

# OPTA Ohio Physical Therapy Association

## Sponsorship Promotion Program



# Partner with Us to Celebrate 75 Years of Impact

Dear Colleagues,

In 2026, the Ohio Physical Therapy Association (OPTA) celebrates 75 years of transforming lives through movement.

Our 75<sup>th</sup> Anniversary is more than a celebration — it's a tribute to decades of dedication, advocacy, and innovation, and an opportunity to look boldly toward the future of physical therapy we will shape together.

We invite you to stand with us as a sponsor during this milestone year. Your partnership will connect you with a statewide community of passionate physical therapists, physical therapist assistants, and students and position your brand alongside OPTA's legacy of advancing quality care and professional growth.

Inside this prospectus, you will find many opportunities to participate that will provide high-level visibility not only at our 75<sup>th</sup> Anniversary events, but throughout the year via OPTA programs, communications, and events.

Together, we can honor our legacy, celebrate our achievements, and shape a stronger future for physical therapy in Ohio.



**Susan Appling, PT, DPT, PhD**  
Co-Chair, OPTA 75<sup>th</sup>  
Anniversary Committee



**Edie Benner, PT, MA, PhD**  
Co-Chair, OPTA 75<sup>th</sup>  
Anniversary Committee



## About OPTA

The OPTA represents more than 3,700 physical therapists, physical therapist assistants, and students statewide. Since 1951, we have been the trusted voice for Ohio's physical therapy professionals — advancing clinical excellence, championing innovation, and promoting the health and wellbeing of the patients we serve.

## Mission

To be the driving force for advancing physical therapy practice in Ohio.

## Vision

Transforming society by optimizing movement to improve the human experience.

## By the Numbers

- 2081** Physical Therapists
- 262** Physical Therapist Assistants
- 1241** Student Physical Therapists
- 138** Student Physical Therapist Assistants

OPTA is divided into six districts defined by geographic counties within the state of Ohio, allowing more localized programming, education, and leadership in the implementation of OPTA goals.

Please contact OPTA Executive Director Mike Mathy, CAE for more information about showcasing your products and services at district events around the state.



# OPTA Events

## Spring Conference

Friday, April 10 - Saturday, April 11, 2026  
Hilton Polaris Hotel | Columbus

The OPTA Spring Conference is the premier event for physical therapy professionals and students in Ohio, offering a dynamic mix of cutting-edge education and networking opportunities.

Maximize your marketing dollars when you select one of our many sponsorship opportunities or meet our physical therapy attendees face-to-face as an exhibitor.

This is your opportunity to connect with more than 350 physical therapy professionals and students who work in a diverse mix of practice settings yet share a common interest in learning about new products and activities that can transform their patients' lives.



## Keynote Speakers



### Tyson Gentry

Opening the conference program will be Tyson Gentry. Tyson is a former OSU football player who suffered a C-4 spinal cord injury in a 2006 team scrimmage, resulting in him losing all movement and sensation from the neck down.

After two major surgeries and months of therapy, Tyson regained the use of his biceps and refused to give up.

Tyson's story highlights the extraordinary impact of physical therapy. He credits his care team for showing him that recovery is not just about "getting back" what was lost but about redefining what is possible.



### Drew Contreras, PT, DPT, SCS

In this thought-provoking session, APTA Vice President of Strategic Affairs Drew Contreras, PT, DPT, SCS, will challenge us to envision what lies ahead for physical therapy over the next 75 years.

Drawing on his distinguished career serving soldiers in combat zones, supporting two U.S. Presidents, and guiding innovation and strategic partnerships at APTA, Dr. Contreras brings a unique perspective on how the profession must adapt to thrive.

This session will inspire, challenge, and equip attendees to reimagine our profession's path forward—and ensure physical therapy remains a vital force for health and movement in the decades to come.

## 75th Anniversary Gala

Saturday, April 11, 2026  
The Exchange at Bridge Park | Dublin

Join us as we celebrate 75 years of advancing physical therapy in Ohio! The Ohio Physical Therapy Association's 75<sup>th</sup> Anniversary Gala will be an unforgettable evening honoring the people, milestones, and vision that have shaped our profession since 1951.

