



# Strategic Business Partners Program Package Options

*for product and service providers*

Did you ever think you would be competing against Amazon for business customers? In this day and age of free shipping, next day delivery, and “we can beat any advertised price” policies, marketing your business and reaching your target buyer is harder than ever. The IPTA offers a captive audience of professionals who regularly visit our website for information relevant to their profession. **And what’s more relevant than your product and services?**

Partner products and services are promoted to help decision-makers in physical therapy facilities stay up-to-date on the best tools and equipment for their clinics, optimize business operations, retain quality staff, and protect their assets.

Below are all the potential benefits available to our Business Partners. **All partners receive the basic benefits.** You may also choose to **upgrade your partnership level**, Premier Plus Partners may check an additional 5 boxes and Premier Partners may check an additional 3 boxes.

	BASIC \$ 500	PREMIER \$ 1,000 (choose +3)	PREMIER + \$ 1,500 (choose +5)
Placement of logo and live link on IPTA Homepage (www.ipta.org)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Use of IPTA Partner Logo	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>ELECTRONIC</b>			
Logo and link in “Keeping You Connected” e-newsletters – (12 issues, sent monthly to entire membership)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
(1) one month homepage banner ad on IPTA website (value \$500)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
(1) Social media post on IPTA Facebook public page & SSIG closed Facebook group (value \$100)	N/A	<input type="checkbox"/>	N/A
(5) Social media posts on IPTA Facebook public page & SSIG closed Facebook group (value \$500)	N/A	N/A	<input type="checkbox"/>
<b>PRINT</b>			
(1) one time use of IPTA Mailing Labels of full IPTA members (value \$350)	N/A	<input type="checkbox"/>	<input type="checkbox"/>
(1) one time use of IPTA Mailing Labels of a categorical list (PT, PTA, Student members) (value \$150)	N/A	<input type="checkbox"/>	<input type="checkbox"/>
(3) sets of IPTA Mailing Labels of categorical lists (PT, PTA Student members) (value \$150-\$750)	N/A	N/A	<input type="checkbox"/>

*See more on next page...*

	BASIC \$ 500	PREMIER \$ 1,000 (choose +3)	PREMIER + \$ 1,500 (choose +5)
<b>CONTINUING EDUCATION</b>			
(1) Spotlight on Research Sponsorship ( <i>value \$200</i> )	N/A	<input type="checkbox"/>	<input type="checkbox"/>
(1) #THIRDTURSDAY Sponsorship ( <i>value \$350</i> )	N/A	<input type="checkbox"/>	<input type="checkbox"/>
<b>NETWORKING</b>			
(1) Student Social Sponsorship* ( <i>value \$350</i> )	N/A	<input type="checkbox"/>	<input type="checkbox"/>
(1) District Meeting/ Social Sponsorship* ( <i>value \$350</i> )	N/A	<input type="checkbox"/>	<input type="checkbox"/>
<b>CONFERENCE</b>			
Recognition in conference newsletters	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Recognition on Assembly & Conference welcome banner	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Post REVITALIZE attendee mailing list ( <i>value \$200</i> )	N/A	<input type="checkbox"/>	<input type="checkbox"/>
Conference Breakfast Sponsor ( <i>value \$500</i> )	N/A	N/A	<input type="checkbox"/>
Conference Break Station Sponsor ( <i>value \$500</i> )	N/A	N/A	<input type="checkbox"/>

\* Additionally, requires Partner to provide food/non-alcoholic beverages at event. Cost based on size of event/expected attendance. Average cost is \$3-\$5 per attendee.

Contact Matthew Nicholas, Chapter Relations & Marketing Coordinator at 630/904-0101 or [mnicholas@ipta.org](mailto:mnicholas@ipta.org) to develop a custom package just for your company!