

Exhibitor & Sponsor Prospectus

FOCUS ON RESULTS:

A GLOBAL AUDIENCE WITHIN REACH

The ACRM Annual Conference, *Progress in Rehabilitation Research (PIRR)*, brings together **2,000+** researchers, providers, educators and administrators for critical interdisciplinary exchange. Newcomers encounter a welcoming and collegial atmosphere energized by the excitement of discovery and collaboration.

Offering continuous programming for brain injury, spinal cord injury, stroke, neurodegenerative diseases, pain, cancer and pediatric rehabilitation, *Progress in Rehabilitation Research* is the **WORLD'S LARGEST CONFERENCE** for interdisciplinary rehabilitation research.

ACRM Annual Conference



PROGRESS IN REHABILITATION RESEARCH



ACRM AMERICAN CONGRESS OF
REHABILITATION MEDICINE

Improving lives through interdisciplinary rehabilitation research

REACH >>>

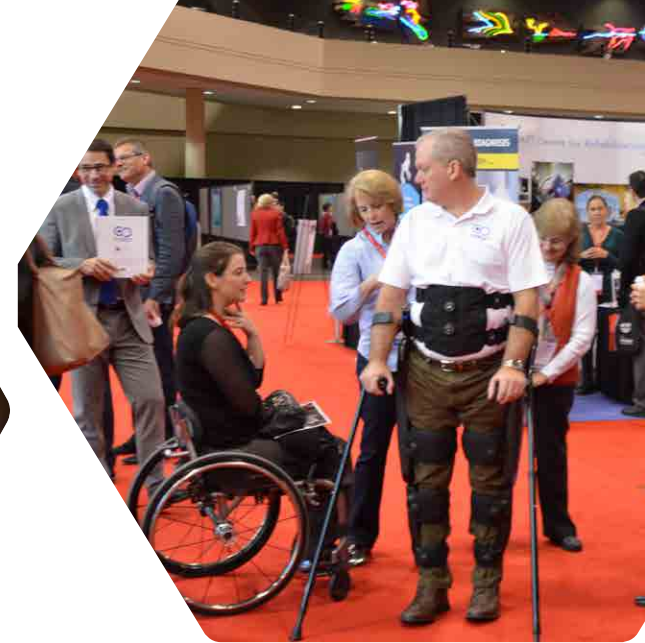
NO OTHER REHABILITATION CONFERENCE offers such a broad audience. ACRM is home to a diverse community of rehabilitation professionals and consumers including all disciplines comprising today's rehabilitation team, including:

- Bioengineers
- Biostatisticians/Clinical Researchers
- Case Managers
- Counselors, Rehabilitation and Vocational
- Dieticians
- Neurologists
- Neuropsychologists
- Occupational Therapists
- Patients and caregivers
- Psychologists
- Psychiatrists
- Physiatrists
- Physical Therapists
- Physicians
- Recreation Therapists
- Rehabilitation Nurses
- Social Workers
- Speech-Language Professionals



ACRM attendees are:

- UNIQUELY qualified professionals
- a highly-concentrated audience of THOUGHT-LEADERS in the field of rehabilitation research
- Researchers and clinicians who value cutting-edge research and technology and the impact they make on evidence-based practice.



>>> the largest interdisciplinary rehabilitation
research conference in the world

While every effort was made to ensure accuracy of this prospectus, the information contained within is subject to change. The Sponsorship / Exhibitor contract contains the final information.

FOCUS ON RESULTS: A GLOBAL AUDIENCE WITHIN REACH

WWW.ACRM.ORG

Another Record-Breaking Conference

Attendance at the ACRM Annual Conference continues to climb year over year, from 289 registrations in 2009 to an anticipated **2,000+** registrations this year, attracting **ATTENDEES FROM 50+ COUNTRIES**.

QUICK STATS

94% of attendees said the knowledge and expertise of presenters was good to excellent.

93% said the overall educational value of the conference was good to excellent.

91% said the interdisciplinary focus of the program was good to excellent.

This is where cutting-edge research and technology meet clinical practice to improve the quality of life for people with disabilities.

Progress in Rehabilitation Research is the **PREMIER** rehabilitation conference for **interdisciplinary exchange** and collaboration.

98% of attendees surveyed said they are likely to recommend the conference to colleagues

“Having worked with TBI patients for the past 26 years it is nice to find a conference that provides cutting-edge information from exceptionally well-qualified speakers.”

— Alison M. O'Shanick, MS,
CCC-SLP

Decision-makers

79% of attendees play a role in the purchasing decisions for their departments.



