

Oregon Physical Therapy Association



2010 OPTA Annual Conference Exhibit & Sponsorship Program

Join OPTA in March for the 2010 Annual Conference! This year's conference is set for Friday, March 12 through Sunday, March 14, 2010 in Eugene, OR. This is your opportunity to get your organization's name in front of numerous physical therapy professionals from throughout the Northwest by exhibiting and/or sponsoring an event.

Exhibits will be open during the Friday evening Exhibit Hall Reception and throughout the day on Saturday with breakfast, morning and afternoon breaks, lunch and the annual business meeting occurring in the exhibit hall to maximize networking opportunities with exhibitors. The show will end on Saturday afternoon after the last break.

Approximately 100-150 physical therapy professionals representing large corporations, private clinics, hospitals, home health and students are expected to attend this event. This year's special theme of **Comparing Experts in Low Back Pain with Grand Rounds from MDT, NAIMOT and Kaiser Maitland (or Australian)** is sure to be a hit with PT's and draw a good crowd. Don't miss out on this great marketing opportunity!

These attendees are users and decision-makers of equipment and services. Opportunities to meet these professionals one-on-one en masse are limited. One new contact can greatly enhance your company's sales. Don't miss this unique chance to introduce your products or services to this important buying group.

To increase interaction amongst exhibitors and attendees, each attendee will be given a card that must be "stamped" by each exhibitor to be eligible for door prizes that will be awarded at the Saturday afternoon break. If your company would like to donate a door prize, please indicate your contribution on the enclosed Exhibit Space & Sponsorship Agreement form. Both in-kind donations and monetary contributions will be accepted.

Sponsorship opportunities are also available for the conference and are listed on the enclosed correspondence. Sponsorships are a great way to increase the exposure of your products or services while at the same time demonstrating your support for the association.

Enclosed you will find an exhibitor prospectus and an exhibit & sponsorship agreement. Send in your completed agreement today to reserve a spot at the 2010 OPTA Annual Conference. **Exhibit space is limited and will be allocated on a first-come, first-served basis.** If you have any questions, please contact the OPTA office at 503.262.9247, tollfree 877.452.4919 or via email at info@opta.org.



A Chapter of



Oregon Physical Therapy
Association

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Portland, Oregon 97216

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2010 OPTA Annual Conference
March 12-14, 2010 • Hilton Eugene Conference

The mission of the Oregon Physical Therapy Association (OPTA), a chapter of the APTA, is to support, promote, and advocate for the profession of physical therapy. We strive to further the profession's role in the prevention, diagnosis, and treatment of conditions that affect movement and function.

Oregon Physical Therapy Association

147 SE 102nd Avenue
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RETURN SERVICE REQUESTED



2010 Annual Conference
Exhibit & Sponsorship Program
Enclosed

EXHIBITOR PROSPECTUS

Oregon Physical Therapy Association (OPTA) 2010 Annual Conference

March 12-14, 2010 ● Hilton Eugene Conference Center

WHAT IS OPTA?

The Oregon Physical Therapy Association (OPTA), a chapter of the American Physical Therapy Association, was incorporated in 1954 as an Oregon non-profit association for the profession of physical therapy. The association's mission is to support, promote, and advocate for the profession of physical therapy. We strive to further the profession's role in the prevention, diagnosis, and treatment of conditions that affect movement and function. The annual conference is our premier event to meet with physical therapy professionals face-to-face.

WHO WILL ATTEND?

Physical therapy professionals from Oregon and the surrounding communities. Because OPTA focuses solely on the issues and concerns of physical therapy, our show attracts physical therapy professionals from around the state. Approximately 100-150 physical therapy professionals representing large corporations, private clinics, hospitals, home health and students are expected to attend this event.

WHY SHOULD YOU EXHIBIT AT THE 2010 OPTA ANNUAL CONFERENCE?

- A cost effective way to make new contacts
- Expanded professional contacts
- A focused audience
- Dedicated exhibit hours coupled with meal functions to increase exposure
- A complete list of attendees
- A listing in the on-site conference materials
- A listing in the *Oregon Log*, OPTA's newsletter

WHEN WILL THE EXHIBITS BE HELD?*

Set-up:	Friday 3/12/10	3:00 pm – 5:45 pm
	<i>It is crucial that all setup is completed by 5:45 pm. There will be an inspection by the Fire Marshall at that time.</i>	
Show Hours:	Friday 3/12/10	6:00 pm – 7:30 pm
	Saturday 3/13/10	7:30 am – 4:00 pm
	<i>The hours on Saturday will be scattered due to the education program.</i>	
Tear Down:	Saturday 3/13/10	4:00 – 6:00 pm

WHERE IS THE CONFERENCE BEING HELD?

