

Kansas Physical Therapy Association
2010 Conferences & Tradeshows

Spring & Fall 2010

**Exhibitor, Sponsor, Advertiser
Prospectus**

Move Forward.[™]
Physical Therapy Brings Motion to Life

Spring Conference & Tradeshow
April 9-11, 2010
Hilton Wichita Airport Executive Conference Center
2098 Airport Rd
Wichita, KS 67277

Fall Conference & Tradeshow
October 1-3, 2010
Prairie Band Casino
Mayetta, KS

Sponsorships

Conference Registration Bags **\$1,000 (limit 1)**

Includes: Company logo on conference bags, opportunity to provide inserts and promotional items in the conference bags, complimentary exhibit booth in exhibit hall, recognition in all pre- and post- conference materials.
Confirmed sponsorship deadline: March 1, 2010 for Spring Conf, September 1, 2010 for Fall Conf.

Break Sponsor **\$500 (limit 3)**

Includes: Sponsorship of morning break and/or afternoon break, company recognition and signage at break, company recognition in all pre- and post- conference materials, opportunity to provide promotional products and company information to the participants during the break.
Confirmed sponsorship deadline: March 1, 2010 for Spring Conf, September 1, 2010 for Fall Conf.

Breakfast Sponsor **\$750 (limit 2)**

Includes: Sponsorship of morning breakfast, company recognition and signage at breakfast, company recognition in all pre- and post- conference materials, opportunity to provide promotional products and company information to the participants during the breakfast, complimentary exhibit booth in exhibit hall.
Confirmed sponsorship deadline: March 1, 2010 for Spring Conf, September 1, 2010 for Fall Conf.

Luncheon Sponsor **\$1000 (limit 2)**

Includes: Sponsorship of luncheon, company recognition and signage at luncheon, company recognition in all pre- and post- conference materials, opportunity to provide promotional products and company information to the participants during the lunch, complimentary exhibit booth in exhibit hall.
Confirmed sponsorship deadline: March 1, 2010 for Spring Conf, September 1, 2010 for Fall Conf.

Advertising

The official conference program is a great opportunity for your company to increase its exposure to this captive audience. The audience consists of all attendees and exhibitors registered for the conference. All artwork must be camera ready, PDF or TIF file (300 dpi) in grayscale. Prices are listed per conference.

<i>Position</i>	<i>Exhibitor</i>	<i>Non-Exhibitor</i>
Full Page (7.25 wide x 9.5 high)	\$100	\$150
Half Page (7.25 wide x 4.625 high)	\$ 75	\$125
Outside Back Cover (Full Page)	\$200	\$250
Inside Front Cover (Full Page)	\$150	\$200
Inside Back Cover (Full Page)	\$150	\$200

Exhibition

Exhibit Booth

Consists of:

8' d x 10' w booth (piped and draped) with a 6' draped table, two chairs, an identification sign, two exhibitor badges.

As well as:

Complimentary listing in the official annual conference brochure, 15% discount on advertising in the conference brochure, increased market exposure through related communications, acknowledgement in *Trigger Points*, the KPTA newsletter

<u>Registration</u>	<u>Spring Deadline</u>	<u>Fee</u>	<u>Fall Deadline</u>	<u>Fee</u>
Early Bird	Feb. 22, 2010	\$200	Aug. 16, 2010	\$200
Regular	March 15, 2010	\$250	Sept. 7, 2010	\$250
Last chance*	March 22, 2010	\$300	Sept. 13, 2010	\$300

*Booth registration ends on last chance date or earlier if all booths are sold.

**Any company reserving two or more booths will receive a 10% discount.

Booth Selection: Decided by KPTA on a first come first served based upon receipt of payment. Once your company is registered, you will receive an exhibitor confirmation packet with tradeshow information.

Tradeshow Schedule

Spring Conference

Friday, April 9

Move In and Setup Noon. - 3:00p.m.

