ACRM is a global non-profit medical association of members seeking to improve lives with rehabilitation research and getting research into clinical practice. This prospectus contains a number of ways that ACRM can help to promote organizations, hospitals, rehabilitation clinics, rehabilitation products, rehabilitation services as well as academic institutions and those with disabling conditions. ACRM has the most advanced database, furthest reach, lowest cost and highest value for reaching your audience and/or marketplace.
WE ARE HERE TO HELP

The sales team is called the ACRM Sales Team 365 because we help build customized solutions to meet your goals any time of the year.

WEBSITE
ACRM.org/sales

EASY INQUIRY FORM
ACRM.org/SalesForm

EMAIL
sales@ACRM.org

CALL
+1.703.435.5335

FAX
+1.866.692.1619

MAILING ADDRESS
11654 Plaza America Drive
Suite 535
Reston, VA 20190

Pricing and offerings are subject to change. For the latest, please visit the product documents here: ACRM.org/sales

SALES TEAM 365

JON
MEGANNE
EVIE

BAHATI
LAUREN
GLENN

SIGNY
AMIE
KEO

JON W. LINDBERG, MBA, CAE, Yale-GELP, Chief Executive Officer
MEGANNE FURNBERG, Executive Administrator
EVIE THOMPSON, Executive Administrative Support

BAHATI LOUIS, Email Communication Specialist
LAUREN MORGAN, Chief of Sales Representative
GLENN COLLINS, Director of Publications, Sales and Social Media

SIGNY ROBERTS, Marketing and Graphics
AMIE DEVINE, Director of Meetings and Expositions
KEO PICH, Director of Membership and Administration

ACRM is a global non-profit medical association of members seeking to improve lives with rehabilitation research and getting research into clinical practice.

This prospectus contains a number of ways that ACRM can help to promote organizations, hospitals, rehabilitation clinics, rehabilitation products, rehabilitation services as well as academic institutions and those with disabling conditions.

ACRM has the most advanced database, furthest reach, lowest cost and highest value for reaching your audience and/or marketplace.
# TABLE of CONTENTS

## CHAPTER 1  ACRM at-a-glance
- Mission ............................................. 6
- Membership ........................................ 10
- Media ............................................... 12
- Meetings ............................................ 14
- Marketing .......................................... 16
- Management ....................................... 18

## CHAPTER 2  ACRM JOURNALS

**ARCHIVES of Physical Medicine & Rehabilitation (ARCHIVES of PM&R)**
- ABOUT the ARCHIVES of PM&R .................. 22
- Print Advertising .................................... 24
- Website Advertising ................................ 30
- eTOC Advertising ................................... 34
- Mobile App Banner Advertising ................. 36
- ARCHIVES of PM&R Open Access & How to Submit .................. 38
- RehabCast Advertising .............................. 40
- ARCHIVES of Rehabilitation Research & Clinical Translation (ARRCT)
  - ARRCT Open Access & How to Submit .......... 42
  - ARRCT Website Advertising ..................... 44

## CHAPTER 3  EMAIL MARKETING
- access rehab professionals
  - E-mail Blast by Contact .......................... 48
  - E-mail Blast by Open Rate ....................... 50

## CHAPTER 4  SPONSORED EDUCATIONAL CONTENT
- Rehabilitation Product WEBINAR™ ................ 54
- Sponsored Recorded Session ...................... 58
- ACRM Meeting Sponsored Session ............... 60

## CHAPTER 5  ACRM ANNUAL CONFERENCE
- Annual Conference Exhibiting 2021 VIRTUAL ONLY .... 64
- Annual Conference Exhibiting 2022 Chicago In-Person + VIRTUAL .... 70
- App Advertising ...................................... 82
- App Push Notifications ............................ 92
- Live Learning Center ................................ 94
- Online Program Advertising ..................... 96
- Group Registrations ................................ 100
- Social Media Mentions & Custom Billboard ........ 102
- Annual Conference 2021 Exhibitor Sponsor Packages .... 104

## CHAPTER 6  ACRM MEMBERSHIP
- ACRM eNews: Advertising ......................... 110
- Website Advertising: ACRM.org .................. 114
- ACRM Group Memberships ....................... 116
- ACRM Institutional Support Program (ISP) .......... 118
- ACRM Institutional Support Page .................. 122
- Surveys Creation & Distribution ................... 126

## CHAPTER 7  MORE OPPORTUNITIES
- ACRM Cognitive Rehabilitation Online Training ........ 138
- ACRM Cognitive Rehabilitation In-Person Training .... 156
- Spring Meeting Exclusive Sponsor ................ 172
- Direct Mail to the ACRM Database ................ 174
- ACRM Rehab Job Board ............................ 176
- The Kitchen Sink: Got an idea? Please let us know .... 180

Please reference the latest product documents: ACRM.org/sales

ACRM reserves the right to change the pricing and/or alter the offerings at any time.
CHAPTER 1
ACRM AT-A-GLANCE
ACRM at-a-glance: 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 Meetings),
• IN PRINT (ACRM ARCHIVES), and
• ONLINE (ACRM.org).

ACRM is truly interdisciplinary — uniting all members of rehabilitation teams from around the world

ACRM is a global community of both researchers and consumers of research, in the field of rehabilitation. ACRM is the only professional association representing all members of the interdisciplinary rehabilitation team, including:

• Researchers and scientists
• Physicians, clinicians and nurses
• Counselors and therapists
• Case managers and administrators
• Biomedical engineers and others
ACRM
AMERICAN CONGRESS OF
REHABILITATION MEDICINE

• ACRM is a non-profit association with a mission to IMPROVE the LIVES through interdisciplinary rehabilitation research
• 98+ year history
• We are interprofessional
• We work with hospitals, universities, professional and advocacy organizations, and rehabilitation professionals GLOBALLY
• We are the fastest-growing professional association in physical medicine and rehabilitation
• We have nearly 25,000 members from more than 65 countries
• We have 22+ interdisciplinary special interest and networking groups
• We promote evidence-based practice and practice-based research
• We are inclusive
• We embrace diverse opinions and thoughts in order to get the science into practice FASTER

Contact: sales@ACRM.org | +1.703.435.5335 | ACRM.org/sales
The heart of ACRM is its members who are actively involved in **22 Community Groups** and more than **90 Task Forces and Committees**.

A primary driving force advancing the mission of ACRM is the dedicated volunteers working within ACRM community groups.

Each Interdisciplinary Special Interest and Networking Group is a unique community where like-minded, yet specialized health care and research colleagues network and collaborate to improve the lives of people living with disabling conditions.
Independently, each group pursues their choice of projects and product development initiatives relative to their interests and expertise.

Collectively, they share a commitment to support the advancement of evidence-based practice, public funding of rehabilitation research and the promotion of high-standards for rehabilitation research.

ACRM audiences are inter-professional across all spectrums of the career timeline — from students to seasoned pros.
ACRM at-a-glance: MEMBERSHIP

Approaching 25,000 members & steadily growing with a database reach of 1,000,000+

The professional home of rehabilitation research lovers

Join, learn, engage

ACRM PAID MEMBERSHIP

INCLUDES: Print subscription to the ARCHIVES of Physical Medicine & Rehabilitation — the oldest and largest rehabilitation journal in the world, full participation in ACRM Community Groups, enjoys member savings on event registration & more.

<table>
<thead>
<tr>
<th>Membership Type</th>
<th>Monthly Price</th>
<th>Yearly Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Person with Disability/Caregiver</td>
<td>$59/month OR 49/month</td>
<td>$499/year OR 499/year</td>
</tr>
<tr>
<td>Student/Resident/Fellow</td>
<td>$59/month OR 49/month</td>
<td>$499/year OR 499/year</td>
</tr>
<tr>
<td>Early Career</td>
<td>$119/month OR 124/month</td>
<td>$1249/year OR 1249/year</td>
</tr>
<tr>
<td>Professional</td>
<td>$289/month OR 299/month</td>
<td>$2999/year OR 2999/year</td>
</tr>
</tbody>
</table>

ACRM FREE MEMBERSHIP

Try ACRM on for size with one of these options. FREE membership does not include a subscription to the ARCHIVES of PM&R and does not enjoy lower pricing on ACRM event registration.

<table>
<thead>
<tr>
<th>Membership Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACRM eMember</td>
<td>Stay in-touch with ACRM &amp; the rehab industry by receiving the industry newsletter, ACRM eNews, in your in-box each Thursday. If you wish to attend ACRM meetings, please join the ACRM PAID level or Six-Month Trial.</td>
</tr>
<tr>
<td>Six-Month Trial*</td>
<td>This membership includes everything included in the ACRM PAID LEVEL above minus the print edition of the ARCHIVES of PM&amp;R. Participate in community group meetings including Task Forces for up to six months.</td>
</tr>
</tbody>
</table>

*Some restrictions apply. Not available to memberships that have lapsed or who have previously been members. Six-month trial membership is for new members only. Limit one time use per person. Prices are USD.
Explosive MEMBERSHIP GROWTH

nearly 25,000 members & climbing fast
ACRM at-a-glance: MEDIA

ACRM is home to two scientific journals

“Archives is the oldest and largest rehabilitation journal in the world”

—Leighton Chan, MD, MPH, FACRM, Co-Editor-in-Chief, Archives of Physical Medicine & Rehabilitation

Archives of Physical Medicine & Rehabilitation (The ARCHIVES) is the acclaimed international journal of ACRM covering the specialty of physical medicine and rehabilitation and allied disciplines.

Original articles report important trends and deliver authoritative information on the therapeutic utilization of physical behavioral and pharmaceutical agents in providing comprehensive care for individuals with chronic illness and disabilities.

According to the Journal Citation Reports, the 2020 Impact Factor for Archives is 3.966. The Archives ranks fifth out of 68 journals in the rehabilitation category. It also has the second highest Impact Factor of all general Rehabilitation journals that are not discipline- or condition-specific and is one of only two journals in the top ten that publish over 200 papers per year.

With more than 30,000 lifetime citations, the ARCHIVES is by far the most cited journal in Rehabilitation.

The ARCHIVES is #1 in Google Scholar Metrics in the field of Rehabilitation Therapy.

MORE about the ARCHIVES: ACRM.org/archives
Archives of Rehabilitation Research & Clinical Translation (ARRCT), an open access journal serving the rehabilitation community.

The Goal — to expedite the transfer of quality rehabilitation research to all members of our field.

ACRM’s Open Access companion journal to the Archives of PM&R. ARRCT publishes original, peer-reviewed research and systematic and other reviews covering important trends and developments in rehabilitation with the goal of advancing the health of persons with chronic diseases and disability. It will also consider exceptional case reports as well as rehabilitation-related images for publication. In addition, through its open access nature, its goal is to expedite the transfer of quality rehabilitation research to all members of our field.

MORE about the ARRCT: ACRM.org/arrct
ACRM at-a-glance: MEETINGS

Held every fall

ACRM Annual Conference

ACRMconference.org

PROGRESS IN REHABILITATION RESEARCH
TRANSLATION TO CLINICAL PRACTICE

WHAT:
- World’s largest interdisciplinary rehabilitation research event every fall
- Evidence-based educational content & community
- Comprised of a 3.5 day main CORE Conference and a 2.5 day Pre-Conference delivering a total of SIX jam-packed days

FOR:
- The whole rehab team
- Those with disabilities and caregivers

CALL FOR PROPOSALS: ACRM.org/call
REGISTER: ACRM.org/register
More than a Conference...

• 6 days of the LATEST RESEARCH translated to practice
• 3.5 days CORE conference
• 2.5 days PRE-conference instructional courses

» NONSTOP CONTENT for 22 focus areas
  • Accessible from anywhere in the world
  • At your own pace
  • Access 100s of hours of content for months

» DOZENS of LIVE VIRTUAL ACRM Community Group Meetings
  • Powerhouse speaker line-up — renowned names in rehab

» NETWORKING with potential collaborators, funders, mentors, employers
  • ACRM is THE place for everyone interested in rehabilitation research
  • YOU are welcome here
  • Internationally relevant rehabilitation content appeal

» CME / CEUs for 13 Disciplines
  • Earn up to 100s of credit hours — more than any other event

» 300+ educational sessions, symposia & lectures

» 600+ scientific papers & poster presentations

» ACRM Product Showcase
  • Discover the latest products and services

» INTERDISCIPLINARY, cooperative, inclusive environment —
  • every member of the rehab team is welcome and valued

» Inter-professional, international audience

» COOPERATIVE INCLUSIVE environment

» 3,000+ attendees from around the world

...Improving lives

ACRMconference.org
ACRM at-a-glance: MARKETING

The ACRM marketing machine

MOST CONVENIENT and BEST VALUE for reaching global interdisciplinary and multi-diagnostic rehabilitation researchers & clinicians around the world

- EASY ACCESS to ACRM MEMBERS
- REACH the ARCHIVES of Physical Medicine & Rehabilitation subscribers
- EMAIL MARKETING to reach REHAB PROFESSIONALS
- SPONSOR EDUCATIONAL CONTENT and find new prospects
- ACRM Annual Conference, APP & Online Program

Because “COMMUNITY” IS the new “MARKETING”

ACRM has created the highway to reach rehabilitation professionals
ACRM has been around for nearly 100 years

ACRM ON SOCIAL MEDIA
ACRM is all over social media in order to help members to expand their reach and to help our communities stick together virtually in between in-person events. Find links to these social media channels here: ACRM.org/socialmedia

<table>
<thead>
<tr>
<th>FLICKR</th>
<th>FACEBOOK</th>
<th>LINKEDIN</th>
<th>TWITTER</th>
<th>YOUTUBE</th>
<th>VIMEO</th>
<th>INSTAGRAM</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACRM</td>
<td><strong>fb, tk</strong></td>
<td>f</td>
<td>in</td>
<td>y</td>
<td>y</td>
<td>v</td>
</tr>
<tr>
<td>ARCHIVES</td>
<td><strong>fb, tk</strong></td>
<td>f</td>
<td>in</td>
<td>y</td>
<td>y</td>
<td>v</td>
</tr>
<tr>
<td>ARCHIVES of Rehabilitation Research &amp; Clinical Translation</td>
<td><strong>fb, tk</strong></td>
<td>f</td>
<td>in</td>
<td>y</td>
<td>y</td>
<td>v</td>
</tr>
</tbody>
</table>

**COMMUNITY GROUPS**

| Brain Injury Interdisciplinary Special Interest Group (BI-ISIG) | **fb, tk** | f        | in      | y       | y     | v         |
| Spinal Cord Injury Interdisciplinary Special Interest Group (SCI-ISIG) | **fb, tk** | f        | in      | y       | y     | v         |
| Stroke Interdisciplinary Special Interest Group | **fb, tk** | f        | in      | y       | y     | v         |
| Arts & Neuroscience Networking Group | **fb, tk** | f        | in      | y       | y     | v         |
| Athlete Development & Sports Rehabilitation Networking Group | **fb, tk** | f        | in      | y       | y     | v         |
| Cancer Rehabilitation Networking Group | **fb, tk** | f        | in      | y       | y     | v         |
| Complementary Integrative Rehabilitation Medicine Networking Group | **fb, tk** | f        | in      | y       | y     | v         |
| Early Career Networking Group | **fb, tk** | f        | in      | y       | y     | v         |
| Geriatric Rehabilitation Networking Group | **fb, tk** | f        | in      | y       | y     | v         |
| Health Services Research Networking Group | **fb, tk** | f        | in      | y       | y     | v         |
| International Networking Group | **fb, tk** | f        | in      | y       | y     | v         |
| Measurement Networking Group | **fb, tk** | f        | in      | y       | y     | v         |
| Military/Veterans Affairs Networking Group | **fb, tk** | f        | in      | y       | y     | v         |
| Neurodegenerative Diseases Networking Group | **fb, tk** | f        | in      | y       | y     | v         |
| Neuroplasticity Networking Group | **fb, tk** | f        | in      | y       | y     | v         |
| Pediatric Rehabilitation Networking Group | **fb, tk** | f        | in      | y       | y     | v         |
| Physicians & Clinicians Networking Group | **fb, tk** | f        | in      | y       | y     | v         |
| Rehabilitation Treatment Specification Networking Group | **fb, tk** | f        | in      | y       | y     | v         |
| Technology Networking Group | **fb, tk** | f        | in      | y       | y     | v         |
| Limb Restoration Rehabilitation Group | **fb, tk** | f        | in      | y       | y     | v         |
| Pain Rehabilitation Group | **fb, tk** | f        | in      | y       | y     | v         |
| Lifestyle Medicine Group | **fb, tk** | f        | in      | y       | y     | v         |

**EVENTS**

| ACRM Annual Conference | **fb, tk** | f        | in      | y       | y     | v         |
| ACRM Training Institute Spring Meeting | **fb, tk** | f        | in      | y       | y     | v         |
| ACRM Cognitive Rehabilitation Training | **fb, tk** | f        | in      | y       | y     | v         |

ACRM believes in the power of helping each other & encourages thoughtful + kind social media use 🖤
## ACRM at-a-glance: MANAGEMENT

### BOARD of GOVERNORS

#### EXECUTIVE COMMITTEE

<table>
<thead>
<tr>
<th></th>
<th>Name</th>
<th>Title</th>
<th>Institution/Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Pamela Roberts, PhD, OTR/L, SCFES, FAOTA, CPHQ, FNAP, FACRM</td>
<td>President, Physical Medicine and Rehabilitation, Executive Director Office of the Chief Medical Officer, and Co-Director Division of Informatics</td>
<td>Cedars-Sinai, Los Angeles, CA</td>
</tr>
<tr>
<td>B</td>
<td>Stephanie A. Kolakowsky-Hayner, PhD, CBIST, FACRM</td>
<td>President Elect</td>
<td>Magellan Federal, Silver Springs, MD</td>
</tr>
<tr>
<td>C</td>
<td>Fofi Constantinidou, PhD, CCC-SLP, CBIS, FACRM, FASHA</td>
<td>Secretary, Professor of Language Disorders &amp; Clinical Neuropsychology, Director Center for Applied Neuroscience</td>
<td>University of Cyprus, Nicosia, Cyprus</td>
</tr>
<tr>
<td>D</td>
<td>Brad Kurowski, MD, MS, FACRM</td>
<td>Treasurer, Cincinnati Children’s Hospital Medical Center</td>
<td>Cincinnati, OH</td>
</tr>
<tr>
<td>E</td>
<td>Deborah Backus, PT, PhD, FACRM</td>
<td>Past President</td>
<td>Vice President of Research &amp; Innovation</td>
</tr>
<tr>
<td>F</td>
<td>Jon Lindberg, MBA, CAE, Yale-GELP</td>
<td>Chief Executive Officer</td>
<td>ACRM, Reston, VA</td>
</tr>
</tbody>
</table>

#### PRESIDENT

<table>
<thead>
<tr>
<th></th>
<th>Name</th>
<th>Title</th>
<th>Institution/Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Pamela Roberts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>B</td>
<td>Stephanie A. Kolakowsky-Hayner</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### SECRETARY

<table>
<thead>
<tr>
<th></th>
<th>Name</th>
<th>Title</th>
<th>Institution/Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>C</td>
<td>Fofi Constantinidou</td>
<td></td>
<td></td>
</tr>
<tr>
<td>D</td>
<td>Brad Kurowski</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### TREASURER

<table>
<thead>
<tr>
<th></th>
<th>Name</th>
<th>Title</th>
<th>Institution/Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>E</td>
<td>Deborah Backus</td>
<td></td>
<td></td>
</tr>
<tr>
<td>F</td>
<td>Jon Lindberg</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### PAST PRESIDENT

<table>
<thead>
<tr>
<th></th>
<th>Name</th>
<th>Title</th>
<th>Institution/Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Pamela Roberts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>B</td>
<td>Stephanie A. Kolakowsky-Hayner</td>
<td></td>
<td></td>
</tr>
<tr>
<td>C</td>
<td>Fofi Constantinidou</td>
<td></td>
<td></td>
</tr>
<tr>
<td>D</td>
<td>Brad Kurowski</td>
<td></td>
<td></td>
</tr>
<tr>
<td>E</td>
<td>Deborah Backus</td>
<td></td>
<td></td>
</tr>
<tr>
<td>F</td>
<td>Jon Lindberg</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### EXECUTIVE COMMITTEE MEMBERS-AT-LARGE

<table>
<thead>
<tr>
<th></th>
<th>Name</th>
<th>Title</th>
<th>Institution/Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>G</td>
<td>Risa Nakase-Richardson, PhD, FACRM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>H</td>
<td>Jeanne M. Zanca, PhD, MPT, FACRM</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### EARLY CAREER MEMBER-AT-LARGE

<table>
<thead>
<tr>
<th></th>
<th>Name</th>
<th>Title</th>
<th>Institution/Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Virginia Mills, MS, PT, CCM, LiC.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>J</td>
<td>Christina Papadimitriou, PhD</td>
<td></td>
<td></td>
</tr>
<tr>
<td>K</td>
<td>Deirdre R. Dawson, PhD, OT Reg.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>L</td>
<td>Dawn Neumann, PhD, FACRM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>M</td>
<td>Brooks C. Wingo, PhD</td>
<td>Associate Professor, University of Alabama at Birmingham</td>
<td></td>
</tr>
</tbody>
</table>
SPINAL CORD INJURY-ISIG CHAIR
Interdisciplinary Special Interest Group
N / Ceren Yarar-Fisher, PT, PhD
University of Alabama at Birmingham
Birmingham, AL

STROKE-ISIG CHAIR
Interdisciplinary Special Interest Group
O / Veronica T. Rowe, PhD, OTR/L
Assistant Professor, Georgia State University, Department of Occupational Therapy, Byrdine F. Lewis College of Nursing & Health Professions
Atlanta, GA

BRAIN INJURY-ISIG CHAIR
Interdisciplinary Special Interest Group
P / Thomas F. Bergquist, PhD, LP, ABPP, FACRM Associate Professor, Mayo Clinic
Rochester, MN

MEASUREMENT-ISIG CHAIR
Interdisciplinary Special Interest Group
Q / Allan Kozlowski, PhD, BSc (PT)
Director of Outcomes Research, John F. Butzer Center for Research & Innovation Assistant Professor, Department of Epidemiology and Biostatistics, Michigan State University Mary Free Bed Rehabilitation Hospital

PROGRAM COMMITTEE CHAIR
R / Megan Mitchell, PhD
Human Factors Researcher
Cerner Corporation

CO-EDITOR-IN-CHIEF Archives of Physical Medicine & Rehabilitation
S / Leighton Chan, MD, MPH, FACRM
*Dr. Chan is serving in his personal capacity
Bethesda, MD

CO-EDITOR-IN-CHIEF Archives of Physical Medicine & Rehabilitation
T / Allen W. Heinemann, PhD, ABPP (RP), FACRM
Professor, Physical Medicine and Rehabilitation, Northwestern University
Shirley Ryan AbilityLab
Chicago, IL

EDITOR-IN-CHIEF
Jeffrey R. Basford, MD, PhD, FACRM
U / Professor, Physical Medicine and Rehabilitation Mayo Clinic
Rochester, MN

**MEMBERS EX-OFFICIO**

![Member Photos]

**ACRM**
AMERICAN CONGRESS OF REHABILITATION MEDICINE
CHAPTER 2
ACRM JOURNALS

ACRM
AMERICAN CONGRESS OF REHABILITATION MEDICINE
ARCHIVES of Physical Medicine and Rehabilitation
ARCHIVES of PM&R aka “The ARCHIVES”

Print Circulation: 12,300
Pass-along** Circulation: 17,572

Circulation*
Archives circulation includes reach to all office-based and hospital-based AMA Board Certified PM&R physicians

Impact Factor: 3.966
5-year Impact Factor: 4.489

Ranked #1 publication in Rehabilitation Therapy by Google Scholar Metrics

*Elsevier Publisher Statements and LWW website June 2018
The journal offers a variety of advertising options & customizable solutions — from the print side PLUS the new, robust online platform (see pg 26)

» Target specific healthcare professionals with a single campaign

» Digital advertising delivers your message and drives traffic to your landing page while users are actively seeking and viewing specialty content.

