




APTA VIRGINIA

# PARTNER PROGRAM

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# APTA VIRGINIA PARTNER PROGRAM

APTA Virginia is proud to offer annual Partner Program packages for any organization's budget, with maximum year-long exposure and customizable options, allowing you to select the best add-ons to meet your organization's goals.

## THE POWER OF PARTNERSHIPS

### WORKING TOGETHER TO TRANSFORM AND ENHANCE THE PRACTICE OF PHYSICAL THERAPY

We invite you to partner with us in support of the good work our members do. APTA Virginia is the state's largest individual membership professional organization representing 3,000+ physical therapists, physical therapist assistants, and students of physical therapy. Our members practice in a wide range of settings, including hospitals, outpatient clinics, people's homes, schools, sports and fitness facilities, workplaces, nursing homes, and continuing care retirement communities. APTA Virginia members are diverse but share a common focus on building a community that advances the profession of physical therapy to improve the health of society. APTA Virginia is the state partner of APTA.

#### APTA VIRGINIA MEMBERS ARE COMMITTED TO:

- the patients they serve;
- their missions;
- their communities; and
- their Partners – the companies who help them accomplish their mission-driven work.

# ABOUT APT VIRGINIA PARTNER PROGRAM

Become an APTA Virginia Partner and enhance your exposure to over **3,000+** Virginia Physical Therapy providers and beyond. Our annual Partner Program puts all the APTA Virginia promotional opportunities in one place, allowing you to budget and customize your visibility for the entire year. The higher the value, the more visibility, enhanced benefits, and access to our members you will receive. Marketing your way to success has never been easier!

## THE ADVANTAGES OF THE PARTNER PROGRAM



Put your company name and your representatives in front of the people who make the decisions on where their money is spent.



Elevate your visibility within the APTA Virginia membership.



No surprises – set your annual budget and get the most value for your investment – all year long.



Position your company as a true industry leader and strategic partner for the future.



Support the fine work your company does to advance the missions of physical therapy providers.



# BUILD YOUR ANNUAL PARTNER PROGRAM PACKAGE!

This tool is designed to personalize your company's visibility and connections. With the APTA Virginia Partner Program, you set your sponsorship budget for the year and the benefits to suit your promotion goals. We offer a number of opportunities in the areas of education, networking, digital, and web recognition that can help you increase your exposure and access to APTA Virginia members.



## GET STARTED!

Don't miss the chance to promote your company to the physical therapy leaders of today and tomorrow! Investment in the Partner Program helps keep attendee rates & programs affordable, which allows more members to participate and APTA Virginia to carry out our mission.

1. Begin by setting your annual budget and review the below Partner Program Levels & Benefits.
2. **Then [click here](#) to finalize your Partner Program investment.**

With so many products and services available in the industry, it is important that you create company name recognition and brand awareness. Partner with APTA Virginia through our annual Partner Program!

**Contact:** APTA Virginia at [vpata@vpata.org](mailto:vpata@vpata.org) or 866.364.8782



	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
Booth at Fall Summit	Yes	Yes	Yes	Yes
Registration at VA4L	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>	<b>\$8,940</b>	<b>\$4,240</b>	<b>\$2,530</b>	<b>\$650</b>
<b>Partner's Pricing</b>	<b>\$6,300</b>	<b>\$2,800</b>	<b>\$1,500</b>	<b>\$500</b>

[Click Here for Registration](#)

## eNewsletter Advertisement

**Bimonthly | 3,170+ Recipients**

**| 35% Open Rate | 65+ Clicks per Issue**

APTA Virginia's the *Virginian* eNewsletter brings timely industry topics and association news to subscriber inboxes bimonthly. The unique advantages of the *Virginian*, including direct access to your target audiences without infringing on privacy guidelines and personal messaging, make it a top choice for partners. With a 35% open rate and 65+ clicks per issue, each ad position is exclusive with maximum exposure.

## eBlast Brand Recognition

**5,400+ Subscribers | 53% Open Rate**

Between news updates, sales, or event announcements, APTA Virginia's eBlasts provide premium brand placement that lock in the reader's attention and allow your logo to get in front of dedicated audiences that trust the source.

## Website Banner Advertisement

**24/7/365 | 12,471 Page Views Annually**

Strengthening your organizational image is one of the most valuable benefits of the Partner Program. The APTA Virginia website receives more than 11,000 page views annually as the launch point to APTA Virginia's must-have resources for physical therapists, including practice tools, advocacy information, career center, educational events and more. Your banner advertisement will be one of the first things users see when they land on our homepage, and by doing so, they will always associate your brand with the highest level of standards upheld by APTA Virginia.

