

**Fall Summit 2020**  
Sponsor and Exhibitor Prospectus  
Virtual  
November 6-7, 2020  
[Register Today!](#)

As you know, the pandemic is reinventing how conferences are done, and so we've gotten creative on how to get you exposure to our members. Our sponsorship packages will get you the following\*:

- Opportunity to be the **sole sponsor of a session**
- Dedicated time during session to present your product or service
- Virtual exhibit hall
- Social media ad
- Attendee contact info
- Your logo on branding throughout the presentation materials

Just want a booth? No problem! We'll have virtual exhibit booths available so that you can interact with visitors at your convenience.

## **Schedule**

### **Friday, Nov. 6**

1:00-4:00 pm Board Meeting via Zoom

7:00-9:30 pm PAC Fundraiser via Zoom

### **Saturday, Nov. 7**

8:00 am – 12:15 pm Neuro Course via Zoom

12:30 pm – 1:30 pm 2 or 3 live poster presentations via Facebook Live

1:45 pm – 3:45 pm Annual Members' Meeting via Zoom

4:00 pm – 6:00 pm Student Meeting via Zoom

## Sponsorship Opportunities

The following sessions are available to sponsor:

- Board Meeting
- PAC Fundraiser Event
- Continuing Ed Course - *Rehabilitation for Individuals with Dementia: Facilitating Success!*
- Annual Members Meeting
- Student SIG Meeting

For \$800, you'll get the following\*:

- Be the **only sponsor** for the session
- **Captive Audience:** 10 minutes at the start of the session to present your service or product
- **Co-brand** the presentation materials with APTA Virginia
- **Logo** on APTA VA's **homepage**.
- Receive **contact information** for attendees
- **Virtual exhibit booth** with 6 months of interaction via blog
- 1 **advertisement placement** in the APTA VA Newsletter, The Virginian, during the 2021 year
- 1 **social media** advertisement during the 2021 year
- 1 **free attendee** to the neuro course

\*Terms and Conditions apply. See Terms and Conditions for details.

## Virtual Exhibit Booth

The virtual exhibit booth will allow you to post text, attachments, and/or a YouTube video to our website explaining your product or service. Best of all, we'll be using our blog to house the exhibit hall, so visitors can comment and ask questions about your product or service and you can respond back at your convenience! You can also link a form to your booth to collect visitor information in exchange for swag.

For \$450 you'll get the following\*:

- Virtual Exhibit Booths will stay on website until May 28, 2021 – that's at least **6.5 months of exposure** to website visitors!
- Exposure to conference **attendees and non-attendees** alike by sharing a video or text about your product or service
- **Drive traffic back to your website**
- APTA VA will periodically **advertise the virtual exhibit hall between November 2020 and May 2021** via social media, eblasts, Virginian and website.
- **Interaction with visitors** via comments
- Ability to **collect visitor information** in exchange for swag

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# **2020 Exhibitor and Sponsor Terms and Conditions**

## **Introduction**

The terms stated here constitute a bonafide agreement for sponsorship and/or exhibiting at the APTA Virginia (APTA VA) Virtual 2020 Fall Summit (November 6-7, 2020). The APTA VA reserves the right to render all interpretations and decisions, should any questions arise, and to establish further regulations as may be deemed necessary to the general success and wellbeing of the event. All matters and questions not covered in these policies are subject to the final judgment and decision of the APTA VA.

## **Insurance**

Each sponsoring and exhibiting company is required to insure itself against property loss or damage and against liability for personal injury. Please provide the name of the insurance company covering your company for this exposition in the space provided on the Application/Contract. Your Application/Contract will be returned to you for completion if the name of the insurance company is not provided.

## **Payments, Cancellations, No-Show, and Refunds**

Full payment is required with registration. Online registrations are preferred and given priority. If registering by paper, please request a form by emailing [vpta@vpta.org](mailto:vpta@vpta.org) submit a check or call 866-364-8782 to pay by credit card. Note: Do NOT send payment information via email. This is for your protection and ours. Registrations will NOT be taken by phone.

