

# PROSPECTUS 2021

FOR THE VIRTUAL WORLD

**GLOBAL ACCESS  
WITH ACRM**  
*REACH ALL OF THE  
REHAB TEAM*

## ACRM

AMERICAN CONGRESS OF  
REHABILITATION MEDICINE





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The sales team is called the **ACRM Sales Team 365** because we help build customized solutions to meet your goals any time of the year.

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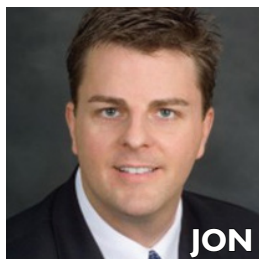
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ACRM is a global non-profit medical association of members seeking to improve lives with rehabilitation research and getting research into clinical practice.

This prospectus contains a number of ways that ACRM can help to promote organizations, hospitals, rehabilitation clinics, rehabilitation products, rehabilitation services as well as academic institutions and those with disabling conditions.

ACRM has the most advanced database, furthest reach, lowest cost and highest value for reaching your audience and/or marketplace.



# Global Access

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REACH  
millions  
of rehab  
professionals

500,000+

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# CHAPTER I

## ACRM AT-A-GLANCE

# ACRM

AMERICAN CONGRESS OF  
REHABILITATION MEDICINE









With the mission of IMPROVING LIVES of those with disabling conditions through interdisciplinary rehabilitation research, ACRM curates and disseminates world-class rehabilitation research:

- IN PERSON (ACRM Meetings),
- IN PRINT (ACRM ARCHIVES), and
- ONLINE (ACRM.org).

**ACRM is truly interdisciplinary — uniting all members of rehabilitation teams from around the world**



**ACRM is a global community of both researchers and consumers of research, in the field of rehabilitation.** ACRM is the only professional association representing all members of the interdisciplinary rehabilitation team, including:

- Researchers and scientists
- Physicians, clinicians and nurses
- Counselors and therapists
- Case managers and administrators
- Biomedical engineers and others

# ACRM

AMERICAN CONGRESS OF  
REHABILITATION MEDICINE



## STATS & FACTS

- ACRM is a non-profit association with a mission to **IMPROVE** the **LIVES** through interdisciplinary rehabilitation research
- **98+** year history
- We are **interprofessional**
- We work with hospitals, universities, professional and advocacy organizations, and rehabilitation professionals **GLOBALLY**
- We are the fastest-growing professional association in physical medicine and rehabilitation
- We have nearly **25,000** members from more than 65 countries
- We have **22+** interdisciplinary special interest and networking groups
- We promote evidence-based practice and practice-based research
- We are inclusive
- We embrace diverse opinions and thoughts in order to get the **science into practice FASTER**



## ACRM at-a-glance: COMMUNITY

The heart of ACRM is its members who are actively involved in **22 Community Groups** and more than **90 Task Forces and Committees**.

A primary driving force advancing the mission of ACRM is the dedicated volunteers working within ACRM community groups.

Each Interdisciplinary Special Interest and Networking Group is a unique community where like-minded, yet specialized health care and research colleagues network and collaborate to improve the lives of people living with disabling conditions.

# WELCOMING

BRAIN  
INJURY



INTERDISCIPLINARY  
SPECIAL INTEREST GROUP

MEASUREMENT



INTERDISCIPLINARY  
SPECIAL INTEREST GROUP

AGING RESEARCH  
& GERIATRIC  
REHABILITATION



NETWORKING  
GROUP

SPINAL CORD  
INJURY



INTERDISCIPLINARY  
SPECIAL INTEREST GROUP

ARTS &  
NEUROSCIENCE



NETWORKING  
GROUP

STROKE



INTERDISCIPLINARY  
SPECIAL INTEREST GROUP

ATHLETE DEVELOPMENT &  
SPORTS REHABILITATION



NETWORKING  
GROUP

CANCER  
REHABILITATION



NETWORKING  
GROUP

CAREER  
DEVELOPMENT



NETWORKING  
GROUP

COMPLEMENTARY  
INTEGRATIVE  
REHABILITATION MEDICINE



NETWORKING  
GROUP

**my.ACRM.org**

[ACRM.org/community](https://www.ACRM.org/community)



**ACRM**

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PROSPECTUS | 8

Independently, each group pursues their choice of projects and product development initiatives relative to their interests and expertise.

Collectively, they share a commitment to support the advancement of evidence-based practice, public funding of rehabilitation research and the promotion of high-standards for rehabilitation research.

