

**Equipment Supplier & Promotional Opportunities with the  
Aquatic Therapy & Rehab Institute, Inc.  
(ATRI)**

**International Aquatic Therapy Symposium and Year-Round 2010 Events**

**Symposium Host – Sanibel Harbour Resort & Spa [www.sanibel-resort.com](http://www.sanibel-resort.com)  
Sanibel, Florida – June 28 – July 2, 2010**

*To make sure you get the services and opportunities you want, return your agreement by **January 31, 2010.***

**ATRI 2010 Year-Round Events Equipment Supplier - \$1,500**

**Benefits include:**

- ✓ Opportunity for attendees to use your equipment/product **at all ATRI 2010 events. Six** Specialty Conferences, and the biggest and best International Aquatic Therapy Symposium! 1000+ attendees for year-round exposure.
- ✓ Name in Symposium Promotional Registration Brochure (if contract received by December 31, 2009), and Fall Specialty Conference brochures (deadlines to follow.)
- ✓ Name, address, phone number, write up and logo in Program CDs for Symposium (if received by May 14, 2010). Program CDs are given to every attendee.
- ✓ At Specialty Conferences ATRI Staff handles all equipment on-site; including selling (when appropriate), packing and shipping. At Symposium equipment supplier handles sales, packing, and shipping.
- ✓ At Symposium two draped 8 x 10 exhibit booths with professional company sign, 6' draped table, 2 chairs
- ✓ At Symposium event meals for 4 people
- ✓ At Symposium ATRI Staff handles all equipment on-site (other than during Product Showcases if selected, selling, packing, shipping and Thursday final move to distribution area).
- ✓ 25% off Product Showcase, ads, or additional booths at Symposium
- ✓ Special in this package, stuffer catalog or brochure for Specialty Conference and Symposium attendees – you supply the stuffer, we put them in the hands of every attendee!
- ✓ Priority status for special cooperative marketing offers throughout the year. Check this option on the agreement if interested in email, direct mail or other opportunities.

**Symposium Equipment Supplier - \$950**

**Benefits include:**

- ✓ Opportunity for attendees to use your equipment/product in Symposium courses
- ✓ Name in Promotional Registration Brochure (if received by December 31, 2009)
- ✓ Name, address, phone number, write up and logo in Symposium Program CD (if received by May 14, 2010)
- ✓ Two 8 x 10 draped exhibit booths with professional company sign, 6' draped table, 2 chairs
- ✓ Event meals for 4 people working at your booth
- ✓ ATRI Staff to handle equipment on-site (other than during Product Showcases if selected, selling, packing, shipping and Thursday final move to distribution area).
- ✓ 25% off Product Showcase, stuffers, ads, or additional booths

### **Symposium Exhibit Booth - Exhibition Hours – Tentative**

- ❖ Set-up and Opening Tuesday, June 29, 2010
- ❖ Tentative Exhibit Hall Schedule: Tuesday 4:00 – 7:00 PM, Wednesday 12 noon – 2:00 PM and 4:00 – 6:00 PM, Thursday 12 noon – 2:00 PM and 3:30 – 5:00 PM
- ❖ Teardown and Equipment Distribution Thursday, July 1, 2010 – after 5 PM

**We will be serving most lunch and evening meals in the exhibit hall and intersperse tables throughout so attendees eat and network near the booths. The Exhibit Hall will be called "The Gathering Place" so everyone knows where to meet, visit and learn during exhibit times. There will be round tables for round-table discussions (let us know if you want to lead a topic). We will also have research and other educational or entertaining programs interspersed during the exhibit times.**

### **Sponsor Opportunities**

#### **Award Celebration and Reception Sponsor - \$4,000/ *Actual Estimated cost \$10,000-\$15,000***

Be part of the Awards and Awards Reception on Wednesday, June 30, 2010. This event is included in every attendee's registration package. You will have your name posted **exclusively** at the event as well as having your company's name, write up, and logo included in the Registration Promotion Brochure (if received by December 31, 2010) and Program CD. **Included in this price are your Exhibit Booth (\$575 value), an opportunity to place a flyer, catalog or other item on each attendee's chair and free ad in the Program CD (\$245 value)!** Everyone will recognize your name and contributions with this best value package. Only one company can grab this opportunity. Make it yours today!

