

ACRM

AMERICAN CONGRESS OF
REHABILITATION MEDICINE



Annual Conference – Online Program Advertising

27JULY2021

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**:
 - **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.
 - **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.
 - 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.

- 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

MARKETING

ADVERTISING OPPORTUNITIES

- On the home page of the Online Program (eventScribe)
 - **Leaderboard** — top center slider (1200p x 200p)
 - **Skyscraper** — right banner slider (320p x 1200p)
 - **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)
 - **Left sidebar Square** — second (300p x 300p) On the home page, and every page, of the Online Program (eventScribe). Not rotating.

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**
 - Square** — center (right): **\$3,500 SOLD** through Sept 2021
- 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

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? 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

Online Program Advertising Example:

ACRM
98th Annual Conference

PROGRESS IN REHABILITATION RESEARCH
TRANSLATION TO CLINICAL PRACTICE
26 – 29 SEPTEMBER 2021
PRE-CON: 24 – 26 SEPT #ACRM2021

Bringing research
to practice
FASTER

- HOME
- ACRM.org Conference website
- Searchable Program >
- PRESENTERS >
- SPONSOR NOW!
- EXHIBIT NOW!
- Exhibitors & Sponsors >
- Community Group Meetings
- Schedule AT-A-GLANCE

SQUARE
Left sidebar top
slider
300 x 300px

YOUR AD HERE
AD SPACE AVAILABLE

SQUARE
Left sidebar second
300 x 300px

YOUR AD HERE
AD SPACE AVAILABLE

ACRM
@ACRMtweets

What are the benefits of attending a virtual conference? Hear from last year's attendee Christine MacDonell receives prestigious #ACRM Gold Key Award

The ACRM Awards Committee and Board of Governors are proud to honor Christine MacDonell, FACRM w/ the 2021 ACRM Gold Key Award in recognition of her lifetime service Go to acrm.org/about/awards/g ...#CARF #rehabilitation



ACRM
@ACRMtweets

Integrative #Rehabilitation #Research #Mentoring & #CareerDevelopment Fellowship For early career clinical investigators from an



LEADERBOARD
Top center slider
1200 x 200px

YOUR AD HERE
AD SPACE AVAILABLE

REGISTER

SAVE up to 50%
Early Bird rates
END 30 JUNE

Pre-Conference

Instructional
Courses

SQUARE
Center right
473 x 420px

YOUR AD HERE
AD SPACE AVAILABLE

PLENARY I
MORGAN

PLENARY II
KALPAKJIAN

PLENARY III
SOTTO

PLENARY IV
KAWAS

FEATURED SESSION I
FEDERAL & PCORI FUNDING

FEATURED SESSION II
TRISHA MEILLI: Mind-Body Medicine; The Central Park Jogger's Healing to Wholeness

SPECIAL SYMPOSIA

How Music Helped Gabby Giffords Rediscover Her Voice

FEATURING
Gabrielle Giffords
Former Congresswoman & Co-Founder, Giffords

SUNDAY 26 SEPT
CME/CEUS

INTERDISCIPLINARY

SPECIAL SYMPOSIA

"Black Men Brain Health in the United States: From NFL Athlete to Old Age"

Robert W. Turner, II PhD, George Washington University School of Medicine and Health Sciences
Patricia C. Heyn PhD, FGSA, FACRM, University of Colorado Anschutz Medical Campus
Roland J. Thorpe, Jr. PhD, Johns Hopkins Center for Health Disparities Solutions

CME/CEUS

INTERDISCIPLINARY

CALL FOR LATE-BREAKING PROPOSALS

SPECIAL SYMPOSIA

ACRM COMMUNITY GROUP MEETINGS

SOCIAL NETWORKING

FOR THE WHOLE REHAB TEAM

THANK YOU

SPONSORS, EXHIBITORS & INSTITUTIONAL SUPPORTERS

SPONSOR, ADVERTISE, EXHIBIT—NOW!

QUICK LAUNCH CAMPAIGNS

FAQs & RESOURCES

CONTINUING EDUCATION CME/CEUs

PAPERS & POSTERS

ACRM LAUNCHPAD

ACRM EARLY CAREER DEVELOPMENT COURSE

ACRM LEADERSHIP DEVELOPMENT COURSE

SKYSCRAPER
Right banner slider
320 x 1200px

Mobile file: 300 x 300 px

AD SPACE AVAILABLE
YOUR AD HERE
AD SPACE AVAILABLE
YOUR AD HERE
AD SPACE AVAILABLE
YOUR AD HERE
AD SPACE AVAILABLE

NOTE!
These 2 square ads appear on EVERY page: site-wide throughout the Online Program