

ACRM

AMERICAN CONGRESS OF
REHABILITATION MEDICINE



ACRM SALES

ACRM ANNUAL CONFERENCE // CORE: 21 – 24 OCT 2020 // PRE-CONFERENCE: 19 – 21

15OCT2020

Annual Conference – Product Showcase (Online Exhibiting)

Active vendor 2020: \$750

First-time vendor purchase in 2020: \$1,499

OVERVIEW

The Product Showcase will give vendors and institutions the option to present their services to a global and unrestricted audience in a digital format through the ACRM Online Program. ACRM will personally work with you to create a Showcase that highlights the products unique to your organization.

HOW THIS WORKS

You will manage your **Product Showcase** by creating a custom landing page to include:

- Company logo
- Short and long company descriptions
- Product videos, photos, links, recordings and demonstrations
- Attach up to five documents which could be PowerPoints, pdfs, excel docs, word docs, video files, etc.
- Tag with up to five searchable category keywords to help attendees find you
- Allows visitors to submit their contact details and request information directly from your organization

- Export visitor lead retrieval data for those who log into the system

DURATION

- The **Product Showcase** will be accessible to all attendees **through 30 June 2021**.

After payment is received, and your logo and information are officially provided, then the ACRM marketing team gets to work on organization publicity and recognition.

MARKETING

ORGANIZATION PUBLICITY

- Your Product Showcase will be publicized in the **ACRM Conference Online Program** and **Conference App**
- Three App pushes for the **Product Showcase**
- The **Product Showcase** will be promoted in **ACRM eNews**, the weekly e-newsletter
- The **Product Showcase** will receive amplification and boosts via the **ACRM Social Media Network** with dedicated tweets, LinkedIn, and Facebook posts, and extra support from 100+ social media channels

VENDOR RECOGNITION

- Your **Logo** will be added to the footer of the ACRM website (confirmed sale by 15 October 2020)
- Your **Logo** or **Product Image** can be added to the **Product Showcase**
- Your **Logo** will be added to **ACRM's Vendor Exposure™** (confirmed sale by 15 October 2020)
 - your logo systemwide, across nearly all ACRM media properties
 - approximately **13.5M** exposures annually

INVESTMENT OPPORTUNITIES

- **Active vendor: \$750**
- **First-time vendor purchase in 2020: \$1,499**

EVENT BOOST

Extra ACRM amplification? Want to do something more? Let us know what you are thinking, and we will help build a custom program for you. For example, potential boosts might include — one dedicated eblast to ACRM's exclusive email list, extra App pushes, additional social media boosting including and sponsored stories (Instagram and Facebook), sponsored social media posts, etc.

CONTACT OPTIONS

- Katy Sell (ksell@acrm.org)
- Evie Thompson (ethompson@acrm.org)
- Email sales@acrm.org or complete this inquiry form: www.ACRM.org/salesform

CALL

+1.703.435.5335

Product Showcase Example

The screenshot shows a product showcase for VibeSit PRO by VibeTech. The interface includes a navigation bar with options like 'Favorite', 'Tweet', 'Locate this booth', and 'Request Information'. The product name 'VibeSit PRO' is prominently displayed with a 'NEW' badge. Below the name, the booth number '106' is listed. A detailed description explains that VibeTech has developed a smart device for therapeutic vibration, designed for use by wheelchair users or others without the need for a transfer. The device is portable and can be used in individual rooms or common spaces. It is intended for both rehabilitative and restorative care. The text highlights that treatments are safe, effective, accessible, and reimbursable, and have been shown to reduce falls, boost strength, elevate mood, and reduce pain in memory care residents. A small inset image shows a person sitting on the VibeSit PRO device while in a wheelchair. At the bottom of the showcase, there are three buttons: 'Good Vibrations', 'Strength Gain', and 'Fall Reduction'. A '74 views' counter is also visible.

The screenshot displays the homepage for the ACRM 97th Annual Conference. The header features the ACRM logo, the conference title '97th Annual Conference', and the theme 'PROGRESS IN REHABILITATION RESEARCH TRANSLATION TO CLINICAL PRACTICE'. A search bar is located in the top right corner. The main content area is divided into sections for 'PRE-CONFERENCE' (October 19-21, 2020) and 'CORE CONFERENCE' (October 21-24, 2020). A sidebar on the left offers navigation options such as 'Searchable Schedule', 'People', 'Posters', 'Exhibitors and Sponsors', 'Product Showcase', 'Conference App', 'My Schedule', and 'Evaluation'. A 'REGISTER ONLINE HERE' button is prominently displayed. The footer contains links for 'REGISTER', 'CONFERENCE WEBSITE', 'FAQ', 'VIRTUAL RATES', and 'WORLD PASS BENEFITS', along with social media icons and contact information for ACRM.