» Metrics are sent on a monthly basis.

The ARCHIVES is the oldest and largest rehabilitation journal in the world
ARCHIVES of Physical Medicine & Rehabilitation
(The ARCHIVES)

SCHEDULE – LIMITED OPPORTUNITIES AVAILABLE

ABOUT The ARCHIVES

- #1 in Google Scholar Metrics for the field of Rehabilitation Medicine
- 3.098 impact factor
- 100-year-old journal, founded in 1920
- 17,592 print subscribers
- 24,309+ Lifetime Citations
- 50,000+ unique visitors per month
- 60%+ of the content comes from outside of the United States
- 65,000+ monthly visits to www.Archives-PMR.org
- 2.8M+ downloads in 2019 (1 every 12 seconds)

The ARCHIVES is the most influential journal on rehabilitation in the world—it’s papers have been cited more than any other rehabilitation journal.

HOW THIS WORKS

- Advertising in The ARCHIVES solidifies your place among monthly information provided to members.
- Advertising in The ARCHIVES allows your company to reach industry decision-makers.

ACRM.org/ArchivesPrintAds
*All submitted content is subject to ACRM approval*

**MARKETING**

**ADVERTISING OPPORTUNITIES**

- **1-page and ½-page ads** Available in black and white or color
- **Cover Tips** An eye-catching and cost-effective way to get your message in front of an engaged audience of 10,000 physicians.
- **Poly-Bagged Outserts** Strategically position your brand message alongside trusted, relevant content. Effectively distribute your promotional materials with our highly respected, specialty-leading journals. Capture a reader’s attention before they even open the journal with promotional brochures, conference collateral, CDs/ DVDs, and more.
- **Bellyband** IMPOSSIBLE to MISS – Your message completely wraps the issue. Bellyband advertising is designed to target a specific sub-set of APM&R subscribers with high impact print advertising.

**DETAILS**

Prices listed are for 1 advertisement run in one monthly issue. Discounts for multiple inserts may apply.

**INVESTMENT OPPORTUNITIES**

*all prices are subject to change without notice*

- ½ Page Ad (B/W): $1,445
- ½ Page Ad (Color): $2,115
- 1 Page Ad (B/W): $2,085
- 1 Page Ad (Color): $2,755
- Cover Tips: $7,500 + printing costs
- Poly-Bagged Outserts: $8,000
- Bellyband: $8,000 + printing costs
- Contact us for more advertising opportunities

Cover Tip: Glue strip on left side.
Your message here
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.

MECHANICAL SPECIFICATIONS

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>NON BLEED</th>
<th>BLEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim</td>
<td>8-1/4” x 11”</td>
<td>—</td>
</tr>
<tr>
<td>Full Page</td>
<td>7-3/4” x 10-1/2”</td>
<td>8-1/2” x 11-1/4”</td>
</tr>
<tr>
<td>Spread</td>
<td>15” x 10”</td>
<td>16-3/4” x 11-1/4”</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7” x 5”</td>
<td>8-1/2” x 5-3/4”</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3-1/2” x 10”</td>
<td>4-3/8” x 11-1/4”</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3-1/2” x 5”</td>
<td>—</td>
</tr>
</tbody>
</table>

Keep live matter 1/4” from all trim edges.

- File format: high-resolution PDF

COVER TIP DESCRIPTION, KEY INFO, & SPECS

- Standard 2-sided
- Size range:
  - Minimum: 4”H x 6”W
  - Maximum: 7”H X 8”W
- Client-provided artwork
- Additional printing, shipping, and handling charges may apply

POLY-BAGGED OUTSERT DESCRIPTION, KEY INFO & SPECS

**Description:** Whatever collateral you have on-hand, or wish to produce, buying an Outsert puts your collateral front and center and in the hands of all journal subscribers. From a product brochure to a postcard, flyer or multi-page newsletter, or a fold-out multi-panel leaflet — an outsert is produced and shipped by the advertiser and can be anything smaller than the journal trim size.
Key Info & Specs:

- Final size must be SMALLER than the size of the journal itself — known in the industry as the "trim size".
- THE ARCHIVES of PM&R trim size = 8.25 x 11
- Maximum weight = Additional fees may apply for weight
- A PDF of the piece must be reviewed and approved by ACRM prior to order confirmation and before the advertiser orders their printing.
- **15,000 printed copies** are needed in New Hampshire / Elsevier publishing house by the **15th of the month** before the insertion issue.
  - SPECIAL SHIPPING LABELING: please be sure all boxes are marked with "YAPMR volume/issue"

**TO:** Archives of Physical Medicine and Rehabilitation Dartmouth Journal Services Inc.  
69 Lyme Road  
Hanover, NH 03755  
(800) 244-8320 ext. 234  
Attn: Elsevier Team

- Advertiser is responsible for printing & shipping their material on time.

**PRINT CLOSINGS**

<table>
<thead>
<tr>
<th>VOLUME/ISSUE</th>
<th>PUBLICATION DATE</th>
<th>PRINT SPACE CLOSING DATE</th>
<th>PRINT MATERIALS DEADLINE</th>
<th>INSERTS DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>102/2</td>
<td>February 2021</td>
<td>1/4/2021</td>
<td>1/7/2021</td>
<td>1/14/2021</td>
</tr>
<tr>
<td>102/3</td>
<td>March 2021</td>
<td>2/2/2021</td>
<td>2/5/2021</td>
<td>2/12/2021</td>
</tr>
<tr>
<td>102/6</td>
<td>June 2021</td>
<td>5/5/2021</td>
<td>5/10/2021</td>
<td>5/17/2021</td>
</tr>
<tr>
<td>102/8</td>
<td>August 2021</td>
<td>7/6/2021</td>
<td>7/9/2021</td>
<td>7/16/2021</td>
</tr>
<tr>
<td>102/9</td>
<td>September 2021</td>
<td>8/5/2021</td>
<td>8/10/2021</td>
<td>8/17/2021</td>
</tr>
<tr>
<td>102/10</td>
<td>October 2021</td>
<td>9/2/2021</td>
<td>9/8/2021</td>
<td>9/15/2021</td>
</tr>
<tr>
<td>102/11</td>
<td>November 2021</td>
<td>10/6/2021</td>
<td>10/11/2021</td>
<td>10/18/2021</td>
</tr>
<tr>
<td>102/12</td>
<td>December 2021</td>
<td>11/2/2021</td>
<td>11/5/2021</td>
<td>11/12/2021</td>
</tr>
</tbody>
</table>

No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable. Dates subject to change.
BELLYBAND DESCRIPTION, KEY INFO & SPECS

- Size range: Between 1/2 to 3/4 the size of the journal page, width may vary. Please work out exact specs with the sales and production office.
- Client-provided artwork
- Additional printing, shipping, and handling charges may apply

CONTACT OPTIONS

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

CALL

+1.703.435.5335
ABOUT The ARCHIVES
• #1 in Google Scholar Metrics for the field of Rehabilitation Medicine
• 3.098 impact factor
• 100-year-old journal, founded in 1920
• 17,592 print subscribers
• 24,309+ Lifetime Citations
• 50,000+ unique visitors per month
• 60%+ of the content comes from outside of the United States
• 65,000+ monthly visits to www.Archives-PMR.org
• 2.8M+ downloads in 2019 (1 every 12 seconds)

The ARCHIVES is the most influential journal on rehabilitation in the world—its papers have been cited more than any other rehabilitation journal.

HOW THIS WORKS
• Advertising in The ARCHIVES solidifies your place among information provided to members.
• Advertising in The ARCHIVES allows your company to reach industry decision-makers.

*All submitted content is subject to ACRM approval*
**ACRM will place an ‘advertisement’ disclaimer on all ads**
MARKETING

ADVERTISING OPPORTUNITIES

- **Leaderboard** (728p x 90p) Journal banner and logo set to display on all non-content journal pages
- **Skyscraper** (160p x 600p) Right hand column of journal page, displays on all non-content pages
- **Large Rectangle** (300p x 250p) Bottom center of the page, displays on HOMEPAGE only
- **Mobile Leaderboard** (300p x 50p) Journal banner and logo set to display on all non-content journal pages when viewed on a mobile device

DETAILS

- Rate given below is CPM or Cost Per Thousand (1,000 ad units served)
- Leaderboard banner remains in place during scroll for 8 seconds.
- Skyscraper remains in place on right side throughout scroll.

INVESTMENT OPPORTUNITIES

*all prices are subject to change without notice*

- **Leaderboard**: $100 CPM
- **Skyscraper**: $100 CPM
- **Large Rectangle**: $100 CPM
- **Mobile Leaderboard**: $100 CPM
- **$2,500 minimum ad placement**

MECHANICAL SPECIFICATIONS

- File format: JPG, GIF (Max 3 loops of animation, up to 15 seconds per loop) or SWF (rich media) at 72 DPI
- 200KB max file size
- Target URL required

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
ARCHIVES of PM&R eTOC ADVERTISING

Archives of PMR – eTOC Advertising

ARCHIVES of Physical Medicine & Rehabilitation (The ARCHIVES)

SCHEDULE — ADS SOLD ON A MONTHLY BASIS – FIRST COME, FIRST SERVE

- February 2021 – SOLD OUT
- March 2021 – SOLD OUT
- April 2021 – Available
- May 2021 – Available
- June 2021 – Available
- July 2021 - Available
- August 2021 - Available
- September 2021 – Available
- October 2021 – Available
- November 2021 - Available
- December 2021 – Available

ABOUT The ARCHIVES

- #1 in Google Scholar Metrics for the field of Rehabilitation Medicine
- 3.098 impact factor
- 100-year-old journal, founded in 1920
- 17,592 print subscribers
- 24,309+ Lifetime Citations
- 50,000+ unique visitors per month
- 60%+ of the content comes from outside of the United States
- 65,000+ monthly visits to www.Archives-PMR.org
- 2.8M+ downloads in 2019 (1 every 12 seconds)

The ARCHIVES is the most influential journal on rehabilitation in the world—it’s papers have been cited more than any other rehabilitation journal.

ACRM.org/ArchivesEtocAds
HOW THIS WORKS

- Your ad will make it through spam filters because each subscriber self-registers.
- Advertising in The ARCHIVES eTOC solidifies your place among critical information provided to members.
- Advertising in The ARCHIVES eTOC allows your company to reach industry decision-makers.

*All submitted content is subject to ACRM approval*
**ACRM will place an ‘advertisement’ disclaimer on all ads**

MARKETING

ADVERTISING OPPORTUNITIES

- **Leaderboard** (728p x 90p)
- **Skyscraper** (160p x 600p)
- **Large Rectangle** (300p x 250p)

DETAILS

Prices listed are per month and per location.

INVESTMENT OPPORTUNITIES

*All prices are subject to change without notice*

- **Leaderboard**: $1,500
- **Skyscraper**: $1,250
- **Large Rectangle**: $1,000
- **100% Share of Voice (All 3 ads in one month)**: $2,999

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
ARCHIVES of Physical Medicine & Rehabilitation (The ARCHIVES)

SCHEDULE — ADS SOLD ON A MONTHLY BASIS

ABOUT The ARCHIVES

• #1 in Google Scholar Metrics for the field of Rehabilitation Medicine
• 3.098 impact factor
• 100-year-old journal, founded in 1920
• 17,592 print subscribers
• 24,309+ Lifetime Citations
• 50,000+ unique visitors per month
• 60%+ of the content comes from outside of the United States
• 65,000+ monthly visits to www.Archives-PMR.org
• 2.8M+ downloads in 2019 (1 every 12 seconds)

The ARCHIVES is the most influential journal on rehabilitation in the world—its papers have been cited more than any other rehabilitation journal.

HOW THIS WORKS

• Advertising in The ARCHIVES solidifies your place among monthly information provided to members.
• Advertising in The ARCHIVES allows your company to reach industry decision-makers.

*All submitted content is subject to ACRM approval*
**ACRM will place an ‘advertisement’ disclaimer on all ads**

ACRM.org/ArchivesMobileAds
MARKETING

ADVERTISING OPPORTUNITIES

TABLET
- Interstitial, Landscape (1024p x 768p)
- Interstitial, Portrait (768p x 1024p)
- Home Screen/ToC/Abstract Page (728p x 90p)
- Article Menu Bar (160p x 600p)

SMARTPHONES
- Interstitial (320p x 480p)
- Home Screen/RoC/Abstract Page (300p x 50p)

DETAILS
Price is $1,200 per month with a minimum of 3 months

INVESTMENT OPPORTUNITIES
*All prices are subject to change without notice
Each option listed above is sold separately and the investment is $1,200 each.

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
ARCHIVES of Physical Medicine & Rehabilitation
(The ARCHIVES)

SCHEDULE — Papers are submitted, evaluated, and accepted papers published on a rolling basis

ABOUT The ARCHIVES
• #1 in Google Scholar Metrics for the field of Rehabilitation Medicine
• 3.098 impact factor
• 100-year-old journal, founded in 1920
• 17,592 print subscribers
• 24,309+ Lifetime Citations
• 50,000+ unique visitors per month
• 60%+ of the content comes from outside of the United States
• 65,000+ monthly visits to www.Archives-PMR.org
• 2.7M+ downloads in 2019 (1 every 12 seconds)

The ARCHIVES is the most influential journal on rehabilitation in the world—its papers have been cited more than any other rehabilitation journal.
HOW THIS WORKS

• *The Archives of Physical Medicine and Rehabilitation* is a scientific, peer-reviewed journal that publishes original articles that report on important trends and developments in physical medicine and rehabilitation and in the wider interdisciplinary field of rehabilitation.

• *The ARCHIVES* is a subscription-based journal available to ACRM members and to 5,000+ institutions worldwide.

• Authors submitting their work to *The ARCHIVES* should follow the author instructions and submit their paper here.

• Authors in *The ARCHIVES* have the option to publish their article under the gold open access model by paying an article processing charge (APC).

ARTICLE PROCESSING CHARGES

• ACRM Member Benefit: 25% discount off the article processing charge

• Original Research, Review Articles, Special Communication and Brief Reports: $2,625 for members / $3,500 for non-members

DETAILS

• Authors only pay the article processing charge (APC) for accepted manuscripts. There are no submission fees.

• Articles are published under the CC BY-NC-ND license.

• Articles will be freely available online and still appear in a print issue of the journal.

DISSEMINATE YOUR RESEARCH

*The ARCHIVES* is the most-cited lifetime journal in the field of physical medicine and rehabilitation and rated number one in google scholar. Articles in *The ARCHIVES* are downloaded 2.7 million+ times per year. Publishing your work in *The ARCHIVES* under the open access model ensures it will meet the widest possible audience leading to higher citations and greater impact.

CONTACT OPTIONS

• Glenn Collins, Managing Editor (gcollins@ACRM.org)

• Editorial Office (ArchivesMail@Archives.ACRM.org)

CALL

+1.703.435.5335
SCHEDULE – LIMITED OPPORTUNITIES AVAILABLE

OVERVIEW
RehabCast is the official monthly podcast of the Archives of Physical Medicine and Rehabilitation.

Hosted by Dr. Ford Vox, MD, Shepherd Center, RehabCast features in-depth interviews with scientists publishing in the journal and news briefs relevant to all rehabilitation clinicians — PM&R physicians, physical therapists, occupational therapists, speech-language pathologists, psychologists and more.

HOW THIS WORKS
As of March 23, 2021, there have been 32 episodes of RehabCast and new episodes are recorded regularly. The past 12 episodes have an average of 3,700 listens across multiple platforms (Soundcloud, iTunes, etc.). The episodes range from 22 to 45 minutes long on average.

The vendor will send the script to ACRM and ACRM will use their own voiceover person to make the recording. ACRM will add the disclaimer “The following is a paid advertisement from X. ACRM does not assume responsibility for content on sites external to ACRM.org.” at the beginning of the script. The ad will run at the beginning of the episode before the opening credits. Ads are subject to approval from ACRM.
INVESTMENT OPPORTUNITIES

Vendors may purchase either a one or multiple episode spot. Spots are sold on a first-come, first-serve basis. There is one EXCLUSIVE spot available per episode. Episodes are always available and live forever.

Vendors may also purchase full-year sponsorship if available. Their advertisement will run before every episode for a minimum guaranteed 10 episodes.

ACRM will announce the vendor as the official sponsor of RehabCast before each episode and acknowledge their sponsorship in official postings for RehabCast and on the RehabCast webpage.

**INVESTMENT OPPORTUNITIES**

*All prices are subject to change without notice*

- $2,000 for a 30-second ad in one episode
- $3,500 for two 30-second ads (one per episode)
- $5,500 for three 30-second ads (one per episode)
- $10,000 for six 30-second ads (one per episode)
- $15,000 to purchase full-year sponsorship (guaranteed to run in 10 episodes or every episode in the 365-day period from the first episode the spot runs in)

**CONTACT OPTIONS**

- Lauren Morgan (lmorgan@ACRM.org)
- Email ThreeSixtyFive@ACRM.org or complete this inquiry form: www.ACRM.org/salesform

**CALL**

+1.703.435.5335
SCHEDULE — Papers are submitted, evaluated, and accepted papers published on a rolling basis

OVERVIEW

- Open Access Journal serving the rehabilitation research and clinical practice community
- 55,000+ downloads per year in just its second year of publication (276% increase over year one)
- Online only journal publishing under the gold open access model - all articles are free to all
- Currently indexed in the Directory of Open Access Journals (DOAJ) with applications to Scopus and PubMedCentral (PMC) pending
- Companion journal to the Archives of PM&R

ARRCT is quickly establishing itself as THE open access journal for the field of physical medicine and rehabilitation. Together the Archives and ARRCT provide complete coverage of the latest research and its clinical applications to the PM&R world.

HOW THIS WORKS

- ARRCT is a scientific, peer-reviewed open access journal accepting submissions in the field of physical medicine and rehabilitation
- ARRCT publishes original, peer-reviewed research and systematic and other reviews covering important trends and developments in rehabilitation. It also considers exceptional case reports, qualitative research, and methodological protocols
- Authors should prepare their manuscript according to the Author Instructions and submit them online here

ACRM.org/arrctOpenAccess
ARTICLE PROCESSING CHARGES

- **ACRM Member Benefit:** 25% discount off the article processing charge
- **Original Research, Special Communication, and Review papers:** $1,500 for members of ACRM and $2,000 for non-members
- **Methodology and Research Protocols:** $1,500 for members of ACRM and $2,000 for non-members
- **Quality Improvement:** $1,000 for members of ACRM and $1,500 for non-members
- **Case Reports and Images in Rehabilitation:** $375 for members of ACRM and $500 for non-members
- **Correspondence:** No Charge
- **Fees, in special situations (e.g., you are from a country that is eligible for the Research for Life program) may be reduced or waived after review by the ARRCT’s Editor-in-Chief.**

DETAILS

- Authors only pay the article processing charge (APC) for accepted manuscripts. There are no submission fees.
- Authors may submit directly to the journal. Alternatively, their submission to the Archives of Physical Medicine and Rehabilitation may be referred to ARRCT pending their approval.
- Articles are published under the CC BY-NC-ND license.

