



AMRPA 2024 Sponsorship, Advertising and Exhibitor Prospectus

AMRPA is the only national trade association representing more than 700 inpatient rehabilitation hospitals and units, hospital outpatient departments, and other settings independent of the hospital, such as comprehensive outpatient rehabilitation facilities, rehabilitation agencies, and skilled nursing facilities. AMRPA members provide rehabilitation services across multiple health care settings to help patients maximize their health, functional skills, independence, and participation in society so they can return to home, work, or an active retirement.

AMRPA MISSION STATEMENT

Advancing the field of medical rehabilitation through advocacy, education, and the promotion of access to care.

AMRPA 2024 CONFERENCE DATES

- AMRPA 2024 Spring Conference
March 17-19, 2024
The Ritz-Carlton
Pentagon City, Arlington, Virginia
- AMRPA 2024 Educational Conference & Expo
October 27-30, 2024
JW Marriott Turnberry Resort
Miami, Florida

Questions?

For questions about partnership and sponsorship opportunities, contact AMRPA Senior Sales Director Cathy Vick at cvick@kellencompany.com.

AMRPA Platinum Partnership

SUPPORT THE FIELD OF MEDICAL REHABILITATION BY BECOMING A PLATINUM PARTNER

The creation of AMRPA in 1997 presented a new opportunity and renewed commitment to represent the continuum of medical rehabilitation providers with one voice. Since its inception, AMRPA is a membership-driven organization, one that listens to its members, supports their operational and informational needs, advocates on their behalf and works with them to ensure their viability and patient access to the care they provide in an ever-changing health care world.

AMRPA's platinum partnership allows you to reach more than 2,000 medical rehabilitation executives, managers, administrators, physicians, nurses, clinicians, and researchers all year round! Platinum partners of AMRPA will gain unique exposure for their products and services, expand brand recognition and awareness, and demonstrate your commitment to the rehabilitation community. We offer many opportunities to create a meaningful partnership with targeted exposure for your organization.

ANNUAL PARTNERSHIP

AMRPA Platinum Partner \$25,000

- Recognition as a Platinum Partner on the AMRPA home page and the event webpages to include your linked organization logo
- One complimentary conference registration for the Spring Conference and the Educational Conference & Expo
- One complimentary exhibit table at the Spring Conference
- One complimentary 10x10 exhibit space in a premium location at the Educational Conference & Expo
- A banner ad featured prominently in the conference app for the Spring Conference and the Educational Conference & Expo
- Video interview recorded onsite with a member of your organization, giving you the opportunity to discuss your latest products and news. The video will be posted day-of-recording on AMRPA's LinkedIn and a copy of the video will be sent to you with full permissions to edit and use in your own marketing materials.
- Recognition as an event sponsor in marketing materials for each event (social media posts, email promotions, onsite signage)
- Early and final conference attendee contact list for each AMRPA conference and meeting
- Linked organizational logo featured in emails sent to AMRPA members and affiliates throughout the year
- A banner ad included for one month of the weekly AMRPA Off the Record newsletter
- Three promotional e-blasts to AMRPA members and Affiliates*
- Recognition at the end of each AMRPA Medical Rehab Matters podcast

Spring Conference

March 17-19, 2024

The Ritz-Carlton • Pentagon City • Arlington, VA

ABOUT SPRING CONFERENCE

The AMRPA 2024 Spring Conference will take place in-person on March 17-19, 2024, in Arlington, Virginia. The conference offers medical rehabilitation professionals a chance to hear from and speak to federal agency officials, Members of Congress, and other Washington, DC, influencers who make critical decisions every day about our field. It is more important than ever to educate ourselves and get involved in the legislative and regulatory processes that affect our membership's day-to-day operations.

