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# VIRGINIA IS FOR PHYSICAL THERAPY

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V P T A ' S A N N U A L C O N F E R E N C E

OCTOBER 9–11, 2009 • RICHMOND, VA

**EXHIBIT HALL • OCTOBER 9, 2009**

## **An Invitation to Exhibit** at the Virginia Physical Therapy Association's Annual Conference

An Opportunity to Meet More Than  
400 PTs, PTAs, and Students

**Deadline to Register:** September 4, 2009

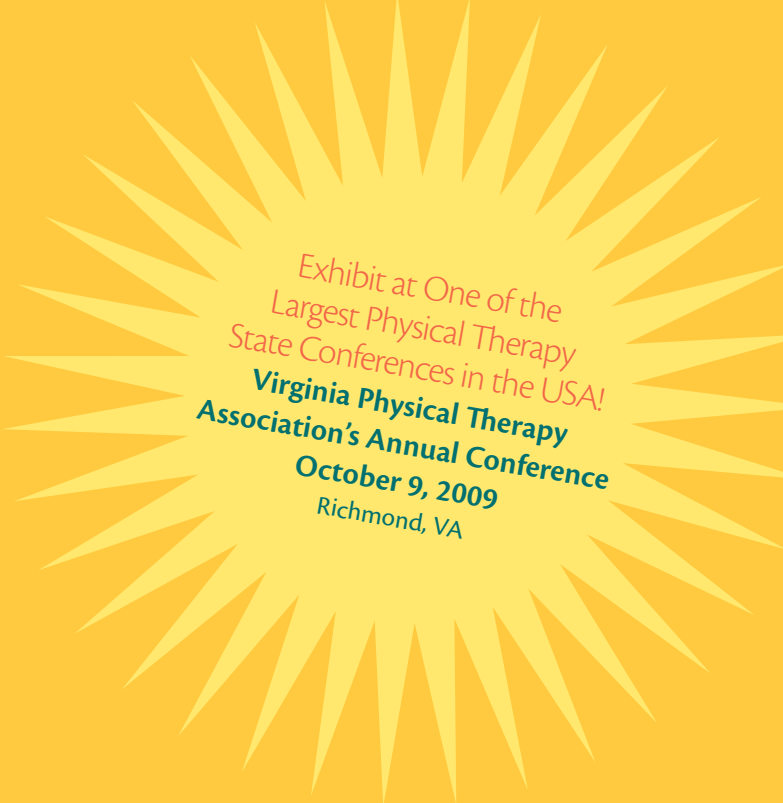


Exhibit at One of the  
Largest Physical Therapy  
State Conferences in the USA!  
**Virginia Physical Therapy  
Association's Annual Conference**  
October 9, 2009  
Richmond, VA

# DEAR POTENTIAL EXHIBITORS, SPONSORS, AND ADVERTISERS:

You are cordially invited to participate in the Virginia Physical Therapy Association's Annual Conference in Richmond, VA, October 9-11. There are multiple ways that you can promote your company's products, services, and staffing opportunities:

- **Become a sponsor!**
- **Become an exhibitor!**
- **Advertise in our onsite program!**
- **Participate in our golf tournament!**
- **Join us for our Casino Night and Live Auction!**

## How Will Your Company Benefit?

This year, VPTA's Annual Conference will host over 300 PTs, PTAs, and physical therapy students who attend continuing education courses for a three-day period. In addition, we will have over 200 physical therapy students on site for special student programming on Friday, October 9. This is an ideal opportunity to market, demonstrate, and sell your products to prospective customers. Hurry! Space and sponsorship opportunities are limited and this is an opportunity that you don't want to miss.

### Become an Exhibitor at Our Opening Reception!

*We condensed exhibit hours and combined this with our opening reception. This exciting event offers an opportunity for maximum exposure.*

#### Exhibit Hall Agenda—Friday, October 9

Exhibitor Registration & Set-up

**2:30 pm–4:15 pm**

Opening Reception and Exhibits

**4:30 pm–7:00 pm**

*Exhibit Tables: \$375 each – 6' draped tables*

Electricity optional (please note requirements on registration form)

Raffle items are encouraged!

