ACRM AMERICAN CONGRESS OF REHABILITATION MEDICINE
Improving lives through interdisciplinary rehabilitation research

PROSPECTUS

PROGRESS IN REHABILITATION RESEARCH
TRANSLATION TO CLINICAL PRACTICE

ACRM 97th Annual Conference & EXPO

PROGRESS IN REHABILITATION RESEARCH
TRANSLATION TO CLINICAL PRACTICE

ACRM SPRING MEETING ATLANTA
24–25 APRIL 2020

ACRM Annual Conference
ATLANTA
21–24 OCT 2020
HILTON
PRE-CONF: 19–21 OCT

2020
ATTENDEE PROFILE

Career Stage

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>0–3 years post-doctorate</td>
<td>10%</td>
</tr>
<tr>
<td>4–6 years post-doctorate</td>
<td>14%</td>
</tr>
<tr>
<td>7–10 years</td>
<td>12%</td>
</tr>
<tr>
<td>11–15 years</td>
<td>13%</td>
</tr>
<tr>
<td>16–25 years</td>
<td>21%</td>
</tr>
<tr>
<td>26 years +</td>
<td>19%</td>
</tr>
</tbody>
</table>

Professional Roles

- Researchers: 38%
- Physicians: 30%
- Clinicians: 27%
- Administrators: 12%
- Educators: 10%
- Students / others: 3%

Professions (specialties)

- Physicist: 27%
- Acupuncturist: 16%
- Clinical researcher: 14%
- Neuropsychologist: 12%
- Rehabilitation Psychologist: 3%
- Physical Therapist: 9%
- Occupational Therapist: 9%
- Administrator: 6%
- Bioengineer: 2%
- Professor/Teacher: 2%
- Neurologist: 2%
- Speech-Language Pathologist: 4%
- Rehabilitation Nurse: 2%
- Case Manager: 2%
- Psychiatrist: 3%
- Other: 8%

ACRM attendees are passionate, life-long learners.
THEY WANT TO KNOW ABOUT YOUR PRODUCTS & SERVICES

Purchasing Decision-Makers & Influencers

A whopping 89% of ACRM attendees play a role in the purchasing decisions for their departments.

“We are DEFINITELY planning on attending ACRM next year.”
—ACRM exhibitor

98% of ACRM attendees surveyed said they are likely to recommend the conference to colleagues.

Statistics from 2012 - 2019 ACRM Annual Conference surveys

www.ACRM.org/salesform // T: +1.703.435.5335
EXHIBITOR-SPONSORED LEARNING CENTER

Take exhibiting to the next level by participating in these 45-minute session that allow you to showcase your product services/research. Give attendees hands-on demonstrations and in-depth research information on the benefits of your products and services. Available to registered exhibitors.

EXHIBITOR-SPONSORED LEARNING CENTER INCLUDES:
• 45-minute session all to yourself in EXPO hall during show hours
• Set-up with table, microphone, podium, LCD projector, screen, chairs, and pipe and drape
• Publicized in the ACRM Conference Online Program, App and in the printed program
• Promoted through ACRM’s social media network with dedicated tweets and extra support from 100+ social media channels
• Logo and hyperlink on ACRM.org website
• Onsite signage logo recognition

Limited Learning Center sessions available. Reservations on a first-come, first-served basis. Contact ACRM & lock-in your preferred spot now: ACRM.org/salesform.

DID YOU KNOW? ALL of the Top-rated hospitals for rehabilitation in “America’s Best Hospitals” by U.S. News & World Report are involved with ACRM in some way — as passionate members, faculty, special guests, authors and collaborators. Most are Institutional Members with ACRM.

