

**MNPTA
ANNUAL CONFERENCE**

Minnesota in Motion 2019

SATURDAY, APRIL 13, 2019



EXHIBITOR AND SPONSORSHIP GUIDE

MNPTA

MINNESOTA PHYSICAL THERAPY ASSOCIATION

APTA 2013 NATIONAL OUTSTANDING CHAPTER AWARD RECIPIENT



[DoubleTree by Hilton
Minneapolis-Park Place](#)



1500 Park Place Blvd
Minneapolis MN 55416
952-582-5311

Reduced Room Rates:
Click [here](#)
(15% off best rate,
approx. \$112/room,
book by March 22)

Join us and ... Get Connected

We are excited to officially announce the 2019 MNPTA Annual Conference and hope that you will join us at the only statewide conference for physical therapy in Minnesota! Seize the opportunity to network and get in front of over 250 physical therapists, researchers, educators and students!

Attendees are looking for

- Product literature and demonstrations to enhance their practices and provide state of the art care to their patients
- Opportunities for career advancement
- To interact with the playmakers of physical therapy in Minnesota (yeah, that's you)

As an Exhibitor or Sponsor, you will have the opportunity to

- Generate new leads
- Create new sales opportunities and pathways
- Improve brand recognition
- Have a venue to present goods and services
- Interact one-on-one with therapists
- Recruit top talent

Most of all, we are eager to build and support Minnesota's physical therapy community. Come join us in April!

Let's **MOVE MINNESOTA** together.

Paul Niemuth
Association President
Board of Directors

Jill Lein
Association Director
MNPTA

"The MNPTA Annual Conference is a must for me every year, to reconnect with existing customers and establish new relationships. As an exhibitor, I've found the conference to be very well organized in offering high quality speakers and content; pair that with the wonderful venue in St. Paul, and that sets the stage for a great experience for attendees and vendors alike. What I notice every year are the meaningful interactions at my table with physical therapists, PTA's, and students while sharing information about my organization. The room arrangement and exhibit placement is certainly thoughtful as well, ultimately resulting in a very comfortable and engaging environment. I'm already looking forward to the MNPTA show next year!"

-Chad Oppelt, Assistant Director, The College of St. Scholastica, Transitional DPT Online

Minnesota Physical Therapy Association

970 Raymond Ave STE 205 : St. Paul, MN 55114 : 651-635-0902 : www.mnapta.org : info@mnapta.org



BE AN EXHIBITOR: Hold Your Space!!

Claim your spot in Minnesota's largest gathering of physical therapy devotees in a convenient one-day exhibit that includes **two hours of unopposed exhibit time!**

Exhibitor Table: \$650

Early Bird Discount! Only \$550 if sign up by February 11, 2019.

What you get with your table:

- Two hours of **un-opposed** exhibit time.
- One 8' draped table, 2 chairs, trash can and sign with your company name.
- Printed list of names and mail addresses of conference attendees.
- **Exhibitor Profiles are back again!** Your company's brief profile listed in the conference program, e.g. website, contact info. [Sponsors also get logo and 1-2 sentences)
- Saturday lunch for **two** included with your exhibit fee!

Exhibit Hall Hours:

Set-Up Time: Saturday, April 13, 8:30–11:45am
 Show Hours: Saturday, April 13, 11:45am-1:45pm
 Tear Down: Saturday, April 13, 1:45-4:30pm

Conference Timeline

January 22 Exhibitor Registration Opens!
 February 11 Exhibitor early bird deadline
 February 7 Attendee Registration Opens! Early sponsors will have logo on Registration page from beginning of attendee registration.
 April 13 Conference!

What's Hot 2019

- ❖ Exhibitor Profiles and lunch for **two** are back again!
- ❖ New Sponsorship Opportunities: Friday night Hot Topics Table Talks

Want to explore Minneapolis?

Here's a great starting point:
[Visit Minneapolis](#)

"We've been exhibiting with MNAPTA for more than a decade. The staff is friendly, accommodating and work hard to create a successful environment for the exhibitors. We look forward to this show every year."

-Mark Kroll, Winkley Orthotics and Prosthetics

REGISTER TO BE AN EXHIBITOR OR SPONSOR

[Click here to register](#)

QUESTIONS?

Please contact association director Jill Lein (jlein@mnapta.org)

BE A SPONSOR

VIPT Sponsorships

(Very Important Physical Therapy!)