### Hotel Information for 2009 VPTA Annual Conference

Sheraton Richmond West Hotel

6624 West Broad Street

Richmond, VA 23230

804/285-2000

To take advantage of the VPTA room rate (\$115) you must register online through the VPTA portal found under Hotel Information at [www.vpta.org/conferences/fall2009/index.cfm](http://www.vpta.org/conferences/fall2009/index.cfm).

#### Transportation:

Richmond International Airport

20 minutes away / \$25-\$35 transfer fees

### Participate in Our Golf Tournament!

Our third annual golf tournament will be held Thursday, October 8, at:

Sycamore Creek Golf Course (just off W Broad Street)

1991 Manakin Road

Manakin-Sabot, VA 23103

Phone: 804/784-3544

This 9-hole, shot-gun start tournament is followed by a cookout and award ceremony.

Hole sponsor: \$200

Register to play: \$50 (includes cookout)

## Become a Sponsor!

*Your logo will appear on our signage!*

### Sponsorship Highlights –

For a full list of features go to

[www.vpta.org](http://www.vpta.org)

### Platinum Sponsor

*only one available - \$3,000*

- Special Casino Night chips with your company logo
- Conference program full back-page ad
- Exhibit table
- Golf Tournament Hole Sponsor
- And much more!

### Gold Sponsor - \$2,000

- Exhibit Table
- Conference Program full-page ad
- Presentation and recognition at Casino Night
- Newsletter ad
- And much more!

### Silver Sponsor - \$1,000

- Conference program half-page ad
- Presentation and recognition at Casino Night
- And more....

### Bronze Sponsor - \$500

- Conference program quarter-page ad
- Recognition at Casino Night
- And more....

### Student Program Sponsors

*limited opportunity to sponsor breaks on Friday, October 9.*

Contact Julia Rice, 703/706-3235.

## BECOME AN ADVERTISER!

Conference Program Ads:

\$150-\$300

(see registration form  
for more information)

Ads due by September 4

## See you in Richmond!

Need more information? Go to [www.vpta.org](http://www.vpta.org) or contact VPTA at 703/706-3235 or [vpta@apta.org](mailto:vpta@apta.org)

# APPLICATION AND CONTRACT FOR EXHIBIT SPACE, SPONSORSHIP, AND ADVERTISEMENT

**REGISTRATION DEADLINE: September 4, 2009**

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

E-mail \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

	Quantity	Price	Total
<b>Exhibit Tables</b>		\$375 ea	\$
<b>Additional Badges</b> (2/contract allowed)		\$25 ea	\$
<b>Electricity Requested</b> (payable to hotel, form will be provided by VPTA)		\$15	N/A

Sponsorship and Advertisement		
<b>VPTA Annual Conference Sponsorships:</b>		
Platinum (one available)	\$3,000	SOLD
Gold	\$2,000	\$
Silver	\$1,000	\$
Bronze	\$500	\$
Student Breaks	\$500	\$
<b>Conference Program Ad</b>		
Full Page – 7½" w x 9⅞" h	\$300	\$
Half Page – 7½" w x 4¾" h	\$200	\$
Quarter Page – 3¼" w x 4¾" h	\$150	\$
<b>Golf Tournament</b>		
Registration (includes post-tournament cookout)	\$50	\$
Hole Sponsor (includes one registration)	\$200	\$
<b>Total Amount Enclosed</b>		<b>\$</b>

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Full payment for space requested must be enclosed with this application.

Method of Payment:

- Check (Make checks payable to Virginia Physical Therapy Association)  
 Credit Card: Please charge my  MasterCard  Visa  American Express

Card # \_\_\_\_\_ Exp. date \_\_\_\_\_

Zip Code of Billing Address \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Name(s) on Badges \_\_\_\_\_

Please provide the name of the insurance company covering the exhibitor for this exposition.

Policies and Regulations: Exhibitor agrees to observe all policies and regulations set forth by the VPTA 2009 Annual Conference. The undersigned has read and hereby agrees to these policies for exhibiting at the 2009 VPTA Annual Conference.

Signature \_\_\_\_\_

Printed Name and Title \_\_\_\_\_

**Send to: VPTA, PO Box 327, Alexandria, VA 22313; or FAX (credit card applications only) 703/706-8575**

\*No refunds will be allowed for cancellations after September 25, 2009\*

# EXHIBIT CONTRACT AND POLICIES

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### Part of Contract

The policies stated here constitute a bona fide part of the contract for exhibit space. The Virginia Physical Therapy Association (VPTA) 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.

