



Strategic
Business
Partner
Program

Strategic Business Partners Program Package Options

Below are all the potential benefits available to our Strategic Business Partners. **All partners receive the checked benefits.** Choose additional elected benefits based on your partnership level: Platinum choose 8, Gold choose 6, Silver choose 4, and Bronze choose 2. **Note that product exclusivity is available ONLY at the Platinum level.**

| | PLATINUM P \$100,000 | GOLD G \$50,000 | SILVER S \$25,000 | BRONZE B \$10,000 |
|---|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| ELECTRONIC | | | | |
| Logo, link, and company description on APTA.org | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| "Thank you" to all partners in APTA Annual Report | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Logo, link, and company description on all 3 APTA conference websites | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Two 1-month skyscraper banner ads on APTA.org (value \$2,400) P G S B | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 placements of a web banner ad in the monthly <i>PT in Motion</i> "Table of Contents" email blasts to APTA members (value \$1,600) P G S B | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 placements of a web banner ad in the Student Pulse email blast (value \$1,600) P G S B | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Run of site banner ad on MoveForwardPT.com for 3 months (value \$1,350) P G S B | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Podcast sponsorship audio clip on 1 podcast for 1 month (value \$1,000) P G S B | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Learning Center webinar sponsorship (value \$2,000) P G S B | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 1-month header banner ad on APTA Career Center (value \$2,000) P G S | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | N/A |
| 25 job postings on APTA Career Center (value \$4,375) P G S | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | N/A |
| Quarterly social media posts P G S | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | N/A |
| Custom 20-second on-hold message on APTA main telephone line for 1 month P G S | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | N/A |
| Targeted email to APTA membership up to 30,000 names P G | <input type="checkbox"/> | <input type="checkbox"/> | N/A | N/A |
| Company logo on APTA home page for 1 year P | <input type="checkbox"/> | N/A | N/A | N/A |
| 6 months of retargeting ads from apta.org (value \$12,000) P | <input type="checkbox"/> | N/A | N/A | N/A |
| CONFERENCE | | | | |
| Recognition on all 3 national conference (CSM, NEXT, and NSC) websites, and onsite at each conference | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Special recognition ribbon on your conference badges at all APTA conferences* | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| 1 complimentary 10' x 10' inline booth at 1 APTA conference* (value avg. \$2,500) P G S B | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

| PLATINUM P \$100,000 | GOLD G \$50,000 | SILVER S \$25,000 | BRONZE B \$10,000 |
|----------------------------|-----------------------|-------------------------|-------------------------|
|----------------------------|-----------------------|-------------------------|-------------------------|

| CONFERENCE (Cont'd) | | | | |
|---|--------------------------|--------------------------|--------------------------|--------------------------|
| 2 complimentary full attendee registrations to NEXT P G S B | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Sponsor a recorded educational session at NEXT P G S B | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Support level sponsorship at 1 conference* (value \$2,000 to \$2,999) P G S B | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Patron level sponsorship at 1 conference* (value \$3,000 to \$7,499) P G S | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | N/A |
| Support level sponsorship of APTA's Celebration of Diversity event (value \$2,000 to \$2,999) P G S B | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Patron level sponsorship of APTA's Celebration of Diversity event (value \$3,000 to \$7,499) P G | <input type="checkbox"/> | <input type="checkbox"/> | N/A | N/A |
| Champion level sponsorship of APTA's Celebration of Diversity event (value \$10,000) P | <input type="checkbox"/> | N/A | N/A | N/A |
| 1 complimentary 20' x 20' island booth at 1 conference* P G | <input type="checkbox"/> | <input type="checkbox"/> | N/A | N/A |
| Full day of complimentary meeting space for company functions at any APTA conference P G | <input type="checkbox"/> | <input type="checkbox"/> | N/A | N/A |
| Hold a focus group at NEXT P G | <input type="checkbox"/> | <input type="checkbox"/> | N/A | N/A |

| PRINT | | | | |
|--|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| Subscription to APTA publications and e-newsletters | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Recognition in <i>PT in Motion</i> magazine ad acknowledging all Strategic Business Partners | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Use of APTA name and Strategic Business Partners logo on marketing materials | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| 1 full-page ad in <i>PT in Motion</i> magazine, circulation 95,000. (value \$4,565) P G S B | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| 1-time use of APTA's mailing list, up to 58,000 names and addresses (value \$7,500) P G S | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | N/A |
| 2-time use of APTA's physical therapist mailing list, up to 58,000 names and addresses each (value \$15,000) P G | <input type="checkbox"/> | <input type="checkbox"/> | N/A | N/A |
| Bind-in 8 1/2" x 11" supplied insert in <i>PT in Motion</i> magazine (value \$8,000) P | <input type="checkbox"/> | N/A | N/A | N/A |

| RESEARCH | | | | |
|--|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| Invitation to annual APTA Business Leaders Roundtable | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Stand-alone targeted email survey to APTA members distributed by APTA on partner's behalf (1x/year) (value \$10,000) P | <input type="checkbox"/> | N/A | N/A | N/A |
| All-member shared market email survey (1x/year) (value \$7,000) P G S | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | N/A |
| Submit a limited number of questions on APTA product email survey (survey is distributed every third year) (value \$5,000) P | <input type="checkbox"/> | N/A | N/A | N/A |

*CSM, NEXT, or NSC

**Only 1 available per conference per year

Contact **Judy Lewis** at **703/706-3113** or **judylewis@apta.org** to develop a custom package just for your company.