63%

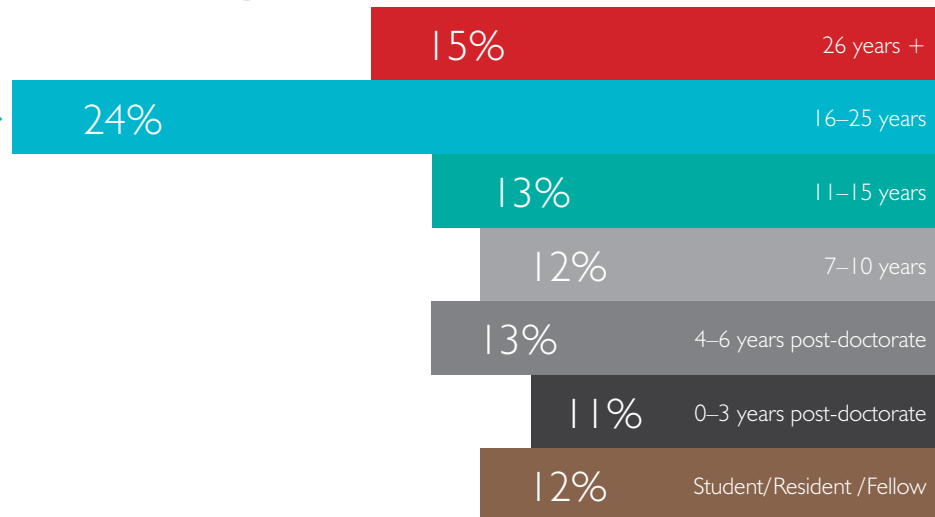


36%

PREFER NOT TO SAY

.1%

Career Stage



Statistics from 2012 - 2014 ACRM Annual Conference surveys



“We just had another great year exhibiting at the ACRM Conference... As an ACRM member I think it’s a great networking opportunity to meet all of our colleagues across the globe..”

— Dianne Lamb, Regional Director of Admissions, Spaulding Rehabilitation Network, ACRM Institutional Member since 2011

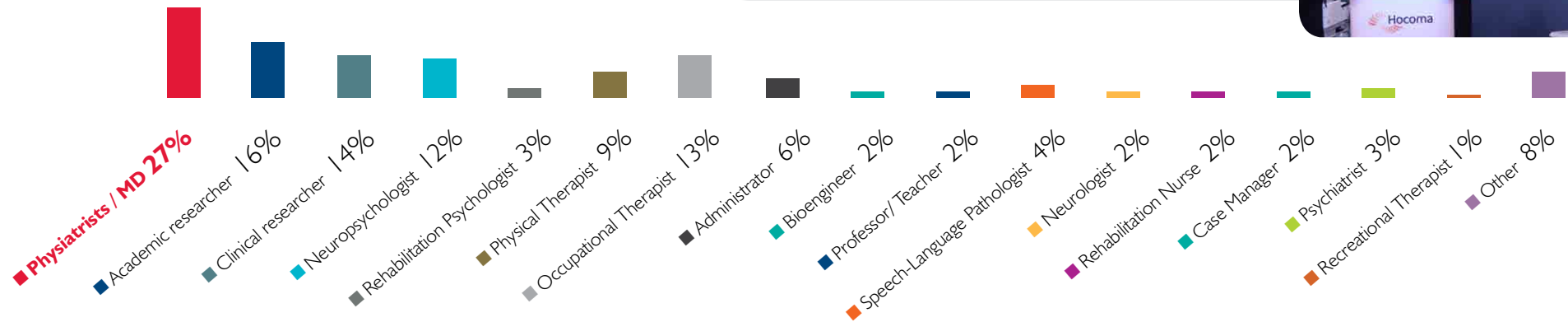


"ACRM is a venue where we can meet a lot of the primary players in the field of rehabilitation."

