

# ACRM

AMERICAN CONGRESS OF  
REHABILITATION MEDICINE



## ACRM Institutional Support Program (ACRM ISP)

\*Formerly known as the ACRM Institutional Membership Program

11MAR2021

### OVERVIEW

The **ACRM Institutional Support Program (ACRM ISP)** offers exceptional value. The more you invest with ACRM, the more money you save! Join now to get the most visibility and marketing amplification for your institution.

Your support in the program makes a positive impact in many ways and allows for co-branded marketing opportunities between ACRM and your institution.

**ACRM is interested in long-term, successful, win-win partnerships, and this new program was created with this end-goal in mind.**

### ISP LEVELS & DISCOUNTS

SUPPORT LEVEL	VALUE	DISCOUNT	YOUR COST ONLY
Cornerstone	\$100,000	20%	\$80,000
Platinum	\$50,000	15%	\$42,500
Gold	\$25,000	15%	\$21,250
Silver	\$15,000	15%	\$12,750
Bronze	\$5,000	10%	\$4,500

Developed for maximum flexibility, your "VALUE" dollars never expire!

Each calendar year (1 JAN – 31 DEC) a minimum of \$4,500 must be invested to remain active in the ACRM Institutional Support Program.

## HOW THIS WORKS

- First choose a Support Level, then pay the discounted price “YOUR COST”. The NEW benefit you receive is purchasing power equivalent to the “VALUE” amount listed for that program level.
- “VALUE” dollars can be spent with ACRM in many ways:
  - Tradeshow Booth — IN-PERSON & VIRTUAL
  - ACRM Memberships
  - Sponsorships
  - Conference Registrations
  - Advertising with ACRM and/or its Journals:
    - *Archives of PM&R* (classified or display advertisements)
    - Advertising on any of the ACRM and Journal websites
    - Advertising in the weekly ACRM eNews
  - Job postings on the Rehab Job Board
  - Email Marketing to Rehab Professionals
  - Rent the ACRM mailing list
  - Sponsored Educational Content including Webinars
  - ACRM Cognitive Rehabilitation Manuals or Online Course
  - Anything listed on ACRM.org/Sales including custom opportunities
- Your ISP Level can be upgraded during the calendar year (1 JAN – 31 DEC).
- A minimum of \$4,500 must be invested each calendar year to remain active in the ACRM ISP.

## TOP REASONS to PARTICIPATE in the ACRM ISP

- ACRM is small enough to serve you and large enough to provide big marketing impact to dovetail with your business goals.
- Show the world your dedication to evidence-based rehabilitation research.
- In the ACRM ISP, you earn the ability to co-brand with ACRM.
- ACRM has an exceptional team — dedicated to helping you get the most out of your investment as an ISP.
- ACRM embraces the best and very latest marketing practices that have translated into an iconic track record of recent membership growth.
- Enjoy easy access to the ACRM community — ACRM is the **professional HOME of choice for the whole rehabilitation team** including top rehabilitation researchers and clinicians around the world.
- ACRM’s flagship journal, *the Archives of Physical Medicine and Rehabilitation*, has the **largest print circulation** of any scientific journal in rehabilitation; boasting 2.8M+ downloads of rehabilitation research annually.

## INSTITUTIONAL SUPPORT PROGRAM LEVELS\*

\*all prices are subject to change without notice.

- **Cornerstone: \$80,000 spend buys \$100,000 in value**
- **Platinum: \$42,500 spend buys \$50,000 in value**
- **Gold: \$21,250 spend buys \$25,000 in value**
- **Silver: \$12,750 spend buys \$15,000 in value**
- **Bronze: \$4,500 spend buys \$5,000 in value**

## MARKETING

### ACRM ISP RECOGNITION — ACRM e365

- Your **Logo** will be included in a Thank You ad in a print copy of the *ARCHIVES of PM&R* as well as in the footer of each page on the ACRM website.
- Your **Logo** with a **Hyperlink** will be included on the ACRM website (date TBD)
- ISPs receive special recognition at the ACRM Annual Conference:
  - An ACRM ISP Level placard will be displayed at your booth in the EXPO hall.
  - ISP Level recognition on signage displayed in the ACRM EXPO hall
  - ISPs will be recognized on signage at the event.
  - ISP Logos will be featured in the pre-show slideshow in the main ballroom.
- Your logo will be added to **ACRM's Vendor Exposure™**
  - your logo systemwide, across nearly all of the ACRM media properties
  - **13.5M+** exposures annually (please see below)

### ACRM ISP BOOST

*Extra 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 — dedicated eblasts to ACRM's exclusive email list, additional social media boosting including sponsored stories (Instagram and Facebook), sponsored social media posts, etc.

### CONTACT OPTIONS

- Meganne Furnberg ([mfurnberg@ACRM.org](mailto:mfurnberg@ACRM.org))
- Evie Thompson ([ethompson@ACRM.org](mailto:ethompson@ACRM.org))
- Email [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org)

### CALL

+1.703.435.5335

### HELPFUL LINKS

[Benefits - ACRM](#)

[Advertising - ACRM](#)



## ACRM Vendor Advertising Exposure

\*based on exposure from Feb 2020 - Jan 2021

	<b>TOTAL IMPRESSIONS</b>
<b>ARCHIVES of PM&amp;R PRINT</b>	
Full Page Ad in Archives Thanking Vendors	210,864
Annual Meeting Brochure Outsert	193,292
<b>ARCHIVES of PM&amp;R WEBSITE</b> Archives-PMR.org (average visits per month)	
Annual Meeting on homepage and vendors beginning in Aug	1,439,490
<b>Archives eTOC</b>	
	46,900
<b>ARRCT Online Ads</b>	
	7,000
<b>ARRCT eTOC</b>	
	7,000
<b>ACRM WEBSITE</b> ACRM.org (average visits per month)	
"Thank You" Footer Graphic on ALL 1,324 ACRM website pages	1,105,000
ACRM VIRTUAL Annual Conference – in the footer of all 35 web page on the 2020 Conference website (within ACRM.org)	1,105,000
<b>ACRM eNews</b> (average visits per month)	
4 Exhibitors highlighted - rotation	204,750
Weekly eNews logo highlight - footer	563,329
<b>ACRM eMail Blasts</b> (average impressions per month)	
"Thank You" logo graphic	8,246,381
<b>ACRM Online Program</b>	
Online program (live from April 2020)	33,198
Exhibitors directory	33,198
Exhibitors interactive floorplan	33,198
Sponsors directory	33,198
<b>Printed Mailings</b>	
April Brochure 2020	13,500
May Brochure 2020	13,500
Poster Brochure - June, July, Aug 2020	203,451
<b>TOTAL 13,492,249</b>	

### Additional Bonus Exposure

- Emails to Registered Attendees (Including presenters)
- T-MINUS (countdown to conference) emails
- Exhibitors Highlight/Introductory eBlast