Gold Sponsorship \$7,500

- One complimentary conference registration
- One complimentary exhibit table
- One scrolling banner ad featured prominently in the conference app
- Early and final attendee lists
- One promotional eblast*
- Video interview recorded onsite with a member of your organization, giving you the opportunity to discuss your latest products and news. The video will be posted day-of-recording on AMRPA's LinkedIn and a copy of the video will be sent to you with full permissions to edit and use in your own marketing materials.
- Recognition as an event sponsor in the Spring Conference marketing materials (social media posts, email promotions, onsite signage)

Silver Sponsorship - \$5,000

- One complimentary conference registration
- One complimentary exhibit table
- One scrolling banner ad featured prominently in the conference app
- Early and final attendee lists
- Tote bag insert*
- Recognition as an event sponsor in the Spring Conference marketing materials (social media posts, email promotions, onsite signage)

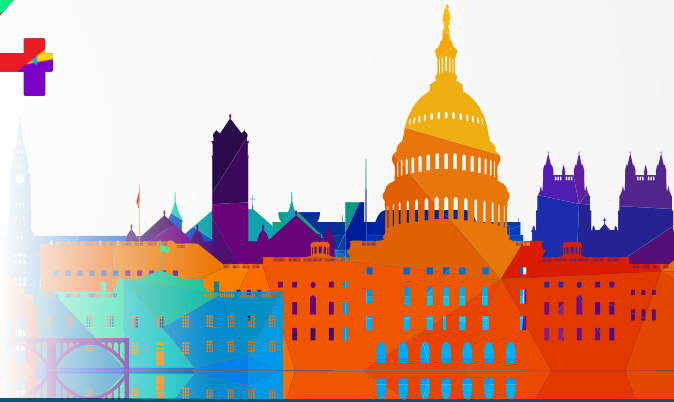
Bronze Sponsorship - \$2,500

- One complimentary conference registration
- One complimentary exhibit table
- Early and final attendee lists
- Recognition as an event sponsor in the Spring Conference marketing materials (social media posts, email promotions, onsite signage)

Spring Conference

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SPRING CONFERENCE A-LA-CARTE SPONSORSHIP OPPORTUNITIES

Patient Perspective – \$10,000

- Introduce your patient and member of their care team to AMRPA attendees. Includes a live 45 minute presentation with questions from the audience*

Board Presentation – \$10,000

- AMRPA’s Board of Directors are leading executives of major health systems and medical rehabilitation hospitals. Includes a 15-20 minute presentation at the in-person Board meeting held in conjunction with the Spring Conference*

Coffee Sponsorship (three available) – \$2,500

- Recognition in the event schedule and exclusive signage at the beverage table

Monday Breakfast Sponsor – \$3,500

- Includes branded napkins, recognition in the event schedule, and exclusive signage at the event

Sunday and Monday Lunch Sponsor – \$3,500

- Includes branded napkins, recognition in the event schedule and exclusive signage at the event





AMRPA 2024

Fall Educational Conference & Expo

October 27-30, 2024 | JW Marriott Turnberry Resort
Miami, Florida

amrpa.org #AMRPAFall24



ABOUT EDUCATIONAL CONFERENCE & EXPO

The AMRPA 2024 Educational Conference & Expo will take place in-person on October 27-30, 2024, at the JW Marriott Turnberry Resort in Miami, Florida. Each year, medical rehabilitation professionals from across the country attend four days of educational programs and pre-conference sessions to increase their productivity and facilitate better care for the patients they serve.

Inpatient rehabilitation hospitals and units are an integral part of the nation's health care system. They play a crucial role in advancing the care, treatment, and recovery of individuals with disabling injuries and illnesses. The AMRPA Educational Conference & Expo focuses on cutting edge and innovative strategies to promote and achieve successful outcomes and advocacy in the interests of inpatient rehabilitation hospitals and units, outpatient rehabilitation centers, and other medical rehabilitation providers.

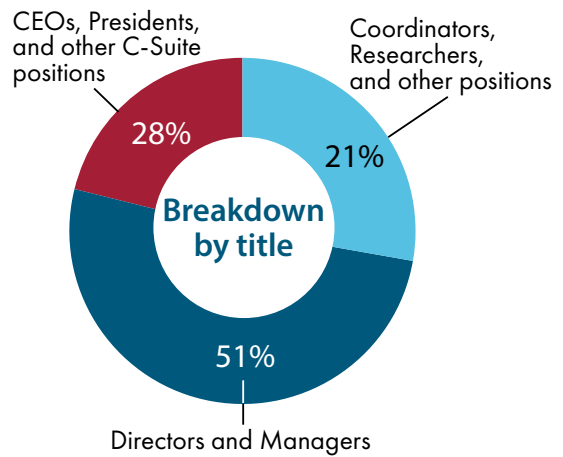
In addition, the AMRPA educational conference offers several unique opportunities for attendees to network and socialize. Many companies support the AMRPA Educational Conference & Expo through sponsorships and exhibiting, which provides attendees the opportunity to meet face-to-face with vendors and learn about new products and services that enhance the rehabilitation profession.