**ACRM audiences are inter-professional** across all spectrums of the career timeline — from students to seasoned pros

# COMMUNITY

HEALTH SERVICES  
RESEARCH



NETWORKING  
GROUP

NEUROPLASTICITY



NETWORKING  
GROUP

INTERNATIONAL



NETWORKING  
GROUP

PAIN  
REHABILITATION



NETWORKING  
GROUP

LIFESTYLE  
MEDICINE



NETWORKING  
GROUP

PEDIATRIC  
REHABILITATION



NETWORKING  
GROUP

LIMB CARE



NETWORKING  
GROUP

PHYSICIANS &  
CLINICIANS



NETWORKING  
GROUP

MILITARY / VETERANS  
AFFAIRS



NETWORKING  
GROUP

REHABILITATION  
TREATMENT  
SPECIFICATION



NETWORKING  
GROUP

NEURODEGENERATIVE  
DISEASES



NETWORKING  
GROUP

TECHNOLOGY



NETWORKING  
GROUP

*professional home of choice*



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Approaching 25,000 members & steadily growing with a database reach of 1,000,000+

# The professional home of rehabilitation research lovers

my.ACRM.org

## Join, learn, engage

### ACRM PAID MEMBERSHIP

INCLUDES: Print subscription to the *ARCHIVES of Physical Medicine & Rehabilitation* — the oldest and largest rehabilitation journal in the world, full participation in ACRM Community Groups, enjoys member savings on event registration & more.



#### Person with Disability/Caregiver

Access the same research as soon as it becomes available — whether you are a patient in a hospital, in outpatient rehab, or are a person with a disability.

**5<sup>99</sup>**/month OR **49<sup>99</sup>**/year

#### Student/Resident/Fellow

Those enrolled in a school of medicine or graduate, or undergraduate program or fellowship. Includes *ARCHIVES of PM&R* subscription.

**5<sup>99</sup>**/month OR **49<sup>99</sup>**/year

#### Early Career

Professionals during the first five years after completion of post-graduate studies. Find your mentors and long-lasting relationships here.

**11<sup>99</sup>**/month OR **124<sup>99</sup>**/year

#### Professional

Full membership includes subscription to the *ARCHIVES of PM&R*. Help advance the rehabilitation field as well as your own livelihood.

**28<sup>99</sup>**/month OR **299<sup>99</sup>**/year

### ACRM FREE MEMBERSHIP

Try ACRM on for size with one of these options. FREE membership does not include a subscription to the *ARCHIVES of PM&R* and does not enjoy lower pricing on ACRM event registration.

#### ACRM eMember

Stay in-touch with ACRM & the rehab industry by receiving the industry newsletter, *ACRM eNews*, in your in-box each Thursday. If you wish to attend ACRM meetings, please join the ACRM PAID level or Six-Month Trial.

**FREE**

#### Six-Month Trial\*

This membership includes everything included in the ACRM PAID LEVEL above minus the print edition of the *ARCHIVES of PM&R*. Participate in community group meetings including Task Forces for up to six months.

**FREE**

\*Some restrictions apply. Not available to memberships that have lapsed or who have previously been members. Six-month trial membership is for new members only. Limit one time use per person. Prices are USD.