DISSEMINATE YOUR RESEARCH

With the mission of IMPROVING LIVES of those with disabling conditions through interdisciplinary rehabilitation research, ACRM curates and disseminates word class rehabilitation research. Publishing your article in ARRCT under the open access model strengthens this mission. Since all articles are freely available, they each have the potential to be viewed by more people. This will lead to higher usage, citations and ultimately, impact for your work.

CONTACT OPTIONS

- Glenn Collins, Managing Editor (gcollins@ACRM.org)
- Editorial Office (OpenAccess@ACRM.org)

CALL

+1.703.435.5335
SCHEDULE — LIMITED OPPORTUNITIES AVAILABLE

OVERVIEW

• Open Access Journal serving the rehabilitation research and clinical practice community
• 55,000+ downloads per year in just its second year of publication (276% increase over year one)
• Online only journal publishing under the open access model - all articles are free to all
• Companion journal to the Archives of PM&R

ARRCT is quickly establishing itself as THE open access journal for the field of physical medicine and rehabilitation. Together The ARCHIVES and ARRCT provide complete coverage of the latest research and its clinical applications to the PM&R world.

HOW THIS WORKS

• Advertising in the ARRCT solidifies your place among information provided to members.
• Advertising in the ARRCT allows your company to reach industry decision-makers.

*All submitted content is subject to ACRM approval*
MARKETING

ADVERTISING OPPORTUNITIES
• **Leaderboard** (728px x 90px) Journal banner and logo set to display on all non-content journal pages

DETAILS
• Rate given below is CPM or Cost Per Thousand (1,000 ad units served)
• Leaderboard banner remains in place during scroll for 8 seconds.
• Skyscraper remains in place on right side throughout scroll.

INVESTMENT OPPORTUNITIES
*all prices are subject to change without notice*
• **Leaderboard: $100 CPM**
• **$1,500 minimum ad placement**

MECHANICAL SPECIFICATIONS
• File format: JPG, GIF (Max 3 loops of animation, up to 15 seconds per loop) or SWF (rich media) at 72 DPI
• 200KB max file size
• Target URL required

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
CHAPTER 3

EMAIL MARKETING

direct access to rehab professionals

ACRM
AMERICAN CONGRESS OF
REHABILITATION MEDICINE
Email Blast by Contact

SCHEDULE — LIMITED OPPORTUNITIES AVAILABLE

OVERVIEW
ACRM offers the opportunity to send your message in Email Blast to the exclusive ACRM database.

ACRM sends your message through the ACRM email service provider from your html design.

In this instance, ACRM will send your message to one identified group a total of three times. After each round, email recipients who opened the message will be removed for the following round.

*All submitted content is subject to ACRM approval*

HOW THIS WORKS

STEP 1) Vendor identifies the target audience (geography, diagnostic, and/or disciplines)
STEP 2) Vendor identifies the desired Open Rate and provides ACRM with an html designed email.
STEP 3) ACRM identifies the number of emails that will be sent based on the desired Open Rate as well as ACRM’s open rate experience.
STEP 4) ACRM sends the first email distribution, waits three business days, and then sends the second email distribution, waits three business days, then sends out the final email distribution.
STEP 5) ACRM sends a final report to the vendor with total emails sent + total open rate.
INVESTMENT OPPORTUNITIES
*all prices are subject to change without notice

- Email Blast by Contact: $0.50 per target email
- Minimum purchase of $2,500, which provides emails to 5,000 contacts

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
SCHEDULE — LIMITED OPPORTUNITIES AVAILABLE

OVERVIEW
ACRM offers the opportunity to send your message in Email Blast to the exclusive ACRM database.

ACRM sends your message through the ACRM email service provider with your html designed message.

*All submitted content is subject to ACRM approval*

HOW THIS WORKS
- **STEP 1)** Vendor identifies the target audience (geography, diagnostic, and/or disciplines)
- **STEP 2)** Vendor identifies the desired Open Rate
- **STEP 3)** ACRM continues to send messages to the target audience until the desired Open Rate is received

USE CASE
- **STEP 1)** Vendor target is North America, spinal cord injury, the full rehab team.
- **STEP 2)** Vendor seeks an open rate of 1,000
- **STEP 3)** ACRM sends messages to some multiple of 1,000 based on historical open rate statistics. ACRM will send additional messages until the 1,000 open rate limit is reached. The vendor will not be charged above the contracted amount.
INVESTMENT OPPORTUNITIES
*all prices are subject to change without notice

- Email Blast by Open Rate: $5 per open email. $5,000 minimum order

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
CHAPTER 4

SPONSORED EDUCATIONAL CONTENT

important to your customers
SCHEDULE
These are offered on a first come, first serve basis with fluctuating availability.

OVERVIEW
This program is designed to simultaneously promote the vendors, institutions, hospitals, and organizations, as well as their products and services while also providing the latest, greatest information to the millions of researchers and clinicians in the rehab world.

HOW THIS WORKS
- ACRM and the sponsor to cooperatively identify the topic.
- ACRM to strongly promote the Rehabilitation Product WEBINAR™ ahead of the event.
- Hold the live Rehabilitation Product WEBINAR™, which will include Q&A as well as Live Chat.
- The live webinar will be presented and recorded on ACRM’s platform. The sponsor provides the speakers.
- The recorded webinar will be posted on ACRM’s public facing website, www.ACRM.org/RehabilitationProductWEBINAR™ as an MP4 file.
- The sponsor will receive a copy of the MP4 file for their own use.
- Rehabilitation Product WEBINAR™ remains on ACRM’s website and will be promoted for one full year.
- Please scroll all the way to the bottom for an overview of “ACRM’s Pandemic Webinar Series”, as well as usage statistics.

After the day and time of your Event is confirmed, and after payment is received, and your logo and information are officially provided, then the ACRM marketing team gets to work on the Event publicity and your recognition.
MARKETING

EVENT PUBLICITY

- Your Rehabilitation Product WEBINAR™ will receive a custom digital billboard “badge graphic” complete with your logo.
- Your Rehabilitation Product WEBINAR™ will receive a custom landing page on ACRM.org.
- Your Rehabilitation Product WEBINAR™ will be promoted in ACRM eNews, the weekly e-newsletter.
- Your Rehabilitation Product WEBINAR™ will receive amplification and boosts via the ACRM Social Media Network with dedicated posts on twitter, LinkedIn, Facebook, and Instagram and support from our 100+ social media channels.

DETAILS/SPONSOR RECOGNITION — ACRM e365

- Your Logo, with a Hyperlink will be added to your Rehabilitation Product WEBINAR™ landing page: www.ACRM.org/SponsorABC
- Your logo will be added to ACRM’s Vendor Exposure™ www.ACRM.org/VendorExposure giving you 13.5M+ exposures annually

INVESTMENT OPPORTUNITIES

*all prices are subject to change without notice

- Rehabilitation Product WEBINAR™: $20,000

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
<table>
<thead>
<tr>
<th>ACRM Pandemic Webinar Series Statistics™</th>
<th>LIVE TOTAL</th>
<th>RECORDED TOTAL</th>
<th>COMBINED TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ep 1  Connected Health Initiative Telemedicine Changes</td>
<td>170</td>
<td>515</td>
<td>685</td>
</tr>
<tr>
<td>Ep 2  Telehealth &amp; Remote Patient Monitoring Reimbursement</td>
<td>183</td>
<td>154</td>
<td>337</td>
</tr>
<tr>
<td>Ep 3  ASHA Telepractice Guidance for Speech-Language Pathologist</td>
<td>165</td>
<td>228</td>
<td>393</td>
</tr>
<tr>
<td>Ep 4  APTA The Role of TeleRehabilitation in Health Care</td>
<td>154</td>
<td>379</td>
<td>533</td>
</tr>
<tr>
<td>Ep 5  AOTA Telehealth Resources for Occupational Therapy</td>
<td>165</td>
<td>1,572</td>
<td>1,737</td>
</tr>
<tr>
<td>Ep 6  Southeastern Telehealth Resource Center -SETRC</td>
<td>43</td>
<td>78</td>
<td>121</td>
</tr>
<tr>
<td>Ep 7  NIH Addressing Changes &amp; Concerns of Administering Grants</td>
<td>128</td>
<td>80</td>
<td>208</td>
</tr>
<tr>
<td>Ep 8  Telehealth and Psychosocial Crisis Intervention during COVID19</td>
<td>53</td>
<td>146</td>
<td>199</td>
</tr>
<tr>
<td>Ep 9  Complementary &amp; Integrative Care, Rehabilitation, and Technology</td>
<td>29</td>
<td>64</td>
<td>93</td>
</tr>
<tr>
<td>Ep 10 Guidelines for the Use of Televideo in Rehabilitation Medicine</td>
<td>18</td>
<td>75</td>
<td>93</td>
</tr>
<tr>
<td>Ep 11 Helping Individuals with Spinal Cord Injury, Traumatic Brain Injury, and Burn Injury Stay Healthy During the COVID-19 Pandemic</td>
<td>23</td>
<td>51</td>
<td>74</td>
</tr>
<tr>
<td>Ep 12 Revolutionizing Service Delivery to Meet Cancer Survivors’ Needs in a Pandemic and Beyond</td>
<td>43</td>
<td>37</td>
<td>80</td>
</tr>
<tr>
<td>Ep 13 Limb Loss Rehabilitation During the Pandemic: A Stakeholder Perspective on Barriers &amp; Telemedicine</td>
<td>10</td>
<td>153</td>
<td>163</td>
</tr>
<tr>
<td>Ep 14 Lessons Learned from Delivering an Emotion Regulation Group Intervention</td>
<td>13</td>
<td>38</td>
<td>51</td>
</tr>
<tr>
<td>Ep 15 Telehealth: Strategies and Best Practices for Rehabilitation</td>
<td>19</td>
<td>81</td>
<td>100</td>
</tr>
<tr>
<td>Ep 16 Use of Telepractice for Speech-Language Pathology: Lessons from Europe</td>
<td>192</td>
<td>99</td>
<td>291</td>
</tr>
<tr>
<td>Ep 17 Telerehabilitation Now and Forever</td>
<td>15</td>
<td>74</td>
<td>89</td>
</tr>
<tr>
<td>Ep 18 Telehealth Medicine an Exercise for Person with SCI</td>
<td>45</td>
<td>178</td>
<td>223</td>
</tr>
<tr>
<td>Ep 19 Limb Loss Rehabilitation during the Pandemic: A Stakeholder Perspective on Barriers and Telemedicine Part 2</td>
<td>10</td>
<td>77</td>
<td>87</td>
</tr>
<tr>
<td>Ep 20 Applications for Ambulatory Activity Monitoring in Telerehabilitation</td>
<td>21</td>
<td>49</td>
<td>70</td>
</tr>
<tr>
<td>Ep 21 Rehabilitation Services of Latin America in the COVID-19 Pandemic</td>
<td>26</td>
<td>121</td>
<td>147</td>
</tr>
<tr>
<td>Ep 22 Caring for the Future: Building Partnerships Between Home Health Workers and Rehabilitation Professionals in the Age of COVID-19</td>
<td>10</td>
<td>21</td>
<td>31</td>
</tr>
<tr>
<td>TOTAL VIEWS TO DATE</td>
<td>1,535</td>
<td>4,270</td>
<td>5,805</td>
</tr>
</tbody>
</table>
Sponsored Recorded Session: Bringing Conference Talks to the World for FREE

SCHEDULE (EXCLUSIVE only one sponsored session launched per month)
- remains online for 12 months

OVERVIEW
The Sponsored Recorded Session will be loaded on a public page at www.ACRM.org/SponsoredSession. At this point anyone in the world will be able to review this session for free.

The session will contain a very clear disclaimer stating any potential conflicts of interest. For example, “This Session was made freely available to the world by Sponsor X, with no influence on the research or presentation.”

ACRM and the sponsor will work jointly on the disclaimer.

Note: The session will also continue to live in the conference program, as well as potentially continue to be available in ACRM’s Training Institute. In both of these cases, CME/CEUs will continue to be offered and provided according to those terms. The Sponsored Recorded Session will not offer CME/CEUs.

HOW THIS WORKS
- Sponsor will identify the session they wish to make public to the world.
- ACRM will create a dedicated page to host the session.
- ACRM will promote this page through its channels, including eNews, eblasts, and social media.
- The sponsor is encouraged to promote this page as well.
- The sponsors logo with a hyperlink to the sponsors webpage will be displayed on the session website.
- The sponsor has the option to also list their contact details.
MARKETING

EVENT PUBLICITY

- Your Sponsored Session will be publicized in the ACRM Conference Online Program and Conference App.
- Your Sponsored Session will receive a custom digital billboard “badge graphic” complete with your logo.
- Your Sponsored Session will be promoted in ACRM eNews, the weekly e-newsletter.
- Your Sponsored Session 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.
- Your logo will be added to ACRM’s Vendor Exposure™
  - your logo systemwide, across nearly all of ACRM media properties
  - 13.5M+ exposures annually (Please see Vendor Exposure PDF)

INVESTMENT OPPORTUNITIES

*all prices are subject to change without notice

- One Sponsored Session Event: $10,000
- Special Introductory Offer: $4,999

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 MEETING SPONSORED SESSION

OVERVIEW
The ACRM Annual Conference is the leading interdisciplinary rehabilitation research event of the year. With over 250 individual sessions and 600+ research posters and papers the conference attracts thousands of leading researchers, clinicians, rehabilitation professionals and more from around the world.

HOW THIS WORKS
• Identify a session your institution or company would like to support at the ACRM Annual Conference and select the regular or bonus distribution option below.
• The earlier you sign up the more exposure your institution/company will receive and the more promotion the session will receive.
• Certain restrictions may apply due to CME/CEU regulations and speaker requirements. All advertisements and promotions surrounding the session subject to ACRM approval.

MARKETING
ADVERTISING OPPORTUNITIES
When you sponsor a session your logo will be:
• Integrated on the Session Badge to be used in...
  o eBlasts- guaranteed two eBlasts to membership
  o eNews – our weekly newsletter reaching 13,000+ members
  o Social media posts – ACRM has 60,000+ followers on Twitter, LinkedIn, Facebook, YouTube, Instagram – guaranteed 15 tweets, 10 FB psts, 10 LinkedIn posts, 5 Instagram posts
  o Included on the Session’s web landing page
• Name recognition along with the session title on the HOME page of the ACRM Online Program

• Your institution will receive:
  • A virtual exhibit booth including the Online Booth, Extended Exposure, and Online Program Advertising
  • A discount on 2022 VIRTUAL and in-person exhibit booth for the ACRM Annual Conference

• Bonus Distribution – have your sponsored session featured in:
  • A print* issue advertisement in the Archives of Physical Medicine and Rehabilitation (Reach 17,000+ print readers) OR
  • A digital** web banner advertisement on the Archives of Physical Medicine and Rehabilitation homepage (www.archives_pmr.org – 65,000+ monthly visits)

*If purchased by 30 June – to be in AUGUST issue
*If purchased by 30 July – to be in SEPTEMBER issue
**If purchased by 15 August the digital ad can be in place by early September
Print or digital ads to be standard one page color ad or basic web banner ad

INVESTMENT OPPORTUNITIES
*all prices are subject to change without notice

• Basic Sponsored Session package including virtual exhibit booth for ACRM 2021: $14,999

• Bonus Distribution including print or digital advertisement: $17,249

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
CHAPTER 5

ACRM ANNUAL CONFERENCE

largest interdisciplinary rehabilitation research event

ACRM
AMERICAN CONGRESS OF REHABILITATION MEDICINE
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

ACRM.org/exhibiting
• 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)
  o your logo systemwide, across nearly all ACRM media properties
  o 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

NO IN-PERSON OPTION in 2021
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](mailto:ThreeSixtyFive@ACRM.org) or complete this inquiry form: [www.ACRM.org/salesform](http://www.ACRM.org/salesform)

**CALL**

+1.703.435.5335
# ACRM Vendor Advertising Exposure

*based on exposure from Feb 2020 - Jan 2021

## TOTAL IMPRESSIONS

<table>
<thead>
<tr>
<th>ARCHIVES of PM&amp;R PRINT</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Ad in Archives Thanking Vendors</td>
<td>210,864</td>
</tr>
<tr>
<td>Annual Meeting Brochure Outsert</td>
<td>193,292</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ARCHIVES of PM&amp;R WEBSITE Archives-PMR.org (average visits per month)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Meeting on homepage and vendors beginning in Aug</td>
<td>1,439,490</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Archives eTOC</th>
<th>46,900</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARRCT Online Ads</td>
<td>7,000</td>
</tr>
<tr>
<td>ARRCT eTOC</td>
<td>7,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ACRM WEBSITE ACRM.org (average visits per month)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Thank You&quot; Footer Graphic on ALL 1,324 ACRM website pages</td>
<td>1,105,000</td>
</tr>
<tr>
<td>ACRM VIRTUAL Annual Conference – in the footer of all 35 web page on the 2020 Conference website (within ACRM.org)</td>
<td>1,105,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ACRM eNews (average visits per month)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>4 Exhibitors highlighted - rotation</td>
<td>204,750</td>
</tr>
<tr>
<td>Weekly eNews logo highlight - footer</td>
<td>563,329</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ACRM eMail Blasts (average impressions per month)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Thank You&quot; logo graphic</td>
<td>8,246,381</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ACRM Online Program</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Online program (live from April 2020)</td>
<td>33,198</td>
</tr>
<tr>
<td>Exhibitors directory</td>
<td>33,198</td>
</tr>
<tr>
<td>Exhibitors interactive floorplan</td>
<td>33,198</td>
</tr>
<tr>
<td>Sponsors directory</td>
<td>33,198</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Printed Mailings</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>April Brochure 2020</td>
<td>13,500</td>
</tr>
<tr>
<td>May Brochure 2020</td>
<td>13,500</td>
</tr>
<tr>
<td>Poster Brochure - June, July, Aug 2020</td>
<td>203,451</td>
</tr>
</tbody>
</table>

**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 and against 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 ☐ AMEX ☐ 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)
EXHIBITING IN-PERSON

SCHEDULE
The ACRM 99th Annual Conference Progress in Rehabilitation Research EXPO, will be held 8-11 November in Chicago, Illinois, at the Hilton Chicago.

EXHIBIT SPACE IS LIMITED TO A SELECT NUMBER TO PROVIDE AMPLE OPPORTUNITY FOR QUALITY ONE-ON-ONE INTERACTIONS

OVERVIEW
Included with your booth reservation:
• 6’ Black Skirted Table
• 2 Plastic Contour Chairs
• Wastebasket
• 8’ High Red Backwall Drape
• 3’ High Black Siderails
• 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

HOW THIS WORKS
To ensure valued exhibitors receive the best possible exposure to the maximum number of attendees, ACRM plans for YOUR success.

• Generous unopposed exhibition hours
• Electronic 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 exciting high-traffic evenings in the EXPO Hall

ACRM.org/exhibiting22
• Daily coffee breaks to be held in EXPO Hall
• NEW in 2022, included with the purchase of the IN-PERSON booth in Chicago, Illinois, Exhibitors also receive the “Virtual EXPO & Extended Exposure” through December 31, 2022 (see below)

MARKETING – ORGANIZATION PUBLICITY
• Your In-Person Booth Space will be publicized in the ACRM Conference Online Program and Conference App
• Two App pushes for the In-Person Booth Space
• The In-Person Booth Space will be promoted in ACRM eNews, the weekly e-newsletter
• The In-Person Booth Space 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
• In print ads in the Archives of Physical Medicine and Rehabilitation appearing in the months leading up to the Conference and immediately following
• Post-conference listings on the ACRM Conference webpage and online program for one year

VENDOR RECOGNITION
• Your Logo will be added to the footer of the ACRM website
• Your Logo will appear in the online Conference Program
• Your Logo will be featured in the Conference App
• Your Logo will appear in the printed Onsite Program
• Your Logo will be added to ACRM’s Vendor Exposure™
  o your logo systemwide, across nearly all of ACRM media properties
  o 13.5M+ exposures annually

INVESTMENT OPPORTUNITIES
*all prices are subject to change without notice
• 8x8 Inline: $3,999-5,499
• 8x8 Corner: $4,499-5,999
• 8x10 Inline: $4,499-5,999
• 8x10 Corner: $4,999-6,499
• 10x10 Inline: $4,999-6,499
• 10x10 Corner: $5,999-7,499
• 20x20 Premier: $19,999-21,499
• Each additional registration: $699-799
OVERVIEW – VIRTUAL EXPO + EXTENDED EXPOSURE

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.

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 2022.

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

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
HEALTH AND SAFETY APPENDIX

OVERVIEW
We are committed to making the ACRM Annual Conference a safe experience. This section highlights the safety measures that ACRM has established to better protect its staff and patrons.

Hilton provides:
- A sanitary station inside each room with hand sanitizer, Kleenex and Lysol wipes.
- (1) hand pump sanitizing machine outside of each meeting room.
- For buffets, plastic shields are provided and social distancing decals on the floor.
- Social distancing signage throughout the hotel and in the elevators.

