

What better way to ensure enhance recognition during and after the conference than by sponsoring the conference pens? Your logo will appear with APTA Pennsylvania's logo on pens distributed to all attendees.

### **Tote Bags** – \$1,200 (includes cost of bags)

Each attendee will receive a bag upon arrival. This sponsorship is a constant visual reminder throughout the conference and beyond. Up to four company names/logos can be placed on the conference bag.

### **Water Station** – \$500 (plus cost of water bottles)

Sponsor a COVID-19 friendly water booth that will be set up next to your exhibit space where attendees can take a break and refresh before enjoying the rest of the APTA PA Annual conference.

### **Trail Map Stop** – \$100

Drive traffic directly to your booth by becoming a mandatory stop on our exhibitor Trail Map! Attendees will receive Trail Map card in their registration packets with sponsoring companies' names. Each sponsoring company will receive branded stickers, and when the attendee visits your booth, you'll place a sticker on your company's "stop" on the Trail Map.

### **Headshot Booth** – \$2,000

Help attendees look their best by sponsoring a professional headshot booth! A professional photographer will set up during two three-hour timeslots during the conference to take attendees' professional photos for use on their institutions' websites, social media and more. Sponsor receives signage at the photo booth and table placement next to it.

### **Photo Booth at Opening Reception** – \$1,250

Add a fun element to our Friday Opening Reception! Your logo will appear with the APTA Pennsylvania logo on a custom border on all photos taken at the photo booth. Attendees can print and share photos on social media, expanding your company's visibility and creating a one-of-a-kind memento from the conference.

### **Charging Station** – \$1,200

During a long day of sessions, attendees are bound to need some juice for their electronic devices. Sponsor a charging station located next to your exhibit table where attendees can plug in and recharge right next to your company.

# SPONSORSHIP OPPORTUNITIES

## EVENTS

### **Legislative Ambassador Luncheon** – \$500 (2 available)

Attendees depend on this luncheon to learn about the latest legislation affecting PT practice. Sponsors receive their logo on an introductory slide as attendees enter the luncheon as well as verbal acknowledgement at the beginning of the session. Sponsors also receive signage at the entrance and table tent recognition on all tables inside the hall.

### **Opening Reception in Exhibit Hall** – \$650 (10 available)

Help APTA Pennsylvania kick off its Open Reception! Sponsors receive signage at the entrance and on tables in the exhibit hall. Sponsors receive their logos on APTA Pennsylvania-cobranding coasters distributed to attendees with each drink during the reception. Sponsors also receive signage at the entrance and table tent recognition on all tables inside the hall.

### **Saturday Lunch in Exhibit Hall** – \$750 (5 available)

Lunch will take place in the Exhibit Hall on Saturday, Oct. 23. Sponsors will receive their logos on APTA Pennsylvania-cobranding reusable lunch bags distributed to all attendees. All sponsor logos will appear together on the branded lunch bags along with APTA Pennsylvania's logo. Sponsors also receive signage at the entrance and table tent recognition on all tables inside the hall.

### **Refreshments in Exhibit Hall** – \$500 (2 available)

Allow attendees to refuel by sponsoring a refreshment break. Sponsors also receive signage at the entrance and table tent recognition on all tables inside the hall.

### **Brews & Business Membership Meeting** – \$750 (3 available)

Help the membership mingle and learn about the past year of APTA Pennsylvania during its membership meeting on Saturday, Oct. 23. Sponsors will receive their logo on APTA Pennsylvania-cobranding koozies distributed to all attendees at the event. All sponsor logos will appear together on the branded koozies along with APTA Pennsylvania's logo. Sponsors also receive signage at the entrance and table tent recognition on all tables inside the hall.

### **Special Interest Group Meetings** – \$500 (6 available)

The APTA Pennsylvania Annual Conference allows our Special Interest Groups (SIGs) the opportunity to connect in person to discuss issues related to practice in these specified areas. Sponsor receives a 3-minute introduction (given by the sponsoring company) at the beginning of the meeting as well as table tent recognition on all tables.