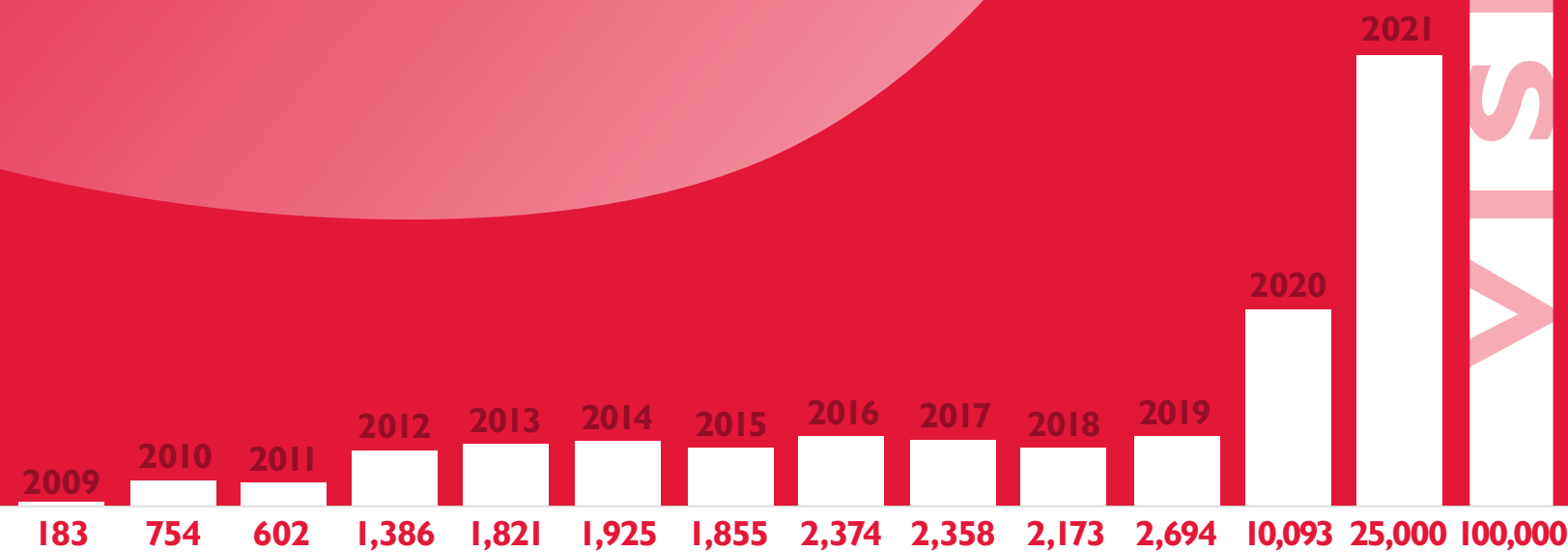


my.ACRM.org

Explosive MEMBERSHIP GROWTH



nearly 25,000  
members &  
climbing fast



## ACRM at-a-glance: MEDIA

### ACRM is home to two scientific journals

Impact Factor  
**3.966**

“Archives is the oldest and largest rehabilitation journal in the world”

—**Leighton Chan, MD, MPH, FACRM,**  
Co-Editor-in-Chief, Archives of Physical Medicine & Rehabilitation



*Archives of Physical Medicine & Rehabilitation* (The ARCHIVES) is the acclaimed international journal of ACRM covering the specialty of physical medicine and rehabilitation and allied disciplines.

Original articles report important trends and deliver authoritative information on the therapeutic utilization of physical behavioral and pharmaceutical agents in providing comprehensive care for individuals with chronic illness and disabilities.

According to the Journal Citation Reports, the 2020 **Impact Factor for Archives is 3.966**. The Archives ranks fifth out of 68 journals in the rehabilitation category. It also has the second highest Impact Factor of all general Rehabilitation journals that are not discipline- or condition-specific and is one of only two journals in the top ten that publish over 200 papers per year.

With more than 30,000 lifetime citations, the **ARCHIVES is by far the most cited journal in Rehabilitation**.

The ARCHIVES is **#1 in Google Scholar Metrics** in the field of Rehabilitation Therapy.

MORE about the ARCHIVES: [ACRM.org/archives](http://ACRM.org/archives)





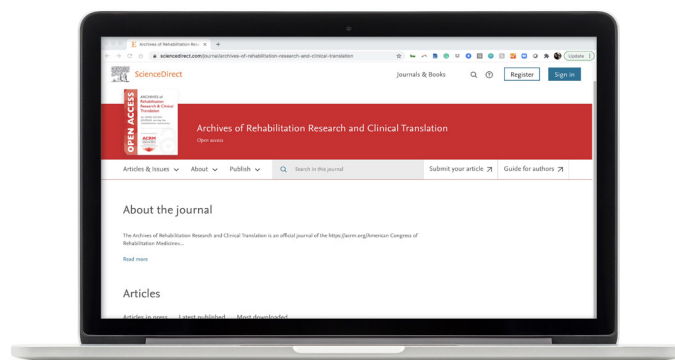
the goal of ARRCT is to expedite the transfer of quality rehabilitation research to all members of our field

*Archives of Rehabilitation Research & Clinical Translation (ARRCT)*, an open access journal serving the rehabilitation community.

**The Goal** — to expedite the transfer of quality rehabilitation research to all members of our field.

ACRM's Open Access companion journal to the *Archives of PM&R*. ARRCT publishes original, peer-reviewed research and systematic and other reviews covering important trends and developments in rehabilitation with the goal of advancing the health of persons with chronic diseases and disability. It will also consider exceptional case reports as well as rehabilitation-related images for publication. In addition, through its open access nature, its goal is to expedite the transfer of quality rehabilitation research to all members of our field.

MORE about the ARRCT: [ACRM.org/arrct](http://ACRM.org/arrct)



# ACRM at-a-glance: MEETINGS

Held every fall

## **ACRM** Annual Conference

**PROGRESS IN  
REHABILITATION RESEARCH**  
TRANSLATION TO CLINICAL PRACTICE

**ACRMconference.org**

### WHAT:

- World's largest interdisciplinary rehabilitation research event every fall
- Evidence-based educational content & community
- Comprised of a 3.5 day main CORE Conference and a 2.5 day Pre-Conference delivering a total of SIX jam-packed days

### FOR:

- The whole rehab team
- Those with disabilities and caregivers

CALL FOR PROPOSALS: [ACRM.org/call](http://ACRM.org/call)

REGISTER: [ACRM.org/register](http://ACRM.org/register)