ATTENDEE DEMOGRAPHICS

We are the only medical rehabilitation organization that offers a concentrated audience of decision makers from a range of medical settings and occupations. In fact, 67% of conference and meeting attendees are the decision makers when it comes to purchases within their organization. 94% of attendees utilize the AMRPA conference app where your sponsored banner ads run constantly. In addition, company profiles and logos are available for all sponsors and exhibitors.

Who Attends?

- Chief Executive Officers
- Chief Financial Officers
- Chief Operating Officers
- Chief Medical Officers
- Medical Directors
- Physicians
- Medical Rehabilitation Managers
- Nurses
- Occupational Therapists
- Business Development VPs
- Clinical Coordinators
- Researchers
- Business & Compliance Consultants





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WHY SPONSOR?

AMRPA Educational Conference & Expo sponsorships allow you to reach more than 2,000 rehabilitation executives, administrators, physicians, and researchers. Your sponsorship is recognized not only during the conference, but throughout the year. Sponsors gain unique exposure for their products and services, expand brand recognition and awareness, and demonstrate their commitment to the rehabilitation community to the leaders of rehabilitation systems, facilities, and units.

Gold Sponsorship \$12,000

- One complimentary conference registration
- One complimentary 10x10 exhibit booth
- One scrolling banner ad featured prominently in the conference app
- Organization logo featured on event page
- Early and final attendee lists
- One promotional eblast
- Video interview recorded onsite with a member of your organization, giving you the opportunity to discuss your latest products and news. The video will be posted day-of-recording on AMRPA's LinkedIn and a copy of the video will be sent to you with full permissions to edit and use in your own marketing materials
- Recognition as an event sponsor in the Educational Conference marketing materials (social media posts, email promotions, onsite signage)

Silver Sponsorship \$8,000

- One complimentary conference registration
- One complimentary 10x10 exhibit booth
- One scrolling banner ad featured prominently in the conference app
- Organization logo featured on event page
- Early and final attendee lists
- Tote bag insert
- Recognition as an event sponsor in the Educational Conference marketing materials (social media posts, email promotions, onsite signage)

Bronze Sponsorship \$5,500

- One complimentary conference registration
- One complimentary 10x10 exhibit booth
- Organization logo featured on event page
- Early and final attendee lists
- Recognition as an event sponsor in the Educational Conference marketing materials (social media posts, email promotions, onsite signage)



*Content subject to approval by AMRPA



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A-LA-CARTE SPONSORSHIP OPTIONS

SOLD

Patient Perspective Sponsor – \$10,000

Introduce your patient and members of their care team to AMRPA attendees. Includes a live 45-minute presentation with questions from the audience

Opening Reception with Exhibitors (two available) – \$10,000

Includes branded napkins, recognition in the event schedule and daily email to conference attendees, and exclusive signage at the event.

IRF Bootcamp Presentation – \$7,500

Includes a 15-minute educational presentation to attendees at the end of the IRF Boot Camp

Onsite LinkedIn Video Interview (4 available) – \$5,000

Promote your organization, products, and services during a 10-minute video interview recorded onsite with a member of your organization, giving you the opportunity to discuss your latest products and news. The video will be posted day-of-recording on AMRPA's LinkedIn and a copy of the video will be sent to you with full permissions to edit and use in your own marketing materials

SOLD

Lanyards – \$4,000

Your company name or tagline printed on the name badge lanyard worn by attendees during the convention

Hotel Key Cards – \$4,000

Have your branding on every attendees hotel key card at the JW Marriott

Coffee Sponsorship (two available) – \$3,000

Includes recognition in the event schedule and daily email to conference attendees, and exclusive signage at the beverage table

Breakfast Sponsorship (two available) – \$3,500

Includes recognition in the event schedule and daily email to conference attendees, and exclusive signage outside the breakfast

Lunch Sponsorship (two available) – \$3,500

Includes branded napkins, recognition in the event schedule and daily email to conference attendees, and exclusive signage at the event

Pens – \$3,500

Your organization logo will be on pens included in the convention tote bags given to attendees. A fantastic way to show off your company because everyone needs a pen and will grab yours





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WHY EXHIBIT?