Choose one SIG meeting to sponsor:

- Acute Care
- Geriatric
- Neurology
- Pediatric
- Physical Therapist Assistants
- Private Practice
- Student

### **Your Idea** – Contact the Office

Have a unique idea to engage with our audience at the MovePA Annual Conference? Contact Helena (Woolslayer) Karlinski at 412-871-3406 x111or [hkarlinski@cmemanage.com](mailto:hkarlinski@cmemanage.com) to share your idea.

# ADVERTISING OPPORTUNITIES

## PRINTED PROCEEDINGS BOOK

Space Secured by Aug. 16, 2021

Artwork Due Sept. 6, 2021

**Cover** – \$500 (3 available)

Create a lasting impact by sponsoring a cover ad in our on-site course proceedings booklet. Ad specs are: 8" wide by 10.5" high; full-color; no bleeds; PDF format only. Choose from:

- Inside Front
- Inside Back
- Back

**Full-Page Ad** – \$400 (4 available)

Share your message by sponsoring a full-page ad in our on-site course proceedings booklet. Ad specs are: 8" wide by 10.5" high; full-color; no bleeds; PDF format only.

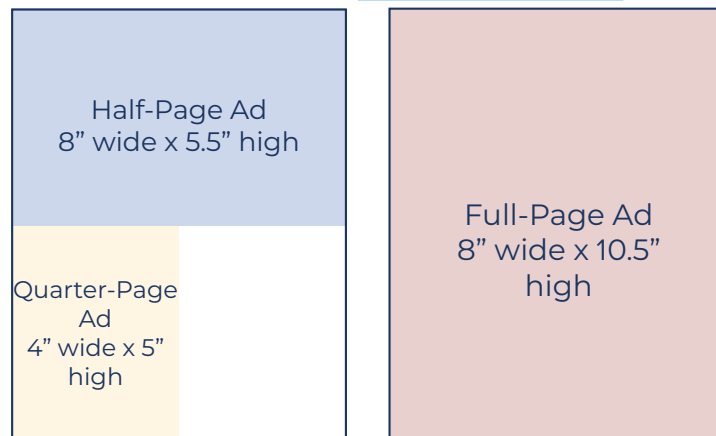
**Half-Page Ad** – \$250 (6 available)

Share your message by sponsoring a half-page ad in our on-site course proceedings booklet. Ad specs are: 8" wide by 5" high; full-color; no bleeds; PDF format only.

**Quarter-Page Ad** – \$200 (8 available)

Share your message by sponsoring a quarter-page ad in our on-site course proceedings booklet. Ad specs are: 4" wide by 5" high; full-color; no bleeds; PDF format only.

## ADVERTISING



## PAST EXHIBITORS, SPONSORS & ADVERTISERS

Academy of Geriatric Physical Therapy

Academy of Pediatrics

ACS Consultants

Allard USA

Avenue Medical Construction

Apply EBP

Austill's Rehabilitation Services, Inc.

Biodex

Bioness

BMS Practice Solutions

Bryn Mawr Rehab Hospital

Cardon Rehabilitation & Medical Equipment

DeLaTorre Orthotics & Prosthetics

E3 Diagnostics/Gordon Stowe

Easy Walking, Inc.

Foot Levelers

FOTO

Fox Rehabilitation

Frommer D'Amico Anderson

Good Shepherd Rehabilitation Network

Guardian Rehabilitation Services, Inc.

Hanger Clinic

HCR ManorCare

Kindred Healthcare

Lancaster General Health

Micromedical Technology, Inc.

Mitchell Martin Healthcare, LLC

Numotion

PCB Enterprises, LLC

Peathry, LLC

Penn Medicine Lancaster General Health

Performance Health

Pivot Physical Therapy

The Pro Bono Network

PTPN

Rifton

Select Rehabilitation, LLC

ShoulderSphere

Swann's Medical Billing

Systems4PT

Tender Touch Rehab Services

Therapeutic Articulations

Theraplay's Family of Companies

Tucker Arensberg, PC

Troy Healthcare/Stopain Clinical

UMED

Vestibular First

Webster's Fitness Products, Inc.