A sponsor or exhibitor that has not settled all previous accounts with the APTA VA will not be assigned exhibit space or sponsorships.

All cancellations must be received in writing on the company's letterhead by October 23, 2020. A \$50 processing fee will be deducted from the refund amount. No refunds will be processed for cancellations after October 23, 2020. APTA VA reserves the right to resell exhibit or sponsorship space space to another company should you cancel. Should any situation beyond the control of the APTA VA arise to prevent the opening of the APTA VA Virtual 2020 Fall Summit, APTA VA will not be held liable for any expenses incurred by the sponsor/exhibitor. However, APTA VA will refund registration fees to any sponsor and exhibitors that has been paid to APTA VA.

## **Priority**

Applications are accepted on a first come, first served basis with the following tier of priority:

1. Online registrations
  - 1a. Sponsors
  - 1b. Exhibitors
2. Mailed registrations with payment
3. Emailed or mailed registration needing payment to be collected

Deadline for applications will be October 16, 2020. APTA VA may extend this date if space is available. To obtain the best exhibit assignment possible, your application should be submitted soonest. The APTA VA reserves the right to reject any and all applications. The APTA VA determines the eligibility of any

company or product to be exhibited at the exposition, either before or after the proper execution of the contract.

### **Terms, Definitions, and Conditions**

**“1 Free Attendee to Neuro Course”** — A single unique discount code worth 100% of the registration for the course *Rehabilitation for Individuals with Dementia: Facilitating Success!* will be supplied to the sponsor. Sponsor decides who gets to use the code. No cash refunded if not used.

**“1 social media advertisement during the 2021 year”** – APTA VA will post your advertisement on our social media feeds one time during the 2021 year. APTA VA reserves the right to not post the ad to the social media feeds at its discretion. This will happen if APTA VA find the piece to be offensive, harmful, political, or inappropriate—real or perceived, or a job opportunity, HOPTS, or POPTS.

It is the responsibility of the sponsor to provide the advertisement to [vpta@vpta.org](mailto:vpta@vpta.org). Social media posting will appear within 30 days of receiving the advertisement.

For images to be submitted for social media, please see size/formatting requirements below. Please note, if you do not provide the appropriate sizing/format, your image or video may appear distorted or cut off when posted to our various social media outlets. All images submitted should be saved as a PNG file in order to assure the best quality. JPEG images are also permitted, but may produce inferior quality. There are multiple resources on the internet outlining how to format pictures.

Size requirements for optimal Facebook advertising:  
Facebook Post (single photo) - 940px x 788px  
Facebook Event Cover - 810px x 450px  
Facebook Ad (photo with attached link) - 1200px x 628px

Size requirements for optimal Twitter advertising:  
Twitter post - 1024px x 512px

Videos to be posted:  
Uploaded to Youtube.com and link to be provided to APTA VA  
MP4 or MOV format videos are best and may be sent directly to APTA VA.

Please visit Facebook/Twitter for a complete list of approved video format.

**“Logo on APTA VA homepage”** - Send your logo and link to your homepage to [vpta@vpta.org](mailto:vpta@vpta.org) by October 16, 2020. APTA VA will post your logo on [www.vpta.org](http://www.vpta.org). APTA VA reserves the right to not post the logo or link at its discretion. This will happen if APTA VA finds the piece to be offensive, harmful, political, or inappropriate—real or perceived, or a job opportunity, HOPTS, or POPTS.

The logo will appear on the APTA VA website from December 1, 2020 through May 28, 2021.

All images submitted should be saved as .JPEG or .GIF

**“Captive Audience”** - Sponsor will be given the opportunity for a 10 minute presentation to the attendees of the session in which the sponsor registered. Sponsor will need to provide the talking points and applicable slides to APTA VA by October 16, 2020. APTA VA reserves the right to adjust talking points or slides at its discretion. This will happen if APTA VA finds the piece to be offensive, political, or inappropriate—real or perceived or an ad for HOPTS or POPTS.