MORE: www.ACRM.org/im

SPONSOR BENEFITS
SUPREME RECOGNITION

VALUABLE LOGO EXPOSURE
• In print ads in the Archives of Physical Medicine and Rehabilitation appearing in the months leading up to the Conference and immediately following.
• In the top of the footer of every page of the ACRM website ACRM.org, beginning the month after payment received and through 2020.
• In the footer of ACRM Conference news and promotional emails (eblasts) beginning the month after payment received. Each eblast reaching 20,000+
• Logo included in signage onsite
• Included in onsite recognition slideshows showing prior to all Plenary Sessions in the main ballroom
• Post-conference listings on the ACRM Conference webpage and online program for one year
• In the printed onsite program

LOGO PLUS 50-WORD DESCRIPTION & LINKS
• On the ACRM website: ACRM.org
• Appearing in the online Conference program
• Featured in the Conference App

MENTIONS & AFFILIATIONS
• Weekly member newsletter: ACRM eNews
• Social media “lift” from ACRM social media — featured and tagged in Conference tweets

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SPONSOR

ATTENDEE SUPPORT ITEMS
Conference Tote Bag   Top visibility & take-home longevity
Lanyard   Inescapable logo placement on all attendees
Conference Tote Bag flyer insert    Your ad prominently delivered
Conference Portfolio   Goodwill with logo exposure
Cyber Café   Position your brand with this attendee favorite

ADVERTISING
Onsite Conference Program Ad  3,000 printed
Preliminary Brochures and Poster Advertising  100,000+ printed
Conference APP  Prominent visibility heavily used onsite
ACRM Online Program   Widely used pre-event
ARCHIVES of PM&R Journal  Print & digital advertising

NETWORKING FUNCTIONS
Coffee Breaks   Attendees will Thank You for this one
Luncheon Lecture with Guest Speaker   These typically sell-out
Expo Welcome Reception  Superb brand placement opps
Henry B. Betts Awards Dinner and Gala    Custom branding opps including potential quick presentation to this captive audience
ACRM Past Presidents Reception  Exclusive audience
Early Career & First Timer Attendee Welcome Reception
ACRM Community Group Meetings   Align with specialized sub-groups of ACRM who best match your needs
Cognitive Rehabilitation Training Coffee Break
ACRM LaunchPad  ACRM’s popular rehab tech competition

These sell-out fast. Each item comes with it’s own set of unique customizable branding opps. Other sponsorable items available. Let’s Talk!
EXHIBIT

Excellent Traffic Flow
To ensure valued exhibitors receive the best possible exposure to the maximum number of attendees, ACRM plans for YOUR success.

• Generous unopposed exhibition hours
• Scientific posters displayed near the EXPO hall

**TWO exhibitor WELCOME RECEPTIONS** are held in the EXPO hall with food & beverage provided

» This makes for TWO exiting high-traffic evenings in the EXPO hall

• Crowd-draws: **Chat with the Experts** and **Learning Center** are also held in the EXPO hall

EXHIBIT SPACE IS LIMITED to a select number to provide ample opportunity for quality one-on-one interactions

BOOTH SPACE INCLUDES

- 6-foot table covered and skirted
- 2 chairs
- Wastebasket
- 8' high drape back wall
- 3' high drape side wings
- Standard 7” x 44” signage displaying company name
- Allotted exhibitor badges according to booth size
  » Access to the core conference sessions during opposed expo hours
- AND huge EXHIBITOR exposure benefits *(below)*

EXHIBITOR BENEFITS

**RECOGNITION GALORE >>**

**VALUABLE LOGO EXPOSURE**

- In print ads in the *Archives of Physical Medicine and Rehabilitation* appearing in the months leading up to the Conference and immediately following.
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- Post-conference listings on the ACRM Conference webpage and online program for one year

**LOGO PLUS 50-WORD DESCRIPTION & LINKS**

- On the ACRM website: ACRM.org
- Appearing in the online Conference program
- Featured in the Conference App
- In the printed onsite program
- Pre-conference eblast introducing attendees to exhibitors and appointments

**MENTIONS & AFFILIATIONS**

- Weekly member newsletter: ACRM eNews
- Social media “lift” from ACRM social media — featured and tagged in Conference tweets