—Hokoma spokesperson, 2014 ACRM exhibitor



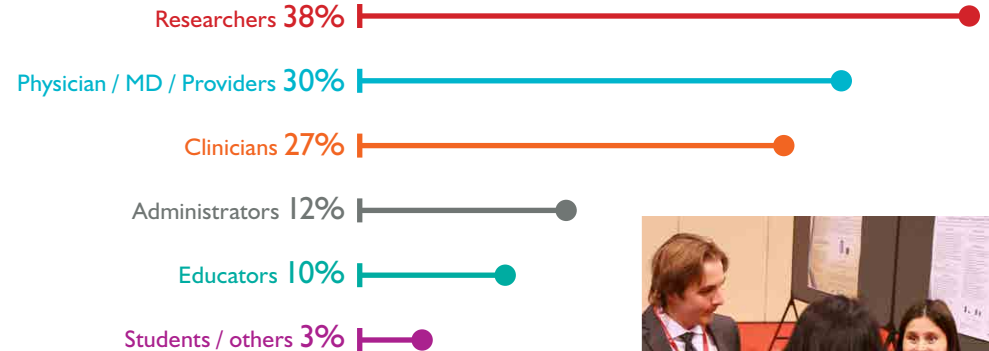
Profession of Attendees (specialty)



The **ACRM Annual Conference** is the *PREMIER* educational scientific event for health care professionals in the field of rehabilitation.



Professional Roles



ACRM delivers an interdisciplinary culture where like-minded, yet specialized health care and research colleagues collaborate.

FOCUS ON RESULTS: A GLOBAL AUDIENCE WITHIN REACH

WWW.ACRM.ORG

ACRM REACH

(55 countries represented by ACRM membership since 2012)

DID YOU KNOW? ACRM Institutional Members comprise **11** of the **17** top-ranked hospitals for rehabilitation in “America’s Best Hospitals 2013–14” by *U.S. News & World Report*.

www.ACRM.org/join/acrm-institutional-membership



ACRM Institutional Members enjoy sponsorship cost savings depending on their membership level — with the Platinum level receiving **20% OFF** all sponsorship pricing

Albania	Brazil	Czech Republic	England	Hong Kong	Ireland	Netherlands	Portugal	Saudi Arabia	Thailand
Australia	Canada	Denmark	Estonia	Hungary	Israel	New Zealand	Puerto Rico	South Korea	Turkey
Austria	Cambodia	Dominican Republic	Finland	Iceland	Italy	Nigeria	Qatar	Spain	USA
Bangladesh	Chile	Egypt	France	India	Japan	Norway	Romania	Sweden	
Belarus	China		Germany	Indonesia	Kenya	Philippines	Russia	Switzerland	
Belgium	Cyprus		Greece	Iran	Mexico		South Africa	Taiwan	

Exhibiting information

LOCATION

Hilton, Anatole
DALLAS, TX, USA

LODGING

Exhibitors are eligible for the ACRM-negotiated hotel room rates.

EXHIBIT SPACE IS LIMITED to a select number — providing ample opportunity for quality one-on-one exchange with attendees.

If your products and services offer real-world, proven solutions to challenges faced by rehabilitation professionals working in both clinical and academic settings, ACRM attendees are **LOOKING** for YOU! ACRM Conference attendees are:

- Exclusively rehabilitation-focused
- Seeking innovative solutions
- Working in both clinical and academic settings
- Thought leaders in rehabilitation research
- Highly motivated
- Recognized in their fields
- Decision-makers (79% of attendees play a role in the purchasing decisions for their departments.)
- Inclusive and collaborative, freely sharing information and resources with peers for the greater good of individuals with disabilities whom they serve

Exhibitor **Motekforce link** >>> found the attendees at the ACRM Conference to be “**VERY RESPONSIVE.**”



THE ACRM EXPO IS SET UP AMIDST / ADJACENT TO THE SCIENTIFIC POSTERS — allowing for ideal traffic flow and networking scenarios.



FOCUS ON RESULTS: A GLOBAL AUDIENCE WITHIN REACH

WWW.ACRM.ORG



LOGO in ARCHIVES >
the sooner you sign,
the larger your logo in
more issues!

The most-cited
scientific journal in
rehabilitation medicine >



ACRM delivers an interdisciplinary culture where like-minded, yet specialized health care and research colleagues collaborate.

Booth Space Includes

- 10' x 10' booth
- 2' x 8' covered and skirted display table
- 2 chairs
- 8' high drape back wall
- 4' high drape side wings
- Standard 7" x 44" signage displaying company name
- TWO FULL CONFERENCE REGISTRATIONS (\$ HUGE VALUE!) that allow you to participate in ALL educational sessions, network with attendees, and better understand the needs and interests of your target audience.

BONUS Exposure Includes

- **LOGO in ARCHIVES** — Sponsor logo in **monthly** ACRM print ads in *Archives of Physical Medicine and Rehabilitation*, the most cited journal in rehabilitation. The earlier you commit, the larger and more exclusive your logo will appear in MORE issues leading up to the conference.
- Logo PLUS 50-word description in the printed onsite conference program AND the program is posted online pre-conference and lives online for at least one year post event.
- Logo PLUS 50-word description and hyperlink on ACRM.org website.
- Post-conference online listing on the ACRM Conference webpage for one year.
- Acknowledgment in ACRM eNews, a weekly member newsletter.
- Pre-conference eblasts introducing attendees to exhibitors.