Friday, April 12, 2019

Payment, Policy and Pours – Hot Topics Table Talks Sponsor: \$3000

Rare opportunity to be present at our Hot Topic Tables Talks! This event is Friday night before conference with all our advocacy leaders: Payment and Policy, State Government, Federal Government and House of Delegate representatives. Sponsor will be able to hear discussions about key issues facing the profession. They will have a table to distribute information; have prominent visual presence at the event, on our conference website and program; and have two minutes to address the audience at the start of the event.

Saturday, April 13, 2019

Gold Sponsor, \$3000

- ❖ **Exclusive** sponsorship (only one)
- ❖ **Full** page ad/coupon (supplied by sponsor) in prime location of conference program
- ❖ Acknowledgement and prime logo location on conference program title page
- ❖ **TWO** sets of MNPTA member labels
- ❖ First choice preferred exhibitor table location
- ❖ Logo (largest) on conference signage including registration and classrooms
- ❖ Optional PowerPoint slide to include in looping association slideshow
- ❖ Linked logo on conference registration web page. Seen by all people signing up for Conference 2019!
- ❖ Social media mentions before, during and after conference
- ❖ ALL exhibitor benefits

Silver Sponsor, \$2000

- ❖ Half-page ad/coupon in conference program
- ❖ Acknowledgement and prime logo location on conference program title page
- ❖ One set of MNPTA member labels
- ❖ Logo on signage at registration check in
- ❖ Linked logo on conference registration web page. Seen by all people signing up for Conference 2019!
- ❖ Social media mentions before, during and after conference
- ❖ ALL exhibitor benefits

Bronze Sponsor, \$1000

- ❖ One set of MNPTA member labels
- ❖ Logo on signage at registration check in
- ❖ Linked logo on conference registration web page. Seen by all people signing up for Conference 2019!
- ❖ ALL exhibitor benefits

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[Click here to register](#)

QUESTIONS?

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EXTRA! EXTRA! Additional Sponsorship Opportunities

Want to be a sponsor but aren't planning to exhibit? Or want exposure beyond your exhibitor table? Check out these additional sponsorship opportunities.

All sponsors receive printed acknowledgement in our conference program. Additional sponsor perks are included with each sponsor description. All spots are reserved on a "first come, first serve" basis.

Annual Membership Meeting/Breakfast Sponsor: \$1000

Get exposure to the key players in the Minnesota physical therapy community! By sponsoring this Saturday morning event, your company will have signage and an announcement at the beginning of the meeting thanking your company for its support. Includes a linked logo on conference registration web page and a quarter-page ad in the conference program. Up to four sponsors.

Saturday Celebration of PT: \$1000

Take credit for bringing social networking and fun stuff to conference! Saturday Celebration will include drinks, snacks and exciting raffle items. Sponsorship includes signage in the ballroom and a thank you announced during Saturday Celebration. Includes a linked logo on conference registration web page and a quarter-page ad in the conference program. Up to four sponsors.

Photography Sponsor: \$750

Help us capture the event and share pictures on social media. Includes recognition via MNPTA Facebook page, and recognition at morning meeting and lunch, as well as on the conference page that will host the pictures. Up to two sponsors.

Poster Presentation Sponsor: \$500

By sponsoring this event your company will have signage during the poster presentations at lunch. This is an opportunity to show your support to the PT/PTA schools and their hard-working students by sponsoring the displays where they share the results of case studies and research findings. Up to five poster sponsors.

Awards Sponsor: \$500

Up to five award sponsors available, one for each of the five [professional award categories](#). Your logo will be included on the award page of the conference program and you will be announced as the Awards Sponsor at the awards ceremony.

Classroom Sponsor: \$250

Includes signage inside classroom and on classroom door that remains up for the entirety of the conference.

Break Sponsor: \$150

Sponsor conference break stations. This sponsor includes signage for your company at each break station



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QUESTIONS?

Please contact association director Jill Lein (jlein@mnapta.org)

MNPTA 2019 ANNUAL CONFERENCE



EXHIBITOR AND SPONSOR POLICIES AND PROCEDURES

1. EXHIBITOR FEE: To reserve space, the Exhibitor registration must be completed and submitted online. Payment must be received at the time of registration. Specific details related to exhibiting at the Minnesota Physical Therapy Association's (MNPTA) Conference 2018 can be found in this guide or at www.mnapta.org where this guide is also linked. The rental fee for one staffed table is \$650 per table. If paid by February 11, 2019, the early bird price of \$550 will apply.