**“Co-brand the presentation materials with APTA Virginia”** - APTA VA will build the slide show and incorporate the sponsor’s logo. The sponsor can expect that their logo will appear on 75% of the total slides during the session. Logo (.JPEG format) needs to be sent to APTA VA by October 16, 2020.

**“Receive contact information for attendees”** – Sponsor will receive the name, email, and mailing address of those who registered for the sponsored session and did NOT opt out. The information will be provided to the sponsor by November 30, 2020.

**“1 advertisement placement in the APTA VA Newsletter, Virginian”** - APTA VA will post the sponsors advertisement in APTA Virginian one time during the 2021 year. APTA VA reserves the right to not post the ad to the social media feeds at its discretion. This will happen if APTA VA find the piece to be offensive, harmful, political, or inappropriate—real or perceived, or a job opportunity, HOPTS, or POPTS.

It is the responsibility of the sponsor to provide the advertisement to [vpta@vpta.org](mailto:vpta@vpta.org). The Virginian is published every even month. Deadline for content is the third Thursday of the preceding odd month. (For example, for an ad to be placed in the February 2021 edition, then the ad needs to be received no later than January 21, 2021.)

Specs:

- Image/Logo must be 300 x 250 px JPEG or PNG file
- Advertiser supplies URL ad should link to.
- No animation
- No contact info included

## **Exhibiting Information**

The deadline to send over information for your virtual exhibit booth is October 16, 2020. Those who do not provide their information by October 16, 2020 will be subject to a \$50 late fee OR their information will not be posted on the website until after the November 11, 2020. If the information is not received by November 11, 2020, then the exhibitor or sponsor forfeits their virtual booth space with no refund.

Exhibitors will be provided a preview of their booth and 1 (one) revision to their exhibit booth. Additional edits or revisions will be subject to a \$50 fee per request.

Exhibitors may create and manage a virtual form to collect visitor contact information. If an exhibitor decides to collect contact information, swag needs to be sent to the visitor within 2 weeks of receiving the information. There is a zero tolerance for not abiding by the exchange of information for swag and the form will be removed from the virtual booth if there are any complaints.

Virtual Exhibit Booths will have the comments turn on. It is up to the exhibitor to monitor and respond to the comments. APTA VA will not alert the exhibitor to new comments. APTA VA reserves the right to remove any comments that are inappropriate – real or perceived.

APTA VA will periodically advertise the virtual exhibit hall between November 2020 and April 2021 via social media, eblasts, Virginian and website. APTA VA does not guarantee traffic, click rates, comments, visitors or otherwise to your virtual exhibit booth.

Specs:

- Pictures: .JPG
- Text – Arial 11 pt
- Video: YouTube link
- Documents: .PDF
- Links: provide full URL
- A draft of how the page should generally look via a word document.

## **Liability**

The APTA VA, their employees, contractors, volunteers, and other representatives thereof shall not be held responsible for injury, loss, or damage that may occur to the sponsor/exhibitor or his or her property for any cause whatsoever. The APTA VA, their employees, contractors, volunteers, and other representatives thereof shall not be held responsible for any injury, loss, or damage caused by the exhibitor or his or her employees or representatives. The exhibitor agrees to indemnify those listed above against any claims for such loss or damage or injury.

Upon signing the sponsorship/exhibitor application, the exhibitor/sponsor expressly releases the foregoing institutions, organizations, and individuals from any and all claims for loss, damage, or injury.

The exhibitor also agrees by signing the application that they will not photograph or video any of the conference content and proceedings without express permission from the instructors and/or fellow participants. Exhibitor/Sponsor grants APTA VA permission to the rights of your image and sound via photography and video without payment or other considerations. Exhibitor understands their photo may be used by APTA VA on the internet, print, social media, and other media or marketing outlets.