Exhibitor Pricing*

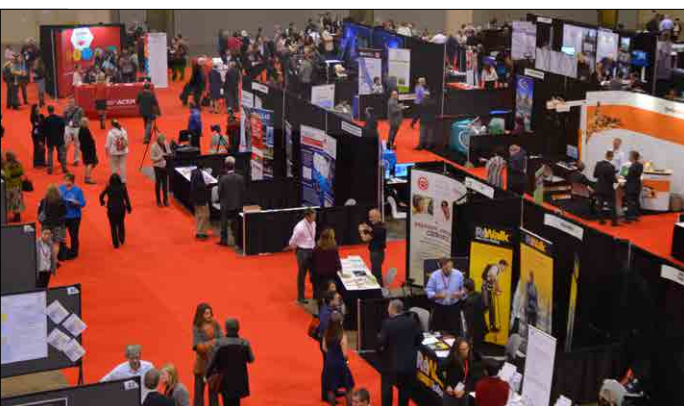
Before 31 March 2015	\$2,950
Before 1 September 2015	\$3,450
After 1 September 2015	\$3,950

*Pricing for one 10' X 10' booth

EARLY SIGNING BONUS

EXHIBITORS & SPONSORS

Sign-up and pay early and receive logo listing in the **preliminary conference brochure**: 40,000+ copies printed and mailed to targeted professionals — plus online version = HUGE exposure & value.



SEE VIDEO TESTIMONIALS  [ACRM.ORG/vids](https://www.acrm.org/vids)



“We like the ACRM EXPO for having those one-on-one conversations with a wide variety of people in a lot of different fields.”

—Vincent John Vincent
GestureTek Health, ACRM EXHIBITOR

FOCUS ON RESULTS: A GLOBAL AUDIENCE WITHIN REACH

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

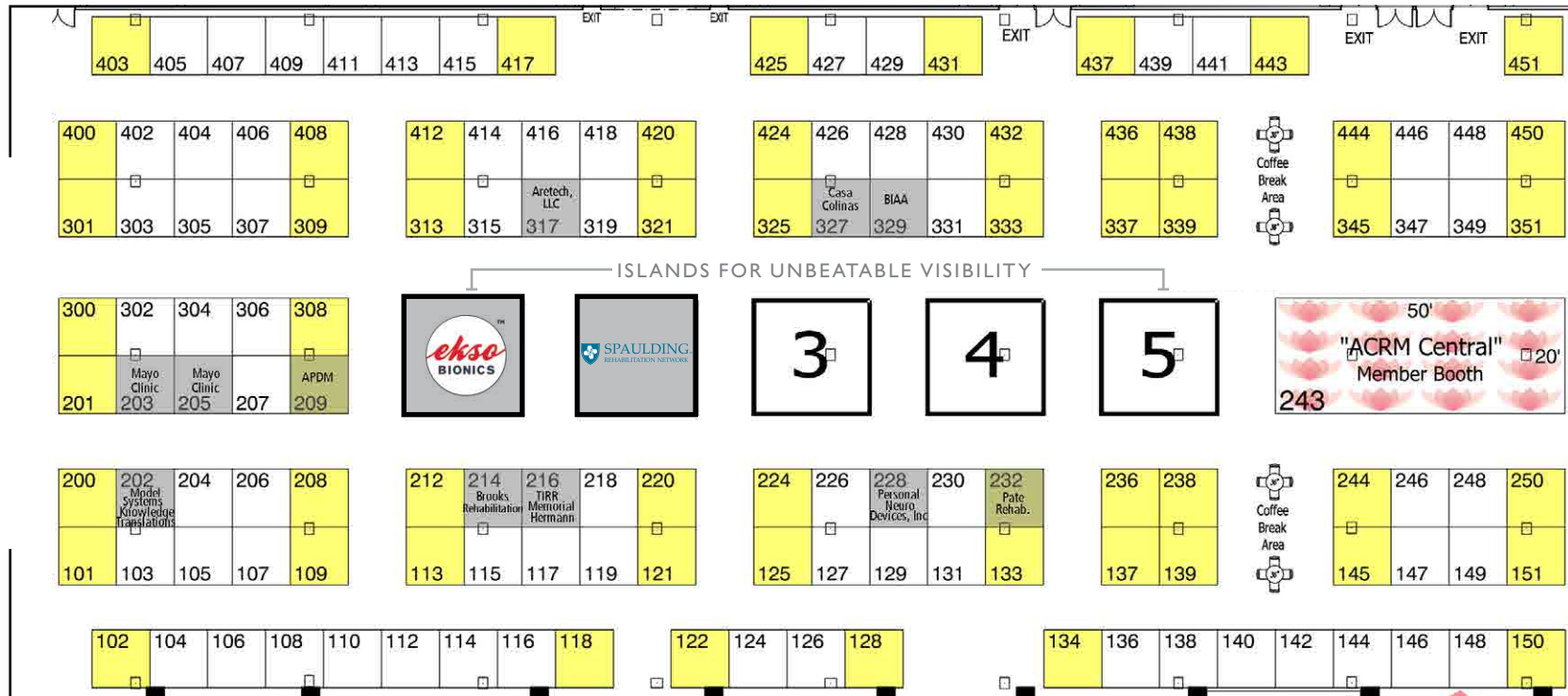
Booth space will be assigned on a first come, first served basis after full payment is received.