#### **Morning Breakfast Break Sponsor - \$900 for each day, Tuesday, Wednesday or Thursday *Actual estimated cost is \$4,500/day***

Get your name in front of the attendees first thing in morning with a Continental breakfast. You will have your name posted **exclusively** on the day you sponsor as well as having your company's name, write up and logo included in the Registration Promotion Brochure (if received by December 31, 2010) and Program CD. **Included in this price are a free ad in the Program CD (\$245 value) and 25% off of the Exhibit Booth Price.**

#### **Ice Cream Treats Sponsor - \$850**

Make your company a favorite with attendees! The Ice Cream freezer will be set up next to your booth to draw more people to your booth. You will have your name posted **exclusively** the day of the treats as well as having your company's name, write up and photo or logo included in the Program CD. **Included in this price are a free ad in the Program CD (\$245 value) and 25% off of the Exhibit Booth Price.**

## Value Added Opportunities

### **Product Showcase - \$375 (\$500 value less 25%) Limited to Equipment Suppliers Only**

You have 1 hour time slot with exclusive use of the pool for registrants to attend your class. Get attendees in the water to try out different equipment, participate in a workout or provide a demonstration of your products. Orders can be taken at the pool. Your session will be listed on the course selection sheet in the Registration Promotion Brochure (if received by December 31, 2009) for attendees to select when registering, and will be promoted in the Program CD. Pool and day assignments will be made in the order in which contracts and payments are received. Due to limited availability, return your contract as soon as possible to reserve this fantastic opportunity!

### **Stuffers - \$275 catalogs or CD, \$225 brochures (up to 4 sheets of 8 ½ x 11 paper) FREE for Year-Round Equipment Suppliers**

You provide us with enough catalogs, CD's, brochures or flyers for every attendee; we stuff them in registrant materials. An inexpensive yet convenient and effective way to make sure therapy professionals know about you. The deadline, quantity and address for receipt of your Stuffers will be included in your confirmation materials.

### **Freebie**

Another attention grabbing item is to provide approved freebies for the attendee's Registrant Bag (approximately 400). Items such as individually wrapped snacks, water, or product samples are very much appreciated by attendees and offer you great exposure! **Included in the package is 50% off of the Catalog, CD, or Brochure Stuffer (\$137 catalogs/CD's, \$112 brochures).** For more information regarding this opportunity, call us! The deadline for receipt of your Freebies will be included in your confirmation materials.

### **Registrant Bag – Cost of purchasing the bag**

Another way to advertise is to provide approximately 400 bags (with your logo of course!) that we use for the stuffer materials. As the registrants carry these bags around the hotel and take them home, you will get maximum exposure! The deadline for receipt of the Registrant Bags will be included in your confirmation materials. (First come, first serve!)

### **Registrant Handout Folder – Cost of purchasing the folder**

Gain attention by providing approximately 400 folders for the attendees to organize their course handouts. The folder should be capable of holding up to 50 sheets of paper, with 3-ring capability and two pockets. Details will be provided once you make this selection.

### **Program CD Ads – \$245**

Registrants use their Program CD throughout the Symposium, and for years after as a great resource for all their course handouts. They also use them for in-services attendees teach at home. Keep your name in front of them throughout the event and back at their facility. All ads must be camera ready. Agreements and ad copy deadlines will be included in your confirmation materials.

### **Promotional Give-Aways – no additional fees**

You provide 50 approved, identical items for early registrants with a retail value of \$10 or more per item. Registrants get a ticket and will pick up the gift at your booth. You receive free mentions in the Registration Promotion Brochure (if received by December 31, 2009) and Program CD. Turn the spotlight on your company when registrants see your name again! Your give-aways encourage registrants to sign up early and get them excited about coming! Reserve this opportunity by returning your contract immediately!

### **Door Prizes – no additional fees**

A sure-fire way to get noticed at the Symposium is through door prize donations. Donate door prize items and receive free mentions at the Symposium and in the Program CD. Prizes will be awarded during exhibit hours in the exhibit hall and/or general sessions.

*Information about electricity or other additions to your booth package will be included in your exhibitor confirmation package and must be coordinated directly with the exhibit service company.*

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