To learn more about how Hilton is working to help deliver an even cleaner experience for their guests: Hilton Clean Stay

PERSONAL PROTECTIVE EQUIPMENT
Each item listed below is available for purchase by the vendor:
*all prices are subject to change without notice

- **Small Sneeze Guard** (24” W x 24” H free-standing, counter-mounted plexi): **$118**
- **Large Sneeze Guard** (48” W x 36” H free-standing, counter-mounted plexi): **$278**
- **1M Plexi Partition Wall** (1M W x 8’ H free-standing, in-booth plexi): **$385.50**
- **2M Plexi Partition Wall** (2M W x 8’ H free-standing, in booth plexi): **$525.50**
- **3M Plexi Partition Wall** (3M W x 8’ H free-standing, in-booth plexi): **$705.50**
- **Full GEM 10’ x 10’ Booth** (3) 10’ W x 8’ H walls, solid color panels: **$2,061**
- **Full Plexi 10’ x 10’ Booth** (3) 10’ W x 8’ H walls, clear plexi panels: **$2,811**
- **Hand Sanitizer with Dispenser**: **$160 per 4,000 sq ft per day**
• **Nightly Disinfection/Sanitation Spray:**
  - 8’ x 8’ Booth: $5.12 per booth per day
  - 10’ x 10’ Booth: $8.00 per booth per day
  - 20’ x 20’ Booth: $32.00 per booth per day

• **Continuous Disinfection/Sanitation Spray:**
  - 8’ x 8’ Booth: $11.52 per booth per day
  - 10’ x 10’ Booth: $18.00 per booth per day
  - 20’ x 20’ Booth: $72.00 per booth per day
# ACRM Vendor Advertising Exposure

*based on exposure from Feb 2020 - Jan 2021*

<table>
<thead>
<tr>
<th>TOTAL IMPRESSIONS</th>
</tr>
</thead>
</table>

## 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 IN-PERSON AND VIRTUAL EXHIBIT SPACE IN CHICAGO, ILLINOIS 2022

The exhibiting company listed below does hereby apply for the reservation of space at the 2022 ACRM Annual Conference Progress in Rehabilitation Research in Chicago, Illinois, over the period of November 8-11. ACRM agrees to review your Application and Contract and assign your company exhibit space (if available) consistent with show eligibility requirements, policies, and at the discretion of ACRM.

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 ____________________

This is a contract for the 2022 Chicago Hilton herein referred to as “host hotel/exhibit space”.

Booth Representatives
Upon the signing of this Application and Agreement, the link to our Exhibitor Registration site will be sent to the customer contact person named above. You will receive a password to access this online system. Here you will be able to update all contact information and insert the name of your booth representative. Please refer to the product document “Chicago Annual Conference – Exhibiting In-Person + Virtual EXPO + Extended Exposure 2022” for a listing of the benefits as well as registration information.

Application and Agreement Execution
An authorized signature must accompany this Application and Agreement to apply for booth space. The signed Application and Agreement, initialed on each page, must be received, with the 50% required deposit, before space can be reviewed. Application and Agreements without signature will not be considered. Payment in full must be received by 30 June 2022. Any Application and Agreement for exhibit space which is not paid in full is subject to cancellation or reassignment of space by ACRM in its sole discretion. In addition, exhibitors deposit will serve as payment for a virtual booth; and no refunds will be provided.

Payment Terms and Conditions
NEW in 2021, for the 2022 meeting, included with the purchase of the IN-PERSON booth in Chicago, Illinois, Exhibitors are also contracting for the “Virtual EXPO & Extended Exposure” through 31 December 2022. 50% of the cost of the booth is non-refundable but will serve as payment for virtual booth; and no refunds will be provided.

Payment of 50% is due upon execution of the contract and is non-refundable.
The balance, for an IN-PERSON Booth, is due by 30 June 2022.

In-Person Meeting Cancellation
In the event that ACRM cancels the IN-PERSON Conference, before full payment has been made, or if the vendor wants to cancel the IN-PERSON Booth option, before full payment has been made, then the vendor will continue to have the full benefits of the virtual booth and no additional payment will be required.

In the event that ACRM cancels the IN-PERSON Conference, after full payment has been made, then the vendor will continue to have the full benefits of the virtual booth and the vendor will receive a credit or refund of 50% of the contract amount at the discretion of ACRM.

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.
ANNUAL CONFERENCE EXHIBITING 2022 CHICAGO IN-PERSON + VIRTUAL

Signature of Authorized Agent of Exhibiting Company

Date Signed:

ACRM Tax ID number: 36-2170787
Send Completed Agreement to ThreeSixtyFive@ACRM.org

Rules and Regulations - 2022 ACRM Annual Conference Progress in Rehabilitation Research

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. The term “Exhibit Facility” shall mean the host hotel/exhibit space. The term “Exhibition” shall mean the 2022 ACRM Annual Conference, 8-11 November.

Exhibitor Registration and Badges
Exhibitors are encouraged to register in advance. Please refer to the product document “Chicago Annual Conference – Exhibiting In-Person + Virtual EXPO + Extended Exposure 2022” for registration fees, discounts, promotions, etc...

Exhibitor badges are personal and nontransferable.
Each representative of Exhibitor must wear the official badge at all times during the meeting. Badges are required for entry into the exhibit hall at all times. Badges will be confiscated if worn by others than the person to whom issued.

Assignment of Exhibit Space
Assignment of space will be made on a first come, first serve basis. ACRM reserves the final decision and right, in the best interest of the Exhibition, to amend the floor plan, assign, or relocate selected space in areas other than that selected by Exhibitor without any liability to Exhibitor whatsoever.

Union Labor
Exhibitors shall be bound by all Agreements in effect between or among service contractors, Exhibit Facility and labor organizations or any of them.

Character and Construction of Exhibits
The general rule of the exhibit floor is "be a good neighbor." No exhibits will be permitted which interfere with the use of other exhibits or impede access to them or impede the free use of the aisle. Booth personnel, including demonstrators are required to confine their activities within the Exhibitor’s booth space. Apart from the specific display space for which an exhibiting company has contracted with ACRM, no part of the hotel and its grounds may be used by any organization other than ACRM for display purposes of any kind or nature. Within the Exhibit Facility, Exhibitor brand or company logos, signs, and trademark displays will be limited to the official exhibit area only. The exterior of any display cabinet or structure facing a side aisle, or adjacent Exhibitor’s booth must be suitably decorated at the Exhibitor’s expense. In fairness to all exhibitors, no noisy or obstructive activity will be permitted during show hours, nor will noisily operating, display, nor exhibits producing objectionable odors be allowed. Booths two stories or higher must submit plans to ACRM for approval.

Lighting
In the best interest of the exposition, ACRM reserves the right to restrict the use of glaring lights or objectionable light effects.

Safety Regulations
Fire regulations require that all display materials be fire resistant or treated with a flame-retardant solution to meet requirements of the standard flame test as provided in the hotel and its municipality, for fire prevention. Electrical signs and equipment must be wired to meet the specifications of Underwriters Laboratories. No obstruction such as chairs, tables, displays, or other materials will be allowed to protrude into the aisles. Each exhibitor is charged with knowledge of all laws, ordinances, and regulations pertaining to health, fire prevention and public safety while participating in this exposition. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the Exhibitor. No children under the age of 16 permitted in the exhibit hall.

Photography and Sketching
Cameras, camcorders, video recorders, digital cameras may be carried in the exhibit area, but under no circumstances may photographs, drawings, audio or video taping of an exhibit booth or persons or conversations therein be made and/or will be allowed without expressed authority of the Exhibitor and any other participants concerned in each case. ACRM reserves the right to allow its contracted photographer to take general photos of the exposition at select times during the Exhibition Facility. Registration and attendance at or participation in the Exhibition, or ACRM meetings and other activities constitutes an agreement by the Exhibitor on behalf of its employees, agents and contractors to ACRM’s use and distribution (both now and in the future) of the image or voice of Exhibitor, its employees, agents and contractors in photographs, videotapes, electronic reproductions, or audiotapes of such events and activities.

Complaints and Jurisdiction
Exhibitor agrees to abide by the rules and regulations of the host hotel/exhibit space. Exclusive venue and jurisdiction for any claim or dispute related to or connected with this Agreement shall reside in the state or federal courts located in Chicago, Illinois.

Hanging Signs
Note: Electrical requirements, projection requirements, and all furniture and accessories are the responsibility of the exhibiting company. Forms for these will be provided in the Exhibitor Service Kit.

Indemnification & Insurance
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 1) the Exhibitor’s use of the convention center; 2) the conduct of Exhibitor’s business or from any activity, work, or things that may be permitted or suffered by Exhibitor in or about the exhibit and the Exhibit Facility; 3) from any breach or default in the performance or any obligation on the Exhibitor’s part to be performed under any provision of the Agreement to Exhibit or these Rules and Regulations; 4) Exhibitors fail to comply with any applicable law or regulation; or 5) from any negligence of Exhibitor or any of its agents, contractors, employees, or invitees, including but not limited to the use of patented, trademarked or copyrighted materials, equipment, devices, processes, or dramatic rights furnished to or used by Exhibitor, or other persons in connection with the exhibit and the Exhibit Facility. The terms of this
provision shall survive the termination or expiration of the Agreement to Exhibit.

Insurance protection will not be afforded to the Exhibitor either by the ACRM or the host hotel/exhibit space. Exhibitors shall carry their own insurance to cover personnel and exhibit material against damage and loss, and public liability insurance. Exhibitor shall list the American Congress of Rehabilitation Medicine as an additional insured on such insurance policy(ies) and shall provide ACRM with a certificate evidencing thereof.

Booth Accessibility
Exhibitors shall be responsible for compliance with the Americans with Disabilities Act of 1992 with regards to their booth space, including, but not limited to wheelchair access and alternate formats of collateral materials. Further information regarding ADA compliance is available at www.usdoj.gov/crt/ada/infoline.htm.

Security
Exhibitors are responsible for securing items left in the exhibit area at the Exhibit Fee. ACRM is not responsible for lost, stolen or damaged items left in the exhibit area.

Advertising
ACRM does not endorse or promote any products or services related to an exhibit. The use of the ACRM logos, names, Annual Conference artwork or any representations thereof shall be only at the express written consent of ACRM.

To prepare for the meeting in a timely and efficient manner, third parties acting on behalf of or representing the Exhibitor must adhere to and abide by all ACRM rules and regulations. It is the exhibiting company’s responsibility to make its agencies and/or contractors aware of all guidelines and deadline dates and to forward promotional materials, service manuals, and forms that are the responsibility of the third party.

Distribution of Advertising Material
Canvassing any part of the exhibit hall or meeting rooms by anyone is strictly forbidden. Canvassing or distributing of advertising material by an Exhibitor will not be permitted outside of the Exhibitor’s allotted booth space. Distribution of any literature through the host hotel/exhibit space is not permitted. Exhibitors may not use ACRM or Annual Conference logos in connection with any product or advertising materials.

Demonstrations, Interviews, Subletting
Demonstrations by exhibitors should contribute to the attendee’s knowledge in a professional way. Demonstrations and adequate space for interviews should be available within the confines of the individual Exhibitor’s booth. No interference with normal traffic flow and infringement on neighboring exhibits is permitted.

Product Samples/Promotional Items
ACRM only permits Exhibitor giveaways that are educational and modest in value. This restriction does not apply to nonprofit exhibitors or to exhibitors outside of the health care sector. Exhibitors planning to distribute giveaways at their booth should send a sample of the artwork to ACRM if there are any statements, logos, or artwork appearing on the souvenir other than that associated with the Exhibitor.

FDA Disclosure Requirements
Displays or graphical depictions of drugs or devices declared investigational or unapproved by the United States Food and Drug Administration (FDA) must (1) contain only objective statements about the product; (2) contain no claims that state or imply, directly or indirectly, that the product is reliable, durable, dependable, safe, or effective; and (3) contain no claims that the product is in any way superior to any other marketed products.

These drugs/devices must be displayed solely for the purpose of obtaining investigators and be accompanied by instructions for becoming an investigator and investigator responsibilities. Drugs/devices will only be permitted when accompanied by following or similar statement: “Caution: Investigational Device Limited by Federal (or United States) Law to Investigational Use.” Clear unequivocal statements that the drug/device is under investigation and is available only for investigational use are to be made in oral presentations.

Exhibitors are further advised to adhere to the FDA prohibition on the promotion of cleared drugs and devices for unapproved uses. Specifically, pharmaceutical manufacturers cannot proactively discuss off label uses, nor may they distribute written materials (promotional pieces, reprints of articles, etc.) that mention off label uses. FDA defines off label use as “use for indication, dosage form, dose regimen, population, or other use parameter not mentioned in the approved labeling.

General
All matters and questions not covered in these Rules and Regulations or the Application 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 Agreement and/or any rules and regulations applicable to the Exhibition and Exhibitor’s 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 booth payment and privileges will be forfeited, and, at ACRM’s discretion, the Exhibitor must immediately vacate the Exhibit Facility and remove all Exhibitor property and exhibit materials.

Force Majeure
If ACRM cancels the IN-PERSON exhibit for any reason beyond its control prior to the opening of the IN-PERSON exhibit, Exhibitor shall receive a refund or credit of 50% of their booth space, as described above under Payment Terms and Conditions. If only a portion of the IN-PERSON event is cancelled, the refund or credit shall be prorated to account for the portion of the IN-PERSON event which occurred.

Hospitality Functions
Scheduling of private functions, cocktail parties, special events or other hospitality functions planned in conjunction with the conference and within the convention center or host hotels must be coordinated directly with ACRM. Functions during the period of move-in, show hours or move-out are prohibited.

Exhibit Hours
Exhibitors shall keep an attendant at their booths during all open hours. It is agreed that no Exhibitor will dismantle or remove any part of their exhibit prior to show closing.

Subleasing
Exhibitors may not sublet, sub-divide or assign their space, or any part thereof.

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 EXHIBITING 2022 CHICAGO IN-PERSON + VIRTUAL
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.

**Limitation of Liability**

LIMITATION OF LIABILITY: IN NO EVENT SHALL THE EXHIBIT FACILITY, ACRM, AND THEIR OWNERS, MANAGERS, OFFICERS OR DIRECTORS, AGENTS, EMPLOYEES, INDEPENDENT CONTRACTORS, SUBSIDIARIES AND AFFILIATES (COLLECTIVELY “ACRM PARTIES”) BE LIABLE TO THE EXHIBITOR OR ANY THIRD PARTY HIRED BY OR OTHERWISE ENGAGED BY THE EXHIBITOR FOR ANY LOST PROFITS OR ANY OTHER INDIRECT, SPECIAL, PUNITIVE, EXEMPLARY, INCIDENTAL OR CONSEQUENTIAL DAMAGES, INCLUDING ATTORNEYS’ FEES AND COSTS, ARISING OUT OF THIS APPLICATION AND AGREEMENT OR CONNECTED IN ANY WAY WITH USE OF OR INABILITY TO USE THE SERVICES OUTLINED IN THIS APPLICATION AND AGREEMENT OR FOR ANY CLAIM BY EXHIBITOR, EVEN IF ANY OF THE ACRM PARTIES HAVE BEEN ADVISED, ARE ON NOTICE, AND/OR SHOULD HAVE BEEN AWARE OF THE POSSIBILITY OF SUCH DAMAGES. EXHIBITOR AGREES THAT THE ACRM PARTIES’ SOLE AND MAXIMUM LIABILITY TO EXHIBITOR REGARDLESS OF THE CIRCUMSTANCES SHALL BE THE REFUND OF THE EXHIBIT BOOTH FEE. EXHIBITOR AGREES TO INDEMNIFY AND DEFEND THE ACRM PARTIES FROM ANY CLAIMS BROUGHT BY A THIRD PARTY HIRED BY OR ENGAGED BY THE EXHIBITOR FOR ANY AMOUNT BEYOND THE EXHIBIT BOOTH FEE. FURTHER, EXHIBITOR AGREES TO PAY ALL ATTORNEY’S FEES AND COSTS INCURRED BY ACRM PARTIES ARISING OUT OF OR IN ANY WAY RELATTO THIS APPLICATION AND EXHIBIT. EXHIBITOR SHALL BE SOLEY RESPONSIBLE FOR ITS ATTORNEY’S FEES AND COSTS.

Booth Fee:  $
Quantity of booths  x
Total Due:  $
Booth Selection #:
1st Choice 2nd Choice 3rd Choice

**Method of Payment**

- Please invoice me.
- Enclosed check # (payable to ACRM)

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

Charge to the following:
- MasterCard
- VISA
- AMEX
- 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)
ANNUAL CONFERENCE App Advertising

SCHEDULE — LIMITED OPPORTUNITIES AVAILABLE

OVERVIEW
The eventScribe® mobile event app makes it easy for attendees, exhibitors, and speakers to connect.

*All submitted content is subject to ACRM approval*

**ACRM reserves the right to label your ad as an advertisement**

HOW THIS WORKS
• Advertising in the ACRM Annual Conference App solidifies your place among key opinion leaders and experts in the field of rehabilitation research who engage in the Annual Meeting Conference App.
• Advertising in the ACRM Annual Conference App allows your company to reach the global rehabilitation community.

MARKETING

ADVERTISING OPPORTUNITIES
• Sponsorship Events (For non-CME/CEU events) Possible events include Exhibit Hall time, 150+ Community Group Meetings, Meet & Greets, Receptions, Gala, Closing Ceremony, Annual Membership Meeting, etc. Logos submitted by exhibitors.
• Main Screen Tiles
  ¼ Width Ad (600p x 400p)
  1/3 Width Ad (800p x 400p)
  ½ Width Ad (Long) (1200p x 400p)
  ½ Width Ad (Tall) (1200p x 800p)
  Full Width Ad (Sizes: Tall 2000p x 800p, Long 2000p x 400p)
Sub-page Banner (1080p x 152p) (1920p x 225p) (2048p x 180p) (1920p x 152p)
Main Screen Sticky Banner (2048p x 200-500p) (1536p x 150-400p)
Splash Screen Attendees will see one loading “splash screen” when the app launches. It shows for 3.5 seconds.
   Mechanical requirements: (2048p x 2732p) (1080p x 1920p) (1242p x 2688p) (2732p x 2048p) (1920p x 1080p) (2688p x 1242p)

INVESTMENT OPPORTUNITIES
*all prices are subject to change without notice
   • Sponsorship Events (150+ choices): $500
   • Main Screen Tiles: $1,000-2,000
     o ¼ Width Ad (600p x 400p): $1,000
     o 1/3 Width Ad (800p x 400p): $1,000
     o ½ Width Ad (Long) (1200p x 400p): $1,500
     o ½ Width Ad (Tall) (1200p x 800p): $1,500
     o Full Width Ad (Sizes: Tall 2000p x 800p, Long 2000p x 400p): $2,000
   • Sub-page Banner: $1,500
   • Main Screen Sticky Banner: $2,000
   • Splash Screen: $10,000

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
Sponsorship Events Example:

**Sponsored Presentations**

Include up to three sponsor logos for each presentation!

**Format:** Logos submitted by exhibitors

**Quick Tips:**
1. Manage the sponsor logos in your Education Harvester
2. Since the logos display on a wide white area of the screen, avoid vertical graphics. Horizontal logos work best in the space where they are displayed.
Main Screen Tile Examples:

1/4 Width Ad
Size: 600 pixels wide x 400 pixels high
Format: .jpg or .png

Quick Tips:
1. We suggest utilizing 1/4 width ads primarily for logos or icons, because you aren’t working with a ton of space!
2. Make sure to take note of the bleed area. Edges will be cropped when the graphic is resized for smaller devices like a phone.

1/3 Width Ad
Size: 800 pixels wide x 400 pixels high
Format: .jpg or .png

Quick Tip:
1. Make sure to take note of the bleed area. Edges will be cropped when the graphic is resized for smaller devices like a phone.
1/2 Width Ad (Tall)
Size: 1,200 pixels wide x 800 pixels high
Format: .jpg or .png

Quick Tip:
1. Make sure to take note of the bleed area. Edges will be cropped when the graphic is resized for smaller devices like a phone.

1/2 Width Ad (Long)
Size: 1,200 pixels wide x 400 pixels high
Format: .jpg or .png

Quick Tip:
1. Make sure to take note of the bleed area. Edges will be cropped when the graphic is resized for smaller devices like a phone.
Main Screen Tiles

Full Width Ad

Size: Flexible Dimensions
Format: .jpg or .png

Quick Tips:
1. We recommend using 2,000 pixels wide x 800 pixels high for a tall graphic, and 2,000 pixels wide x 400 pixels high for a long graphic.
2. You can make this ad as tall as you want. The ad will display as tall or short as it is designed. It will scale to fit the available width, so no need to worry about the safe and bleed areas!

*Example of 2,000 pixels wide x 800 pixels high ad

*Example of 2,000 pixels wide x 400 pixels wide ad
Show Unique Banners In Different Sections of Your App

Sub-page Banners are randomly rotating ads displayed on a specific page of the app, which can be linked to URLs. They only show in the following user specified areas: Expo, More Info, People, Posters, Presentations, and Search.

Quick Tips:
1. These banners are an effective way to call attention to particular parts of your event.
2. Each banner has 4 versions in order to support portrait and landscape orientation on both phones and tablets.
3. You can have different banners for different sections of the app (e.g., Schedule, Posters, Expo, etc.)
4. You can have multiple banners that change each time a user enters a page like the Expo Hub page.
5. This option will replace your event banner in the specified location.

<table>
<thead>
<tr>
<th>Required Images (width x height)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1  7:1 aspect ratio, 1,080 pixels wide x 152 pixels high</td>
</tr>
<tr>
<td>2  9:1 aspect ratio, 1,920 pixels wide x 225 pixels high</td>
</tr>
<tr>
<td>3  11:1 aspect ratio, 2,048 pixels wide x 180 pixels high</td>
</tr>
<tr>
<td>4  13:1 aspect ratio, 1,920 pixels wide x 152 pixels high</td>
</tr>
</tbody>
</table>

Banner Examples

- Visit Booth 503 for a chance to win a free iPad!
- Come to the Ballroom for a closing reception at 4PM!
- Come to the Tech Roundtable at 2PM to learn how to Collect, Manage, & Share Event Content!
**Sticky Banner**

The sticky banner only displays on the main screen and attaches to the edge of the menu on the bottom of the screen. It is always visible and remains stationary while scrolling on the main screen.