**REGISTER TODAY**

# EXHIBITOR RULES, REGULATIONS & GENERAL INFO

## Indemnification

The exhibitor agrees to indemnify and hold harmless APTA Pennsylvania, its officers, directors, agents and employees from any and all claims of liability of third parties arising out of or related to the acts of omissions of the exhibitor in connection with the exhibitor's participation in the 2021 APTA PA Annual Conference.

The exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save APTA Pennsylvania, Omni William Penn Hotel and its employees and agents harmless against all claims, losses and damages to persons or property, or caused by exhibitor's installations, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the Omni William Penn Hotel, its employees and agents.

## Exhibiting Limitations

APTA Pennsylvania reserves the right to stop or remove from the conference any exhibitor, or its representative, performing an act or practice when in the opinion of conference management is objectionable or detracts from the dignity of the conference or is unethical to the business purpose of the conference. Conference management reserves the right to refuse admittance of exhibits or materials to the conference until all dues and fees are paid in full. No exhibitor shall hold any social event to which buyers are invited or entice buyers off the conference floor during official conference hours.

## Booth Policy

All booths for the APTA Pennsylvania Annual Conference are tabletop exhibits. Exhibit personnel may not enter, photograph or video another exhibitor's booth without obtaining permission. This is out of respect for the rights of other vendors to conduct business during the exhibit hours without interference or improper intervention. APTA Pennsylvania, its representatives and its staff shall have free access to any exhibit at all times in the performance of their assigned duties. It is against APTA Pennsylvania's policy to "share" booth space. Each company that desires to conduct business at the APTA Pennsylvania Annual Conference must be an exhibitor or sponsor at the conference.

Companies whose products are used in conjunction with each other are prohibited from exhibiting in the same booth. Companies are permitted to locate their booths next to each other on the Exhibit Hall floor, if they desire. APTA Pennsylvania staff members are able to assist in ensuring your booths are placed on the floor plan to your best advantage during your booth draw time. Any company found to be in violation of this policy will be asked to remove all identifying information for the company that did not purchase a booth. This can include literature, signage, shirts with logos, etc. Companies that are not exhibiting at the conference cannot be represented at the conference in any manner.

## Staffing of Booths

As a courtesy to our attendees, all exhibits must be open

on time and remain staffed each day during the dedicated hours. Exhibitors are only required to staff their booths during dedicated hours. Staffing is optional outside of dedicated hours – the Omni William Penn Hotel urge exhibitor representatives to exercise precautions to discourage theft. See schedule on page 3 for more information.

## Booth Assignment

The APTA Pennsylvania reserves the right to place reasonable limitations on the number of booths or tables to be rented by any exhibiting company. APTA Pennsylvania staff strives to provide a broad spectrum of products and services.

## Dismantling of Exhibits

Dismantling of booth space prior to the designated teardown time is prohibited. This will result in a fine of \$1,000 and possible loss of future APTA Pennsylvania exhibit participation. Arrangements can be made in the event that it is absolutely necessary, at the exhibiting company's expense.

## Exhibitor Service Kits

The Exhibitor Service Kit contains conference information, important dates and order forms for all conference services.

## Compliance with Local Ordinances

Licenses and permits required by local statute, ordinance or regulation (if any) are to be obtained and paid for by the exhibitor. Each exhibitor will be individually responsible for compliance with local health, fire and safety ordinances and regulations. All products or services exhibited must comply with all state and local regulations, and with all current FDA regulations for such products and services highlighted in the section "FDA Compliance."

APTA Pennsylvania has no further responsibility to notify the exhibitors that this compliance is required.

## Damage to Hotel Property

Exhibitors will be held responsible for any damage done to the Omni William Penn Hotel by them, their employees or their agents. No nails, tacks or screws may be driven into the floor, wall or woodwork of the building.

## Insurance

If you are using an Exhibitor Appointed Contractor [EAC] (an independent contractor hired by exhibiting companies to provide services that might include labor to build the booth, booth supervisors, booth designers, independent display companies, delivery personnel, technicians, manufacturing reps, etc.) for your booth, you are required to submit a Certificate of Insurance.