Held at The Exchange at Bridge Park in Dublin, Ohio on Saturday, April 11, 2026, the Gala will feature a seated dinner, live entertainment, historical tributes, and special recognitions of those who have moved our profession forward.

This once-in-a-generation celebration will bring together members, partners, and friends to reflect on our shared history and look ahead to the next 75 years of innovation and impact.



# Sponsorship Packages

## Why Partner with OPTA?

OPTA partners gain more than visibility — they gain meaningful connections with the professionals driving patient care, innovation, and healthcare transformation across the state. Here are five reasons you should support OPTA:

**1. Direct Access to Your Market:** OPTA represents more than 3,700 PTs, PTAs, and students across Ohio. Our work in diverse environments — hospitals, outpatient clinics, schools, skilled nursing facilities, sports and wellness programs, and beyond — gives you a direct channel to decision-makers and influencers in multiple practice settings.

**2. Engagement with Trusted Leaders:** OPTA members are not just practitioners; they are leaders who shape healthcare policy, adopt new technologies, and influence purchasing decisions that impact patients and organizations statewide.

**3. Brand Alignment with Excellence:** As the professional voice of physical therapy in Ohio, OPTA has a 75-year legacy of advancing practice standards, education, and advocacy. Our partners share a commitment to strengthening healthcare, improving patient outcomes, and supporting the next generation of providers.

**4. High-Impact Visibility:** Whether through event sponsorships, conference exhibits, or special initiatives, vendors can maximize their marketing dollars by reaching a targeted, engaged, and receptive audience.

**5. Shared Mission:** Supporting OPTA isn't just marketing — it's investing in a partnership that helps the profession thrive, which in turn helps more Ohioans live healthier, more active lives.

## Sponsorship Packages

Our sponsorship packages are designed to keep your brand in front of Ohio's physical therapy community all year long, while also giving you premium visibility at OPTA's flagship events — including the Spring Conference and 75th Anniversary Gala.

SPONSORSHIP BENEFITS		PLATINUM SPONSOR \$15,000	GOLD SPONSOR \$10,000	SILVER SPONSOR \$5,000
Year-Round Promotion	Newsletter Advertisement	4 Issues	2 Issues	1 Issue
	Banner Ad on Website	Six Months	Three Months	One Month
	Social Media Posts	Two Posts	One Post	
	Membership List	X	X	X
	PT Partner Page	Listing and Logo	Logo	Name
Spring Conference Promotion	Session Sponsorship	Keynote	Breakout	Crossover Collaborative
	Meal Sponsorship	Lunch	Breakfast	Break
	Exhibit Booth	X	X	X
	Attendee Packet Flyer	X	X	
75th Gala Promotion	Complimentary Gala Tickets	10	8	6
	Student Ticket Sponsorship	3	2	1
	Table Sponsorship	Premium	Standard	Standard
	Promotional Giveaways	X	X	X
	Logo in Promotional Emails	X	X	X
	Logo on Signage	X	X	X
	Logo in Program	X	X	X
	Website Recognition	Logo & Link	Logo	Name
Gala Recognition	Announcement & Slide	Slide	Slide	

# Sponsorship Packages

## Platinum Level Sponsor-\$15,000

### Year-Round Promotions

- Advertisement in four issues of biweekly digital newsletter
- Banner ad on website for six months
- Two social media sponsored posts
- OPTA Membership list
- Listing and logo on PT Partner page on OPTA website

### Spring Conference

- Keynote session sponsorship
- Lunch, Board Dinner, or Break sponsorship
- Four invitations to President's Reception
- Exhibit booth at Spring Conference
- Attendee packet flyer

### 75<sup>th</sup> Anniversary Gala

- Ten complimentary Gala tickets
- Premium table sponsorship
- Opportunity for sponsor-provided giveaway item
- Logo included in pre-event promotional emails to membership
- Logo included in post-event recap emails
- Three student ticket sponsorships
- Logo included on sponsorship signage
- Logo included on sponsorship slide
- Logo included in printed Gala program
- Verbal recognition by emcee at event
- Recognition on signage at event shuttles
- Logo listed on 75<sup>th</sup> Anniversary webpage