**Quick Tips:**

1. Standard apps can have one sticky banner that links to a website.
2. Pro apps can have rotating sticky banners that can change either daily or each time the main screen is shown.
3. Pro apps can have sticky banners that link to content inside the app, like a booth profile, speaker profile, or a presentation.

<table>
<thead>
<tr>
<th>Main Screen Sticky Banner (width x height)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
</tr>
<tr>
<td>2</td>
</tr>
</tbody>
</table>
Example:

**Splash Screen**

**Portrait Splash Screen**
Attendees will see one loading "splash screen" when the app launches. It shows for 3.5 seconds.

**Format:** .jpg or .png

**Quick Tips:**
1. This is like a sponsor ad in a program book. This shows in addition after your branded event splash screen.
2. Include a call to action!
3. The splash screen is not clickable. It is simply shown while the event data is loading.

<table>
<thead>
<tr>
<th>Required Images (width x height)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
</tr>
<tr>
<td>2</td>
</tr>
<tr>
<td>3</td>
</tr>
</tbody>
</table>

---

**Landscape Splash Screen**
Attendees will see a loading "splash screen" when the app launches. It shows for 3.5 seconds.

**Format:** .jpg or .png

**Quick Tips:**
1. This is like a sponsor ad in a program book. This shows in addition after your branded event splash screen.
2. Include a call to action!
3. The splash screen is not clickable. It is simply shown while the event data is loading.

<table>
<thead>
<tr>
<th>Required Images (width x height)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
</tr>
<tr>
<td>2</td>
</tr>
<tr>
<td>3</td>
</tr>
</tbody>
</table>
Annual Conference – App Push Notifications

**SCHEDULE** — SEND AS MANY MESSAGES THROUGH THE CONFERENCE APP AS YOU WOULD LIKE DURING THE CONFERENCE

**OVERVIEW**
Push notifications will show in the messages section of the ACRM app but will also pop on the screen as a notification. There is a 231-character limit for the app push. You can use them to remind folks to view your Product Showcase, schedule appointments, visit the Live Learning Center, and promote your presenters.

*All submitted content is subject to ACRM approval*

**HOW THIS WORKS**
- Push notifications allow for text messages with 231 characters to be sent through the Conference App at your preferred time and date.
- Push notifications can be used as a way to promote your organization, your products, your services and events, and even the presenters from your organization.
- Push notifications can be used as a way to advertise your sponsors and thank them for their involvement.

**MARKETING**
**ADVERTISING OPPORTUNITIES**
- **Push Notifications** Up to 231 characters

ACRM.org/AppPush
INVESTMENT OPPORTUNITIES
*all prices are subject to change without notice

Push Notification Bundle of 4: $1,000
Each Additional Push Notification: $200

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
OVERVIEW
The Exhibitor-Sponsored Learning Center events are scheduled to occur in lightly opposed times during the ACRM Annual Conference.

Each Learning Center will be 60 minutes with 45 minutes of pre-recorded content, followed by 15 minutes of Q&A Chat.

All will be displayed through the presenter portal on the ACRM conference website.

HOW THIS WORKS
• Closer to the conference, a task will appear in your Presenter Portal that will allow you to request a live “Q&A Chat” for your presentation.
• The Q&A Chat is not required, although it is highly recommended for attendee engagement.
• On the scheduled day of your event, the Q&A Chat feature will allow attendees to type in their questions and presenters will type responses through their Presenter Portal.
• This Q&A option is live after your presentation finishes and stays live/open until the conference is over.
• ACRM will only turn on your Q&A Chat at your request as we do want to provide an interactive experience for the attendees and want to ensure presenters are engaged in the chat.
• The presentation will be available to all attendees through 30 June 2021.

After the day and time of your Event is confirmed, and after payment is received, and your logo and information are officially provided, then the ACRM marketing team gets to work on the Event publicity and your recognition.
MARKETING

EVENT PUBLICITY
• Your Learning Center Event will be publicized in the ACRM Conference Online Program and Conference App.
• Two App pushes ($500 value)
• Your Event will receive a custom digital billboard “badge graphic” complete with your logo.
• Your Event will receive a custom landing page in the Online Program.
• Your Event will be promoted in ACRM eNews, the weekly e-newsletter.
• Your Event 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.
• You will receive One World Pass Registration, One Core Conference Registration, and 50% off additional registrations for speakers related to the Live Learning Center.

VENDOR RECOGNITION — ACRM e365
• Your Logo, with a Hyperlink will be added to your Event landing page: www.ACRM.org/LearningCenter_yourname
• Your logo will be added to ACRM’s Vendor Exposure™
  o your logo systemwide, across nearly all of ACRM media properties
  o 13.5M+ exposures annually

INVESTMENT OPPORTUNITIES
*all prices are subject to change without notice
• One Live Learning Center Event: $7,500
• Two Live Learning Center Events: $13,999
• Each LLC event includes one complimentary registration for the day of the event.

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
OVERVIEW

The ACRM Annual Conference Online Program is the portal to the VIRTUAL Conference and is also the online showcase of the entire program — where the educational content and event activities are searchable by keyword, session type, topic/focus area, presenter name and more filters.

The entire Online Program — the home page and the sub-pages — are open and FREE to the world, while the actual presentation content is available only for paid attendees. All attendees must enter through the Online Program.

BENEFITS

• Advertising in the ACRM Annual Conference Online Program:
  o solidifies your place in the field of PM&R and among key opinion leaders and experts in the field of rehabilitation research and the translation to clinical practice.
  o allows you to reach the global rehabilitation community — while they are actively looking for relevant information.

• LONGEVITY — Even after the event is over, the Online Program continues to receive meaningful traffic as the content is sold and accessed for SIX months following the conference.
  o Attendees are encouraged to engage with the content and continue to earn CME/CEUs.

HOW THIS WORKS

• Ads are sold for the duration of the event.
• The sooner you purchase and place your ad, the more impressions and click-throughs.

ACRM.org/OPadv
The best traffic is the **WEEK of the Conference** and the four weeks leading up to the event.

For maximum views & exposure, purchase your ad spot early.
- We recommend before the end of summer.
- Sooner is even better for your campaign.

Slider positions automatically rotate after 5-8 seconds.

### INVESTMENT OPPORTUNITIES

*all prices are subject to change without notice*

On the home page of the Online Program (eventScribe)

- **Leaderboard** — top center slider *(rotation)*:
  - First position: **$5,000**
  - Second position: **$4,000**
  - Third position: **$3,000**

- **Skyscraper** — right banner slider:
  - First position: **$5,000**
  - Second position: **$4,000**
  - Third position: **$3,000**

**LEFT sidebar** — **on EVERY page** of the Online Program (eventScribe)

- **Left sidebar Square** slider — top:
  - First position: **$5,000**
  - Second position: **$4,000**
  - Third position: **$3,000**

- **Left sidebar Square** — second: **$5,000**

Ask about 3-slider bundle **SPECIAL OFFER**
- Make a huge splash — Own the entry page to the ACRM VIRTUAL event and purchase all 3 home page sliders

### ADVERTISING SPECS

On the home page of the Online Program (eventScribe)

- **Leaderboard** — top center slider *(1200p x 200p)*
- **Skyscraper** — right banner slider *(320p x 1200p)*
  - mobile *(1200p x 200p)*
- **Square** — center *(right) *(473p x 420p)*

**LEFT sidebar** — **on EVERY page** of the Online Program (eventScribe)

- **Left sidebar Square** — top *(300p x 300p)*

On the home page, and every page, of the Online Program (eventScribe)
ANNUAL CONFERENCE  Online Program Advertising

- **Left sidebar Square** — second (300p x 300p) On the home page, and every page, of the Online Program (eventScribe). Not rotating

**NOTE**
*All artwork should be 200 ppi.*
*All submitted advertising content is subject to ACRM approval*
**ACRM will place an ‘advertisement’ disclaimer on all ads**

**TURBO BOOST YOUR PRODUCT OR SERVICE**
*Extra amplification? Want to do something more? We will help build a custom program just for you to achieve your business goals. For example, potential boosts might include — dedicated eblists 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

---

**Ask about 3-slider bundle**

**SPECIAL OFFER**
- Make a huge splash — Own the entry page to the ACRM VIRTUAL event and purchase all 3 home page sliders
OVERVIEW
Bring the whole team to the ACRM Annual Conference and receive a 15% discount when 5 or more individuals register from the same organization. In addition, all Non-Members will receive a complimentary ACRM 6-month Event Membership.

HOW THIS WORKS
- A group rate will be offered to groups of five or more from the same organization
- A group must consist of NEW Registrations (not already registered for the Annual Conference)
- Groups will receive 15% off each conference registration (some restrictions apply)
- A customized discount code will be provided *This discount cannot be combined with any other discounts*
- Each Non-Member registrant will receive a complimentary Event Membership

INVESTMENT OPPORTUNITIES
For investment opportunities, please visit Sales - ACRM

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
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.
  o Graphic will be custom-made with your logo (see sample below).
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

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

CALL

+1.703.435.5335
OVERVIEW
The ACRM Annual Conference, Progress in Rehabilitation Research, is comprised of the main CORE Conference and the Pre-Conference delivering a total of SIX jam-packed days of evidence-based educational content for the whole rehab team, those with disabilities and caregivers.

HOW THIS WORKS
- Please view the Sponsorship Package Detail below
- The ACRM 365 Sales Team will be happy to work with you to select the package that works best for you
- Two for one – purchase of a gem package of $4500 or more will qualify you for our Institutional Support Program

<table>
<thead>
<tr>
<th>PRE-CONFERENCE</th>
<th>CORE CONFERENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>24-26 SEPTEMBER 2021</td>
<td>26-29 SEPTEMBER 2021</td>
</tr>
<tr>
<td>• Dozens of Instructional Courses</td>
<td>• 4 Plenary Sessions – renowned presenters</td>
</tr>
<tr>
<td>• Powerhouse Presenters</td>
<td>• 500+ Educational Sessions</td>
</tr>
<tr>
<td>• Early Career Development Course: top-rated one-day course</td>
<td>• 600+ Scientific Papers + Posters</td>
</tr>
<tr>
<td>• Leadership Development Course: top-rated one-day course</td>
<td>• Dozens of ACRM Community Meetings</td>
</tr>
<tr>
<td></td>
<td>• Social Networking Opportunities</td>
</tr>
<tr>
<td>SPONSORSHIP PACKAGE DETAIL</td>
<td>TURQUOISE</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>-----------</td>
</tr>
<tr>
<td><strong>Online Exhibit Booth 2021</strong> INCREASES: 1) LIVE Video Chat Room 2) Matchmaking 3) Booth Banner, Introduction Video, Company Description, 6 Hyperlinks</td>
<td>$2,999</td>
</tr>
<tr>
<td><strong>Conference registrations</strong> — WORLD PASS (Value = $1,449 Non-Member on-site price)</td>
<td>$1,449</td>
</tr>
<tr>
<td><strong>Full Vendor Exposure</strong> — Sponsor logo listings ($1,999), Logo included in Annual Conference News eBlasts*, Logo on website and in the Online Program, Logo in monthly print ad in ARCHIVES of PM&amp;R</td>
<td>$1,999</td>
</tr>
<tr>
<td><strong>In-Person Exhibit Booth 2022 CHICAGO</strong> Your choice standard 10x10 booth; first-come,first-served ($4,599) <strong>Includes online exhibit booth for 2022 but not for 2021.</strong></td>
<td>$4,999</td>
</tr>
<tr>
<td><strong>Advertising in the Conference Online Program</strong> ($3,500 per 1 regular ad, up to $10,000 for premium positioning)</td>
<td>$3,500</td>
</tr>
<tr>
<td><strong>Custom Email</strong> to attendees or to membership** ($2,500 base price for 5,000 emails)</td>
<td>$2,500</td>
</tr>
<tr>
<td><strong>Conference App Advertising</strong> ($2,400 base price; $20k exclusive splash screen), Limited to first 5</td>
<td>$2,400</td>
</tr>
<tr>
<td><strong>Sponsor logo with hyperlink in premium position</strong> on the home page of the Online Program — Limited to first 5</td>
<td>$7,999</td>
</tr>
<tr>
<td><strong>Social Media</strong> Mentions &amp; Custom Billboard ($7,500 base price),</td>
<td>$7,500</td>
</tr>
<tr>
<td><strong>Presidential recognition</strong> during the event — Sponsor logo appears on pre-show slides plus verbal recognition during ACRM Presidential presentations — Limited to first 5</td>
<td>$10,000</td>
</tr>
<tr>
<td><strong>Annual Conference Live Learning Center</strong> ($7,500 base) <a href="http://ACRM.org/LiveLearningCenter">http://ACRM.org/LiveLearningCenter</a> - Limited to 4</td>
<td>$7,500</td>
</tr>
<tr>
<td><strong>Conference App Push Notifications</strong> ($1,000 bundle of 3). Quantities limited. Push notifications availability subject to ACRM approval. Limited to first 10</td>
<td>$1,000</td>
</tr>
<tr>
<td><strong>Affinity Partnership</strong> with ACRM — use ACRM affiliations across your properties: website, e-mails, collateral. Subject to ACRM approval ($50,000)</td>
<td>$50,000</td>
</tr>
<tr>
<td><strong>SUBTOTAL VALUES</strong></td>
<td>$4,448</td>
</tr>
<tr>
<td><strong>YOUR PACKAGE COST</strong></td>
<td>$2,999</td>
</tr>
<tr>
<td><strong>S SAVINGS</strong></td>
<td>$1,449</td>
</tr>
<tr>
<td><strong>% SAVINGS</strong></td>
<td>33%</td>
</tr>
</tbody>
</table>

The Conference Packages also qualify for these Institutional Support Levels

**ACRM Institutional Support Program (ISP)**

*Formerly known as the ACRM Institutional Membership Program*

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

Your support 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.

MORE: [ACRM.org/isp](https://ACRM.org/isp)
NOTES

- * ACRM Conference News eBlasts launch twice weekly April through September to the ACRM database of more than 500,000 rehabilitation professionals
- ** June - September. More recipients closer to the Conference date
- All advertising content must be approved in advance by ACRM
- First come, first served
- Deliverables are subject to availability and offerings are subject to change

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

- Email [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) or complete this inquiry form: [www.ACRM.org/salesform](http://www.ACRM.org/salesform)

CALL

+1.703.435.5335
CHAPTER 6

ACRM MEMBERSHIP
ACRM eNews – Advertising

SCHEDULE — ADS SOLD ON A QUARTERLY BASIS (13 weeks)

OVERVIEW
ACRM eNews tackles today’s most relevant stories, gathered from leading news media sources and other critical industry publications. Delivered to the inboxes of more than 11,000+ self-subscribers, ACRM eNews keeps professionals informed of the topics that matter most.

*All submitted content is subject to ACRM approval*
**ACRM will place an ‘advertisement’ disclaimer on all ads**

HOW THIS WORKS
• As an advertiser, you will have the ability to track reader response
• Our enhanced technology ensures that your ad will make it through spam filters
• Advertising in the ACRM eNews solidifies your place among weekly information provided to members.
• Advertising in ACRM eNews allows your company to reach industry decision-makers.

MARKETING
ADVERTISING OPPORTUNITIES
• Social Text Ad Social Media Icon (35p x 35p) Main Image (215p x 85p)
  Leverage the power of words and social media with a 5-word headline and 15-word text ad to drive traffic to your website and social media channels.
• **Banner: Top or Bottom** (468p x 60p) Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

• **Callout Text** (125p x 100p) Integrated into the feel of the brief, a callout text ad targets your buying audience with an image, 5-word headline and 25-word description.

• **Vertical Product Showcase** (300p x 125p) Showcase your latest product with this placement and include a photo, 5-word headline, 50-word description and link to your site.

• **Horizontal Product Showcase** (275p x 175p) Showcase your latest product with this placement and include a photo, 5-word headline, 50-word description and link to your site.

• **Box Ad** (300p x 250p) This large-format position provides your company with good exposure in the body of the news brief, bringing quality traffic to your website.

• **Sponsored Content** (150p x 100p) 5 unique headlines, logo with max width of 150p

• **Sponsored Video 1** (350p x 200p) Feature your video content with this placement, including an image, 5-word headline, 50-word description and link to a page hosting the video

• **Leaderboard** (728p x 90p) This premier position provides your company with top exposure and quality traffic.

• **Lower Leaderboard** (580p x 70p) The lower leaderboard gives your company a prominent position right under the association's masthead.

**DETAILS**

Prices listed are for 13 emails. 1 email a week for 13 weeks.

**INVESTMENT OPPORTUNITIES**

*all prices are subject to change without notice*

- **Social Text Ad:** $750
- **Bottom Banner:** $1,130
- **Callout Text:** $1,130
- **Vertical Product Showcase:** $1,250
- **Horizontal Product Showcase:** $1,500
- **Box Ad:** $1,630
- **Sponsored Content:** $1,630
- **Top Banner:** $2,000
- **Sponsored Video 1:** $2,000
- **Leaderboard:** $2,500
- **Lower Leaderboard:** $2,500
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
Website Advertising – ACRM.org

SCHEDULE — ADS SOLD ON 3, 6 or 12-MONTH BLOCKS (START ANYTIME)

OVERVIEW
REACH THOUSANDS of rehabilitation professionals and give your company the attention it deserves exclusive placements on the ACRM website.

HOW THIS WORKS
Please contact Lauren Morgan for questions, placement instructions and orders.

*All submitted content is subject to ACRM approval*
**ACRM will place an ‘advertisement’ disclaimer on all ads**

MARKETING
ADVERTISING OPPORTUNITIES

• ACRM.org Homepage Slider (1044p x 450p)
  o Bring your message center-stage at ACRM
  o This ad space is on the carousel rotation on the ACRM homepage
  o Ads rotate every 5 seconds

• Box Ad (300p x 250p)
  o This ad is located on the sidebar of ACRM.org
  o Box ads can be purchased in various locations “above the fold”:
    ▪ ACRM.org homepage
    ▪ interior web pages ROS (run-of-site)
    ▪ specific interior pages (targeting specific ACRM Community Groups)
    ▪ ACRM Conference website ROS (run-of-site)
DETAILS

- Ads rotate each time web page is refreshed.
- Ads are sold for 3, 6 or 12-month blocks

INVESTMENT OPPORTUNITIES

*Prices shown USD for ONE ad period 3, 6 or 12-month block. Prices are subject to change without notice.

- **ACRM.org Homepage Slider Positions**
  - 1st Priority (seen upon landing on ACRM.org): $2,999; $4,999; $9,999 (sold through April 2022)
  - 2nd priority (shown after 5-seconds): $2,499; $4,499; $9,499

- **Box Ad by location — each location is “above the fold” (no lower than the 2nd ad spot)**
  - ACRM.org homepage: $2,999; $4,999; $9,999
  - interior web pages ROS (run-of-site): $1,999; $3,999; $5,999
  - specific interior pages (targeting specific ACRM Community Groups): $1,999; $3,999; $5,999
  - ACRM Conference website ROS (run-of-site): $1,999; $3,999; $5,999

- Change of ad fee: $150 (2 weeks’ notice kindly requested)
- Change of logo fee: $150 (2 weeks’ notice kindly requested)

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 Group Memberships

OVERVIEW
This is an opportunity to purchase a block of memberships, of any size you’d like, at meaningful discounts.

Members gain access to the latest rehabilitation research and opportunities to engage colleagues from every discipline and from around the world. Meet experts and mentors, hone your research strategies, contribute to the development of clinical guidelines, make the connections needed to advance your career, and give back to the field of rehabilitation by serving in a volunteer leadership role.

HOW THIS WORKS
• Choose however many memberships you want to buy, from whatever category.
• Reminder: eMemberships are free and you can have as many as you’d like
• Send us your list of names with emails and the corresponding membership category and we will calculate your discount and send you an invoice.
• Upon payment we will send emails to everyone in your group with log in instructions.
• Reminder: all paid memberships receive discounts on meetings, publications, trainings, etc.
MEMBERSHIP OPPORTUNITIES

- **Consumer ($49.99)** For people with disabilities, consumers of rehabilitation services, and nonprofessional caregivers.
- **Student/Resident/Fellow ($49.99)** For those enrolled in an accredited school of medicine or approved graduate or undergraduate program or fellowship in a medical rehabilitation discipline.
- **Early Career ($124.99)** For professionals during the first five years after completion of post-graduate studies.
- **Rehabilitation Professional ($299.99)** For professionals in medical rehabilitation or a related field who are actively engaged in the practice, administration, education, or research of medical rehabilitation.
- Membership Benefits: [https://ACRM.org/join/benefits/](https://ACRM.org/join/benefits/)

INVESTMENT OPPORTUNITIES

*all prices are subject to change without notice*

- Buy $999 worth of memberships, save 10%
- Buy $5,000 worth of memberships, save 15%
- Buy $10,000+ worth of memberships, save 20%

- For example, 20 Student/Resident/Fellow memberships @ $49.99 x 20 = $999.80, - 10% = $899.82

CONTACT OPTIONS

- Email ThreeSixtyFive@ACRM.org or complete this inquiry form: [www.ACRM.org/salesform](http://www.ACRM.org/salesform)

CALL

+1.703.435.5335
ACRM Institutional Support Program (ACRM ISP)

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

<table>
<thead>
<tr>
<th>SUPPORT LEVEL</th>
<th>VALUE</th>
<th>DISCOUNT</th>
<th>YOUR COST ONLY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cornerstone</td>
<td>$100,000</td>
<td>20%</td>
<td>$80,000</td>
</tr>
<tr>
<td>Platinum</td>
<td>$50,000</td>
<td>15%</td>
<td>$42,500</td>
</tr>
<tr>
<td>Gold</td>
<td>$25,000</td>
<td>15%</td>
<td>$21,250</td>
</tr>
<tr>
<td>Silver</td>
<td>$15,000</td>
<td>15%</td>
<td>$12,750</td>
</tr>
<tr>
<td>Bronze</td>
<td>$5,000</td>
<td>10%</td>
<td>$4,500</td>
</tr>
</tbody>
</table>

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:
  - Tradeshows 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

- Email ThreeSixtyFive@ACRM.org

CALL

+1.703.435.5335
# ACRM Vendor Advertising Exposure

*based on exposure from Feb 2020 - Jan 2021*

## TOTAL IMPRESSIONS

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

### Additional Bonus Exposure
- Emails to Registered Attendees (Including presenters)
- T-Minus (countdown to conference) emails
- Exhibitors Highlight/Introductory eBlast
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.

