

**NO
IN-PERSON
OPTION FOR
2021**



Annual Conference – Exhibiting Virtual EXPO + Extended Exposure

22JUNE2021

Virtual EXPO + Extended Exposure

OVERVIEW

The Virtual EXPO + Extended Exposure will give vendors and institutions the option to present their services to a global and unrestricted audience. With ACRM's Extended Exposure each vendor will have their own virtual booth, plus have their logo listed throughout the universe of ACRM's exposure (13.5 M+), highlighted in ACRM's social media, and listed in ACRM's weekly eNews.

Please visit the 2021 [Expo Harvester](#) to reserve your VIRTUAL booth today!

HOW THIS WORKS – VIRTUAL BOOTH

You will manage your **Virtual Booth** by creating a custom landing page to include:

- Booth banner
- Introduction video
- Short and long company descriptions
- Tailor your experience by connecting with like-minded attendees using the new 'Matchmaking' feature
- Network and engage in your own virtual video chatroom
- Product videos, photos, links, recordings, and demonstrations
- Attach up to six web links including product websites, supplemental resources, web-hosted videos, and more
- Attach up to six pdf files including marketing materials, white papers, press releases, and more
- 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 data for those who log into the system

- Generate leads in exchange for a random drawing

HOW THIS WORKS – EXTENDED EXPOSURE

- Your **Logo** will be added to the footer of the ACRM website
- Your **Logo** will be added to **ACRM's Vendor Exposure™ (see ACRM Vendor Advertising Exposure)**
 - your logo systemwide, across nearly all ACRM media properties
 - **13.5M+** exposures annually

DURATION

- The **Virtual Booth** will be accessible to all attendees **through 31 December 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

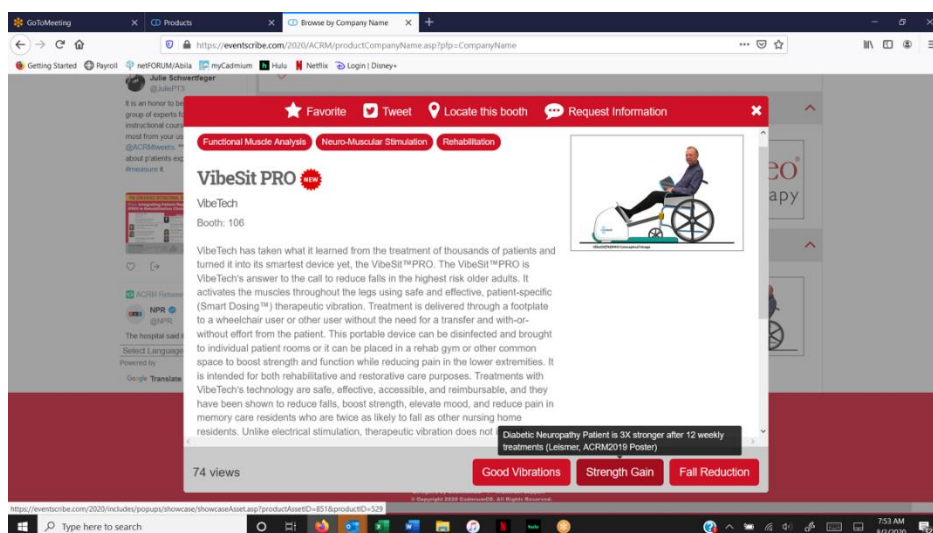
- Your Virtual Booth will be publicized in the **ACRM Conference Online Program** and **Conference App**
- Your Virtual Booth will be promoted in **ACRM eNews**, the weekly e-newsletter
- Your **Virtual Booth** will receive amplification and boosts via the **ACRM Social Media Network** with tweets, LinkedIn,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

INVESTMENT OPPORTUNITIES

*all prices are subject to change without notice

Virtual EXPO + Extended Exposure: \$2,999

Virtual Booth Example (2020):



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, additional social media boosting including sponsored stories (Instagram and Facebook), sponsored social media posts, etc.

