

MPTA Sponsorship and Exhibit Form

2010 Fall Conference



Escape with MPTA to Crystal Mountain!

The purchaser must agree and sign the **Potential Referral for Profit Advertising Disclaimer** on page 3.

Plan to attend the 2010 MPTA Fall Conference at Crystal Mountain Resort on Oct 15-16, 2010! Format includes an optional Pre-Conference Research Day on Friday, October 15 and the MPTA Annual Fall Conference on Saturday, October 16. **Location: Crystal Mountain Resort**, 12500 Crystal Mountain Drive, Thompsonville, MI 49683.

MPTA Annual Fall Conference

October 15-16, 2010 Crystal Mountain Resort

Distinguished Sponsorships

	<p>2010 Fall Conference Tote Bag Sponsor \$3,250 <i>One Available</i></p>	<p>2010 Fall Conference Tote Bag Sponsor. This includes your logo and company name, along with MPTA's logo, on the tote bag that will be distributed to all attendees. Your company will also be given the opportunity to enclose marketing materials in the tote bag, recognition in the conference program, listing on the MPTA conference webpage, a full state wide MPTA mailing list as well as a premier exhibitor table location on Friday and Saturday for two attendees. Deadline: Friday, 8.20.10. Note: This is for Friday, 10.15.10 and Saturday, 10.16.10.</p>
	<p>2010 Fall Conference Title Sponsor \$2,500 <i>Two available</i></p>	<p>2010 Fall Conference Title Sponsor. This includes a premier exhibitor table location on Friday and Saturday with four attendees, a quarter page ad in the conference program, listing on the MPTA conference webpage, time allotted for a five minute presentation during the morning educational session, a complete state-wide mailing list, and an opportunity to include a handout in the conference materials distributed to all attendees. Note: This is for Friday, 10.15.10 and Saturday, 10.16.10.</p>
	<p>2010 Fall Program Sponsor \$1,500 <i>Two available</i></p>	<p>2010 Annual Fall Program Sponsor. This includes a premier exhibitor table location on Friday and Saturday with two attendees, half page advertisement on the back page of the conference brochure, listing on MPTA conference webpage, and recognition at the event. Note: This is for Friday, 10.15.10 and Saturday, 10.16.10.</p>
	<p>2010 Fall Fitness Walk Sponsor \$650 <i>Two available</i></p>	<p>2010 Fall Fitness Walk Sponsor. Engage our participants in a new and exciting way while promoting your company: Sponsor a Fall Fitness Walk in partnership with the MPTA! Walk will be guided by Crystal Mountain Staff on resort property. Time and duration of the walk to be determined. Sponsor may provide a giveaway if they chose to do so, approval must be given by MPTA Staff with notice prior to 9.17.10. MPTA will also assist in advertising walk and times as well as coordination with resort. This partnership/sponsorship includes recognition at the event, conference brochure, listing on the MPTA website with MPTA staff collaboration. Note: This option does not include an exhibit table. Deadline: Friday, August 6, 2010.</p>

Exhibit Opportunities

2010 Research Day Sponsor/Exhibitor \$500	2010 Research Day Sponsor. This includes an exhibitor table with two attendees on the Research Day (exhibits will be open afternoon only, this is a half-day event), recognition in conference brochure, company listing on MPTA Conference webpage. Note: This is for Friday, 10.15.10 only.
2010 Fall Conference Exhibitor \$850	2010 Fall Conference Exhibitor. This includes an exhibitor table with two attendees at the conference, conference brochure recognition, company listing on MPTA website conference event page. Note: This is for Saturday, 10.16.10 only.
2010 Research Day and Fall Conference Sponsor/Exhibitor \$975	2010 Research Day and Fall Conference Sponsor/Exhibitor: This includes an exhibitor table on the Research Day (exhibits will be open afternoon only, this is a half-day event) and the Fall Conference with two attendees, recognition in conference brochure, company listing on MPTA Conference webpage. Note: This is for Friday, 10.15.10 and Saturday, 10.16.10.
2010 Fall Conference Networking Opportunity \$350 <i>Four Available</i>	2010 Fall Conference Networking Opportunity: Due to the amount of requests and the limited space this category has been created to accommodate vendors who would like to <u>share</u> their information and network with the PT Community. A shared exhibitor table (no more than 2 vendors) will be made available for this category for brochures and table top items. No display panels will be allowed on this table. Vendors will be given special name tags and allowed to network and attend the event with two representatives. Note: this option does not include website or program recognition.