HOW THIS WORKS
As an ACRM Institutional Supporter you may develop a unique homepage on the ACRM website.

The page will be linked to from the ACRM Institutional Support Program Page at https://acrm.org/joinacrm/acrm-institutional-support-program/

Your page may contain your logo, a description of your institution and links back to your own website(s).

Your page will have the URL www.ACRM.org/SponsorABC

ACRM reserves the right to edit all content prior to placing it on your page. Some restrictions to content may apply (e.g. no inappropriate language or content, no overtly political or provocative messaging, no solicitation of information from visitors to the page, etc.).
MARKETING

ADVERTISING OPPORTUNITIES
Once you are an ACRM Institutional Supporter at the Bronze level or higher you may purchase your Institutional Supporter Page.

You and ACRM will work together to build the page. It may include graphics, texts, videos and link outs. ACRM will be solely responsible for the construction of the page.

You may send edits for the page X times per year?

The page will last for one year but will be automatically renewed if you renew your ISP level at the same or higher level and pay a nominal maintenance fee.

INVESTMENT OPPORTUNITIES
*all prices are subject to change without notice

- **Webpage built and live for one year: $5000**
- **1-year renewal (no edits): $2500**

  - ISP discounts will apply to initial price and renewals (e.g. Platinum level supporters receive a 15% discount making the final cost $4,250)

ACRM Institutional Support Program (ISP)
*Formerly known as the ACRM Institutional Membership Program

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

Your support 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.

MORE: [ACRM.org/isp](http://ACRM.org/isp)
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

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

CALL

+1.703.435.5335
Survey Creation and Distribution

SCHEDULE — AVAILABLE, WITH NOTICE, THROUGHOUT THE YEAR. PLEASE SEE BELOW FOR BLOCKED OUT PERIODS AND PEAK PRICING.

OVERVIEW
ACRM offers the opportunity to send your survey invitation to the entire ACRM database or a targeted sub-section that you select. Please contact ACRM to receive the “ACRM Survey Creation and Distribution Form”.

Our Email Only Rate applies to surveys which are furnished by the vendor and are ready to send as is. The survey will have been set up and managed by the vendor.

Our ACRM Support Required Rate applies to surveys which require ACRM staff time to help set up, run, and receive and report on the results.

*All submitted content is subject to ACRM approval*

HOW THIS WORKS
- Complete the Survey Creation and Distribution Form
- Return completed Survey Creation and Distribution Form to ThreeSixtyFive@ACRM.org
- Your request will be reviewed for approval and an ACRM staff member will contact you
- Your survey will go by eblast to ACRM’s exclusive email list
- Your survey may receive additional boosts from ACRM’s social media (frequency to be determined at project initiation)
- Your survey may receive additional boosts from placement in ACRM’s eNews (frequency to be determined at project initiation)
INVESTMENT OPPORTUNITIES
*all prices are subject to change without notice
**peak pricing and/or blackout periods may exist before, during, or after the Spring Meeting or Annual Conference
***depending on ACRM’s communication volume contract survey availability is limited

- **Email Only Rate:** $0.50 per target email
  - Minimum purchase of $2,500, which provides emails to 5,000 contacts
- **ACRM Support Required Rate:** In addition to the Email Only Rate ACRM will deliver a quote based on the survey and discussion with the customer

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
Survey Creation and Distribution Form
Please fill out this form to the best of your ability and ACRM will use this information to create the best solution for you.

ACRM will work with you to create and facilitate a custom survey including a custom e-mail list for survey distribution using your selected criteria. If you have a fully developed survey ACRM can create a custom e-mail list for distribution using your selected criteria.

*NOTE: Your selected totals will be supplemented with applicable records from ACRM’s marketing database of industry prospects to achieve a threshold to deliver the desired results.

SURVEY PURPOSE
- What organization or group sponsored the creation of this survey?

- What is the primary purpose of the survey?
  - Market Research for a Product or Service
  - Scientific Research
  - Educational
  - Other

- Does this survey pertain to an ACRM project?
  - Yes
  - No

- How are you affiliated with ACRM? Please check all that apply.
  - I am an ACRM member-in-good-standing (current paid membership)
  - I lead the ACRM ISIG, networking group, task force, or committee who sponsored the survey
  - I serve on the ACRM Board of Governors
  - I serve on the Archives of Physical Medicine & Rehabilitation Editorial Board
  - My organization is an ACRM Institutional Supporter
  - My organization is an ACRM Sponsor
  - My organization is an ACRM Partner
☐ My organization is an ACRM Exhibitor
☐ My organization is an ACRM Advertiser
☐ Other affiliation, please specify______________________________________
☐ I am not yet affiliated with ACRM

- How will the data collected by this survey be used?
  _________________________________________________________________
- Will the survey collect personal information (Name, location, email, etc)?
  ☐ Yes
  ☐ No
- Will the data collected be published or posted publicly?
  ☐ Yes
  ☐ No
- Will the data collected be shared with ACRM?
  ☐ Yes
  ☐ No
- If you plan to offer recipients an incentive to respond to your survey, please describe the offer.
  _________________________________________________________________
  _________________________________________________________________
  _________________________________________________________________

**TARGET AUDIENCE** Please select number 1 or 2 below

ACRM membership is always growing.

1. **ACRM TARGET MARKETING DATABASE** 750,000+
   - Subset of ACRM Target Marketing Database

2. **ACRM MEMBERSHIP DATABASE** 13,000+
   - Subset of ACRM Membership Database

**ACRM MEMBER TYPE**

☐ Rehabilitation Professional
☐ Early Career
☐ Resident/Student/Fellow
☐ Consumer/Patient/Caregiver
☐ eMember
☐ 6-month Trial Member
☐ Events Member
ACRM MEMBER COMMUNITY GROUPS

☐ Aging Research & Geriatric Rehabilitation Networking Group X,000+
☐ Arts & Neuroscience Networking Group X,000+
☐ Athlete Development and Sports Rehabilitation Networking Group X,000+
☐ Brain Injury Interdisciplinary Special Interest Group X,000+
☐ Cancer Rehabilitation Networking Group X,000+
☐ Complementary Integrative Rehabilitation Medicine Networking Group X,000+
☐ Career Development Networking Group X,000+
☐ Health Services Research Networking Group X,000+
☐ International Networking Group X,000+
☐ Lifestyle Medicine Networking Group X,000+
☐ Limb Care Networking Group X,000+
☐ Measurement Interdisciplinary Special Interest Group X,000+
☐ Military/Veterans Affairs Networking Group X,000+
☐ Neurodegenerative Diseases Networking Group X,000+
☐ Neuroplasticity Networking Group X,000+
☐ Pain Rehabilitation Networking Group X,000+
☐ Pediatric Rehabilitation Networking Group X,000+
☐ Physicians & Clinicians Networking Group X,000+
☐ Rehabilitation Treatment Specification Networking Group X,000+
☐ Spinal Cord Injury Interdisciplinary Special Interest Group X,000+
☐ Stroke Interdisciplinary Special Interest Group X,000+
☐ Technology Networking Group X,000+

DIAGNOSTICS

☐ Brain Injury X,000+
☐ Cancer Rehabilitation X,000+
☐ Limb Care X,000+
☐ Musculoskeletal X,000+
☐ Neurodegenerative Diseases X,000+
☐ Pain Rehabilitation X,000+
☐ Spinal Cord Injury X,000+
☐ Stroke X,000+
TARGET AUDIENCE SELECTION CRITERIA

Please select all applicable

WORK FOCUS
☐ Clinicians
☐ Researchers
☐ Both

CONTINENTS (OR COUNTRY)
☐ North America
☐ South America
☐ Asia
☐ Africa
☐ Oceania
☐ Europe (Please contact us for options due to GDPR)

US REGIONS
☐ Northeast
☐ Midwest
☐ South
☐ West

US STATES
☐ Alabama  ☐ Iowa
☐ Alaska  ☐ Kansas
☐ Arizona  ☐ Kentucky
☐ Arkansas  ☐ Louisiana
☐ California  ☐ Maine
☐ Colorado  ☐ Maryland
☐ Connecticut  ☐ Massachusetts
☐ Delaware  ☐ Michigan
☐ Florida  ☐ Minnesota
☐ Georgia  ☐ Mississippi
☐ Hawaii  ☐ Missouri
☐ Idaho  ☐ Montana
☐ Illinois  ☐ Nebraska
☐ Indiana  ☐ Nevada
PROFESSIONS

- Certified Case Managers (CCMC)
- Disability Management Specialists (CDMS)
- Healthcare Executives (ACHE)
- Massage Therapists (NCBTMB)
- Nurses (ANCC)
- Occupational Therapists (AOTA)
- Physical Therapists (TBD)
- Physicians (ACCME Includes Canada Physicians and Physician Assistants)
- Prosthetic/Limb Rehabilitation
- Registered Dietitians (CDR)
- Rehabilitation Counselors (CRCC)
- Rehabilitation Psychologist (APA Division 22)
- Social Workers (NASW)
- Speech-Language-Hearing Pathologists (ASHA)
SURVEY DISTRIBUTION SCOPE

- Quantity – How many times would you like the survey to go out?
  - 1 time
  - 3 times
  - 5 times
  - 6 times or more
- Frequency – At what interval should the survey go out?
  - Daily
  - Semi-weekly
  - Weekly
- How many responses are you hoping to get?

________________________________________________________

PREFERRED LAUNCH DATE & TIME

- First choice date: ______________________
  - Time preference: _____________________
- Second choice date: ____________________
  - Time preference: _____________________

SUBJECT LINES  Please provide three subject lines in order of priority below. ACRM will continue to eblast until the contracted number of open rates is reached. If more than three sends are needed, then the subject lines will repeat.

- Launch #1 SUBJECT:
  ________________________________
- Launch #2 SUBJECT:
  ________________________________
- Launch #3 SUBJECT:
  ________________________________

FROM  Please provide the desired from name and email address.

- Name:
  ________________________________
- Email address:
  ________________________________
CAMPAIGN DURATION

- The campaign will conclude after 30 days or after the contracted level is reached.

PRODUCTION SCHEDULE STEPS – READY-MADE SURVEY

- Campaign initiation begins after contract and payment are received.
- Customer provides:
  - The completed Survey Creation and Distribution Form
  - The html email package of the survey (final copy plus images)
- E-mail development:
  - After STEP 2 is complete, ACRM will review and pre-approve the email content and the survey
  - Please allow 5-10 days for the email prep and draft.
    - This time allows ACRM to build your custom audience from your criteria and to develop the html email etc.
- Draft & approval:
  - Customer receives the e-mail draft from ACRM
  - Within 1-2 days, customer provides feedback / sign-off for e-mail blast of the survey
- Survey launching:
  - 3-5 days following blast #1, ACRM provides statistics with open results
  - ACRM continues to eblast until contracted level is reached
  - 30 days following blast #1 or after contracted level is reached (whichever comes first), ACRM provides final campaign statistics
PRODUCTION SCHEDULE STEPS – ACRM SUPPORTED SURVEY

- Campaign initiation begins after contract and payment are received.
- Customer provides:
  - The completed Survey Creation and Distribution Form
  - Customer works with ACRM staff to provide desired survey questions and set-up details to create a complete survey
  - Completed survey to be approved by the customer
- E-mail development:
  - After STEP 2 is complete, ACRM and the customer will develop, review and pre-approve the accompanying email content and the survey
  - Please allow 5-10 days for the email prep and draft.
    - This time allows ACRM to build your custom audience from your criteria and to develop the html email etc.
- Draft & approval:
  - Customer receives the e-mail draft from ACRM
  - Within 1-2 days, customer provides feedback / sign-off for e-mail blast of the survey
- Survey launching:
  - 3-5 days following blast #1, ACRM provides statistics with open results
  - ACRM continues to eblast until contracted level is reached
  - 30 days following blast #1 or after contracted level is reached (whichever comes first), ACRM provides final campaign statistics
CHAPTER 7
MORE OPPORTUNITIES

ACRM
AMERICAN CONGRESS OF REHABILITATION MEDICINE
ACRM Cognitive Rehabilitation Online Training

Individual Online Training Includes:

- 12 CME/CEUs
- Printed Manual (see Appendix)
- Certificate of Completion

Multi-Seat License Includes:

- 12 CME/CEUs
- Printed Manual (see Appendix)
- Certificate of Completion
- 25% OFF for groups of 25+ (pricing and discount valid for one year)
- Complimentary email announcement
- 2-hour Q&A, with your group, hosted by authors/faculty (additional fees apply)

OVERVIEW
Get 12 hours of continuing education credits with 24/7 access to a previously recorded two-day training synchronized with the original presentation slides. Review the guidelines presented at the training you attended or access the material online to learn at your own pace. It’s the next best thing to being there!
TESTIMONIAL
“We believe that participating in the ACRM Cognitive Rehabilitation Training and using the evidence-based strategies will result in significantly better outcomes for your patients, their families, and your organization.” – Lance E. Trexler, PhD, FACRM, Cognitive Rehabilitation Manual Managing Editor

HOW THIS WORKS
For a rich learning experience, you can pause and resume and learn at your own pace, this Online Course includes:
• 12 hours of continuing education contact hours
• 24/7 access to a recorded Cognitive Rehabilitation Training
• Review previously recorded two-day training synchronized with the original presentation slides
• THE MANUAL: Printed copy of the Cognitive Rehabilitation Manual: Translating Evidence-Based Recommendations into Practice—$150 value! (additional shipping and handling charges apply).

INVESTMENT OPPORTUNITIES
*all prices are subject to change without notice

- ACRM Members, Individual Cost: $295
  Includes:
  o Six-month access to video recording of the two-day training
  o Easy access at your own pace — take the course at your convenience and pace from any browser window
  o Up to 12 Continuing Education contact hours
  o 5 disciplines
    ▪ Occupational Therapists (AOTA)
    ▪ Physical Therapists (ACCME – Non-MD CME)
    ▪ Physicians (ACCME)
    ▪ Psychologists (Non-MD CME)
    ▪ Speech-Language-Hearing Therapists (ASHA)
  o Certificate of Completion
• **Nonmembers, Individual Cost: $395**
  Includes:
  - Everything listed above
  - Plus 6-month introductory ACRM membership with access to all interdisciplinary special interest groups and networking groups, discount member rates on products and conference registration, and subscriptions to all members-only newsletters.

• **Multi-Seat License, Individual Cost: $296.25**
  - $395 x 25% discount = $296.25 each x 25 participants = $7,406.25 minimum
  - The same discount applies for groups larger than 25, for example:
    - For 30 participants: $395 x 25% discount = $296.25 each x 30 participants = $8,887.50

• **The Manual for ACRM Members: $125**
  - The Manual — all 150 pages, including clinical forms — is a practical guide for the implementation of evidence-based interventions for impairments of executive functions, memory, attention, hemispatial neglect, and social communication. Available for purchase by caregivers and family members of brain injury patients.

• **The Manual for NonMembers: $150**

<table>
<thead>
<tr>
<th>Comparison Chart - Online versus In-Person Training</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Attendees</td>
</tr>
<tr>
<td>----------------------</td>
</tr>
<tr>
<td>25</td>
</tr>
<tr>
<td>50</td>
</tr>
<tr>
<td>50</td>
</tr>
</tbody>
</table>

- Domestic Travel and Honoraria Costs
  - $1,000
  - $1,000
  - $1,000

- Shipping to host (single destination)
  - included
  - included
  - included

*50% deposit required at time of signing*

**This table is calculated for 25 attendees. Final price is determined by the number of attendees.
AGENDA

Session 1: Overview of the Workshop and Introduction to the Manual (60 minutes) with Thomas F. Bergquist, PhD, ABPP-CN

Session 2: Attention and Memory (237 minutes) with Michael Fraas, PhD, CCC/SLP, CBIS and Thomas F. Bergquist, PhD, ABPP-CN

Session 3: Hemispatial Neglect (57 minutes) with Deirdre Dawson, PhD

Session 4: Hemispatial Neglect Case Example and Executive Functions (153 minutes) with Deirdre Dawson, PhD

Session 5: Social Communication (148 minutes) with Michael R. Frass, PhD, CCC_SLP

Session 6 (Bonus): Challenges of Reimbursement for Cognitive Rehabilitation (45 minutes) with Keith Cicerone, PhD, ABPP-CN, FACRM and Donna Langenbahn, PhD, FACRM

DISCIPLINES
- Occupational Therapists (AOTA)
- Physical Therapists (ACCME – Non-MD Certificate of Participation)
- Physicians (ACCME)
- Psychologists (Non-MD CME)
- Speech-Language-Hearing Therapists (ASHA)

CONTINUING EDUCATION CREDIT
Educational Level: Introductory/Intermediate
Instructional Method: Video Taped Lecture
CME/CEU: 12 contact hours

COMPLETION REQUIREMENTS: EVALUATION AND CME CERTIFICATES
Credit is only given to attendees that register for the course; successfully complete the entire course; evaluate and take the post-test after each session. At the end of the training, you will see a slide with a link/web address to the post-test system. You will receive an email after taking the test showing your score. You must pass with 80% accuracy. You may retake the test at any time.
After you have completed the entire course and the final post-test, you will find the link to evaluate and receive your certificate. In that email, you will be able to click on the link, evaluate, and print your certificate.

LEARNING OBJECTIVES
To support the attainment of knowledge, competence, and performance, the learner should be able to achieve the following objectives:

1. Use a decision-tree to assist in determining which type of cognitive rehabilitation to implement.
2. Describe techniques for improving attention and the steps involved in carrying out treatments.
3. Identify the general guidelines for the use of external memory strategies.
5. Discuss the evidence concerning the effectiveness of cognitive rehabilitation in the selection and implementation of specific, individualized interventions for cognitive disability.

STATEMENT OF NEED AND TARGET AUDIENCE
Educational opportunities that promote evidence-based interventions for cognitive rehabilitation are needed by clinicians in order to provide optimum care for individuals with brain injury. ACRM Cognitive Rehabilitation Training provides such an opportunity by presenting evidence-based standards and guidelines for clinical practice and translating them into step-by-step procedures for use by clinicians. The interventions described can be readily used by occupational therapists, speech and language therapists, psychologists, and other rehabilitation professionals.

TESTIMONIAL
Rehabilitation Hospital of Indiana Testimonial:
ACRM Online Cognitive Rehabilitation Manual Training

“The Rehabilitation Hospital of Indiana (RHI), a Traumatic Brain Injury Model System, is committed to providing evidence-based therapy services through supporting the professional development of our clinicians. ACRM’s option for online Cognitive Rehabilitation Manual training was instrumental in RHI’s decision to offer this education to all of our speech-language pathologists and outpatient occupational therapists who specialize in brain injury. The online
training option was cost-effective and convenient. Our therapists appreciated the concise translation of research to everyday practice through clearly defined procedures for delivering high quality, functional, evidenced-based treatment. Overall, they found the training extremely valuable and practical with information that they will use in their daily clinical work.”

Christina A. Baumgartner, MS, CCC-SLP
Executive Director of Therapy Operations
Rehabilitation Hospital of Indiana
DISTINGUISHED FACULTY

Deidre Dawson
PhD
Financial – Dr. Dawson has received research grants to investigate the Cognitive Orientation to daily Occupational Performance Approach™ • Is a CO-OP Certified Instructor • Has a book contract with the AOTA press for a book on the CO-OP Approach™ (available Nov. 2017)
Nonfinancial – Dr. Dawson has no relevant non-financial relationships to disclose.

Keith Cicerone
PhD, ABPP-CN, FACRM
Dr. Cicerone has no financial or non-financial relationships to disclose.

Michael Fraas
PhD, CCC/SLP, CBIS
Financial – Dr. Fraas works for a private practice and receives a salary. Nonfinancial – Dr. Fraas has no relevant nonfinancial relationships to disclose.

Donna Langenbahn
PhD
Dr. Langenbahn has no financial or non-financial relationships to disclose.
PHYSICIANS – Approved

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of the New Jersey of Academy of Family Physicians and the American Congress of Rehabilitative Medicine. The New Jersey of Academy of Family Physicians is accredited by the ACCME to provide continuing medical education for physicians.

The New Jersey of Academy of Family Physicians designates this enduring material activity for a maximum of 12.0 AMA PRA Category 1 Credit(s)™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

SPEECH-LANGUAGE HEARING PROFESSIONALS – Approved

This course is registered for 1.15 ASHA CEUs (Intermediate Level; Professional Area).

