



APTA Michigan 2021 Fall Conference Sponsorship & Exhibit Agreement

Fall Research Day

October 15, 2021

Fall Conference

October 16, 2021

Motor City Casino

Grand River Avenue, Detroit, MI 48201

Don't miss this opportunity to network with 400-500 physical therapy students and professionals!

Research Day Friday, October 15
<p>The primary focus on this day is physical therapy research and evidence-based practice.</p> <p>Highlights will include:</p> <ul style="list-style-type: none"> - Educational Programming - Poster Hall with Judging - Awards Reception - Exhibit Hall 10am – 3:15pm

Fall Conference Saturday, October 16
<p>This day is devoted to continuing education and professional networking.</p> <p>Highlights include:</p> <ul style="list-style-type: none"> - Educational Programming – 3 concurrent sessions - Membership Meeting and Seated Lunch - Special Interest Group Meetings - Exhibit Hall 7am – 2:15pm

Anticipated attendance: 200-300 PTs, PTAs and students of physical therapy each day

Sponsorship and Exhibitor Options (for details see next page)

Platinum Sponsor (1) - \$2000

Gold Sponsor (2) - \$1500

Silver Sponsor (3) - \$1000

One Day Exhibit Fee - \$500

Two Day Exhibit Fee - \$750

Session Sponsor - \$200

All Sponsors Receive:

Exhibit Booth for both days of conference with exhibitor registration for 2

Free Advance Attendee Mailing List (physical addresses)

Recognition in the Conference Mobile App

Sponsor Ribbons on Name Badges

Logo and hyperlink to company website on the APTA Michigan Conference Website

Free Post Conference Mailing List

25% Discount on APTA Michigan Member Mailing List Rental

Fall 2021 Sponsorship & Exhibit Options

Conference Sponsors

<input type="checkbox"/> \$2000*	Platinum Sponsor	Exhibitor Registration for 2 days - Priority placement in the exhibit hall Exclusive opportunity to offer co-branded conference giveaway item at registration Complimentary Conference Registration for 3 attendees Special recognition onsite, on the website and in the conference mobile app Plus additional benefits offered to all sponsors
<input type="checkbox"/> \$1500*	Gold Sponsor	Exhibitor Registration for 2 days - Preferred placement in the exhibit hall Exclusive opportunity to provide lanyards or tote bags for attendees Complimentary Conference Registration for 2 attendees Special recognition onsite, on the website and in the conference mobile app Plus additional benefits offered to all sponsors
<input type="checkbox"/> \$1000*	Silver Sponsor	Exhibitor Registration for 2 days Exclusive opportunity to sponsor breakfast or break Complimentary Conference Registration for 1 attendee Special recognition onsite, on the website and in the conference mobile app Plus additional benefits offered to all sponsors

Conference Exhibitor or Session Sponsor

<input type="checkbox"/> \$750*	Two Day Exhibitor	Includes: one exhibit table, two exhibitor registrations for Friday and Saturday, listing in the mobile app.
<input type="checkbox"/> \$500*	Friday One Day Exhibitor	Includes: one exhibit table and two exhibitor registrations for Friday - plus listing in the mobile app.
<input type="checkbox"/> \$500*	Saturday One Day Exhibitor	Includes: one exhibit table and two exhibitor registrations for Saturday - plus listing in the mobile app.
<input type="checkbox"/> \$200	Session Sponsor	Includes: Signage at session of your choice, based on availability. Session sponsors will be noted on handouts webpage and onsite with signage. Option to place brochures and/or other materials at back of session room.

*One electrical outlet provided for each exhibitor – additional outlets can be arranged with hotel

Register Online at: <https://aptami.org/about-michigan-physical-therapy/partner/>

Look For Conference Exhibitor Opportunities.

Questions: APTA Michigan staff will be happy to assist you. You can call the office at 517-234-5040 or send an email to contact@aptami.org.

Payment and Cancellation Policy

Full payment must be made with registration. All cancellations must be received via email NLT October 1, 2021. A \$50 processing fee will be deducted from the refund amount. NO REFUNDS WILL NOT BE PROVIDED FOR CANCELLATIONS MADE AFTER OCTOBER 1, 2021.

Hotel Room Block:

APTA Michigan has negotiated special room rates for the conference. The cost for a double or king room is \$159/night.