## Website Brand Recognition

**24/7/365 | 12,471 Page Views Annually**

Acknowledgement of your organization's partnership, with your logo and a link to your website, will be prominently displayed on the APTA Virginia homepage. This acts as another advertising touch point to stay top-of-mind with member prospects by bringing awareness, brand affiliation, and generate revenue-driving leads.

## Blog Entry

**24/7/365 | 2,362+ Page Views Annually**

APTA Virginia's blog receives more than 2,362 page views annually and is one of the most effective ways to establish your organization as a thought leader. Build rapport with our community while effortlessly driving traffic to your website, move prospects down the pipeline, and ultimately create more awareness around your brand. Partnered content integrates organically on our website, and unlike traditional campaigns that have an expiration date, partner posts are born evergreen.

## Social Media

**24/7/365 | 3,500+ Active Followers | Facebook, Instagram, Twitter and LinkedIn**

As a partner, we give you access to our active followers in four direct ways, where there's nothing between your brand and their eyes. Each platform has ample followers in the physical therapy community, coming from a wide array of physical therapists, physical therapist assistants, and students of physical therapy. In addition, you will have the opportunity to partake in a "partner highlight" series throughout the year. This series allows partners to do a soft sell of their company/product with a brand-sponsored advertisement. Ads are recognized across all social media channels to provide additional visibility and value.





## The Future of Education is Flexible Complementary Registrations for a Virginia is for Learners Course (VA4L) | In-person & Virtual Options

Online learning. In-person trainings. Hybrid and multimodal courses. Wherever our members are learning today, APTA Virginia is making strides to meet them where they are.

The pandemic forced us to rethink how we served our members with educational resources; new spaces, schedules, and tools forced everyone to be more flexible in their approach to learning. Moving forward, capturing this newfound flexibility with technology and in-person training allows us to be more deliberate with how and when disseminate knowledge, benefitting members through a more personalized learning experience. The beauty of the Virginia is for Learners (VA4L) series is that it benefits all learners, whether in a traditional face-to-face class or learning asynchronously on their own time, or somewhere in between.

What's in it for you? A more thoughtful approach to marketing! By participating in the Virginia is for Learners (VA4L) series, you'll benefit from a set of competitive advantages: face-to-face interaction with your target audience and/or a chance to emotionally connect with attendees by building a dedicated community of like-minded people around your brand.

Investing into the community you serve provides an exclusive opportunity to spread your message, build long term relationships with your prospects and consequently increase brand recognition, generate new leads and create real business value.

## Virginia is for Learners Post Event Engagement Estimated 75+ Opted In Email Contacts

Keep the conversations going, maintain connections, and build community! Email will be your greatest tool for re-engaging your leads after attending the events. If your partner goals are to collect new leads, generate interest, or network with new people, it makes sense that most of your personalized communication and actual sales will need to occur during the execution of your post-event engagement strategy.

It not only shows that you remembered your connections even after the events, but it keeps the event experience alive long after the events conclude allowing more in-depth conversations to take place, facilitating customer (attendee) loyalty.

After all, what good are all those new leads and if you don't actually connect and continue to build the trusted relationship?

## Fall Summit Exhibitor Booth 160+ Attendees | 2.5 Exhibit Hours|

APTA Virginia's Fall Summit is an unsurpassed opportunity to reach physical therapy professionals who have purchasing power. In fact, many of the attendees represent a buying influence, and a majority of them visit the Exhibit Hall with a product or service purchase in mind. The Summit provides a powerful platform for promoting your organization and building relationships within your community. You'll have greater visibility than your competition, position yourself as a leader in the industry, and build brand awareness among Summit attendees.

## USPS Mailing List 5,000+ PT, PTA, and Student Contacts

Direct mail has proven its value time and time again by offering a personal and tangible alternative for members suffering from screen overload. Direct mail never stays in a spam filter, and offers major benefits such as greater response rates, trust building, personalization, versatility, simplicity, cost-effectiveness, and more. Reach prospects in their community at home, providing a physical touchpoint for your message.





## Terms & Conditions

### 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 APTA Virginia.

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 in a 365-day period.

### 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 VA4L

Registration means complementary registration to a VA4L session. There are six education sessions a year to choose from for your registrants. 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 1 CEU course being offered during the event per registrant. This cannot

be used for non-CEU activities at the event (ie PAC fundraiser 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.

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 article to be placed in the February edition, then the article 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 VA4L who did NOT opt out to have their information released. 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