■ = Premium end row positions

■ = SOLD

ENTRANCE
& REGISTRATION AREA

POSTERS AREA



White or yellow booth with numbers are available at the time of this ad was made.

Excellent Traffic Flow

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

- All attendee breaks will be held in the EXPO HALL.
- Exclusive exhibition hours.

NEW THIS YEAR! More attendee-drawing events and promotions

- Including **two receptions** to be held in the EXPO HALL:
 - » Tuesday night: **Early Career & First-Timer Reception** OPEN TO ALL
 - » Wednesday night: **Exhibitor Welcome Reception**
- Complimentary coffee for attendees and food options to be offered **ONLY** in the EXPO HALL during EXPO hours.
- Exhibitor Passport Game motivates attendees to interact with all exhibitors in order to win BIG prizes.
- Opportunities for exhibitors to add prizes to the Exhibitor Passport Game drawings to increase visibility

LIMITED SPACE!

Call today to reserve your choice location. For additional information on exhibiting, please contact: Jenny Richard at JRichard@ACRM.org or phone +1.703.435.5335 or complete this inquiry form: www.bit.ly/SponsorInquiry

Overview of Sponsorship Opportunities

ALL SPONSORSHIPS RECEIVE:

- » Logo in onsite conference program AND the program is posted online pre-conference and lives online for at least one year post event.
- » Logo and hyperlink on ACRM.org website
- » Logo in onsite signage
- » Weekly acknowledgment in ACRM eNews & MORE!

**The earlier
you sign, the
GREATER the
exposure**

BONUS Exposure Includes

Most sponsors also receive bonus ACRM media coverage...

- » **LOGO in ARCHIVES** — Sponsor logo in monthly ACRM print ads in Archives of Physical Medicine and Rehabilitation, the most cited journal in rehabilitation. The earlier you commit, the larger and more exclusive your logo will appear in MORE issues leading up to the conference.
- » Sponsors who sign-up early — **LOGO in 40,000+ copies** of printed preliminary conference brochure mailed to rehabilitation professionals who sign-up before the spring deadline. Please inquire.
- » **ACRM eNews:** sponsor name to appear in each issue of this weekly member newsletter leading up to the Conference.
- » **ACRM.org website:** logo to appear on the sponsor page on the ACRM.org website.
- » **Post-conference online listing** on ACRM.org Conference webpage for one year.

Sponsor early for MAXIMUM visibility.

**Media coverage begins after signed contract and payment are received.*

EARLY SIGNING BONUS

EXHIBITORS & SPONSORS
Sign-up and pay early and receive logo listing in the **preliminary conference brochure:** 40,000+ copies printed and mailed to targeted professionals — plus online version = HUGE exposure & value.

NETWORKING FUNCTIONS

Coffee Breaks
Instructional Course Lunch & Coffee Breaks
Brucker International Luncheon Lecture
Other ticketed Luncheon Lectures
Early Career & First-Timer Orientation Reception
Exhibitor Welcome Reception
Cognitive Rehabilitation Training Lunch & Coffee Breaks
Continental Breakfast
Henry B. Betts Awards Gala

EDUCATIONAL SYMPOSIA

Educational Symposia
John Stanley Coulter Lecture
Deborah L. Wilkerson Early Career Award Presentation
Instructional Course (Pre- / Post-Conference)
Mitchell Rosenthal, PhD, Memorial Award
Sheldon Berrol Memorial Chautauqua
Early Career Development Course
Cognitive Rehabilitation Training Course — TWO DAYS
Plenary Sessions

ATTENDEE SUPPORT ITEMS

Registration Bag Insert
Attendee Device Charging Station
Poster Center
Hotel Room Entry Key
Conference Portfolio
Attendee Bags
Lanyards

ADVERTISING

Preliminary Program Advertising
Preliminary Program Back Cover Ad
Onsite Conference Program Brochure Ad
Conference APP

ACRM will customize any standard package to best suit your needs.