Exhibits open—4pm-6pm

Saturday, April 10

Show Hours 7:00a.m. - 2:30p.m.

Unopposed Hours (Breakfast) 7:00 a.m.—8:00 a.m.

Unopposed Hours (AM Break) 10:00a.m. - 11:00a.m.

Unopposed Hours (PM Break) 2:00p.m. - 2:30p.m.

Break Down and Move Out 2:30p.m.—5:00p.m.

Fall Conference

Friday, October 1

Move In and Setup Noon. - 3:00p.m.

Exhibits open—4pm-6pm

Saturday, October 2

Show Hours 7:00a.m. - 2:30p.m.

Unopposed Hours (Breakfast) 7:00 a.m.—8:00 a.m.

Unopposed Hours (AM Break) 10:00a.m. - 11:00a.m.

Unopposed Hours (PM Break) 2:00p.m. - 2:30p.m.

Break Down and Move Out 2:30p.m.—5:00p.m.

KPTA Exhibitor Policies and Procedures

1. Exhibit Purpose

Exhibits are intended for educational and informational purposes to improve physical therapy education, practice and research. All materials/equipment should contain no inaccurate or misleading information. The Kansas Physical Therapy Association (KPTA) reserves the right to determine if an exhibit meets the objectives and standards of KPTA. Exhibits should complement the meetings and sessions by enabling registrants to see, hear, examine, question, and evaluate the latest developments in equipment, supplies, and services related to physical therapy.

2. Eligibility to Exhibit

Exhibitors must agree to meet the objectives stated above. Exhibitors may sell merchandise or services in the exhibit area. Exhibitors may not exhibit any product, apparatus, instrument, device, or drug that is the subject of litigation pending before the Food & Drug Administration. In cases of products pending compliance or noncompliance with the FDA, exhibitors must post a disclaimer stating, "FDA listing pending." All products or services exhibited must comply with all state and local regulations and with all current FDA regulations for such products and services, except as provided above.

3. Booth Assignments

Contracts and payment in full for exhibit space are accepted on a first come, first served basis, except as otherwise noted. Booth assignments will be made in order of receipt and as space permits unless special offers have been accepted. **TO OBTAIN THE BEST BOOTH ASSIGNMENT POSSIBLE, YOUR CONTRACT AND PAYMENT IN FULL SHOULD BE SUBMITTED AS SOON AS POSSIBLE.** A company that has not settled all previous accounts with KPTA will not be assigned booth space. KPTA determines the eligibility of any company or product to be exhibited at the tradeshow, either before or after the proper execution of the contract.

4. Insurance

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

5. Booth Payment and Cancellation Refunds

Booth space for the exposition will be 8' x 10'. Cost will be as set forth in this prospectus, unless special arrangements are made. **PAYMENT IN FULL PER BOOTH REQUESTED MUST BE SUBMITTED WITH YOUR COMPLETED CONTRACT.** Non-payment for space after the deadline will be interpreted to mean that the exhibiting company no longer wishes to reserve space. KPTA reserves the right to sell this space to another company. **(PAYMENT IN FULL MUST BE RECEIVED BEFORE SPACE CAN BE OCCUPIED.)** Written notice of cancellation received in the KPTA office by the deadline specified on page four will allow for a refund of monies submitted minus a \$50 administrative fee. **NO REFUNDS WILL BE ALLOWED FOR CANCELLATIONS MADE AFTER THE DEADLINE SPECIFIED. ALL CANCELLATIONS MUST BE RECEIVED ON THE COMPANY'S LETTERHEAD.**

6. Registration and Badges

All exhibitors should register their personnel in advance on the forms provided by KPTA. Exhibitor employees who do not register in advance and who wish to register on-site must have with them business cards bearing the exhibiting company's name. Without a business card, the employee will not be allowed to register. An I.D. and business card will be requested and must be presented at exhibitor registration in order to pick up a badge. The exhibitor's authorized representative must certify any additions or changes in the registrations made during the tradeshow. The exhibitor is expected to staff each booth adequately during exhibit hours.

