

ACRM

AMERICAN CONGRESS OF
REHABILITATION MEDICINE



ACRM Fall Conference Plenary Sponsorship

05AN2024

OVERVIEW

The ACRM Annual Conference is the leading interdisciplinary rehabilitation research event of the year. With over 250 individual sessions and 1000+ research posters and papers the conference attracts thousands of leading researchers, clinicians, rehabilitation professionals and more from around the world.

Each year the highlight of the conference is the four main plenary sessions. These sessions are given by invited luminaries selected from across the field of rehabilitation medicine, research, advocacy, and beyond. The plenaries open each day of the conference and gather the entire group of attendees for a very special kick-off to that day's program.

HOW THIS WORKS

- Identify a plenary 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 speaker requirements. All advertisements and promotions surrounding the session subject to ACRM approval.

MARKETING

ADVERTISING OPPORTUNITIES

There are two basic sponsored session packages and only one premium sponsored session available.

[ACRM.org/PlenarySponsor](https://www.acrm.org/PlenarySponsor)

When you sponsor a plenary, you will enjoy enormous benefits including:

BASIC SPONSORED SESSION PACKAGE

- **Introductory Address** – you will get 20 minutes to present to the attendees before the plenary speaker takes the stage. The industry recommendation is to provide the audience with meaningful information about your product space and encourage attendees to visit your booth. The address should avoid a direct commercial pitch. There will be no CME/CEU provided with your address. The plenaries are the largest single audience at the ACRM Annual Conference and always unopposed.
- **A 10'x10' exhibit booth** at the annual conference – you select from the available locations – and 2 conference APP pushes during the event to promote your sponsorship and your booth
- **2 one page, full color advertisements**, of your design, in the *Archives of Physical Medicine and Rehabilitation*, the world's leading PM&R journal. Ads must run in the same calendar year of the conference.
- **2 Conference Attendee eBlasts** – your message, whatever you want to say (subject to approval), sent to all conference attendees. 3 weeks prior to conference, during, or 3 weeks after.
- **5 World Passes** - Access to all 6 days of ACRM Fall Conference including all educational sessions, pre-conference instructional courses, CME/CEU processing, community group meetings, networking events, poster sessions & more.
- **High Visibility in our conference marketing campaign** – Your sponsorship will be featured regularly in all of our conference marketing generating 200 million+ impressions in ACRM's vast digital, print, & social media space
- **PLUS** more exposure for your organization:
 - **A digital** box ad on ACRM.org** (www.acrm.org) – 45,790+ monthly visits for three months
 - **2 ACRM membership eBlasts** – your message to our 101,000+ member database

PREMIUM SPONSORED SESSION PACKAGE

INCLUDES EVERYTHING IN THE BASIC PACKAGE PLUS

- **One Hour Presentation to the ACRM Board of Governors at the fall conference**
- **5 Additional World Passes**



- 2 additional pages of color advertisements in the *Archives of Physical Medicine and Rehabilitation*
- **10 Complimentary Registrations to an ACRM Training Course** – you can choose between our Cognitive Rehabilitation Training, Pediatric Cognitive Rehabilitation Training, ACRM Leadership Course, or the ACRM Early Career Development Course. These are transferable so you can give them to your own staff or clients. It is your choice.
- **1 Complimentary EXPO Hall Learning Center Session** – 60 minute educational session plus Q&A in the ACRM Conference EXPO hall with complementary light snacks provided during the Annual Conference.

When you sponsor a plenary, **your logo will be:**

- Included on signage and on the video screen at the in-person session
- Integrated on the Session Badge to be used in...
 - eBlasts- guaranteed two eBlasts to membership
 - eNews – our weekly newsletter reaching 83,000+ members
 - Social media posts – ACRM has 80,000+ followers on Twitter, LinkedIn, Facebook, YouTube, Instagram – guaranteed 30 tweets, 20 FB posts, 20 LinkedIn posts, 10 Instagram posts at a minimum
 - Included on the Plenary's web landing page
 - Name recognition along with the session title on the HOME page of the ACRM Online Program

*Deadline dates will be confirmed at the time of purchase.

INVESTMENT OPPORTUNITIES

*all prices are subject to change without notice

- **Basic Sponsored Session package: \$49,999**
- **Premium Sponsored Session Package: \$99,000**

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](tel:+17034355335)



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ACRM INSTITUTIONAL SUPPORT PROGRAM



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