## More than a Conference...



- 6 days of the LATEST RESEARCH translated to practice
  - 3.5 days CORE conference
  - 2.5 days PRE-conference instructional courses
- » **NONSTOP CONTENT** for **22** focus areas
- Accessible from anywhere in the world
  - At your own pace
  - Access 100s of hours of content for months
- » **DOZENS** of **LIVE VIRTUAL ACRM** Community Group Meetings
- » Powerhouse speaker line-up — renowned names in rehab
- » **NETWORKING** with potential collaborators, funders, mentors, employers
- ACRM is THE place for everyone interested in rehabilitation research
  - YOU are welcome here
  - Internationally relevant rehabilitation content appeal
- » CME / CEUs for **13** Disciplines
- » Earn up to **100s** of credit hours — more than any other event
- » **300+** educational sessions, symposia & lectures
- » **600+** scientific papers & poster presentations
- » ACRM Product Showcase
- Discover the latest products and services
- » **INTERDISCIPLINARY**, cooperative, inclusive environment —
- every member of the rehab team is welcome and valued
- » Inter-professional, international audience
- » **COOPERATIVE INCLUSIVE** environment
- » **3,000+** attendees from around the world



...Improving lives

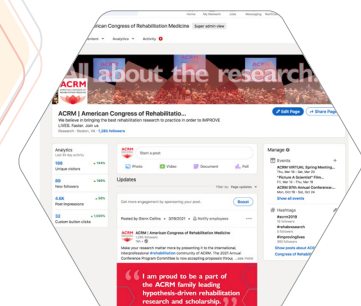


[ACRMconference.org](http://ACRMconference.org)

## The ACRM marketing machine

**MOST CONVENIENT** and  
**BEST VALUE** for reaching global interdisciplinary  
and multi-diagnostic rehabilitation researchers &  
clinicians around the world

- EASY ACCESS to ACRM MEMBERS
- REACH the ARCHIVES of Physical Medicine & Rehabilitation subscribers
- EMAIL MARKETING to reach REHAB PROFESSIONALS
- SPONSOR EDUCATIONAL CONTENT and find new prospects
- ACRM Annual Conference, APP & Online Program



**Because  
“COMMUNITY”  
IS  
the new  
“MARKETING”**

ACRM has created  
the highway to reach  
rehabilitation professionals

ACRM has been around for nearly 100 years

## ACRM ON SOCIAL MEDIA

ACRM is all over social media in order to help members to expand their reach and to help our communities stick together virtually in between in-person events. Find links to these social media channels here: [ACRM.org/socialmedia](https://www.acrm.org/socialmedia)



# connect!

ACRM helps amplify members & their research to advance rehabilitation research & to IMPROVE LIVES

	FLICKR	FACEBOOK	LINKEDIN	TWITTER	YOUTUBE	VIMEO	INSTAGRAM
<b>ACRM</b>							
<b>ARCHIVES</b>							
<b>ARCHIVES of Rehabilitation Research &amp; Clinical Translation</b>							

COMMUNITY GROUPS	Access this interactive table: <a href="https://www.acrm.org/socialmedia">ACRM.org/socialmedia</a>						
Brain Injury Interdisciplinary Special Interest Group (BI-ISIG)							
Spinal Cord Injury Interdisciplinary Special Interest Group (SCI-ISIG)							
Stroke Interdisciplinary Special Interest Group							
Arts & Neuroscience Networking Group							
Athlete Development & Sports Rehabilitation Networking Group							
Cancer Rehabilitation Networking Group							
Complementary Integrative Rehabilitation Medicine Networking Group							
Early Career Networking Group							
Geriatric Rehabilitation Networking Group							
Health Services Research Networking Group							
International Networking Group							
Measurement Networking Group							
Military/Veterans Affairs Networking Group							
Neurodegenerative Diseases Networking Group							
Neuroplasticity Networking Group							
Pediatric Rehabilitation Networking Group							
Physicians & Clinicians Networking Group							
Rehabilitation Treatment Specification Networking Group							
Technology Networking Group							
Limb Restoration Rehabilitation Group							
Pain Rehabilitation Group							
Lifestyle Medicine Group							

EVENTS	FLICKR	FACEBOOK	LINKEDIN	TWITTER	YOUTUBE	VIMEO	INSTAGRAM
<b>ACRM Annual Conference</b>							
<b>ACRM Training Institute Spring Meeting</b>							
<b>ACRM Cognitive Rehabilitation Training</b>							

♥ ACRM believes in the power of helping each other & encourages thoughtful + kind social media use 🌸



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## BOARD of GOVERNORS

### EXECUTIVE COMMITTEE



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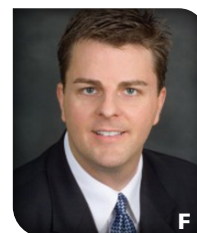
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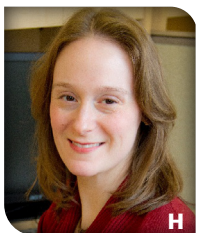


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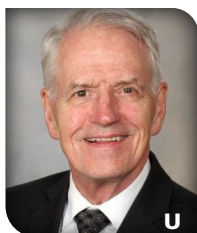


