

Exhibit and Related Promotional Opportunities
International Aquatic Therapy Symposium 2010
Sanibel, Florida – Hosted by Sanibel Harbour Marriott Resort & Spa
www.sanibel-resort.com
June 28 – July 2, 2010

To make sure you get the services and opportunities you want, return your agreement by **January 5, 2010**.

Exhibitor Opportunities

Exhibit Booth – \$575 first booth, \$325 each additional booth

Booth benefits include:

- 6' draped table and 2 chairs
- Your company name, address, phone, short description of your products & logo in attendees' Program CD (if received by May 14, 2010)
- All event meals/receptions for 2 people working at your booth – this includes ALL meals/receptions during these days
- Infomercials – Highlight your products with a 10 minute presentation. You (or your representative) will be able to talk about your products, research, or history, while showing photos or DVD of your products in use. An LCD projector and microphone will be available for your use on the stage in the exhibit hall.

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 4:00 – 6:00 PM
- ❖ Teardown Thursday, July 1, 2010 - after 6 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 time.

Sponsor Opportunities

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

Be part of the Awards and Award 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 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 the 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 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 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

Stuffers - \$275 catalogs or CD, \$225 brochures (up to 4 sheets of 8 ½ x 11 paper)

You provide us with enough catalogs, CD's, brochures or flyers for each attendee; we stuff them in registrant materials. An inexpensive yet convenient and effective way to make sure therapy professionals know about you. The deadline 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 this 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 inservices 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 Program CD (if received by May 14, 2010) and the Registration Brochure (if received by December 31, 2009). 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.

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