An annual ASHA CE Registry fee is required to register ASHA CEUs. ASHA CE Registry fees are paid directly to the ASHA National Office. To register ASHA CEUs with ASHA, you must complete a CE participant form, turn it in at the time of the activity, and pay the ASHA CE Registry fee. ASHA CEUs are awarded ONLY AFTER receipt of the CE Participant Form AND payment of the Registry fee.
ACRM has applied for AOTA for Distance Learning-Independent for 12 AOTA CEUs. The assignments of AOTA CEUs do not imply endorsement of specific course content, products, or clinical procedures by AOTA.

Physical Therapists will receive a non-physician Certificate of Attendance.

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
Table of Contents

Acknowledgements ............................................................................................. VII
Preface ................................................................................................................ VII
Dedication .......................................................................................................... VIII

Chapter 1
Introduction: Principles of Cognitive Rehabilitation

1.1 Functions and Structure of this Manual....................................................... 1
1.2 Limitations of this Manual ......................................................................... 2
1.3 How to Use This Manual ........................................................................... 2
1.4 Primary Goals of Cognitive Rehabilitation .............................................. 3
1.5 Process and Flow of Therapy .................................................................... 3
1.5.a Overall Stages of Treatment ................................................................. 3
   Acquisition Stage ................................................................................... 5
   Application Stage ............................................................................... 5
   Adaptation Stage .............................................................................. 5
1.6 External Versus Internal Strategies ........................................................... 6
1.7 A Guide to Treatment Planning and (Tactical) Goal Writing .................... 7
1.7.a Moving from Strategies to Tactics ....................................................... 7
1.7.b Long-Term (strategic) and Short-Term (tactical) Goals ....................... 8
1.7.c Anatomy of a Short-Term Goal........................................................... 8
1.7.d Sample Template for Goal Setting.................................................... 10
   BI-ISIG Committee Recommendations ................................................. 10
1.8 Treatment Considerations When Designing Training Procedures ........ 11
1.8.a Task-Specific versus Strategic Approaches to Treatment ................. 11
1.8.b External versus Internal Strategies .................................................... 11
1.9 Neurobehavioral and Psychosocial Factors that Influence Treatment

Process and Outcome ........................................................................................................ 13

1.9.a Patient Variables .................................................................................................... 13

Impairments of Awareness .................................................................................. 13
Severity and Range of Impairment ........................................................................ 15
Emotional Reactions and Premorbid Psychiatric Issues ........................................ 15

1.9.b Family Factors ................................................................................................... 15

1.10 Monitoring Progress in Cognitive Rehabilitation ............................................. 16

Chapter 2

Rehabilitation for Impairments of Executive Functions

2.1 Introduction ............................................................................................................ 19

2.2 Impairments of Executive Functions and Brain Dysfunction ..................... 19

2.3 BI-ISIG Recommendations for Impairments of Executive Functions .......... 20

2.4 A General Framework for Rehabilitation of Impairments of Executive Functions ........................................................................................................................................................................ 20

2.5 Metacognitive Strategy Training for Impairments of Executive Functions .. 23

2.5.a Metacognitive Strategy Training for Impairments in the Treatment of Executive Functioning Deficits ................................................................. 25

Self-Talk Procedures .................................................................................. 25

2.6 Formal Problem-Solving Strategies ................................................................. 26

2.6.a Stages in the Training of Formal Problem-Solving Procedures................. 29

Acquisition ................................................................................................. 29
Application ................................................................................................. 29
Adaptation ................................................................................................. 29

2.6.b Applying the Strategy to Specific Tasks ....................................................... 29

2.6.c General Treatment Considerations with Formal Problem-Solving .. 32

2.7 Metacognitive Strategy Training for Behavioral and Emotional Dysregulation ......................................................................................................................... 32
2.7.a Treating Deficits in Awareness............................................................... 32
2.7.b Predict-Perform Procedure.................................................................... 34
2.7.c Summary of Awareness Interventions Matched with Causes of
Unawareness .................................................................................................. 35
2.7.d Clarifying the Nature of the Problem .................................................. 36
2.7.e Planning a Solution ............................................................................. 37
2.7.f Executing, Monitoring, and Adapting ................................................... 38

2.8 Complex Evidence-Based Programs for the Rehabilitation of
Impairments of Executive Functions............................................................... 39

2.8.a Problem-Solving Group Protocol: Rusk Institute ......................... 39

Problem-Solving Group Protocol: Worksheets ......................................... 40

2.8.b Anger Management Therapy Programme: Royal Rehabilitation
Centre ............................................................................................................. 41

2.9 Strategic and Tactical Goal Writing in the Rehabilitation of Impairment
of Executive Functions .................................................................................. 41

Chapter 3
Rehabilitation for Impairments of Memory

3.1 Introduction .............................................................................................. 43

3.2 Impairments of Memory Deficits and Brain Injury .......................... 43

3.3 BI-ISIG Recommendations for Memory Dysfunction .................... 44

3.4 A General Framework for Rehabilitation of Impairments
of Memory ........................................................................................................ 44

3.5 External Memory Compensations............................................................... 47

3.5.a General Guidelines for External Memory Compensations.......... 47

3.5.b Memory Notebook Types ................................................................. 47

Orientation Book and Strategies for Severe Memory Impairment
.......................................................................................................................... 48

Errorless Learning Technique ................................................................. 49

Spaced Retrieval Technique ................................................................. 50
APPENDIX

Chaining Technique.......................................................... 52
Memory Notebook ........................................................... 56

3.5.c Stages of Training in the Use of Memory Notebook
Procedures.......................................................................... 57

Acquisition Stage ............................................................ 57
Discontinuation Criteria....................................................... 58
Application Stage ............................................................. 58
Adaptation Stage............................................................... 58
Cross Out, Notation, and Next Activity (CNN) .................... 60
Updating and Cleaning Routine ....................................... 60
Scoring and Documentation ............................................. 61

3.6 Memory Strategy Training ........................................... 61

3.6.a. General Guidelines for Memory Strategy Training ........ 61
3.6.b Types of Memory Strategy Training............................ 62
Association Techniques .................................................... 62
Organizational Techniques ............................................... 63

3.6.c Stages of Strategy Training ........................................ 64
Assessment and Selection of Techniques ............................ 64
Acquisition Stage ............................................................ 65
Application Stage ............................................................ 65
Activities for Application Stage ......................................... 66
Adaptation Stage ............................................................. 66
Activities for Adaptation Stage ......................................... 67

3.7 Complex Evidence-Based Programs for the Rehabilitation
of Impairments of Memory................................................... 67

3.7.a Memory Rehabilitation Group .................................... 67
3.7.b TEACH-M ............................................................... 69

3.8 Strategic and Tactical Goal Writing in Rehabilitation of Impairments
of Memory........................................................................ 70
Chapter 4
Rehabilitation for Impairments of Attention

4.1 Introduction ........................................................................................................ 73
4.2 Impairments of Attention after Brain Injury .................................................. 73
4.3 BI-ISIG Recommendations for the Rehabilitation of Impairments of Attention ........................................................................................................ 74
4.4 General Framework for the Rehabilitation of Impairments of Attention ................................................................. 75
4.5 Attention Process Training (APT) Training .................................................. 76
  4.5.a APT Generalizing Activities ........................................................................ 77
4.6 Time Pressure Management ........................................................................ 79
  4.6.a Stage 1: Identifying the Problem ................................................................ 80
  4.6.b Stage 2: Teaching the Strategy ................................................................... 80
  4.6.c Stage 3: Generalization ............................................................................. 83
4.7 Rehabilitation of Working Memory ................................................................ 83
  4.7.a LEVEL I. N-Back Procedures ..................................................................... 84
  4.7.b LEVEL II. N-Back with Additional Working Memory Demands ............ 85
  4.7.c LEVEL III. N-Back with Continuous Secondary Task .............................. 85
  4.7.d Clinical Application ................................................................................ 86
4.8 Strategic and Tactical Goal Writing in Rehabilitation of Impairments of Attention ........................................................................................................ 87

Chapter 5
Rehabilitation of Hemispatial Neglect

5.1 Introduction ........................................................................................................ 89
5.2 Hemispatial Neglect in Brain Dysfunction .................................................... 89
5.3 BI-ISIG Recommendations for Hemispatial Neglect .................................. 89
5.4 General Framework for the Rehabilitation of Hemispatial Neglect ............ 89
5.5 Visual Scanning Training ................................................................................ 91
APPENDIX

5.5.a Principles of Visual Scanning Training ................................. 91
5.5.b Assessment of Visual Scanning .............................................. 92
5.5.c Step in Systematic and Orderly Scanning Training ................. 92
5.5.d Computerized Visual Scanning Training .............................. 94
5.5.e Visual Scanning Training for Reading and Copying Prose ........ 94
5.5.f Visual Scanning for Describing Pictures ............................. 102

5.6 Visual Imagery Training: Lighthouse Strategy ....................... 104
  5.6.a Activities for Training in Visual Scanning and the Use of the
       Lighthouse Strategy ................................................................. 104

5.7 Limb Activation Strategies .................................................... 105
  5.7.a Spatio-Motor Strategies ..................................................... 105
  5.7.b Visuo-Spatio-Motor Strategies .......................................... 105
  5.7.c Activities for Training in the use of Spatio-Motor and
       Visuo-Spatio-Motor Strategies: ............................................. 106
  5.7.d Imagined Limb Activation ............................................... 106

5.8 Strategic and Tactical Goal Writing for the Rehabilitation
       of Hemispatial Neglect ........................................................... 107

Chapter 6

Rehabilitation of Impairments of Social Communication

6.1 Introduction ........................................................................... 110
6.2 Impairments of Social Communication after Brain Injury ........ 110
6.3 BI-ISIG Recommendations for the Rehabilitation of Impairments of
       Social Communication ......................................................... 111
6.4 A General Framework for the Rehabilitation of Impairments of
       Social Communication .......................................................... 111
6.5 Group Treatment for Social Communication Deficits .............. 112
  6.5.a Structure ........................................................................... 112
  6.5.b Group Process ................................................................. 112
## APPENDIX

6.5.c Individual Goal Setting ................................................................. 113  
6.5.d Feedback ..................................................................................... 113  
6.5.e Practice and Repetition .............................................................. 114  
6.5.f Self-Monitoring ........................................................................... 114  
6.5.g Generalization of Skills.............................................................. 114  

### 6.6 Treatment of Emotion Perception Deficits ................................. 114  
6.6.a Errorless Learning ..................................................................... 115  
6.6.b Self-instruction Training ............................................................ 115  

### 6.7 Individual Psychotherapy and the Treatment of Impairments of  
Social Communication ....................................................................... 115  

### 6.8 Strategic and Tactical Goal Writing in the Rehabilitation of Impairments  
of Social Communication .................................................................. 116  

### 6.9 Strategic and Tactical Goal Writing in the Rehabilitation of Impairments of  
Visual Emotion Perception .................................................................. 116  

### 6.10 Example Treatment Goal and Strategies for Use with Auditory Emotion  
Perception .......................................................................................... 117
List of Tables, Figures and Clinical Forms

Chapter 1
Introduction: Principles of Cognitive Rehabilitation

Table 1-1 Treatment Goals and Strategies Associated with Each Stage of Cognitive Rehabilitation ................................................................. 4
Table 1-2 Factors that Comprise a Comprehensive Short-term Goal ........... 9
Figure 1-1 Decision Tree for Treatment Planning ................................................. 12

Chapter 2
Rehabilitation for Impairments of Executive Functions

Figure 2-1 A Decision Tree for Treatment Planning for Executive Dysfunction........................................................................................................ 22
Table 2-1 General Framework for Rehabilitation of Executive Deficits:
Metacognitive Strategy Training ........................................................................... 24
Table 2-2 General Framework for Rehabilitation of Executive Deficits:
Problem-solving .................................................................................................. 27
Table 2-3 Steps in Problem-solving from Ylsivaker and Feeny (1998) ........... 28
Worksheet Form: Goal-Plan-Do-Review Model ................................................. 30
Worksheet Short-Form: Goal-Plan-Do-Review Model ....................................... 31
Table 2-4 Identifying and Naming Dysexecutive Disorders................................. 37

Chapter 3
Rehabilitation for Impairments of Memory

Table 3-1 Approaches and Techniques in the Rehabilitation of Memory .......... 45
Figure 3-1 Decision Tree for Treatment Planning In Memory Dysfunction ........ 46
Form 3-1 Autobiographical Orientation Page ......................................................... 48
Form 3-2 Errorless Learning Protocol for Orientation............................................. 50
Form 3-3 Spaced Retrieval Training Protocol........................................................ 51
APPENDIX

Form 3-4 Spaced Retrieval Record Form ................................................................. 52
Form 3-5 Chaining Worksheet Using Errorless Learning ......................................... 54
Form 3-6 Memory Notebook ...................................................................................... 56
Table 3-2 Memory Group Learning Modules ............................................................. 68
Table 3-3 Components of TEACH-M ........................................................................ 69

Chapter 4
Rehabilitation for Impairments of Attention
Table 4-1 Stages, Components and Prerequisites for TPM .................................... 81
Table 4-2 Plans and Emergency Plans for TPM ....................................................... 82

Chapter 5
Rehabilitation of Hemispatial Neglect
Table 5-1 Stimulus Material and Sequence of Cueing for Four Levels of Reading Training in Neglect Dyslexia ................................................................. 96
Form 5-1 Diller Weinburg Visual Cancellation Test-Single Stimuli .......................... 97
Form 5-2 Diller Weinburg Visual Cancellation Test-Double Stimuli .......................... 98
Form 5-3 Diller-Weinburg Visual Cancellation Training Sheet — Single Stimuli .......... 99
Form 5-4 Diller-Weinburg Visual Cancellation Training Sheet — Double Stimuli ....... 100
Form 5-5 Sample Stimulus Material for Copying ..................................................... 103
Group Training Includes:

- Instruction from our distinguished faculty, including authors of The Manual
- 12 CME/CEUs
- Printed Manual (see Appendix)
- 24/7 Online Access to the recorded course
- Certificate of Completion
- Complimentary email announcement

OVERVIEW

For the ultimate learning experience and the very latest interventions, attend a two-day LIVE training workshop, based on the Manual and presented by its authors.

Coming in 2022 – expanded three-day training, expanded content coming by the end of the year

TESTIMONIAL

“We believe that participating in the ACRM Cognitive Rehabilitation Training and using the evidence-based strategies will result in significantly better outcomes for your patients, their families, and your organization.” – Lance E. Trexler, PhD, FACRM, Cognitive Rehabilitation Manual Managing Editor
HOW THIS WORKS

In-Person course includes:

- Two or three days of in-person instruction from ACRM Faculty including authors of the Manual
- **THE MANUAL**: Printed copy of the *Cognitive Rehabilitation Manual: Translating Evidence-Based Recommendations into Practice*—$150 value! (additional shipping and handling charges apply).

INVESTMENT OPPORTUNITIES

*All prices are subject to change without notice*

**Group Training, Individual Cost: 2-day $350 / 3-day $525**

Includes:

- CME/CEUs – 12.5 credit hours
- A printed copy of the Cognitive Rehabilitation Manual: Translating Evidence-Based Recommendations into Practice—$150 value! (additional shipping charges apply). Additional copies of the Manual may be purchased separately.
- 24/7 Online Access to the recorded course
- Six-month access to video recording of the two-day training
- 5 disciplines
  - Occupational Therapists (AOTA)
  - Physical Therapists (ACCME – Non-MD CME)
  - Physicians (ACCME)
  - Psychologists (Non-MD CME)
  - Speech-Language-Hearing Therapists (ASHA)
- Certificate of Completion

Nonmembers of the group also receive:

- Everything listed above
- Plus 6-month introductory ACRM membership with access to all interdisciplinary special interest groups and networking groups, discount member rates on products and conference registration, and subscriptions to all members-only newsletters.

**The Manual for ACRM Members: $125**

- The Manual — all 150 pages, including clinical forms — is a practical guide for the implementation of evidence-based interventions for impairments of executive functions,
memory, attention, hemispatial neglect, and social communication. Available for purchase by caregivers and family members of brain injury patients.

- **The Manual for NonMembers: $150**

### Comparison Chart - Online versus In-Person Training

<table>
<thead>
<tr>
<th>Number of Attendees</th>
<th>Cost per Trainee</th>
<th>Online**</th>
<th>2-Day In-Person</th>
<th>3-Day In-Person</th>
</tr>
</thead>
<tbody>
<tr>
<td>25</td>
<td>$296</td>
<td>$7,406</td>
<td>$ -</td>
<td>$ -</td>
</tr>
<tr>
<td>50</td>
<td>$350</td>
<td>$ -</td>
<td>$17,500</td>
<td>$ -</td>
</tr>
<tr>
<td>50</td>
<td>$525</td>
<td>$ -</td>
<td>$ -</td>
<td>$26,250</td>
</tr>
</tbody>
</table>

**Domestic Travel and Honoraria Costs**

- $ - $11,040 $14,760

**2-Hour Zoom Call with Faculty**

- $1,000 $1,000 $1,000

**Shipping to host (single destination)**

- included included included

**TOTAL**

- $8,406 $29,540 $42,010

*50% deposit required at time of signing

**This table is calculated for 25 attendees. Final price is determined by the number of attendees.

### DISCIPLINES

- Occupational Therapists (AOTA)
- Physical Therapists (ACCME – Non-MD Certificate of Participation)
- Physicians (ACCME)
- Psychologists (Non-MD CME)
- Speech-Language-Hearing Therapists (ASHA)

### CONTINUING EDUCATION CREDIT

- Educational Level: **Introductory/Intermediate**
- Instructional Method: **In-Person Lecture**
- CME/CEU: **12 contact hours**
AGENDA

Session 1: Overview of the Workshop and Introduction to the Manual (60 minutes) with Thomas F. Bergquist, PhD, ABPP-CN

Session 2: Attention and Memory (237 minutes) with Michael Fraas, PhD, CCC/SLP, CBIS and Thomas F. Bergquist, PhD, ABPP-CN

Session 3: Hemispatial Neglect (57 minutes) with Deirdre Dawson, PhD

Session 4: Hemispatial Neglect Case Example and Executive Functions (153 minutes) with Deirdre Dawson, PhD

Session 5: Social Communication (148 minutes) with Michael R. Frass, PhD, CCC_SLP

Session 6 (Bonus): Challenges of Reimbursement for Cognitive Rehabilitation (45 minutes) with Keith Cicerone, PhD, ABPP-Cn, FACRM and Donna Langenbahn, PhD, FACRM

COMPLETION REQUIREMENTS: EVALUATION AND CME CERTIFICATES

Credit is only given to attendees that register for the course; successfully complete the entire course; evaluate and take the post-test after each session. At the end of the training, you will see a slide with a link/web address to the post-test system. You will receive an email after taking the test showing your score. You must pass with 80% accuracy. You may retake the test at any time.

After you have completed the entire course and the final post-test, you will find the link to evaluate and receive your certificate. In that email, you will be able to click on the link, evaluate, and print your certificate.

LEARNING OBJECTIVES

To support the attainment of knowledge, competence, and performance, the learner should be able to achieve the following objectives:

1. Use a decision-tree to assist in determining which type of cognitive rehabilitation to implement.
2. Describe techniques for improving attention and the steps involved in carrying out treatments.
3. Identify the general guidelines for the use of external memory strategies.
5. Discuss the evidence concerning the effectiveness of cognitive rehabilitation in the selection and implementation of specific, individualized interventions for cognitive disability.

STATEMENT OF NEED AND TARGET AUDIENCE
Educational opportunities that promote evidence-based interventions for cognitive rehabilitation are needed by clinicians in order to provide optimum care for individuals with brain injury.
ACRM Cognitive Rehabilitation Training provides such an opportunity by presenting evidence-based standards and guidelines for clinical practice and translating them into step-by-step procedures for use by clinicians. The interventions described can be readily used by occupational therapists, speech and language therapists, psychologists, and other rehabilitation professionals.

TESTIMONIAL
Rehabilitation Hospital of Indiana Testimonial:
ACRM Online Cognitive Rehabilitation Manual Training

“The Rehabilitation Hospital of Indiana (RHI), a Traumatic Brain Injury Model System, is committed to providing evidence-based therapy services through supporting the professional development of our clinicians. ACRM’s option for online Cognitive Rehabilitation Manual training was instrumental in RHI’s decision to offer this education to all of our speech-language pathologists and outpatient occupational therapists who specialize in brain injury. The online training option was cost-effective and convenient. Our therapists appreciated the concise translation of research to everyday practice through clearly defined procedures for delivering high quality, functional, evidenced-based treatment. Overall, they found the training extremely valuable and practical with information that they will use in their daily clinical work.”

Christina A. Baumgartner, MS, CCC-SLP
Executive Director of Therapy Operations
Rehabilitation Hospital of Indiana
PHYSICIANS – Approved

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of the New Jersey of Academy of Family Physicians and the American Congress of Rehabilitative Medicine. The New Jersey of Academy of Family Physicians is accredited by the ACCME to provide continuing medical education for physicians.

The New Jersey of Academy of Family Physicians designates this enduring material activity for a maximum of 12.0 AMA PRA Category 1 Credit(s)™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

SPEECH-LANGUAGE HEARING PROFESSIONALS – Approved

This course is registered for 1.15 ASHA CEUs (Intermediate Level; Professional Area).