## Gold Level Sponsor-\$10,000

### Year-Round Promotions

- Advertisement in two issues of biweekly digital newsletter
- Banner ad on website for three months
- One social media sponsored post
- OPTA Membership list
- Logo on PT Partner page on OPTA website

### Spring Conference

- Breakout session sponsorship
- Breakfast Sponsorship
- Two invitations to President's Reception
- Exhibit booth at Spring Conference
- Attendee packet flyer

### 75<sup>th</sup> Anniversary Gala

- Eight complimentary Gala tickets
- Standard table sponsorship
- Opportunity for sponsor-provided giveaway item
- Logo included in pre-event promotional emails to membership
- Logo included in post-event recap emails
- Two student ticket sponsorships
- Logo included on sponsorship signage
- Logo included on sponsorship slide
- Logo included in printed Gala program
- Recognition on signage at event shuttles
- Logo listed on 75<sup>th</sup> Anniversary webpage

## Silver Level Sponsor-\$5,000

### Year-Round Promotions

- Advertisement in an issue of biweekly digital newsletter
- Banner ad on website for one month
- Name on PT Partner page on OPTA website

### Spring Conference

- Crossover Collaborative or Student session sponsorship
- Refreshment Break Sponsorship
- Exhibit booth at Spring Conference

### 75<sup>th</sup> Anniversary Gala

- Six complimentary Gala tickets
- Standard table sponsorship
- Opportunity for sponsor-provided giveaway item
- Name listed in pre-event promotional emails to membership
- Name listed in post-event recap emails
- One student ticket sponsorship
- Logo included on sponsorship signage
- Logo included on sponsorship slide
- Logo included in printed Gala program
- Recognition on signage at event shuttles
- Name listed on 75<sup>th</sup> Anniversary webpage



# Supporting the OPTA Spring Conference

All sponsorships include your corporate logo on conference website, social media mentions before, during, and after conference, logo on conference sponsorship signage, and recognition in post-conference thank you email.

## Session Sponsorships

### Keynote Session Sponsor

(2 available)

#### Platinum-Level Sponsorship Only

- Your choice of two 90-minute keynote addresses held during the conference.
- Sponsors are recognized with an opening logo slide in the session, on the OPTA website, in direct mail promotions, broadcast emails, conference program, and signage.

### Breakout Session Sponsor

(16 available, \$500)

- Your choice of 16 breakout sessions on wide-ranging topics in physical therapy.
- Sponsors are recognized with an opening logo slide in the session and through signage.

## Networking Sponsorships

### Lunch

(2 available, \$2,500)

Primary networking event at the Spring Conference featuring our annual awards ceremony and annual membership meeting.

- Verbal introduction during lunch
- Reserved table for four
- Two minute promotional video
- Exhibit booth at conference on day of lunch sponsorship

### Board Dinner

(1 available, \$2,000)

OPTA Leadership Team dinner held prior to the Board of Directors meeting.

- Five minute speaking opportunity during dinner
- Opportunity to mingle with OPTA leaders during pre-dinner reception, dinner

### Breakfast

(2 available, \$2,500)

Continental breakfast provided to attendees before sessions begin on Friday and Saturday.

- Verbal recognition at opening of first session
- Signage at breakfast tables
- Promotional material on seats
- Exhibit booth at conference on day of breakfast sponsorship

### Crossover Collaborative Sponsor

(1 available, \$1,000)

A networking event designed to connect students and early professionals to equip them with the tools, connections, and vision needed to thrive in their professional journeys.

- Four tickets to event
- Introduction at event
- Logo with link on website

### Refreshment Break Sponsor

(3 available, \$1,000)

Networking breaks featuring coffee, soft drinks, and light snacks.

- Verbal recognition before and after break
- Signage at refreshment table



### PACcy Hour Sponsor

(1 available, \$1,500)

Annual fundraising event for the OPT-Political Action Committee.