# ACRM

AMERICAN CONGRESS OF  
REHABILITATION MEDICINE



## MEMBERS EX-OFFICIO



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Interdisciplinary Special Interest Group

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\*Dr. Chan is serving in his personal  
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**CO-EDITOR-IN-CHIEF** *Archives of Physical  
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**U /** Professor, Physical Medicine and  
Rehabilitation Mayo Clinic  
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# CHAPTER 2

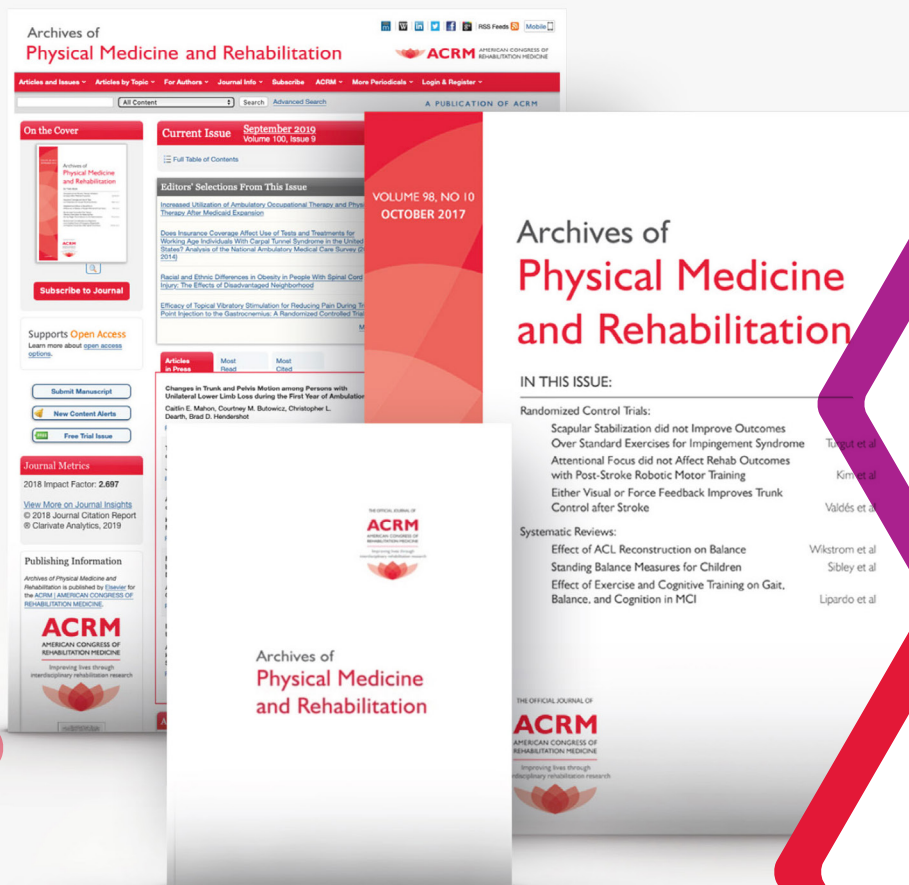
## ACRM JOURNALS

# ACRM

AMERICAN CONGRESS OF  
REHABILITATION MEDICINE







Impact Factor  
**3.966**

5-year Impact Factor  
**4.489**

**Ranked #1**  
publication in  
Rehabilitation Therapy  
by Google Scholar  
Metrics<sup>Δ</sup>

## ARCHIVES of Physical Medicine and Rehabilitation

ARCHIVES of PM&R aka "The ARCHIVES"



Print Circulation  
**12,300**

Pass-along\*\* Circulation  
**17,572**

### Circulation\*

Archives circulation includes reach to all  
office-based and hospital-based AMA Board  
Certified PM&R physicians

Pass-along readership is .4 readers/copy  
12,552 (circulation) + 5,020 (pass-along)

\*Elsevier Publisher Statements and LWW website June 2018

\*\*Readex Research, Readership Study, August 2019.

ΔGoogle Scholar Metrics <http://bit.ly/2QImX2n>

The journal offers a variety of advertising options & customizable solutions — from the print side PLUS the new, robust online platform (see pg 26)

- » Target specific healthcare professionals with a single campaign
- » Digital advertising delivers your message and drives traffic to your landing page while users are *actively seeking and viewing specialty content*.
- » Metrics are sent on a monthly basis.