You are required to cover exhibit material against damage and loss and public liability insurance of at least \$1 million per occurrence and \$1 million per aggregate, against injury to the person and the property of others. Policies shall name APTA Pennsylvania as the additional insured. Certificates of Insurance must be received by Sept. 20, 2021.



# EXHIBITOR RULES, REGULATIONS & GENERAL INFO

## Loss or Damage

All property of the exhibitor remains under the exhibitor's custody and control while in transit to and from the Omni William Penn Hotel, during installation and removal, and while it is in the confines of the Omni William Penn Hotel.

Neither APTA Pennsylvania, the Omni William Penn Hotel nor any other of the officers, directors, agents or employees of any of the same are responsible for the safety of the exhibitor's property from theft, damage by fire, accident, vandalism or any other causes, and the exhibitor expressly waives and releases any claim or demand against any of them by reason of any damage to or loss of any property, except where the damage or loss is due to gross negligence or willful misconduct of the person or entities mentioned above, their agents or employees.

## Company Description and Company Type

APTA Pennsylvania reserves the right to review and deny any companies based on the coalition's conflict of interests. Company descriptions are required upon registration, and all companies will be reviewed to ensure that they fall into the scope of companies allowed to exhibit at the APTA Pennsylvania Annual Conference.

## Cancellations and Non-Payment/Refunds

Any and all cancellations must be received in writing. APTA Pennsylvania reserves the right to resell any canceled space. Please see below for cancellation schedule:

- If space is canceled **before May 28, 2021**, conference management will retain or exhibitor will pay a \$200 cancellation fee.
- If space is canceled **between June 4, 2021, and July 26, 2021**, conference management will retain or exhibitor will pay a \$350 cancellation fee.
- If space is canceled **between July 26, 2021, and Aug. 31, 2021**, conference management will retain or exhibitor will pay a \$400 cancellation fee.
- If space is canceled OR not paid in full **after Aug. 31, 2021**, conference management will retain or exhibitor will pay 100 percent of the total booth cost.

If the event is canceled because of reasons beyond the control of conference management, space fees or deposits already made will be returned to exhibitors on a pro rata basis, after all related event expenses incurred by conference management, through the date of cancellation, have been met and such refund shall be accepted by exhibitor in full settlement of all loss or damage suffered by exhibitor.

Space not paid in full by the deadline date of Aug. 31, 2021, will result in the space being released for non-payment. No exceptions will be made to this policy. Companies will be notified regularly of any outstanding balances. Deposits will not be returned, and no refunds will be issued after Aug. 31, 2021. Any company that registers after Aug. 31 must remit full booth payment within one week of the registration date or

booth space will not be guaranteed.

Show management has the absolute right to cancel the contract if exhibitor fails at any time to comply with any of the terms, provisions or conditions of the contract. Such cancellation shall be without liability on the part of the conference management, and in the event of cancellation, conference management shall retain all payments made by exhibitor for exhibit space. Conference management has the right to cancel the contract if exhibitor becomes insolvent.

## Reservation of Right to Make Changes

Any matters not specifically covered herein are subject to decision by the APTA Pennsylvania Board and Executive Director. APTA Pennsylvania reserves the right to make such changes, amendments and additions to these rules as it considers advisable for the proper conduct of the exhibit, with the provision that all exhibitors will be advised of any changes.

## COVID-19 Liability Release Waiver

The World Health Organization has declared the novel Coronavirus (COVID-19) a worldwide pandemic. Due to its capacity to transmit from person-to-person through respiratory droplets, the government has set recommendations, guidelines, and some prohibitions which American Physical Therapy Association Pennsylvania (APTA PA), (here forward referred to as the "Organization") adheres to comply. All APTA PA Annual Conference attendees will be asked to complete a COVID-19 liability release waiver prior to attending this year's meeting.

## Ready to Commit?



## REGISTER TO EXHIBIT TODAY!

[REGISTER TODAY](#)