CONTACT OPTIONS

- Email ThreeSixtyFive@ACRM.org or complete this inquiry form: www.ACRM.org/salesform

CALL

+1.703.435.5335



ACRM Vendor Advertising Exposure

*based on exposure from Feb 2020 - Jan 2021

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

Additional Bonus Exposure

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



APPLICATION AND AGREEMENT FOR EXHIBIT SPACE

PRINT your company name and address information **exactly** as they should appear in all ACRM publications.

Company Name _____

Company Website _____

Company Street Address _____

City _____ State/Province _____ Postal Code _____

Country _____

Telephone _____ Email _____

Exhibit-related correspondence to be sent to (please type or print):

Contact Name _____ Title _____

Telephone _____ Email _____

Exhibit Rules & Regulations, Terms and Conditions, and Policies

By registering for and/or attending the ACRM 2021 Virtual Conference, ("Conference") all Exhibitors and Booth Representatives agree to be bound by, and comply with, these Exhibitor Rules and Regulations, Terms and Conditions, and Policies. The term "Exhibitor" means the company or person or any of its officers, directors, shareholders, employees, contractors, agents, or representatives listed in this Application and Agreement. It is the Exhibitor's responsibility to read and understand these Exhibitor Rules and Regulations, Terms and Conditions, and Policies.

The ACRM Virtual Conference reserves the right to enforce these rules and regulations, as well as to make final decisions on all points covered or not covered in these rules and regulations. ACRM reserves the right to decline or remove any exhibit/company that, in its judgment, is not suitable or not keeping with the character of the exhibition. At its discretion, ACRM may accept or reject any application for virtual exhibit space. ACRM shall have full authority to interpret or amend these rules, and its decision is final.

Amendments

All exhibit matters and questions not covered in the prospectus, service kit and/or the exhibit contract are subject to the decision of ACRM. These rules and regulations may be amended or changed at any time by the ACRM, and all amendments and changes will be binding on all parties.

Fees and Cancellations

The cost of a virtual exhibit space is \$2,999. All Sales are final. There will be no refunds issued.

Virtual Booth Services

The Exhibitor will have the opportunity to design their virtual exhibit space following the brand guidelines and templates provided via the virtual platform (Cadmium). Further information will be provided under separate cover.

Recording Policy

By exhibiting at the ACRM 2021 Virtual Conference and Expo, you agree to ACRM's Recording Policy. ACRM strictly prohibits the recording (photographic, screen capture, audio and/or video), copying or downloading of content from the sessions, presentations and/or posters at the ACRM 2021 Virtual Conference and Expo. Intent to communicate or disseminate results or discussion presented at the meeting is prohibited until the start of each individual presentation.

Giveaways/Contests/Lotteries

Any exhibitor having a contest or drawing of any kind must follow all governmental laws, ordinances, rules, and regulations. It is the exhibitor's responsibility to make sure they correctly follow all rules and regulations. Any violations will be at the sole expense and fault of the exhibitor. ACRM is not responsible or liable for any contests, drawings or giveaways held prior, during or after the meeting.

No-Show Policy

An exhibiting company will be considered a no-show if its virtual booth space is not prepared for virtual viewing by Thursday, 23 September 2021. The exhibitor shall be deemed to have cancelled their Exhibit Space Application/Contract for the 2021 Virtual Conference and Expo and will forfeit their space. The virtual exhibit space may be assigned to another exhibitor or used by Show Management. ACRM will not provide a refund to the exhibitor.

Payment Terms

All sales are final. Payment of \$2,999 is due at time of reservation submission. If paying by check or wire, full payment must be received net thirty days from date of signed Agreement. Failure to submit payment net 30 days from date of signed Agreement will result in your virtual exhibit space reservation cancellation.

Show Cancellation

It is mutually agreed that in the event that the ACRM 2021 Virtual Conference and Expo is cancelled in whole or in part, or its scheduled opening is cancelled or delayed, due to fire, explosion, strike, freight embargo, act of God, act of public enemy, act of war, war, act of terrorism, civil disturbance, act of any government, de jure or de facto, or other government declaration or regulation, epidemic or other event over which the ACRM has no control, then the exhibitor contract may be immediately amended by ACRM, and exhibitor hereby waives any and all claims against the ACRM for damages, reimbursement, refund, or compensation. ACRM shall not be financially liable in the event the show is interrupted, cancelled, moved, or rescheduled.