7. Installations and Removals of Exhibits

The exhibit area will be available at the times and dates specified for exhibit preparation. Each booth must be ready for final

inspection no later than the time specified. All exhibits must remain intact until the official closing time. 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. The conference site will not accept or store freight before the exhibition nor be responsible for any shipping after the exhibits close. Once products, equipment and display materials reach the host site, the exhibitor may move them into the hall. Display booths and other exhibit materials should not be placed in such a manner as to interfere with other exhibits. Complete information, instructions, and a schedule of prices regarding shipping, drayage, labor, electrical use, furniture, carpets, etc., will be included in an exhibitors' information packet that will be sent to exhibiting companies after booth assignments are made.

8. Exhibitor Registration

EACH REPRESENTATIVE OF AN EXHIBITING COMPANY MUST WEAR AN OFFICIAL BADGE AT ALL TIMES IN THE EXHIBIT AREA. For each booth rented, four complimentary exhibitor badges will be issued.

9. Failure to Occupy Space

Unless previously arranged, booth space not occupied by the exhibiting company 15 minutes prior to the start of the exhibition will be forfeited without refund to the exhibitor and the space may be resold or used by KPTA.

10. Exhibit Activities

All business activities, circulars, and advertising matter of the exhibitor may be conducted and/or distributed only within the booth(s) assigned to the exhibitor. No material may be placed on seats, attached to walls, ceilings, or woodwork in the exhibit quarters. Aisles must be clear and exhibits arranged so that exhibit personnel are inside the space rented. KPTA representatives may visit booths before the opening of the tradeshow to ensure that the exhibitor has adhered to the policies and procedures set forth in this document. An exhibitor informed of any infractions must make all corrections before the tradeshow opens. KPTA reserves the right to restrict exhibits that distract from the general character of the display. This reservation includes persons, objects, conduct, printed material, or anything of a character that may be objectionable to the exhibitors or participants as a whole. Expulsion of or restrictions placed on an exhibitor may not give rise to a claim for any refund of rentals or other expenses. Smoking in the exhibit hall is strictly prohibited. Exhibitors will be responsible for any damage done to the building by themselves, their employees, or representatives.

11. Sales/Order-taking Restrictions and Canvassing by Non-exhibitors

The exhibit is limited to registered attendees and guests of the conference as well as registered employees of business firms, manufacturers, professional organizations, and dealers who have contracted and paid for exhibit space. No other persons or concerns will be permitted to demonstrate products or distribute advertising materials in the exhibit hall. Sales of products and services are permitted in the exhibit hall. "Sales" is interpreted to be any activity that could be subject to a sales tax, the exchange of money (cash, credit card or check), or the acceptance of binding contracts/order forms. Order forms intended for distribution are acceptable.

12. Subletting Space

Exhibitors may not assign, sublet, or apportion the whole or any part of the space allocated. Exhibitors may not display or advertise products of any kind other than those manufactured or sold by them in the regular course of their businesses.

13. Security

KPTA shall not be held responsible for the loss of or damage to any material for any cause and encourages the exhibitor to exercise normal precautions to prevent loss or damage. An exhibitor may remove material from the exhibit hall after setup begins and throughout the show as long as it is not distracting from the KPTA show and only if in possession of a KPTA exhibitor's badge.

14. Liability

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims. In addition, the exhibitor indemnifies and agrees to hold harmless KPTA and the conference host location(s) and their owners, officers, directors, employees, and agents, from and against any actions, losses, costs, damages, claims, and expenses (including attorney's fees) arising from any damage to property or bodily injury to exhibitor, or agents, representatives, or employees thereof by reason of the exhibitor's occupancy or use of the exhibition facilities. Upon signing the contract, the exhibitor expressly releases the foregoing institutions, individuals, and groups from any and all claims for loss, damage, or injury. This also includes the period of storage during and following the meeting.