FOCUS ON RESULTS: A GLOBAL AUDIENCE WITHIN REACH

WWW.ACRM.ORG

NETWORKING FUNCTIONS

Sponsorship opportunities are limited — **ACT NOW!**

Sponsoring ACRM social events fosters immediate positive goodwill and opens up lively conversation points for meaningful dialogue with your target audience.

OTHER TICKETED LECTURE
LUNCHEONS SPONSORSHIPS
AVAILABLE

EARLY SIGNING BONUS

EXHIBITORS & SPONSORS

Sign-up and pay early and receive logo listing in the **preliminary conference brochure**: 40,000+ copies printed and mailed to targeted professionals — plus online version = HUGE exposure & value.

TWO-DAY EVENT!

Coffee Breaks

One of the attendees' main opportunities to visit the exhibits and network occurs during regularly scheduled coffee breaks. This is the time for members to renew their energy while they view your company's products and services.

ADDITIONAL SPONSOR BENEFIT: Includes sponsor-provided signage allowed at the sponsored break. Cocktail napkins and cups with sponsor logo are available through ACRM at cost for each break.

Instructional Course Lunch & Coffee Breaks

Held Pre- and Post-Conference, each instructional course can include lunch. Why not sponsor one? Attendees will have an appetite to hear, see and read your message.

Brucker International Ticketed Lecture Luncheon

★ **EXCLUSIVE SPONSOR** Lecture Luncheons provide an opportunity for attendees to meet and foster greater interdisciplinary collaboration around a central topic. Luncheons are typically very well attended — and the Brucker International luncheon is an annual favorite — providing a captive audience for your message to be uniquely heard. **ADDITIONAL SPONSOR BENEFIT:** Includes attendance at the luncheon for two, verbal acknowledgment of sponsorship and signage at the event.

Early Career & First-Timer Orientation Reception

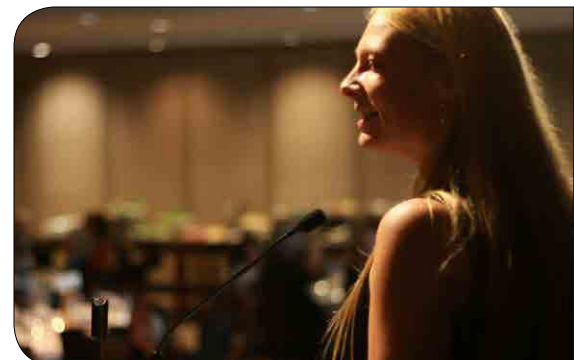
★ **EXCLUSIVE SPONSOR** This reception immediately follows the Early Career Development Course held as a full-day Pre-conference educational course intended for professionals during their first five years after completion of post-graduate studies. Sponsorship may be combined with the Early Career Development Course sponsorship (see page 13) for a powerful impression and maximum exposure to this youthful audience.

Exhibitor Welcome Reception ★ **EXCLUSIVE SPONSOR**

Open to all attendees, this is the main welcome reception held Thursday evening. There is a buzz of excitement in this casual social setting along with poster viewing. **ADDITIONAL SPONSOR BENEFIT:** The opportunity for verbal recognition at event.

Cognitive Rehabilitation Training Course Lunch & Coffee

Breaks ★ **EXCLUSIVE SPONSOR** Hot-off-the-press, the ACRM Cognitive Rehabilitation Manual is making waves and the demand is already feverish for this course. Sponsors will be prominently promoted in front of this pivotal audience.



CONTACT: Jenny Richard
JRichard@ACRM.org or phone
+1.703.435.5335 or complete this
inquiry form: www.bit.ly/SponsorInquiry

NETWORKING FUNCTIONS (CONTINUED)



Continental Breakfast

Give attendees a memorable start to their day. Contact Jenny Richard to explore options for sponsoring continental breakfast in the EXPO HALL.