The AMRPA exhibit area is action-packed and located throughout the main foyer of the conference meeting rooms. Take advantage of this exceptional venue to promote your products, showcase your services, share your message, and increase your visibility with collaboration among key individuals in the field of medical rehabilitation. Over 500 attendees are expected at the AMRPA Educational Conference & Expo. Our exhibit area is the center of conference activity ensuring high volumes of attendee traffic, and is the pathway to plenary and concurrent sessions. Each reception and coffee break takes place in the exhibit area daily. In addition, daily lunches will be held in an open space next to the exhibit hall, where attendees are encouraged to grab lunch and visit vendors.

Every exhibitor receives

- One complimentary full conference registration
- One 10x10 exhibit booth
- Recognition of participation on the event webpage
- Early and final conference attendee lists

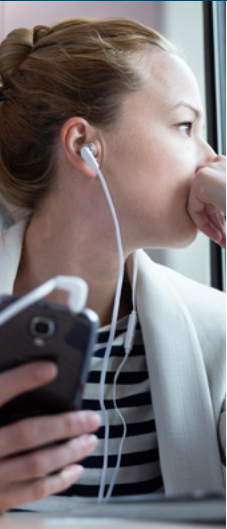
Registration

Every exhibitor receives one complimentary full conference registration, which includes access to all conference sessions, the exhibit hall, breakfasts, lunches, breaks, receptions, and other networking functions. Additional company representatives can attend to staff the exhibit booth for the exhibitor registration fee of \$450. However, any company representatives who wish to attend the conference educational sessions must pay the full registration price.

Exhibitor Classification	Early Bird Exhibitor Rate (Ends May 31, 2024)	Regular Exhibitor Rate (Begins June 1, 2024)
Members	\$2,500	\$3,000
Nonmembers	\$3,500	\$4,000

All exhibit booth reservations are not final until an exhibitor contract is received. To receive the early bird rate, full payment and an exhibitor contract **must be received before May 31, 2024**. Exhibit booths are provided on a first come, first served basis, pending the approval of AMRPA.

AMRPA Advertising Opportunities



The Medical Rehab Matters podcast addresses the conditions treated and therapies used in inpatient medical rehabilitation hospitals and units, and addresses some of the legislative and regulatory issues that impact patients and their families and caregivers.

In its first three seasons, Medical Rehab Matters has won multiple Digital Health Awards, and has been downloaded more than 11,000 times. You can find episodes on Apple Podcasts, Spotify, other podcast platforms, and on the AMRPA website at amrpa.org/podcast.



The audiences for Medical Rehab Matters include:

- Medical providers and health care organizations
- Legislative, regulatory, and public policy decision-makers influencing disability issues and access to care
- Patients, families, and caregivers
- Patient advocacy organizations

Podcast Advertisement Opportunities:

In 2024, AMRPA will record its fourth season of the Medical Rehab Matters podcast. Advertisement opportunities are available in several increments.

1-episode advertisement: \$2,500

3-episode advertisement: \$5,500

6-episode advertisement: \$6,000

Advertisers will receive:

- Acknowledgement with logo and link on the AMRPA website
- One 30 second 'live read' ad for each episode

Limited to three advertisers per episode. Content subject to approval by AMRPA



AMRPA Advertising Opportunities



Off The Record

AMRPA's weekly e-newsletter, is focused on the latest legislative, regulatory, and public policy affecting the medical rehabilitation industry. It reaches over 2,000 AMRPA members and has an open rate of 34% and a click rate of 20%. Linked banner ads are available in two placements per issue.

Premium placement (top of newsletter)

- \$2,500 for one month or
- \$6,500 for three months.

Center placement (middle of the newsletter)

- \$1,500 for one month or
- \$3,500 for three months.

Size specifications: 600 x 200 pixels in .jpeg or .png format

Due date: The last Tuesday of the previous month

Social Media Advertising

- **LinkedIn Live – \$2,000** – Promote your company, products, and services in a 15-minute live interview with AMRPA's social media staff. Includes promotion of the live interview and a copy of the video file with full editing permissions for use in your marketing materials
- **Digital ad to your targeted audience – \$5,000** – send us your creative, messaging, and link with your ideal targeted audience and date to post. LinkedIn ads run in one flight/lifespan. Your creative must have "in partnership with AMRPA" overlaid as a disclaimer.