- Two tickets to PACcy Hour
- Logo on PACcy Hour signage
- Logo on print and digital marketing of PACcy Hour

### Exhibitor Bingo Sponsor

(1 available, \$500)

All attendees receive a bingo card with the names of exhibiting companies. Attendees receive a stamp for each booth they visit. Stamped cards are entered into a prize drawing.

- Logo on exhibitor bingo card
- Provide prize for drawing
- Card collection station at booth
- Representative draws winning card
- Post event promotion of drawing



# Supporting the OPTA Spring Conference

## Visibility Items

### Bag Sponsor

(1 available, \$1,500)

- Logo on attendee bag
- Friday exhibitor table

### Lanyard Sponsor

(1 available, \$1,500)

- Company name on attendee lanyard
- Friday exhibitor table

### Hotel Key Sponsor

(1 available, \$1,000)

- Logo on hotel key for all attendees staying at host hotel
- Friday exhibitor table

### Recharge Sponsor

(1 available, \$1,000)

- Sponsor-provided flyers
- Recognition on signage

### Wi-Fi Sponsor

(1 available, \$1,500)

- Logo on wi-fi passcode handout
- Friday exhibitor table

### Floor Graphic Sponsor

(1 available, \$1,000)

- Logo on directional floor graphics

### Signage Sponsor

(1 available, \$1,000)

- Logo on conference directional signage

### Attendee Packet Flyer

(\$500)

- Sponsor provides materials to be included in attendee packet (does not include logo on conference website or signage, social media)

## Exhibitors

### Exhibitor Options

- Exhibitor (\$629 Friday only, \$829 Friday & Saturday)
- Six-foot table with two chairs
- Company logo + link on conference website
- Social media mentions before, during, and after conference
- Attendee list provided after conference



## Supporting the 75<sup>th</sup> Anniversary Gala

All sponsorships include recognition in the Gala program and slideshow, social media mentions, logo on event webpage, recognition in post-event thank you email.

### Cocktail Reception Sponsor

(1 available, \$1,500)

- Named sponsor of pre-event cocktail reception
- Branded signage at bar and reception area
- Naming rights to signature cocktail
- Premium table sponsorship
- Sponsor-provided cocktail napkins with sponsor logo (if requested)
- Verbal recognition by emcee
- Two complimentary Gala tickets

### Entertainment Sponsor

(1 available, \$1,500)

- Named sponsor of musical entertainment (DJ)
- Logo on signage near stage
- Verbal recognition from emcee
- Two complimentary Gala tickets

### Table Sponsor

(15 available, \$1,000)

- Reserved table for 10 guests, name/logo displayed prominently at sponsor table

### Photography + Videography Sponsor

(1 available, \$1,500)

- Named sponsor of event photographer/videographer
- Logo on signage at photo booth
- Verbal recognition from emcee
- Two complimentary Gala tickets

### Legacy + History Sponsor

(1 available, \$500)

- Named sponsor of organization history presentation
- Recognition in historical presentations
- Logo featured in historical video/slideshow
- Verbal recognition from emcee
- Two complimentary Gala tickets

### Transportation Sponsor

(1 available, \$500)

- Named sponsor of hotel shuttle
- Recognition on signage at event shuttles
- Verbal recognition from emcee
- Two complimentary Gala tickets

### Student Ticket Sponsor

(\$50)

- Sponsor a student to attend the Gala
- Personalized thank you note from student attendee(s)

# OPTA Board of Directors



## President

Gregory Kline, PT, DPT, EdD, MBA



## Vice President

David Wessells, PT, MPT, MHA



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## Northwest District, Co-Chair

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## Southwest District Chair

Erica Huston, PT, DPT



## West Central District Chair

Ann Smith, PT, DPT

## OPTA Leaders

### 75th Anniversary Committee

Susan Appling, PT, DPT, PhD  
Edie Benner, PT, MA, PhD

### Awards Committee

Kelsey Biller Young, PT, DPT

### Belonging Committee

Monica Myers, PT, DPT

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### State Affairs Committee

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### Student SIG

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### State Affairs Committee

Erin Hofmeyer, PT, DPT

### Tellers Committee

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