Add-On Opportunity

2009 Annual Fall Conference Add-On Package \$175	2009 Annual Fall Conference Add-On Package. This option is designed to better enable your company to reach the attendees of the event, and the entire MPTA membership. This includes a full list of MPTA membership mailing labels. A \$200.00 value that is only available to MPTA Annual Fall Conference Sponsors at a \$25 discount!
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Company: _____

Contact: _____

Email: _____

Street Address: _____

City, State, Zip: _____

Phone: _____

Method of Payment

<input type="checkbox"/> Please Invoice	<input type="checkbox"/> Check Enclosed	<input type="checkbox"/> Check Following in Mail
<input type="checkbox"/> Paying by Credit Card	Cardholder Name (if different from above)	
Billing Address of Card (if different from above)		Sec. Code: _____ (3 digits on back of card)
<input type="checkbox"/> Visa <input type="checkbox"/> MC	Card Number	Exp. Date: _____

Payment and Cancellation Policy

All sponsors/exhibitors payments are required within thirty days after receipt of their reservation form. All payments must be received prior to the beginning of the event. Cancellations received 60 days prior to the event will be assessed a 25% cancellation fee. Cancellations received between 30 and 60 days prior to the event will be assessed a 50% fee. If the cancellation is received less than 30 days prior to the event a 100% cancellation fee will be assessed and no payment will be refunded.

Photo Disclaimer

Please be aware that this registration form also serves as an agreement for representatives at the event to appear in photographs taken at the 2010 MPTA Fall Conference. And that these photos may be used for publicity or general information purposes and may be seen by the general public.

Potential Referral for Profit Advertising Disclaimer

Michigan Physical Therapy Association (MPTA) follows the *American Physical Therapy Association* (APTA) position on potential referral for profit advertising disclaimer. APTA is opposed, as a matter of health care policy, to arrangements under which sources of referral (including physicians) stand to profit from referring patients for physical therapy. This policy, adopted by the House of Delegates, states: "The American Physical Therapy Association opposes ... participation in services that is in any way linked to the financial gain of the referral source." Financial Considerations in Practice (HOD 06-99-13-17).

Because of this policy, MPTA does not accept sponsorships from a company (or individual) if any physician has a financial interest in the practice and refers patients to an employed physical therapist or to a physical therapist who supervises an employed physical therapist assistant. To complete your submission to MPTA, you must make the following certification by checking the "I agree" box below:

"I certify that no referral source (including any referring physician) has a financial interest in the practice that has the position that is the subject of this sponsorship. Please note that if you agree to this statement, you may be asked to provide conclusive documentation as to the ownership of the facility, the identity of its employees, and the referral patterns of such owners and/or employees before your ad is posted. If APTA in the future discovers that any referral source has a financial interest in your facility (as owner and/or employee), any agreement with MPTA may be terminated immediately, with no refunds of payment."

<input type="checkbox"/> I AGREE,	Name		Title	
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Any questions involving this requirement may be directed to mpta@mpta.com or 800-242-8131.

MPTA Office
3300 Washtenaw Ave, Suite 220, Ann Arbor, MI 48164
Phone (800) 242-8131 or 734-929-6075 · Email: mpta@mpta.com · fax 734-677-2407

*Note: New Address as of 8.1.2010
1390 Eisenhower Place
Ann Arbor, MI 48108*