Henry B. Betts Awards Gala ★ EXCLUSIVE SPONSOR

Attendees mark the Awards Gala as one of the highlights of the Conference. With more than 500 attendees, this special evening includes the presentation of award winners with dinner and dancing. The event celebrates all rehabilitation professionals and the important contributions they make to the field, the individuals they serve, and to ACRM. **ADDITIONAL SPONSOR BENEFIT:** Includes a reserved table of ten for your company representatives, verbal acknowledgment of your sponsorship, your company's advertisement on the back cover of the Awards Program, and signage at the event.

"As a first time participant, my only regret is that I did not:
1) Join this organization sooner in my career and 2) Attend meetings earlier in my career."

—Edward L. Manning, PhD, ABPP-CL,
Professor of Neurology, University of
Mississippi
Medical Center

EDUCATIONAL SYMPOSIA

ALL SPONSORSHIPS RECEIVE:

- » Logo in onsite conference program AND the program is posted online pre-conference and lives online for at least one year post event.
- » Logo and hyperlink on ACRM.org website
- » Logo in onsite signage



Educational Symposia

Each individual symposia is available for sponsoring. **ADDITIONAL SPONSOR BENEFIT:** Sponsor may greet symposia attendees outside of the room entrance and may hand out literature upon exit from symposia.

John Stanley Coulter Lecture ★ EXCLUSIVE SPONSOR

Presented during the Annual Conference, this distinguished lectureship honors John Stanley Coulter, MD, (Past-President, 1925) in celebration of his many contributions to rehabilitation medicine. Lecturers are recognized for professional achievements which significantly advance the field of rehabilitation.

Deborah Wilkerson Early Career Award Presentation

★ EXCLUSIVE SPONSOR Deborah L. Wilkerson, former President and ACRM Fellow. Deborah was devoted to improving the quality of rehabilitation and independent living services for individuals. The Wilkerson Award winner presents a scientific paper as a conference symposia.

Instructional Course (Pre- / Post-Conference)

Each course is presented on a cutting-edge topic in the field of rehabilitation research. Presenters include rehab experts from Cedars-Sinai Medical Center, Shepherd Center, NYU Medical Center, Mount Sinai School of Medicine, Boston University, Baylor Institute for Rehabilitation, Rehabilitation Institute of Chicago and more. **ADDITIONAL SPONSOR BENEFIT:** includes signage at the event and logo in the Conference Program, and verbal acknowledgment by faculty members.

EARLY SIGNING BONUS

EXHIBITORS & SPONSORS

Sign-up and pay early and receive logo listing in the **preliminary conference brochure:**
40,000+ copies printed and mailed to targeted professionals — plus online version = HUGE exposure & value.

EDUCATIONAL SYMPOSIA (CONTINUED)

Ask about charging center sponsorship >

ACRM lecture sponsorships put your organization **FRONT** and **CENTER**

ALL SPONSORSHIPS RECEIVE:

- » Logo in onsite conference program AND the program is posted online pre-conference and lives online for at least one year post event.
- » Logo and hyperlink on ACRM.org website
- » Logo in onsite signage
- » Weekly acknowledgment in ACRM eNews & MORE!



EARLY SIGNING BONUS

EXHIBITORS & SPONSORS

Sign-up and pay early and receive logo listing in the **preliminary conference brochure**: 40,000+ copies printed and mailed to targeted professionals — plus online version = **HUGE** exposure & value.

ACRM
INSTITUTIONAL
MEMBERS

SAVE UP TO 20%

OFF SPONSORSHIP
OPPORTUNITIES IN
THIS BROCHURE

Mitchell Rosenthal, PhD, Memorial Award

★ **EXCLUSIVE SPONSOR** This award honors the memory of Dr. Rosenthal's remarkable contribution to the field of rehabilitation on a topic of brain injury rehabilitation. Individuals selected reflect the outstanding professional contributions representative of Dr. Rosenthal's career.

Sheldon Berrol Memorial Chautauqua

★ **EXCLUSIVE SPONSOR** The Chautauqua is organized by the ACRM BI-ISIG to explore the values, ethics and humanism in brain injury treatment.

Early Career Development Course

★ **EXCLUSIVE SPONSOR** Targeting early career researchers, this full-day workshop provides an ideal venue for connecting with seasoned professionals, mentors, and funders to help guide a successful career path. Reach the next generation of rehabilitation leaders.

Cognitive Rehabilitation Training

★ **EXCLUSIVE SPONSOR** The ACRM Cognitive Rehabilitation Manual is making waves and the accompanying live training courses are selling out. Sponsors will be prominently promoted in front of this pivotal audience.