Activities of the 2010 OPTA Annual Conference are being held at the Hilton Eugene Conference Center, 66 East 6th Avenue, Eugene, Oregon located in downtown Eugene. The exhibits will be located in the Wilder/Hellman Room with overflow booths to the foyer.*

EXHIBITOR INFORMATION:

- Your OPTA exhibit includes an 8' x 10' draped space, skirted table, two chairs, and one lunch per space. Exhibit space is \$425 per booth. Additional lunch tickets can be purchased in advance for \$30 each – see the enclosed form. Electricity and signage are not provided with your booth fee. Electricity at your booth can be ordered from the show decorator at an additional charge in advance. Show decorator information will be sent directly to the Exhibitor Contact person you list on the Exhibit Space Agreement as soon as it is available. You can contact the show decorator for information on additional show services closer to show time.
- Booth personnel must be registered to staff your booth during the conference. Booth personnel will be required to wear their name badges at all times.
- **Space is limited** – so register early. Exhibit space will be sold on a first-come, first-served basis. Once we are sold out, we will not be able to make any extra accommodations.
- OPTA reserves the right to make changes in the show, exhibit hall and/or booth spacing as they deem appropriate.
- Attendees must visit each booth to be eligible to win door prizes donated by conference exhibitors. If your organization would like to donate door prizes for drawings to be held during the afternoon break on Saturday, please mark this selection on the enclosed form.

DOORPRIZES

Attendees must visit each booth to be eligible to win door prizes donated by conference exhibitors. If your organization would like to donate door prizes for drawings to be held during the afternoon break on Saturday, please mark this selection on the enclosed form.

* Subject to change

ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

Oregon Physical Therapy Association (OPTA) 2010 Annual Conference

March 12-14, 2010 ● Hilton Eugene Conference Center

Gain visibility and show your support for the profession and OPTA by sponsoring an event at the conference. This is a great way to put your company in the spotlight! There are many options to choose from ... something for every price range. All sponsors will receive their name on the sponsor appreciation list in the attendee's packets. All meal sponsors will have signage at the event, space to display company brochures, and will be publicly acknowledged in conference announcements. All sponsors will also be acknowledged in an issue of the OPTA newsletter following the Annual Conference. Sponsorships cover part of the costs of the actual event, with the balance being paid by OPTA. Please note that there may be more than one sponsor per event.

GENERAL CONFERENCE SPONSORSHIP.....	\$100
FRIDAY EXHIBIT HALL RECEPTION.....	\$400
SATURDAY CONTINENTAL BREAKFAST	\$300
SATURDAY MORNING COFFEE BREAK.....	\$200
SATURDAY LUNCH.....	\$500
SATURDAY AFTERNOON COFFEE BREAK	\$200
SUNDAY FULL BREAKFAST	\$400
SPEAKER SPONSORSHIP	\$200

**INTERESTED IN A SPECIAL SPONSORSHIP OPPORTUNITY? YOUR IDEAS ARE WELCOME!
CALL THE OPTA OFFICE TO DISCUSS OPPORTUNITIES.**

ADDITIONAL OPTA SPONSORSHIP OPPORTUNITIES!

Don't limit your advertising to the Conference ... take a look at the following year-round opportunities to meet your advertising needs! For more information, contact the OPTA office 503.262.9247.

—OPTA Newsletter—

The OPTA *Oregon Log* Newsletter is published electronically four times annually for the members of OPTA. Quarterly distribution reaches approximately 1,100 individuals. Display and classified advertising opportunities are available in the newsletter.

Size **Dimensions (Inches)** **Price** (Display Ads, Black & White or Color – Display Ads must be in camera ready format and sent electronically in a PDF file format)

1/4 page	4.5" high x 3.5" wide	\$125
1/2 page	4.5" high x 7.5" wide	\$200
Full page	10" high x 7.5" wide	\$350

Classifieds: \$35 per ad, plus \$2 per line of type (approx. 50 character space line including spacing and punctuation).

—ADVERTISING PACKAGES—

Gain the marketing edge and show your support for the profession by taking advantage of the following package opportunities:

	<u>GOLD Package</u>	<u>SILVER Package</u>
	\$2,000 (Value: \$3,525)	\$1,000 (Value: \$1,644)
Newsletter ads	½ page ad, for one year (4 issues)	¼ page ad, for one year (4 issues)
Website logo & link	One year	n/a
Website ad of 100 words	One year	One year
Package advertiser listing in newsletter	One year (4 issues)	Two issues
Conference exhibit space	One booth	25% off booth fee
Conference brochure listing	One listing	One listing
Name on conference sponsor list	One listing	One listing

Interested in sponsoring an OPTA CE Event?

Contact OPTA office for details.

Oregon Physical Therapy Association

2010 EXHIBIT SPACE & SPONSORSHIP AGREEMENT

Company _____

Exhibitor Contact Name _____

The contact person listed above is: (circle one) exhibitor registrant / non-attending company contact

Company Product/Service _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

Booth personnel must be registered to staff your booth during the conference. Booth personnel will be required to wear their name badges at all times. One lunch is provided with your booth; however, additional lunch tickets can be purchased below.