15. Exhibit Hall Furnishings

The colors are Burgundy and Gray

16. Cancellation of Exposition

Should any situation beyond the control of KPTA arise to prevent the 2010 Annual Conference and Tradeshow, KPTA will not be held liable for any expenses incurred by the exhibitor except for the rental cost of booth space.

General Information

Exhibitor/Sponsor Registration Form

General Information (to be completed by exhibitors, advertisers, and sponsors)

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone Number: _____ Fax Number: _____

Email: _____

Type of Company/Product sold: _____

Registration Type: Exhibit Booth _____ Sponsorship _____ Advertising _____

If you are in any need of special arrangements due to a disability, please mark here _____

Sponsorships

<u>Type of Sponsorship</u>	<u>Price</u>	<u>Spring</u>	<u>Fall</u>	<u>Subtotal</u>
Conference Bags	\$1,000	_____	_____	_____
Luncheon	\$1,000	_____	_____	_____
Break Sponsor	\$ 500	_____	_____	_____
Breakfast Sponsorship	\$ 750	_____	_____	_____
Total for Sponsorship:				\$ _____

Exhibit Booth Only

Each Booth consists of:

8' d x 10' w booth (piped and draped) with a 6' draped table, two chairs, trash can, an identification sign, four exhibitor badges.

As well as:

Complimentary listing in the official annual conference brochure, 15% discount on advertising in the conference brochure,

<u>Registration</u>	<u>Deadline</u>		<u>Booth</u>
	<u>Spring</u>	<u>Fall</u>	
Early Bird	2/22/10	8/16/10	\$ 200
Regular	3/15/10	9/7/10	\$ 250
Last chance*	3/22/10	9/13/10	\$ 300

*Booth registration ends March 20, or until all booths are sold.

**Any company reserving two or more booths will receive a 10% discount.

Total for Exhibition: \$ _____

Advertising

Payment is required to hold an ad space. Space is reserved on a first come, first served basis.

<i>(x the desired ad)</i>	Exhibitor	Non-Exhibitor	Spring	Fall
Outside Back Cover	\$200	\$250	_____	_____
Inside Front Cover	\$150	\$200	_____	_____
Inside Back Cover	\$150	\$200	_____	_____
Full Page	\$100	\$150	_____	_____
Half Page	\$ 75	\$125	_____	_____

Exhibit Booth and Program Information

Exhibitor/Sponsor Registration Form

(Please Print)

If possible, please place our booth near the following companies: _____

If possible, please DO NOT place our booth near the following companies: _____

Product or services to be displayed: _____

Contact name to be listed in program: _____

25 - word description to appear in conference program: _____

Company Name on Sign to Read: _____

Names to appear on complimentary badges:

1. _____ 2. _____

Policies and Procedures

Sponsorship and Exhibit Space Rental Policy

Payment in full for all booths, sponsorships and/or advertisements must be received with this contract. Payment must be received in full. A contract without payment in full will not hold an exhibit space, sponsorship or advertisement. Written notice of cancellation) received in the office of KPTA by published cancellation date will entitle the canceling party to a refund of monies submitted minus a \$50 administrative fee. No refunds will be allowed for cancellations made after published cancellation date.

Policies and Procedures:

Exhibitors, sponsors, and advertisers agree to observe all policies and procedures set forth by KPTA and respective conference facility.

I accept all policies and procedures.

Signature: _____

Payment

Total value of Exhibit Booths, Sponsorship, and/or Advertising: \$ _____

Payment Method: Check # _____ MasterCard Visa Discover

Card #: _____ Expiration Date: _____

Name on Card: _____ 3 Digit Code _____ (on back of card)

Signature: _____

Make checks payable to KPTA. Mail or fax this information to:

Kansas Physical Therapy Association
2900 SW Plass Court, Ste 202
Topeka, Kansas 66611
Fax: (785) 290-0476

For information or questions concerning the tradeshow and sponsorships, please contact Mary Moore by email to mary.moore@kpta.com or by calling (785) 233-5400.