

ACRM

AMERICAN CONGRESS OF
REHABILITATION MEDICINE



Social Media Mentions & Custom Billboard

5APRIL2021

OVERVIEW

ACRM has a strong network of social media channels across Twitter, LinkedIn, Facebook and Instagram — more than 100 channels.

This package is for companies who wish to boost their association with ACRM — either as an exhibitor, Live Learning Center, webinar sponsor, email advertiser, or other affiliation.

Elevate the partnership between your company and ACRM.

WHAT YOU GET

- **75 social media mentions** across ACRM channels over a minimum of 4 weeks.
- **Billboard** (static graphic: rectangle 1024p x 512p) optimum for Twitter, LinkedIn, Facebook, emails and webpages.
 - Graphic will be custom-made with your logo (see sample below).



SAMPLE BILLBOARD

INVESTMENT OPPORTUNITIES

*Prices are subject to change without notice

- **75 social media mentions**
- **Custom digital billboard with logo to promote booth, session, or other ACRM-related event or affiliation: \$7,500**

All submitted content is subject to ACRM approval

TURBO BOOST YOUR PRODUCT OR SERVICE

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, Conference App advertising and special ad placement in the Online Program.

CONTACT OPTIONS

- Amie Devine (adevine@ACRM.org)
- Katy Sell (ksell@ACRM.org)
- Lauren Morgan (lmorgan@ACRM.org)
- Evie Thompson (ethompson@ACRM.org)
- Email ThreeSixtyFive@ACRM.org or complete this inquiry form: www.ACRM.org/salesform

CALL

+1.703.435.5335

Online Program Advertising Example:

The screenshot shows the website for the ACRM 97th Annual Conference, held virtually from October 19-24, 2020. The main navigation bar includes the ACRM logo, the conference title, the theme "PROGRESS IN REHABILITATION RESEARCH TRANSLATION TO CLINICAL PRACTICE", and the hashtag #ACRM2020. A search bar is located on the right side of the header.

The main content area is a grid of program categories, each with a representative image and text:

- PRE-CONFERENCE** (19 – 21 OCT 2020)
- CORE CONFERENCE** (21 – 24 OCT 2020)
- SEARCHABLE PROGRAM**
- REGISTER**
- PLENARIES** (POWERHOUSE PLENARIES)
- SOCIAL NETWORKING**
- PRODUCT SHOWCASE**
- SPONSORS**
- FAQs/RESOURCES**
- CME / CEUs**
- PAPERS & POSTERS**
- FEATURED SESSION** (USNews, BEN HARDER)
- ACRM COGNITIVE REHABILITATION TRAINING**
- ACRM LEADERSHIP DEVELOPMENT COURSE**

On the left side, there is a sidebar menu with the following items:

- ACRMconferences.org
- Searchable Schedule
- People
- Posters
- Exhibitors and Sponsors
- Product Showcase
- LEARNING CENTER**
- My Schedule
- Evaluation
- Conference App
- ACRM Trivia Contest

Vertical advertising banners on the right side of the grid contain the text: "AD SPACE AVAILABLE YOUR AD HERE".