2nd highest Impact Factor of all general rehabilitation journals that are not discipline- or condition-specific

The **ARCHIVES** is the oldest and largest rehabilitation journal in the world



ACRM

AMERICAN CONGRESS OF  
REHABILITATION MEDICINE



## Archives of PM&R – Print Advertising

*ARCHIVES of Physical Medicine & Rehabilitation*  
(The ARCHIVES)

3JUNE2021

**SCHEDULE** – LIMITED OPPORTUNITIES AVAILABLE

### ABOUT *The ARCHIVES*

- #1 in Google Scholar Metrics for the field of Rehabilitation Medicine
- 3.098 impact factor
- 100-year-old journal, founded in 1920
- 17,592 print subscribers
- 24,309+ Lifetime Citations
- 50,000+ unique visitors per month
- 60%+ of the content comes from outside of the United States
- 65,000+ monthly visits to [www.Archives-PMR.org](http://www.Archives-PMR.org)
- 2.8M+ downloads in 2019 (1 every 12 seconds)



*The ARCHIVES* is **the most influential journal on rehabilitation** in the world—its papers have been cited more than any other rehabilitation journal.

### HOW THIS WORKS

- Advertising in *The ARCHIVES* solidifies your place among monthly information provided to members.
- Advertising in *The ARCHIVES* allows your company to reach industry decision-makers.

[ACRM.org/ArchivesPrintAds](http://ACRM.org/ArchivesPrintAds)

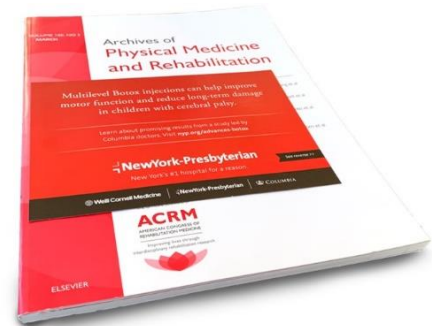


\*All submitted content is subject to ACRM approval\*

## MARKETING

### ADVERTISING OPPORTUNITIES

- **1-page and ½-page ads** Available in black and white or color
- **Cover Tips** An eye-catching and cost-effective way to get your message in front of an engaged audience of 10,000 physicians.
- **Poly-Bagged Outserts** Strategically position your brand message alongside trusted, relevant content. Effectively distribute your promotional materials with our highly respected, specialty-leading journals. Capture a reader's attention before they even open the journal with promotional brochures, conference collateral, CDs/ DVDs, and more.
- **Bellyband** IMPOSSIBLE to MISS – Your message completely wraps the issue. Bellyband advertising is designed to target a specific sub-set of APM&R subscribers with high impact print advertising.



Cover Tip: Glue strip on left side.

Your message here

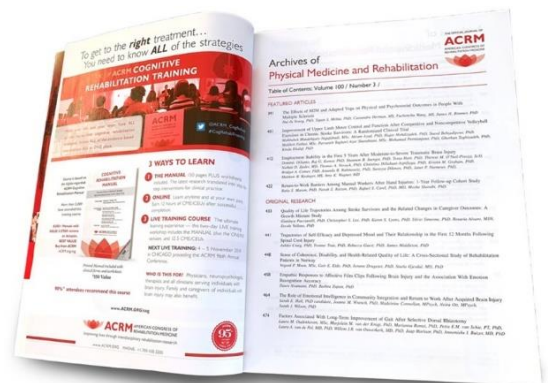
### DETAILS

Prices listed are for 1 advertisement run in one monthly issue. Discounts for multiple inserts may apply.

### INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

- ½ Page Ad (B/W): **\$1,445**
- ½ Page Ad (Color): **\$2,115**
- 1 Page Ad (B/W): **\$2,085**
- 1 Page Ad (Color): **\$2,755**
- **Cover Tips: \$7,500 + printing costs**
- **Poly-Bagged Outserts: \$8,000**
- **Bellyband: \$8,000 + printing costs**
- **Contact us for more advertising opportunities**



## TURBO BOOST YOUR PRODUCT OR SERVICE

*Extra amplification?* Want to do something more? Let us know what you are thinking, and we will help build a custom program for you. For example, potential boosts might include — dedicated eblasts to ACRM's exclusive email list, additional social media boosting including sponsored stories (Instagram and Facebook), sponsored social media posts, etc.

## MECHANICAL SPECIFICATIONS

AD SIZE	NON BLEED	BLEED
Trim	8-1/4" x 11"	—
Full Page	7-3/4" x 10-1/2"	8-1/2" x 11-1/4"
Spread	15" x 10"	16-3/4" x 11-1/4"
1/2 Horizontal	7" x 5"	8-1/2" x 5-3/4"
1/2 Vertical	3-1/2" x 10"	4-3/8" x 11-1/4"
1/4 Page	3-1/2" x 5"	—

Keep live matter 1/4" from all trim edges.

- File format: high-resolution PDF

## COVER TIP DESCRIPTION, KEY INFO, & SPECS

- Standard 2-sided
- Size range:
  - Minimum: 4"H x 6"W
  - Maximum: 7"H X 8"W
- Client-provided artwork
- Additional printing, shipping, and handling charges may apply

## POLY-BAGGED OUTSERT DESCRIPTION, KEY INFO & SPECS

**Description:** Whatever collateral you have on-hand, or wish to produce, buying an Outsert puts your collateral front and center and in the hands of all journal subscribers. From a product brochure to a postcard, flyer or multi-page newsletter, or a fold-out multi-panel leaflet — an outsert is produced and shipped by the advertiser and can be anything smaller than the journal trim size.

