



Strategic Business Partners Program Package Options

for CE providers

The IPTA is recognized by the State of Illinois as an approved sponsor of physical therapy continuing education. For years, organizations who offer continuing education courses have made the IPTA their **#1 source for continuing education approval** in Illinois!

We understand the commitment and dedication that goes into offering CE courses - which is why we work to review each CE application in a timely and efficient manner. Throughout the review process our friendly staff work with the education providers to ensure they maintain the highest standards in physical therapy training. When a course has been stamped IPTA approved, physical therapy professionals presume quality.

Whether it's to stay current on evidence-based advancements and techniques, specialize or refine their skills, or try something new – Illinois PT and PTAs have plenty of CE options to choose from.

By becoming an IPTA Business Partner you can increase participation at your continuing education events, such as conferences, webinars, and/or courses. Partnering with the IPTA assures that YOUR course information will reach YOUR target audience.

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"/>
CONTINUING EDUCATION			
(1) Free CE advertisement on IPTA's CE Calendar (value \$50-\$150)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
(1) CE Ad in Keeping You Connected e-newsletter (value \$200) (ad size is 160px x 160px)	N/A	<input type="checkbox"/>	N/A
(1) Spotlight on Research Sponsorship (value \$200)	N/A	<input type="checkbox"/>	<input type="checkbox"/>
(1) #THIRDTURSDAY Sponsorship (value \$350)	N/A	<input type="checkbox"/>	<input type="checkbox"/>
(3) Individual CE course approvals (value \$300)	N/A	N/A	<input type="checkbox"/>
(3) CE Ads in Keeping You Connected e-newsletter (value \$600) (ad size is 160px x 160px)	N/A	N/A	<input type="checkbox"/>

See more on next page...

	BASIC \$ 500	PREMIER \$ 1,000 (choose +3)	PREMIER + \$ 1,500 (choose +5)
ELECTRONIC			
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"/>
PRINT			
(1) one time use of IPTA Mailing Labels of full IPTA members (value \$350)	N/A	<input type="checkbox"/>	<input type="checkbox"/>
(1) 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"/>
CONFERENCE			
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 (value \$200)	N/A	<input type="checkbox"/>	<input type="checkbox"/>
Conference Breakfast Sponsor (value \$500)	N/A	N/A	<input type="checkbox"/>
Conference Break Station Sponsor (value \$500)	N/A	N/A	<input type="checkbox"/>

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