Written notice of cancelation received in the MNPTA office by March 22, 2019, will receive a refund minus a \$300 non-refundable deposit. No refunds will be allowed for cancelations made after March 23, 2019. All cancelations must be received on the company's letterhead. FULL PAYMENT MUST BE RECEIVED BEFORE SPACE CAN BE OCCUPIED ON April 13, 2019.

2. SPONSOR FEE: Sponsor registration must be completed and submitted online. Payment must be received at the time of registration. Specific details related to sponsoring at the Minnesota Physical Therapy Association's (MNPTA) Conference 2019 can be found in this guide or at www.mnapta.org where this guide is also linked. Event sponsorships cannot be canceled once payment is received by MNPTA.

3. REFERRAL FOR PROFIT: The American Physical Therapy Association (APTA) is opposed, as a matter of health care policy, to arrangements under which sources of referral (including physicians and chiropractors) stand to profit from referring patients for physical therapy. The policy, adopted by the APTA House of Delegates, states: "The American Physical Therapy Association opposes...participation in services that are in any way linked to the financial gain of the referral source." (Financial Considerations in Practice HOD 06-99-13-17). Because of this policy, MNPTA does not accept exhibitors from practices in which any referral source has a financial interest in the practice and refers patients to an employed physical therapist or to a physical therapist who supervises an employed physical therapist assistant.

4. EXHIBIT HOURS: Exhibit hours are Saturday, April 13, 2019, from 11:45am-1:45pm. Lunch will be served in the exhibit area to help increase exhibitor exposure. Two exhibitors are welcome to lunch, free of charge.

5. SET-UP/TEAR DOWN: The exhibit area will open for set-up/installation Saturday, April 13, 2019 from 9:00-11:30 am. Tear down/dismantling will begin at 1:45pm on Saturday, April 13, 2019, and MUST be completed by 4:30pm on that day. It is required that exhibits be installed within the assigned space and not interfere with other exhibits. If an exhibitor needs an alternative set-up and/or tear down time, the exhibitor must contact Jill Lein at MNPTA to make alternative arrangements. Jill Lein can be reached by phone at 651-635-0902 and by email at jlein@mnapta.org.

6. STAFFING YOUR TABLE: Due to the nature of some of the equipment displayed, we are concerned for safety. Therefore, we must restrict the exhibit area to registered attendees, exhibitors, and sponsors only. Each exhibitor is expected to staff each table adequately during exhibit hours, but staffing the table is not mandatory.

7. LUNCH: Included for exhibitors up to two people. Additional lunches may be purchased for \$25.

8. SIZE/FURNISHINGS: Each table is 8 feet wide by 30" deep and is fully draped. Space behind tables is approximately 3-5 feet. The table may be removed if more space is needed for equipment or displays. Includes two chairs, waste basket and a sign with your company name.

9. ELECTRICITY: Vendors who need electricity at their table must make arrangements for electricity directly with the DoubleTree by Hilton Minneapolis-Park Place. The cost is \$25. All electrical services can be ordered using the [Exhibitor Power Order Form](#). If you have any additional questions, please contact AVEX Audio Visual Services at 952-582-5324. Additional information can be found on the order form.

The DoubleTree has Wifi available for light use. If you need to be downloading files for your exhibit, you may want to consider saving your files on your hard drive or flash drive.

10. EQUIPMENT AND DELIVERIES:

If items are being shipped or you are delivering items for the conference before April 13, 2019, please contact Lisa Niva at the DoubleTree for instructions at 952-582-5311. Items may be delivered to the loading dock three days prior to the day of the conference and stored there. Ship your items to:

DoubleTree by Hilton Minneapolis-Park Place
1500 Park Place Blvd
MNPTA+your company name, Attn: Banquets
Minneapolis, MN 55416

On the day of the conference, please use the door under the overhang on the north side of the building across from The Taste of India restaurant. There are carts and a service elevator available.

11. FAILURE TO OCCUPY SPACE: Unless previously arranged, table space not occupied by the exhibiting organization by 11:00 am on Saturday, April 13, 2019, will be forfeited without refund to the exhibitor and the space may be resold or used by MNPTA.

12. INSURANCE: MNPTA and the host site do not maintain insurance covering exhibitor property. Exhibitors are urged to take out a portal rider, which is available at a nominal cost on their own insurance policy, to protect them against loss through theft, fire, damage, etc.