Booth Personnel 1. _____ 2. _____
 3. _____ 4. _____

Exhibits

_____ Exhibit Space(s) \$425

_____ Additional Lunch Ticket(s) \$30 Attendee's Name: _____

Special Needs: Please indicate any special needs (i.e., dietary restrictions, handicap access, etc.) that will require advance planning on our part: _____

Sponsorships

- General Conference Sponsorship \$100
- Friday Exhibit Hall Reception Sponsorship \$400
- Saturday Continental Breakfast Sponsorship \$300
- Saturday Morning Coffee Break Sponsorship \$200
- Saturday Lunch Sponsorship \$500
- Saturday Afternoon Coffee Break Sponsorship \$200
- Sunday Full Breakfast Sponsorship \$400
- Speaker Sponsorship \$200

Interested in sponsoring, but don't see what you want??? Contact the OPTA office. We are happy to customize sponsorships – 503.262.9247 / 877.452.4919

Door Prize Donations

Door Prize Donation – Please indicate what prize you will be donating. You can bring your donation to the Conference to be given out at the last break. Door Prize(s) donated: _____

Total Amount Due \$ _____ (payment accepted in US funds only)

PAYMENT OPTIONS: Check, Payable to OPTA Visa/MasterCard American Express

Is this a corporate card? Yes No If yes, please enter the corporate code here _____

Card # _____ Exp. Date _____ Amount \$ _____

Name on Card _____ Signature _____

Card Billing Address _____

City _____ State _____ Zip _____

Exhibitor Hold Harmless Provision: By submitting this agreement/application for exhibit space, you indicate that you have read and agree to the Exhibitor Hold Harmless Provision as stated on the back of this form.

Cancellation Policy: Exhibit cancellations received prior to February 5, 2010 will receive a full refund minus a \$75 administration fee. Exhibit cancellations received after February 5, 2010 or no-shows will not receive a refund unless we are able to resell the space. If we are able to resell the space, you will receive a full refund minus a \$75 administration fee.

Event Cancellation or Change: In the event of inadequate registration, weather problems or other events beyond OPTA's control, a conference may be moved or cancelled. Should this occur, an attempt will be made to contact all registrants/exhibitors and fees will be refunded.

2010 OPTA Annual Conference Exhibitor Agreement

Exhibitor Hold Harmless Provision

By submitting the Exhibitor Agreement form to the OPTA, I am indicating that I understand and agree to the provisions and terms and conditions as listed on this contract and am authorized to execute this Exhibitor Contract on behalf of my company.

The space commitment made by the Oregon Physical Therapy Association (OPTA) and by the Facility is subject to the provision that each exhibitor assumes the entire responsibility for and agrees to protect, indemnify, defend and hold harmless the OPTA and the Facility and their employees and agents against all claims, losses and damages to person, property, governmental charges or fines and attorneys' fees arising out of or caused by the exhibitor's installation, removal or maintenance of equipment or property, and occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of either the OPTA or the Facility, their employees or agents. Execution by the exhibitor of the following provision is a prerequisite to participate in the exhibit hall activities of the conference. In addition, exhibitor acknowledges that neither the OPTA, nor the Facility maintains insurance covering exhibitor's property and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by exhibitor.

OPTA reserves the right to make changes in the show, exhibit hall and/or booth spacing as they deem appropriate.

Exhibit Terms and Conditions

- The exhibit hours are stated on the enclosed information and must be adhered to. Exhibit times and the floor plan are subject to change by the show producer. In the event of a change, you will be notified.
- Only one exhibitor/company may occupy each booth, regardless of its size.
- We cannot guarantee booth placement in the exhibit hall. However, if you wish booth placement in close proximity to or not near a competitor, please indicate your preference clearly on a separate sheet and return it with this form. We will do our best to accommodate your request(s).
- Security will not be provided during or after show hours, so please plan accordingly. OPTA is not responsible for any lost or stolen items.
- Cancellations on or before February 5th will receive a full refund minus a \$75 administration fee. Cancellations received after February 5th, will not receive a refund unless we are able to resell the space. If we are able to resell the space, you will receive a full refund minus a \$75 administration fee.
- In the event of weather problems or other events beyond OPTA's control, an event may be cancelled or moved to a different location. Should this occur, an attempt will be made to contact all exhibitors.
- OPTA reserves the right to make changes to the exhibit hall, schedule, space and what is provided as it deems necessary. OPTA reserves the right to refuse exhibit space sales as it deems appropriate.
- Space is limited – so register early! Registrations will be accepted on a first-come, first-served basis; however, we must receive your agreement and payment to ensure your space. Once we are sold out, special accommodations cannot be made.
- Show Hours – Setup on Friday 3:00-5:45 pm; Exhibit hours are Friday 6:00-7:30 pm and Saturday 7:30 am-4:00 pm (hours on Saturday are scattered due to the education program); Tear down on Saturday 4:00-6:00 pm.

The information on the reverse side must be completed and mailed to the OPTA office to secure your space. By submitting this contract, you indicate that you have read and agree to the Exhibitor Hold Harmless Provision and Terms and Conditions as stated above.

Send completed form by mail or fax with payment to:



OPTA, 147 SE 102nd Avenue, Portland, OR 97216 Fax: 503.253.9172

Questions? Contact OPTA at 503.262.9247 or tollfree 877.452.4919 or via email at info@opta.org

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