**TOP REASONS WHY YOUR TEAM SHOULD PARTICIPATE WITH ACRM**

- ACRM hosts the world’s largest rehabilitation research conference
- ACRM is the “Membership Community of Choice” for top rehab researchers and clinicians around the world.
- ACRM offers the greatest rewards to institutions who make the greatest contributions—up to 25% off purchases.
- ACRM has the largest print circulation of any scientific journal in rehabilitation.
- Archives has more than 2M downloads of rehabilitation research annually.
- ACRM provides a unique platform for interdisciplinary exchange

ACRM customizes any packages to best suit your unique marketing needs

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ACRM INSTITUTIONAL MEMBERSHIP

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<tr>
<th>LEVELS</th>
<th>INSTITUTIONAL MEMBER</th>
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<tbody>
<tr>
<td></td>
<td>BRONZE $5,000</td>
</tr>
<tr>
<td></td>
<td>SILVER $10,000</td>
</tr>
<tr>
<td></td>
<td>GOLD $15,000</td>
</tr>
<tr>
<td></td>
<td>PLATINUM $25,000</td>
</tr>
<tr>
<td></td>
<td>CORNERSTONE $75,000</td>
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The decision to become an Institutional Member of ACRM demonstrates to the world your support of evidence-based innovation in rehabilitation.

Your support makes a positive impact in immeasurable ways.

**QUALIFYING DOLLARS** correspond to the total number of dollars spent with ACRM in a calendar year. *For example >>*

1) Membership dues at any level or category
2) Conference registrations, sponsorship and/or exhibit space
3) Advertising in the Archives of PM&R (classified or display adverts)
4) Advertising on the ACRM and/or Archives of PM&R websites
5) Advertising in the weekly ACRM eNews
6) Job posts on the Rehab Job Board
7) Rental of the ACRM mailing list
8) Bulk purchase of the ACRM Cognitive Rehabilitation Manual or live training registrations

ACRM customizes any packages to best suit your unique marketing needs.
ABOUT

ACRM serves a global community of researchers and clinicians striving to deliver evidence-based rehabilitation interventions to people with disabling conditions, such as traumatic brain injury, spinal cord injury, stroke, neurodegenerative disease, pain, cancer, and more. ACRM is committed to the dissemination of research and educating providers while supporting advocacy efforts to ensure adequate public funding of research endeavors.

MISSION

With the mission of IMPROVING LIVES of those with disabling conditions through interdisciplinary rehabilitation research, ACRM curates and disseminates world-class rehabilitation research:

• IN PERSON (ACRM Annual Conference & meetings).
• IN PRINT (ACRM ARCHIVES of PM&R), and
• ONLINE (ACRM.org and ARCHIVES-pmr.org).

ACRM SCIENTIFIC JOURNALS

• ACRM is the home of TWO scientific journals
• The Archives of Physical Medicine & Rehabilitation (affectionately also known as “The ARCHIVES”) is THE MOST-CITED JOURNAL IN REHABILITATION.
• The Archives of Rehabilitation Research & Clinical Translation is an OPEN ACCESS JOURNAL serving the rehabilitation community.

LIMITED SPACE — RESERVE NOW

COMPLETE THIS INQUIRY FORM
ACRM.org/salesform

“We make a living by what we get, we make a life by what we give”

— Winston Churchill

STATS & FACTS

» ACRM is the fastest-growing professional association in physical medicine & rehabilitation
» ACRM = 3,000+ members from 65+ countries
» ACRM works with top hospitals, universities, professional and advocacy organizations, and rehabilitation professionals GLOBALLY
» Comprised of 22+ special-interest and networking groups
» ACRM = interprofessional & inclusive
» ACRM embraces diverse opinions and thoughts in order to get the science into practice FASTER
» ACRM has a social media team: 40+ channels/pages on Twitter, Facebook and LinkedIn representing the 22+ active and growing community groups — all helping to amplify the great work of members and partners — exhibitors, sponsors and institutional members to help get research into practice faster & to IMPROVE LIVES.