Code of Conduct

1. Harassment of attendees or other sponsors/exhibitors will not be permitted.
2. Exhibitor representatives with full access registration are encouraged to attend and participate in the plenary and educational sessions.
3. Educational sessions are not to be used to promote company services.

Sanctions for Violations

ACRM reserves the right to control or prohibit any exhibit that, in its opinion is objectionable, is outside the character and purpose of the Annual Conference & Exhibition or is not in keeping with the policies of ACRM. This reservation refers to companies, persons, products, and printed matter. ACRM may impose appropriate sanctions regarding current or future participation in ACRM exhibit program. In the event of such restrictions or eviction, ACRM will not be liable for any refunds, rentals, or exhibit expense.

Staffing, Use of Space, and Subletting

As a courtesy to the attendees, Exhibitors must staff their virtual booth during all exclusive exhibit times. All Exhibitor activities must be confined to the limits of Exhibitor’s allocated exhibit space and chat room and must not interfere with the activity of other exhibitors. Exhibitors may not sublet, sub-divide or assign their space, or any part thereof.

Indemnification and Hold Harmless

Exhibitors shall indemnify, hold harmless and defend ACRM and the Exhibit Facility and their respective directors, agents and employees from any and all losses, claims, liability, damage, action, judgment recovered from or asserted against them, or other expense (including, without limitation, attorneys’ fees and expenses) arising out of or relating to: (i) any penalty, damage or charges including reasonable attorney’s fees imposed for violation of any law or ordinance occasioned by the act or neglect of Exhibitor or those holding under Exhibitor, (ii) all claims, losses, liability, judgment, cost, damage or expense including reasonable attorney’s fees, arising out of or occasioned by any failure of Exhibitor in any respect to comply with and perform all the requirements and provisions of this Contract.

General

All matters and questions not covered in these Rules and Regulations to exhibit are subject to the express decision of the ACRM in its sole discretion. The terms of this Application and Agreement and all other rules and regulations applicable to the Exhibition and Exhibitor’s space may be amended at any time by the ACRM, and all amendments so made shall be equally binding on the Exhibitor and all other exhibitors affected by them. In the event of any amendment or additions to this Application and Agreement and/or other rules and regulations applicable to the event and the Exhibitor’s exhibit space, written notice will be given by ACRM to the Exhibitor and all other exhibitors that may be affected by them. Without limiting any other rights and legal remedies ACRM may have against Exhibitor, in the event the Exhibitor

does not abide by this Agreement and/or any rules and regulations applicable to the Exhibition and the Exhibitor’s exhibit space, the Exhibitor’s virtual booth payment and privileges will be forfeited.

Acceptance of Application and Agreement

This Application and Agreement shall become effective when it has been submitted by the exhibiting company in the manner described in this section and accepted by a duly authorized representative of ACRM. By the name listed below, the individual represents and warrants that he/she is duly authorized to execute this binding Application and Agreement on behalf of the exhibiting company. By signing below, the exhibiting company agrees to be bound by the Rules & Regulations and Exhibitor Information and Terms of ACRM. The Application and Agreement will then constitute a binding offer, which ACRM may accept by online submission, email, mail, or fax. The exhibiting company agrees that upon acceptance of this Application and Agreement by ACRM, with or without appropriate payment of the exhibition fee and further action by the exhibiting company, this Application and Agreement shall become a legally binding contract, enforceable against the exhibiting company in accordance with its terms.

Signature of Authorized Agent of Exhibiting Company

Date Signed: _____

Send Completed Agreement to ThreeSixtyFive@ACRM.org

Method of Payment

ACRM Tax ID number: 36-2170787

Booth Fee: \$ _____

Quantity of booths x _____

Total Due: \$ _____

Booth Selection #:

1st Choice _____ 2nd Choice _____ 3rd Choice _____

Please invoice me.

Enclosed check # _____
(payable to ACRM)

Mail to: PO Box 896700, Charlotte, NC 28289-6700

Charge to the following:

MasterCard VISA AME Discover

Card No. _____ Exp. _____

CVV/CVC Code (security digits on card) _____

Billing Street Address _____

Billing City, State, Postal _____

Cardholder’s Name _____
(as it appears on card)

Signature *(credit card payments only)*