

APTA Virginia

# PARTNER PROGRAM

## Terms & Conditions

[Registration](#)

[Brochure](#)

### Introduction

Once a payment is processed, the terms stated herein constitute a bonafide agreement between the purchaser of a Partner program (herein referred to as the “Partner”) and APTA Virginia (herein referred to as “APTA VA”). 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 activities and participants. All matters and questions not covered in these terms and conditions are subject to the final judgment and decision of the APTA VA.

This partnership ends 1 year (365 days) from the date of purchase.

The terms herein are applicable to the following Partner Programs:

	Platinum Partner Limit 2	Gold Partner Limit 2	Silver Partner Limit 5	Bronze Partner Limit 10
Newsletter ad	6 ads	4 ads	2 ads	1 ad
Social Media Posts	12 posts	6 posts	4 posts	1 post
Registration at VA Spring Education	3 registrants	2 registrants	1 registrant	-
Registration at VA Fall Summit	3 registrants	2 registrants	1 registrant	-
Logo on APTA VA homepage 1 year	Yes	Yes	Yes	-
Blog entry on website and newsletter	3 entries	2 entries	1 entry	-
USPS mailing list	Yes	Yes	Yes	-
Logo included in 80% APTA VA eblasts	Yes	Yes	-	-
Event Email List	Yes	-	-	-
APTA VA Homepage Ad for 1 year	Yes	-	-	-
<b>Valued at</b>	\$8,440	\$3,740	\$2,030	\$150
<b>Partner's Pricing</b>	\$6,300	\$2,800	\$1,500	\$110

## Payments and Refunds

Full payment is required with registration. There are no refunds.

A company that has not settled all outstanding invoices with the APTA VA will not be permitted to be a Partner.

## General

APTA VA reserves the right to not run any ad or post 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 Partner to proactively provide the collateral to APTA VA (ie: advertisement, logos, blog entries, links, etc.) to [vpata@vpta.org](mailto:vpata@vpta.org).

This partnership ends 1 year (365 days) from the date of purchase. Any unused Partner program opportunities are forfeited on day 366 after the purchase date.

Limit means how many Partner Programs will be sold.

## Newsletter Ads

APTA VA will post the Partner's advertisement in the APTA Virginian.

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 edition, then the ad needs to be received no later than the third Thursday in January.)

Specs:

- Image/Logo must be 300 x 250 px JPEG or PNG file
- Partner supplies the URL that the ad should link to.
- No animation

## Social Media Posts/Ads

APTA VA will post the Partner's advertisement on our social media feeds.

A 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 Partner does not provide the appropriate sizing/format, the 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.

## Registration to Spring Education and Fall Summit Events

Registration means complementary registration to the 2021 Fall Summit and Spring 2022 events only. If the Partner's program allows for registration, then the Partner will receive a unique discount code for each event for their distribution to the attendee(s) of their choosing. The attendee(s) must be physical therapists, physical

therapist assistants, student physical therapists or student physical therapist assistants. The discount will be valued at 100% on any CEU course(s) being offered during the event. This cannot be used for non-CEU activities at the event. Registrant will be invoiced for non-CEU registration that is secured by the registrant. Partner is ultimately responsible for ensuring the invoice is settled.

If a Partner program is purchased after the 2021 Fall Summit has occurred, then the Partner can choose to use the Fall Summit Registrations towards Spring Education. After Spring Education happens, all unused complementary registrations are forfeited.

It is the responsibility of the Partner to disseminate the discount code to their designated attendees.

### **Logo on Homepage**

Partner's logo and a link to their homepage will appear on the APTA Virginia homepage.

### **Blog Entry**

Partner may provide a blog entry that is relevant to the physical therapy profession. It will be published in the news section of APTA VA's website and in the Virginian, the APTA VA newsletter. 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 edition, then the ad needs to be received no later than the third Thursday in January.)

### **USPS Mailing List**

Partner will receive the name and USPS mailing address of all APTA VA records of those who have opted in to allow their information to be shared. Partner acknowledges and agrees that the mailing list and any portions thereof are the exclusive property of APTA VA. **Partner agrees and understand that all names and addresses furnished are provided for a one-time, single use only. Partner guarantees the names and addresses shall not be copied, reused, sold, re-sold, electronically reproduced or used by any party except the Partner. Partner agrees to destroy the list after it has been used one time.**

### **Logo in Eblasts**

APTA VA publishes eblasts periodically and will include the Partner's logo that links to Partner's website in the footer of the majority of eblasts that are distributed. It is at the discretion of APTA VA to decide the appropriateness of inclusion of the logo. For example, logos will likely not be included in an eblasts pertaining to chapter or district elections as we would not want to imply that the Partner has endorsed candidates.

### **Event Email List**

The Partner will receive the name, email, and mailing address of those who registered for the 2021 Fall Summit and did NOT opt out to have their information released. If a Partner paid for their Partner program after the 2021 Fall Summit concludes, they will still receive the list. Partner acknowledges and agrees that the mailing list and any portions thereof are the exclusive property of APTA VA. **Partner agrees and understand that all names and addresses furnished are provided for a one-time, single use only. Partner guarantees the names and addresses shall not be copied, reused, sold, re-sold, electronically reproduced or used by any party except the Partner. Partner agrees to destroy the list after it has been used one time.**

### **Homepage Ad**

Partner may display 1 ad on the homepage of APTA VA website for 365 days. The ad will not be permitted to be changed after it has been published. Partner shall furnish and provide an ad with the following specs:

- 728x90px
- 72 dpi
- Link to Partner's website