An annual ASHA CE Registry fee is required to register ASHA CEUs. ASHA CE Registry fees are paid directly to the ASHA National Office. To register ASHA CEUs with ASHA, you must complete a CE participant form, turn it in at the time of the activity, and pay the ASHA CE Registry fee. ASHA CEUs are awarded ONLY AFTER receipt of the CE Participant Form AND payment of the Registry fee.
ACRM has applied for AOTA for Distance Learning-Independent for 12 AOTA CEUs. The assignments of AOTA CEUs do not imply endorsement of specific course content, products, or clinical procedures by AOTA.

PHYSICAL THERAPISTS – Approved

Physical Therapists will receive a non-physician Certificate of Attendance.

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](mailto:ThreeSixtyFive@ACRM.org) or complete this inquiry form: [www.ACRM.org/salesform](http://www.ACRM.org/salesform)

CALL

+1.703.435.5335
# COGNITIVE REHABILITATION MANUAL

**TRANSLATING EVIDENCE-BASED RECOMMENDATIONS INTO PRACTICE**

## Table of Contents

- Acknowledgements ............................................................................................. VII
- Preface ................................................................................................................ VII
- Dedication .......................................................................................................... VIII

### Chapter 1

**Introduction: Principles of Cognitive Rehabilitation**

1.1 Functions and Structure of this Manual ...................................................... 1

1.2 Limitations of this Manual ............................................................................. 2

1.3 How to Use This Manual .............................................................................. 2

1.4 Primary Goals of Cognitive Rehabilitation .................................................. 3

1.5 Process and Flow of Therapy ........................................................................ 3

1.5.a Overall Stages of Treatment ..................................................................... 3

   Acquisition Stage ........................................................................... 5

   Application Stage ........................................................................... 5

   Adaptation Stage............................................................................ 5

1.6 External Versus Internal Strategies ................................................................ 6

1.7 A Guide to Treatment Planning and (Tactical) Goal Writing ......................... 7

1.7.a Moving from Strategies to Tactics ......................................................... 7

1.7.b Long-Term (strategic) and Short-Term (tactical) Goals.............................. 8

1.7.c Anatomy of a Short-Term Goal.............................................................. 8

1.7.d Sample Template for Goal Setting......................................................... 10

   BI-ISIG Committee Recommendations ...................................................... 10

1.8 Treatment Considerations When Designing Training Procedures .............. 11

1.8.a Task-Specific versus Strategic Approaches to Treatment ....................... 11

1.8.b External versus Internal Strategies ....................................................... 11
## 1.9 Neurobehavioral and Psychosocial Factors that Influence Treatment Process and Outcome

**1.9.a Patient Variables**

- Impairments of Awareness ........................................ 13
- Severity and Range of Impairment ................................ 15
- Emotional Reactions and Premorbid Psychiatric Issues...... 15

**1.9.b Family Factors** ................................................. 15

### 1.10 Monitoring Progress in Cognitive Rehabilitation

---

## Chapter 2

### Rehabilitation for Impairments of Executive Functions

**2.1 Introduction** .......................................................... 19

**2.2 Impairments of Executive Functions and Brain Dysfunction** ............. 19

**2.3 BI-ISIG Recommendations for Impairments of Executive Functions** ........ 20

**2.4 A General Framework for Rehabilitation of Impairments of Executive Functions** ............................................................. 20

**2.5 Metacognitive Strategy Training for Impairments of Executive Functions** ..23

**2.5.a Metacognitive Strategy Training for Impairments in the Treatment**
- of Executive Functioning Deficits ........................................ 25

**2.6 Formal Problem-Solving Strategies** .................................. 26

**2.6.a Stages in the Training of Formal Problem-Solving Procedures** ....... 29

**2.6.b Applying the Strategy to Specific Tasks** ........................... 29

**2.6.c General Treatment Considerations with Formal Problem-Solving** .. 32

**2.7 Metacognitive Strategy Training for Behavioral and Emotional Dysregulation** .......................................................... 32
APPENDIX

2.7.a Treating Deficits in Awareness ......................................................... 32
2.7.b Predict-Perform Procedure ................................................................. 34
2.7.c Summary of Awareness Interventions Matched with Causes of Unawareness ................................................................. 35
2.7.d Clarifying the Nature of the Problem .................................................. 36
2.7.e Planning a Solution ............................................................................ 37
2.7.f Executing, Monitoring, and Adapting ................................................. 38

2.8 Complex Evidence-Based Programs for the Rehabilitation of Impairments of Executive Functions ................................................. 39
   2.8.a Problem-Solving Group Protocol: Rusk Institute .......................... 39
          Problem-Solving Group Protocol: Worksheets .......................... 40
   2.8.b Anger Management Therapy Programme: Royal Rehabilitation Centre ................................................................. 41

2.9 Strategic and Tactical Goal Writing in the Rehabilitation of Impairment of Executive Functions ......................................................... 41

Chapter 3
Rehabilitation for Impairments of Memory
3.1 Introduction ......................................................................................... 43
3.2 Impairments of Memory Deficits and Brain Injury ............................... 43
3.3 BI-ISIG Recommendations for Memory Dysfunction .......................... 44
3.4 A General Framework for Rehabilitation of Impairments of Memory ................................................................................................. 44
3.5 External Memory Compensations .......................................................... 47
   3.5.a General Guidelines for External Memory Compensations ............ 47
   3.5.b Memory Notebook Types ............................................................... 47
          Orientation Book and Strategies for Severe Memory Impairment ........ 48
          Errorless Learning Technique .......................................................... 49
          Spaced Retrieval Technique ......................................................... 50
### APPENDIX

<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chaining Technique</td>
<td>52</td>
</tr>
<tr>
<td>Memory Notebook</td>
<td>56</td>
</tr>
<tr>
<td><strong>3.5.c Stages of Training in the Use of Memory Notebook Procedures</strong></td>
<td></td>
</tr>
<tr>
<td>Acquisition Stage</td>
<td>57</td>
</tr>
<tr>
<td>Discontinuation Criteria</td>
<td>58</td>
</tr>
<tr>
<td>Application Stage</td>
<td>58</td>
</tr>
<tr>
<td>Adaptation Stage</td>
<td>58</td>
</tr>
<tr>
<td>Cross Out, Notation, and Next Activity (CNN)</td>
<td>60</td>
</tr>
<tr>
<td>Updating and Cleaning Routine</td>
<td>60</td>
</tr>
<tr>
<td>Scoring and Documentation</td>
<td>61</td>
</tr>
<tr>
<td><strong>3.6 Memory Strategy Training</strong></td>
<td></td>
</tr>
<tr>
<td>3.6.a General Guidelines for Memory Strategy Training</td>
<td>61</td>
</tr>
<tr>
<td>3.6.b Types of Memory Strategy Training</td>
<td>62</td>
</tr>
<tr>
<td>Association Techniques</td>
<td>62</td>
</tr>
<tr>
<td>Organizational Techniques</td>
<td>63</td>
</tr>
<tr>
<td>3.6.c Stages of Strategy Training</td>
<td>64</td>
</tr>
<tr>
<td>Assessment and Selection of Techniques</td>
<td>64</td>
</tr>
<tr>
<td>Acquisition Stage</td>
<td>65</td>
</tr>
<tr>
<td>Application Stage</td>
<td>65</td>
</tr>
<tr>
<td>Activities for Application Stage</td>
<td>66</td>
</tr>
<tr>
<td>Adaptation Stage</td>
<td>66</td>
</tr>
<tr>
<td>Activities for Adaptation Stage</td>
<td>67</td>
</tr>
<tr>
<td><strong>3.7 Complex Evidence-Based Programs for the Rehabilitation</strong></td>
<td></td>
</tr>
<tr>
<td>of Impairments of Memory</td>
<td>67</td>
</tr>
<tr>
<td>3.7.a Memory Rehabilitation Group</td>
<td>67</td>
</tr>
<tr>
<td>3.7.b TEACH-M</td>
<td>69</td>
</tr>
<tr>
<td><strong>3.8 Strategic and Tactical Goal Writing in Rehabilitation of Impairments of Memory</strong></td>
<td>70</td>
</tr>
</tbody>
</table>
Chapter 4
Rehabilitation for Impairments of Attention

4.1 Introduction ................................................................. 73
4.2 Impairments of Attention after Brain Injury ....................... 73
4.3 BI-ISIG Recommendations for the Rehabilitation of Impairments of Attention .................................................. 74
4.4 General Framework for the Rehabilitation of Impairments of Attention ................................................................. 75
4.5 Attention Process Training (APT) Training .......................... 76
  4.5.a APT Generalizing Activities ........................................... 77
4.6 Time Pressure Management .............................................. 79
  4.6.a Stage 1: Identifying the Problem ................................... 80
  4.6.b Stage 2: Teaching the Strategy ..................................... 80
  4.6.c Stage 3: Generalization ............................................... 83
4.7 Rehabilitation of Working Memory ..................................... 83
  4.7.a LEVEL I. N-Back Procedures ....................................... 84
  4.7.b LEVEL II. N-Back with Additional Working Memory Demands .......... 85
  4.7.c LEVEL III. N-Back with Continuous Secondary Task ............. 85
  4.7.d Clinical Application .................................................... 86
4.8 Strategic and Tactical Goal Writing in Rehabilitation of Impairments of Attention .................................................. 87

Chapter 5
Rehabilitation of Hemispatial Neglect

5.1 Introduction .................................................................... 89
5.2 Hemispatial Neglect in Brain Dysfunction .......................... 89
5.3 BI-ISIG Recommendations for Hemispatial Neglect .......... 89
5.4 General Framework for the Rehabilitation of Hemispatial Neglect .......... 89
5.5 Visual Scanning Training .................................................. 91
5.5.a Principles of Visual Scanning Training .................................................. 91
5.5.b Assessment of Visual Scanning ............................................................... 92
5.5.c Step in Systematic and Orderly Scanning Training ............................... 92
5.5.d Computerized Visual Scanning Training ............................................... 94
5.5.e Visual Scanning Training for Reading and Copying Prose .................. 94
5.5.f Visual Scanning for Describing Pictures ............................................. 102

5.6 Visual Imagery Training: Lighthouse Strategy ......................................... 104
5.6.a Activities for Training in Visual Scanning and the Use of the Lighthouse Strategy ................................................................. 104

5.7 Limb Activation Strategies ........................................................................ 105
5.7.a Spatio-Motor Strategies ....................................................................... 105
5.7.b Visuo-Spatio-Motor Strategies ............................................................... 105
5.7.c Activities for Training in the use of Spatio-Motor and Visuo-Spatio-Motor Strategies: ................................................................. 106
5.7.d Imagined Limb Activation .................................................................... 106

5.8 Strategic and Tactical Goal Writing for the Rehabilitation of Hemispatial Neglect .................................................................................... 107

Chapter 6
Rehabilitation of Impairments of Social Communication

6.1 Introduction ............................................................................................. 110
6.2 Impairments of Social Communication after Brain Injury ...................... 110
6.3 BI-ISIG Recommendations for the Rehabilitation of Impairments of Social Communication ................................................................. 111
6.4 A General Framework for the Rehabilitation of Impairments of Social Communication ........................................................................ 111
6.5 Group Treatment for Social Communication Deficits ............................ 112
6.5.a Structure ............................................................................................. 112
6.5.b Group Process .................................................................................... 112
APPENDIX

6.5.c Individual Goal Setting ................................................................. 113
6.5.d Feedback ..................................................................................... 113
6.5.e Practice and Repetition ................................................................. 114
6.5.f Self-Monitoring .......................................................................... 114
6.5.g Generalization of Skills................................................................. 114

6.6 Treatment of Emotion Perception Deficits ........................................ 114
   6.6.a Errorless Learning ................................................................. 115
   6.6.b Self-instruction Training ........................................................... 115

6.7 Individual Psychotherapy and the Treatment of Impairments of
   Social Communication .................................................................. 115

6.8 Strategic and Tactical Goal Writing in the Rehabilitation of
   Impairments of Social Communication ........................................ 116

6.9 Strategic and Tactical Goal Writing in the Rehabilitation of
   Impairments of Visual Emotion Perception .................................... 116

6.10 Example Treatment Goal and Strategies for Use with Auditory Emotion Perception ................................................................. 117
List of Tables, Figures and Clinical Forms

Chapter 1
Introduction: Principles of Cognitive Rehabilitation

Table 1-1 Treatment Goals and Strategies Associated with Each Stage of Cognitive Rehabilitation ................................................................. 4
Table 1-2 Factors that Comprise a Comprehensive Short-term Goal ................... 9
Figure 1-1 Decision Tree for Treatment Planning ................................................. 12

Chapter 2
Rehabilitation for Impairments of Executive Functions

Figure 2-1 A Decision Tree for Treatment Planning for Executive Dysfunction............................................................................................................. 22
Table 2-1 General Framework for Rehabilitation of Executive Deficits:
Metacognitive Strategy Training .......................................................................... 24
Table 2-2 General Framework for Rehabilitation of Executive Deficits:
Problem-solving ................................................................................................. 27
Table 2-3 Steps in Problem-solving from Ylsvaker and Feeny (1998) ............ 28
Worksheet Form: Goal-Plan-Do-Review Model ........................................... 30
Worksheet Short-Form: Goal-Plan-Do-Review Model .................................... 31
Table 2-4 Identifying and Naming Dysexecutive Disorders............................... 37

Chapter 3
Rehabilitation for Impairments of Memory

Table 3-1 Approaches and Techniques in the Rehabilitation of Memory .......... 45
Figure 3-1 Decision Tree for Treatment Planning In Memory Dysfunction .... 46
Form 3-1 Autobiographical Orientation Page .................................................. 48
Form 3-2 Errorless Learning Protocol for Orientation....................................... 50
Form 3-3 Spaced Retrieval Training Protocol................................................... 51
APPENDIX

Form 3-4 Spaced Retrieval Record Form ................................................................. 52
Form 3-5 Chaining Worksheet Using Errorless Learning ........................................ 54
Form 3-6 Memory Notebook ................................................................................. 56
Table 3-2 Memory Group Learning Modules ....................................................... 68
Table 3-3 Components of TEACH-M.................................................................... 69

Chapter 4
Rehabilitation for Impairments of Attention
Table 4-1 Stages, Components and Prerequisites for TPM................................. 81
Table 4-2 Plans and Emergency Plans for TPM .................................................. 82

Chapter 5
Rehabilitation of Hemispatial Neglect
Table 5-1 Stimulus Material and Sequence of Cueing for Four Levels of
Reading Training in Neglect Dyslexia ................................................................. 96
Form 5-1 Diller Weinburg Visual Cancellation Test-Single Stimuli ..................... 97
Form 5-2 Diller Weinburg Visual Cancellation Test-Double Stimuli................. 98
Form 5-3 Diller-Weinburg Visual Cancellation Training Sheet —
Single Stimuli ........................................................................................................ 99
Form 5-4 Diller-Weinburg Visual Cancellation Training Sheet —
Double Stimuli..................................................................................................... 100
Form 5-5 Sample Stimulus Material for Copying ............................................. 103
OVERVIEW
Distinguish your company or institution when you affiliate your brand with ACRM as a sponsor. The ACRM Spring Meeting is a venue for networking and collaborating within the ACRM interdisciplinary community groups and committees. The Spring Meeting also hosts the ACRM Training Institute, providing rehabilitation researchers and clinicians seeking CME/CEUs with exciting opportunities for in-depth training and the translation of evidence-based knowledge into clinical practice.

HOW THIS WORKS - MARKETING
- 1.5 million emails promoting the event, which will include your logo
- A minimum of 6 lead eNews articles featuring your logo on our Spring Meeting promotion as well as a Box Ad in each weekly issue
- Social media – Sponsor logo will be featured in all Spring Meeting graphics in heavy rotation on ACRM’s 100+ media channels, multiple posts every day, across numerous channels up to and through the meeting
- Your logo featured on ACRM web pages:
  - A featured ad in rotation on the homepage of ACRM.org
  - Box ads on ACRM.org pages
  - Featured ad on all ACRM.org Spring Meeting pages

VENDOR RECOGNITION
- Your Logo will be added to the footer of the ACRM website
- Your Logo will be added to ACRM’s Vendor Exposure™
  - your logo systemwide, across nearly all of ACRM media properties
  - 13.5M+ exposures annually
INVESTMENT OPPORTUNITY
*All prices are subject to change without notice

• **Exclusive Spring Meeting Sponsor: $20,000**

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
DIRECT MAIL to the ACRM Database

SCHEDULE — LIMITED OPPORTUNITIES AVAILABLE

HOW THIS WORKS

• ACRM assumes vendor will provide marketing pieces assembled and sealed.
• ACRM assumes vendor will provide completely assembled and sealed envelopes to ACRM’s bonded Mailhouse, with return address pre-printed.
• The indicia area and mail address areas will be empty and ready for imprinting by ACRM bonded Mailhouse.
• ACRM assumes vendor will pay postage. Please see postage options below.
• ACRM assumes mailing to 2,000 recipients.

*All submitted content is subject to ACRM approval*

MARKETING

POSTAL OPTIONS

• 9x12 envelope = $254 for bonded Mailhouse handling + postage

USPS POSTAGE:

 o Non-profit postage – approximately .49 cents each. SLOWEST postal speed (~1 - 3 weeks across country. Some may sprinkle afterward)
 o Presort First-Class – approximately .91 cents each. Medium speed.
 o Straight First-Class Live Stamp – $1.20 each. Fastest speed. (~ 2-5 days)
 o Total Mailhouse cost with non-profit postage = $254 + $980 = $1,234

ACRM.org/DirectMailSales
DIRECT MAIL to the ACRM Database

- **No 10 envelope** (size = 4.125x9.5) = $250 for bonded Mailhouse handling + postage

  **USPS POSTAGE:**
  - Non-profit postage – approximately .18 cents each. SLOWEST postal speed.
  - Presort First-Class – approximately .44 cents each. Medium speed
  - Straight First-Class live stamp – .55 cents each. Fastest speed.
  - Total Mailhouse cost with non-profit postage = $250 +$360 = $610

- **POSTAL DISCLAIMERS**
  - USPS postal speed as noted are estimates.
  - Please note the USPS offers no guarantees on delivery.
  - Overall USPS volume will affect mailing speed. IE: election mail & Pre-holiday are typically the busiest times: Oct - Dec.
  - Postal drop is from suburban Wash DC/ Maryland
  - The detail estimates from ACRM are subject to change but will always be passed through at the actual costs.

**INVESTMENT OPPORTUNITIES**
- **Standard Annual Meeting List Rental and Processing Fee:** $3,499
- **Full payment required before processing begins**

**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
OVERVIEW
We offer comprehensive profile packages that provide your job posting with maximum exposure to professionals. Create professional, 60-second videos to provide key information, brand identification, and a call to action for each of your postings. If you have more than 10 jobs to post, or post multiple jobs frequently, consider our automated bulk posting option.

Services provided by Naylor.

American Congress of Rehabilitation Medicine (ACRM), ACRM Rehab Job Board | Find Your Career Here

HOW THIS WORKS
• Post jobs online quickly and easily
• Manage applications
• Search resumes
• Set up an email resume alert

MARKETING
ADVERTISING OPPORTUNITIES
• Social Recruiting Reach active and passive job seekers by automatic distribution of your jobs via Twitter.
• Featured Jobs Gain an advantage and get prime exposure on the site with highlighted job postings and prominent visibility to job seekers.
• Job Posting Videos Create professional, 60-second videos to provide key information, brand identification, and a call to action for each of your postings.
• **Network Distribution** Broadcast your local posting to a wider job seeker audience on relevant sites within the National Healthcare Career Network.
• **30-day Local Job Posting** 1 job posting, 30 days online, Resume Search access
• **60-day Local Job Posting** 1 job posting, 60 days online, Resume Search access
• **90-day Local Job Posting** 1 job posting, 90 days online, Resume Search access
• **Featured Employers (30-day increments)** Distinguish yourself and promote your organization's brand and job postings by creating a Featured Employer Profile. Your logo will appear on the job seeker home page, the job search results pages, and on each of your job postings - all linking directly to your profile!

**INVESTMENT OPPORTUNITIES**
*all prices are subject to change without notice*

- **Member Rates:**
  - Social Recruiting: $125
  - Featured Jobs: $125
  - Job Posting Videos: $200
  - Network Distribution: $200
  - 30-day Local Job Posting: $250
  - 60-day Local Job Posting: $425
  - 90-day Local Job Posting: $614
  - Featured Employers (30-day): $525
  - Featured Employers (60-day): $1,000
  - Featured Employers (90-day): $1,500

- **Non-Member Rates:**
  - Social Recruiting: $125
  - Featured Jobs: $175
  - Job Posting Videos: $200
  - Network Distribution: $200
  - 30-day Local Job Posting: $350
  - 60-day Local Job Posting: $525
  - 90-day Local Job Posting: $714
  - Featured Employers (30-day): $625
  - Featured Employers (60-day): $1,200
  - Featured Employers (90-day): $1,800
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
Got an Idea?

Please let us know

We are here to serve you. Not just for one event. Our goal is to create long-term partnerships so that we can continue to IMPROVE LIVES through interdisciplinary rehabilitation research.

For the latest information and pricing, please visit the product documents found here: ACRM.org/sales

ACRM is your MARKETING PARTNER

FULL SALES FUNNEL VALUE
CONNECTING YOU WITH LEADS

AWARENESS >
ENGAGEMENT >
CONVERSION

VIRTUAL DIGITAL MARKETING SOLUTIONS

365/24/7
Please reference the product documents for the latest: ACRM.org/sales
ACRM reserves the right to change the pricing and/or alter the offerings at any time.