Plenary Sessions

Plenary Sessions run unopposed allowing for higher attendance and providing maximum exposure for sponsors. These sessions serve as the educational foundation of the ACRM Annual Conference; approximately four hours of information is presented during the Plenary Sessions. Compelling research presentations, point-counterpoint debates and current concepts focusing on problem-driven topics are all offered during Plenary Presentations.

ADDITIONAL SPONSOR BENEFIT: includes signage at the event and verbal acknowledgment by the President of ACRM.

Spaces are limited — **ACT NOW!**

CONTACT: Jenny Richard today:
jrichard@ACRM.org or phone +1.703.435.5335 or complete this inquiry form: www.bit.ly/SponsorInquiry



FOCUS ON RESULTS: A GLOBAL AUDIENCE WITHIN REACH

WWW.ACRM.ORG

ATTENDEE SUPPORT ITEMS

Registration Bag Insert

Your pre-printed one-page advertisement (subject to ACRM approval) will be included in each attendee's registration bag at the onset of the Annual Conference.

Attendee Device Charging Station

Providing power to attendees has become a popular and expected amenity at the ACRM Annual Conference. Please contact Jenny for more information jrichard@ACRM.org

Poster Center

The poster exhibit is a valued component of the educational experience at the Annual Conference. Align your brand with the best and brightest in scientific research during the Annual Conference poster exhibit. **ADDITIONAL SPONSOR BENEFIT:** Includes your company's logo on signage at entrance of poster sessions as well as your logo on the Poster Session Instruction sheet distributed to all poster session attendees.

Hotel Room Entry Key

Make your company visible to all attendees each time they reach for their key. Premium exposure throughout the week with your company's logo, booth number and website on each hotel room entry key distributed to attendees at check-in at the hotel.

Conference Portfolio

Provide each attendee with an attractive and useful writing pad to take notes during educational sessions and later at work meetings. Writing pads are an excellent way to promote your company as course attendees use these throughout the Annual Conference. **ADDITIONAL SPONSOR BENEFIT:** Recognition includes your company logo on the notebook so that your exposure extends well beyond the conference.



Attendee Bags

Distributed to all onsite attendees at registration, each participant will receive an attractive tote imprinted with your company name and logo. High-quality conference bags contain vital hand-outs and are used throughout the conference. This is an exceptional opportunity to get your company's name literally within arm's reach of every attendee. ACRM and your company's logo appear on one side of the bag. Screen printing on both sides is available.

Lanyards

Lanyards are custom-printed with your organization's name and logo prominently featured on the strap. As each registrant receives a name badge and lanyard upon check-in, having each attendee wear your name daily will provide high visibility for your company.



ADVERTISING

Preliminary Program Advertising

With 40,000 copies printed and mailed June – July and the digital version living online for six months, this is THE PRIME place to be for maximum exposure of YOUR own messaging. Half page and full page ad sizes are available.

Preliminary Program Back Cover Ad

This is an EXCLUSIVE offering — PRIME full-page placement on the back cover underneath the mailing panel with recipients' name. Ad size = 8.5 x 8.5 inches.

Onsite Conference Program

Your full-page ad gets center stage in this comprehensive printed guide to the Annual Conference, *Progress In Rehabilitation Research*. Every Program print ad gets even more mileage from being duplicated online as a PDF download.



Conference APP

Attendees love the convenience of the Conference APP. Ask about the prominent TOP TIER APP sponsorship with naming rights. Additional sponsorship levels are available with banner ads in the APP. These opportunities will sell out. Inquire today...

ACRM provides a platform for knowledge exchange among rehabilitation providers, researchers, educators, and administrators to foster creation of translational research and evidence-based guidelines for clinical practice. For more than 90 years ACRM has aggressively advocated for legislation and public policy that support individuals with chronic disabling conditions, and remains committed to providing educational opportunities, networking and mentoring for young professionals. ACRM publishes *Archives of Physical Medicine & Rehabilitation*, the most cited scientific journal in rehabilitation, according to Journal Citation Reports®, Thomson Reuters.

ACRM is the premier professional association representing all members of the rehabilitation team: clinical researchers, physical therapists, occupational therapists, neuropsychologists, physicians, physiatrists, administrators, bioengineers, educators, rehabilitation nurses, speech-language pathologists, case managers and disability management specialists.

www.ACRM.org



280315

Improving lives

BRAIN INJURY · SPINAL CORD INJURY · STROKE · NEURODEGENERATIVE DISEASES · PAIN · CANCER