Reserve a room in the APTA Michigan Room Block: <https://booking.motorcitycasino.com?package=101421APTA>

You can also call 313-237-7711 to speak with a guest services associate to make a reservation. The code for phone reservations is 101421APTA or APTA Michigan.

Additional Exhibitor Information is found on the next page.

Exhibit Contract, Policies and General Information

The policies stated here constitute a bona fide part of the contract for exhibit space. APTA Michigan reserves the right to render all interpretations and decisions, should any questions arise, and to establish further regulations as may be deemed necessary to the general success and well-being of the exposition. All matters and questions not covered in these policies are subject to the final judgment and decision of the Association.

Insurance

Each exhibiting company is required to insure itself against property loss or damage and against liability for personal injury.

Exhibit Payment and Cancellation Refunds

Tabletop exhibit space for the exposition will be 6' high with a 6' draped table. Cost is \$500 for 1 day and \$750 for 2 days per exhibit reserved. Full payment is required with registration. All cancellations must be received via email by October 1, 2021. A \$50 processing fee will be deducted from the refund amount. **NO REFUNDS WILL BE ALLOWED FOR CANCELLATIONS MADE AFTER OCTOBER 1, 2021.** The Association reserves the right to resell this space to another company. Should any situation beyond the control of APTA Michigan arise to prevent the opening of the 2021 Fall Conference, APTA Michigan will not be held liable for any expenses incurred by the exhibitor except the rental cost of exhibit space.

Exhibit Assignments

Applications for exhibit space are accepted on a first come, first served basis. In cases of conflicting requests, priority will be determined on the basis of: (1) the exhibitor's continuity of participation in past APTA Michigan expositions; (2) the sponsor level of the exhibitor (3) the postmarked date on which the application was mailed; and (4) any special needs of the exhibitor.

Exhibit assignments will begin September 1. To obtain the best exhibit assignment possible, your application should be submitted as soon as possible. Applications received after the assignment of exhibits begins will be assigned in order of receipt and as space permits. The maximum number of exhibits that may be rented is 2. APTA Michigan reserves the right to reject any and all applications.

APTA Michigan determines the eligibility of any company or product to be exhibited at the exposition either before or after the proper execution of the contract.

NO RESERVATIONS FOR EXHIBIT SPACE WILL BE ACCEPTED OVER THE PHONE.

Shipment of Materials

All shipments must be arranged with the hotel. Upon arrival, the exhibitor is responsible for locating and transporting to the exhibit area any shipments sent to the hotel.

Shipments of material, literature, product, as well as cartons and envelopes should be addressed as follows:

Motor City Casino Hotel
CONTINENTAL BUILDING LOADING DOCK
2901 Grand River Avenue
Detroit, MI 48201

Name of Group/Convention

Hold for YOUR NAME

Date(s) of Event

ATTN: Andrea Russell Conference Sales Manager

Box XX of XX

Conference Shipments should arrive no earlier than 5 days prior to event start date

Tracking numbers should be provided to the Conference Sales Manager via email address: arussell@mccemail.com

Exhibitor/Sponsor Registration

For each exhibit rented, 2 exhibitor badges may be issued.

Sponsors will receive sponsor ribbons. Representatives of the exhibiting company should wear their official badges at all times.

Installation/Removal of Exhibits

Tabletop displays and other exhibit materials shall not be placed in such a manner as to interfere with other exhibits or traffic flow. Maximum height: 6'; maximum length: 6'. Aisles must be kept clear and exhibits arranged so that exhibit personnel are inside the space rented. The exhibit area will be available at 8:30 am, Friday, October 15, 2021, for exhibit preparation. Each table must be ready for the exhibit hall opening at 10:00am. It is mutually agreed that each exhibitor will be responsible for the delivery and removal of equipment and display materials to and from the exhibit area. Exhibitors should contact the hotel regarding questions about equipment delivery and storage.

Liability

APTA Michigan, Motor City Casino, and the employees and representatives thereof shall not be held responsible for injury, loss, or damage that may occur to the exhibitor or his or her property from any cause whatsoever. The APTA Michigan, Motor City Casino and its employees or representatives shall not be held responsible for any injury, loss, or damage caused by the exhibitor or his or her employees or representatives. The exhibitor agrees to indemnify those listed above against any claims for such loss or damage or injury. Upon registering, the exhibitor expressly releases the foregoing institutions, individuals, and committees from any and all claims for loss, damage, or injury.