13. LIABILITY: It is agreed that individual exhibitors will protect, save and keep MNPTA and the DoubleTree by Hilton Minneapolis-Park Place from any damage or charges imposed for violation of any law or ordinance whether occasioned by the negligence of the exhibitor or those holding under the exhibitor, as well as to strictly comply with the applicable terms regarding the exhibition premises; and further, exhibitor shall at all times protect, identify, save and keep harmless the above parties against and from any and all loss, cost, damage, liability of expense arising from or out of or by reason of accident or other occurrence to anyone, including the exhibitor, its agents, employees and business invites, which arise from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises or part thereof.

14. CONVENTION FACILITY RESTRICTIONS: 1) Volatile or flammable fluids, substances or materials of any nature prohibited by fire regulation or insurance carriers may not be used in any table. 2) All construction in an exhibitor space shall be substantial and fixed in position for the duration of the show. 3) All aisles and exits must be kept clear, clean and free from obstruction to comply with fire restrictions. 4) All business activity, circulars and advertising matter may be conducted and/or distributed **ONLY** within the exhibitor space assigned to the exhibitor. The following practices are prohibited: 1) Use of noisy electrical or mechanical apparatus interfering with other exhibits. 2) Canvassing or distributing any material outside the exhibitor's own space. 3) Equipment outside assigned exhibitor space. 4) Subleasing of exhibit space. 5) The use of billboard advertisement and/or display of signs outside of the exhibit area without prior approval from MNPTA. The use of open audio systems is allowed. However, the exhibitor must agree to discontinue its use of the sound level if deemed to be objectionable to the conference participants or adjacent exhibitors. The character of the exhibits is subject to the approval of MNPTA's Association Director. The right is reserved to refuse the application of concerns not meeting standards required or expected, as well as the right to curtail or to close exhibits that reflect unfavorably on the character of the meeting. This applies to displays, literature, advertising novelties, souvenirs, conduct and attire of persons, etc.

15. ATTENDANCE: Approximately 250 physical therapists, physical therapist assistants, and physical therapy students are expected to attend this conference.

16. SUBLETTING OF SPACE: Exhibitors may not assign, sublet, or apportion the whole or any part of the space allocated. Exhibitors may not display or advertise products of any kind other than those manufactured or sole by them in the regular course of their business.

17. SECURITY: The MNPTA does not provide security for the protection of the exhibitor's property in the exhibit hall during exhibit hall hours. MNPTA or the DoubleTree by Hilton Minneapolis-Park Place shall not be held responsible for the loss of, or damage to, any material (personal or business) for any cause and encourages the exhibitor to exercise normal precautions to prevent loss or damage.

19. CANCELLATION OF EXPOSITION: Should any situation beyond the control of the Minnesota Physical Therapy Association (MNPTA) arise to prevent MNPTA Conference 2019, MNPTA will not be held liable for any expense incurred by exhibitor or sponsor except the rental cost of exhibitor table/space, minus the nonrefundable table deposit, and sponsors will be refunded accordingly.

20. PUBLICITY CONSENT

I hereby grant voluntarily and without monetary compensation MNPTA permission to:

- **Make video and audio recordings of me and/or my voice.**
- **Take and use photographs of me, my table, exhibitor space and it's contents, and others that are staffing the table.**
- **Record, use, display and disclose in a video and/or other media intended for public consumption statements and/or information provided by me.**
- **Use the activities listed above for direct mail, advertising, public relations, website, email, social media (e.g., Facebook, Twitter, etc.) and other online efforts related to MNPTA.**
- **Use my name and the names of others in my table in conjunction with the activities listed above.**

With respect to the above, I relinquish to MNPTA all rights, title and interest I may have in all originals, edited versions, reproductions, and copies of any video and/or audio recording(s), prints, negatives, digital images, and photographs in which my or members my family's name, image, statements, information, and/or voice is used (the "Materials").

I also irrevocably grant the MNPTA permission to copyright, if applicable, the Materials, and to use, reuse, copy, publish, display, exhibit, reproduce, license to a third party, and distribute the Materials in any manner and for any reason MNPTA may deem proper, including the right to use the same for purposes of advertising or trade.

I acknowledge that MNPTA is not responsible for the unauthorized use of the Materials by unrelated third parties.

I hereby release MNPTA from liability for any damages that may arise from the unauthorized use of the Materials by a third party.

EXHIBITOR CONTACTS

MNPTA

Jill Lein, Association Director, jlein@mnapta.org, 651-635-0902

Janna Schneider, Administrative Assistant, jschneider@mnapta.org, 651-635-0902

DoubleTree by Hilton Minneapolis-Park Place

Lisa Niva, Convention Services Manager, Lisa.Niva@hilton.com, 952-582-5311