### 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 VPTA expositions; 2) the amount of exhibit space requested by exhibiting company; 3) the postmarked date on which the application was mailed; 4) special needs of the exhibitor.

Exhibit assignments will begin June 15, 2009. 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. A company that has not settled all previous accounts with the VPTA will not be assigned exhibit space. Maximum number of exhibits that may be rented is two (2). Space not occupied by the exhibiting company by 4:00 pm, Friday, October 9, will be forfeited without refund to the exhibitor, and the space may be resold or used by the VPTA. The VPTA reserves the right to reject any and all applications. The VPTA 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.**

### Insurance

Each exhibiting company is required to insure itself against property loss or damage and against liability for personal injury. Provide the name of the insurance company covering your company for this exposition in the space provided on the Application/Contract. Your Application/Contract will be returned to you for completion if the name of the insurance company is not provided.

### Exhibit Payment and Cancellation Refunds

Tabletop exhibit space for the exposition will be 6' high with a 6' draped table. Cost is \$375 per exhibit reserved. Full payment is required with registration. If electricity is requested, the fee is \$15 payable to the Sheraton Richmond West Hotel. VPTA will provide a form that must be returned to the hotel with payment.

**All cancellations must be received in writing on the company's letterhead by September 25, 2009. A \$50 processing fee will be deducted from the refund amount. NO REFUNDS WILL BE ALLOWED FOR CANCELLATIONS MADE AFTER SEPTEMBER 25.** The Association reserves the right to resell this space to another company.

### Installation and Removal of Exhibits

The exhibit area will be available at 2:30 pm, Friday, October 9, 2009, for exhibit preparation. Each table must be ready for final inspection no later than 4:30 pm. All exhibits must remain intact until the show closes at 7:00 pm. Any exhibitor who partially or completely dismantles his exhibit before the end of the show will endanger his company's eligibility to exhibit in future VPTA events. It is mutually agreed that each exhibitor will be responsible for the delivery and removal of his equipment and display materials to and from the exhibit area. Exhibitors should contact the hotel regarding questions about equipment delivery and storage.

**Hotel contact:** Karissa Hughes, Convention Services Manager, Sheraton Richmond West Hotel, 804/281-5970, [khughes@sheratonrichmond.com](mailto:khughes@sheratonrichmond.com).

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'.

### Exhibitor Registration

Each company's representative must register for the show. For each exhibit rented, two exhibitor badges may be issued. **REPRESENTATIVES OF AN EXHIBITING COMPANY MUST WEAR THE OFFICIAL BADGE AT ALL TIMES IN THE EXHIBIT AREA.**

### Exhibit Activities

Aisles must be kept clear and exhibits arranged so that exhibit personnel are inside the space rented. Should spectators interfere with other exhibits, the VPTA will require that the presentation be limited or eliminated.

### Sales/Order Taking Restrictions and Canvassing by Non-Exhibitors

The exhibit is limited to registered attendees of the 2009 Annual 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 their products or distribute advertising materials in the exhibit area.

### Security

The VPTA 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 as a result of theft or other causes.

### Liability

The VPTA, Sheraton Richmond West Hotel, and the employees and representatives thereof shall not be held responsible for injury, loss, or damage that may occur to the exhibitor or his property from any cause whatsoever. The VPTA, Sheraton Richmond West Hotel, and its employees or representatives shall not be held responsible for any injury, loss, or damage caused by the exhibitor or employees or representatives.

The exhibitor agrees to indemnify those listed above against any claims for such loss or damage or injury. Upon signing the contract, the exhibitor expressly releases the foregoing institutions, individuals, and committees from any and all claims for loss, damage, or injury.

### 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. An exhibitor packet with hotel information will be provided by VPTA.

### Cancellation of Exposition

Should any situation beyond the control of the VPTA arise to prevent the opening of the 2009 Annual Conference, VPTA will not be held liable for any expenses incurred by the exhibitor except the rental cost of exhibit space.

### Display Advertising in Conference Program

*Camera-ready copy should be either submitted with payment or e-mailed as a PDF file by no later than September 4.* Requests for advertising in the conference program for specific placement of ads will be honored on a first-come, first-served basis. Advertisers will receive a copy in which they advertise.