**Key Info & Specs:**

- Final size must be SMALLER than the size of the journal itself — known in the industry as the "trim size".
- THE ARCHIVES of PM&R trim size = **8.25 x 11**
- Maximum weight = Additional fees may apply for weight
- A PDF of the piece must be reviewed and approved by ACRM prior to order confirmation and before the advertiser orders their printing.
- **15,000 printed copies** are needed in New Hampshire / Elsevier publishing house by the **15th of the month** before the insertion issue.
  - **SPECIAL SHIPPING LABELING:** please be sure **all boxes** are marked with "YAPMR volume/issue"

**TO:** Archives of Physical Medicine and Rehabilitation  
 Dartmouth Journal Services Inc.  
 69 Lyme Road  
 Hanover, NH 03755  
 (800) 244-8320 ext. 234  
 Attn: Elsevier Team

- Advertiser is responsible for printing & shipping their material on time.

PRINT CLOSINGS

VOLUME/ ISSUE	PUBLICATION DATE	PRINT SPACE CLOSING DATE	PRINT MATERIALS DEADLINE	INSERTS DUE
102/1	January 2021	12/3/2020	12/8/2020	12/15/2020
102/2	February 2021	1/4/2021	1/7/2021	1/14/2021
102/3	March 2021	2/2/2021	2/5/2021	2/12/2021
102/4	April 2021	3/4/2021	3/9/2021	3/16/2021
102/5	May 2021	4/5/2021	4/8/2021	4/15/2021
102/6	June 2021	5/5/2021	5/10/2021	5/17/2021
102/7	July 2021	6/4/2021	6/9/2021	6/16/2021
102/8	August 2021	7/6/2021	7/9/2021	7/16/2021
102/9	September 2021	8/5/2021	8/10/2021	8/17/2021
102/10	October 2021	9/2/2021	9/8/2021	9/15/2021
102/11	November 2021	10/6/2021	10/11/2021	10/18/2021
102/12	December 2021	11/2/2021	11/5/2021	11/12/2021

No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable. Dates subject to change.

### BELLYBAND DESCRIPTION, KEY INFO & SPECS

- Size range: Between 1/2 to 3/4 the size of the journal page, width may vary. Please work out exact specs with the sales and production office.
- Client-provided artwork
- Additional printing, shipping, and handling charges may apply

### CONTACT OPTIONS

- Email [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) or complete this inquiry form: [www.ACRM.org/salesform](http://www.ACRM.org/salesform)

### CALL

+1.703.435.5335



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ACRM

AMERICAN CONGRESS OF  
REHABILITATION MEDICINE



## Archives of PM&R – Website Advertising

*ARCHIVES of Physical Medicine & Rehabilitation (The ARCHIVES)*

3JUNE2021

**SCHEDULE** — LIMITED OPPORTUNITIES AVAILABLE

### ABOUT *The ARCHIVES*

- #1 in Google Scholar Metrics for the field of Rehabilitation Medicine
- 3.098 impact factor
- 100-year-old journal, founded in 1920
- 17,592 print subscribers
- 24,309+ Lifetime Citations
- 50,000+ unique visitors per month
- 60%+ of the content comes from outside of the United States
- 65,000+ monthly visits to [www.Archives-PMR.org](http://www.Archives-PMR.org)
- 2.8M+ downloads in 2019 (1 every 12 seconds)



Average Monthly Visits\*  
**62,757**

Average Monthly Pageviews\*  
**110,730**

Opt-in Email Subscribers†  
**6,863**

*The ARCHIVES* is **the most influential journal on rehabilitation** in the world—its papers have been cited more than any other rehabilitation journal.

### HOW THIS WORKS

- Advertising in *The ARCHIVES* solidifies your place among information provided to members.
- Advertising in *The ARCHIVES* allows your company to reach industry decision-makers.

\*All submitted content is subject to ACRM approval\*

\*\*ACRM will place an 'advertisement' disclaimer on all ads\*\*

[ACRM.org/ArchivesWebAds](http://ACRM.org/ArchivesWebAds)



ACRM

Contact: [sales@ACRM.org](mailto:sales@ACRM.org) | ☎ +1.703.435.5335 | [ACRM.org/sales](http://ACRM.org/sales)

PROSPECTUS | 30

# MARKETING

## ADVERTISING OPPORTUNITIES

- **Leaderboard** (728p x 90p) Journal banner and logo set to display on all non-content journal pages
- **Skyscraper** (160p x 600p) Right hand column of journal page, displays on all non-content pages
- **Large Rectangle** (300p x 250p) Bottom center of the page, displays on HOMEPAGE only
- **Mobile Leaderboard** (300p x 50p) Journal banner and logo set to display on all non-content journal pages when viewed on a mobile device

## DETAILS

- Rate given below is CPM or Cost Per Thousand (1,000 ad units served)
- Leaderboard banner remains in place during scroll for 8 seconds.
- Skyscraper remains in place on right side throughout scroll.

## INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

- **Leaderboard: \$100 CPM**
- **Skyscraper: \$100 CPM**
- **Large Rectangle: \$100 CPM**
- **Mobile Leaderboard \$100 CPM**
- **\$2,500 minimum ad placement**

“More than 2.7 million downloads per year. We are very proud of that.”

—*Leighton Chan, MD, MPH, FACRM, Co-Editor-in-Chief, Archives of Physical Medicine & Rehabilitation*



## MECHANICAL SPECIFICATIONS

- File format: JPG, GIF (Max 3 loops of animation, up to 15 seconds per loop) or SWF (rich media) at 72 DPI
- 200KB max file size
- Target URL required

## TURBO BOOST YOUR PRODUCT OR SERVICE

*Extra amplification?* Want to do something more? Let us know what you are thinking, and we will help build a custom program for you. For example, potential boosts might include — dedicated eblasts to ACRM’s exclusive email list, additional social media boosting including sponsored stories (Instagram and Facebook), sponsored social media posts, etc.

## CONTACT OPTIONS

- Email [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) or complete this inquiry form:  
[www.ACRM.org/salesform](http://www.ACRM.org/salesform)

## CALL

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## Archives of PMR – eTOC Advertising

*ARCHIVES of Physical Medicine & Rehabilitation (The ARCHIVES)*

3JUNE2021

**SCHEDULE** — ADS SOLD ON A MONTHLY BASIS — FIRST COME, FIRST SERVE

- February 2021 – **SOLD OUT**
- March 2021 – **SOLD OUT**
- April 2021 – Available
- May 2021 – Available
- June 2021 – Available
- July 2021 - Available
- August 2021 - Available
- September 2021 – Available
- October 2021 – Available
- November 2021 - Available
- December 2021 – Available

### ABOUT *The ARCHIVES*

- #1 in Google Scholar Metrics for the field of Rehabilitation Medicine
- 3.098 impact factor
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- 65,000+ monthly visits to [www.Archives-PMR.org](http://www.Archives-PMR.org)
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Average Monthly Visits\*

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Average Monthly Pageviews°

**110,730**

Opt-in Email Subscribers†

**6,863**

*The ARCHIVES* is **the most influential journal on rehabilitation** in the world—its papers have been cited more than any other rehabilitation journal.

[ACRM.org/ArchivesEtocAds](http://ACRM.org/ArchivesEtocAds)

Maximize your reach with a campaign across ACRM products

## HOW THIS WORKS

- Your ad will make it through spam filters because each subscriber self-registers.
- Advertising in *The ARCHIVES* eTOC solidifies your place among critical information provided to members.
- Advertising in *The ARCHIVES* eTOC allows your company to reach industry decision-makers.

\*All submitted content is subject to ACRM approval\*

\*\*ACRM will place an 'advertisement' disclaimer on all ads\*\*

## MARKETING

### ADVERTISING OPPORTUNITIES

- **Leaderboard** (728p x 90p)
- **Skyscraper** (160p x 600p)
- **Large Rectangle** (300p x 250p)

### DETAILS

Prices listed are per month and per location.

### INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

- **Leaderboard: \$1,500**
- **Skyscraper: \$1,250**
- **Large Rectangle: \$1,000**
- **100% Share of Voice (All 3 ads in one month): \$2,999**

"More than 2.7 million downloads per year. We are very proud of that."

—**Leighton Chan, MD, MPH, FACRM**,  
Co-Editor-in-Chief, Archives of Physical Medicine & Rehabilitation



## TURBO BOOST YOUR PRODUCT OR SERVICE

*Extra amplification?* Want to do something more? Let us know what you are thinking, and we will help build a custom program for you. For example, potential boosts might include — dedicated eblasts to ACRM's exclusive email list, additional social media boosting including sponsored stories (Instagram and Facebook), sponsored social media posts, etc.

## CONTACT OPTIONS

- Email [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) or complete this inquiry form: [www.ACRM.org/salesform](http://www.ACRM.org/salesform)

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REHABILITATION MEDICINE



## Archives of PM&R – Mobile App Banner Advertising

*ARCHIVES of Physical Medicine & Rehabilitation (The ARCHIVES)*

3JUNE2021

**SCHEDULE** — ADS SOLD ON A MONTHLY BASIS

### ABOUT *The ARCHIVES*

- #1 in Google Scholar Metrics for the field of Rehabilitation Medicine
- 3.098 impact factor
- 100-year-old journal, founded in 1920
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- 65,000+ monthly visits to [www.Archives-PMR.org](http://www.Archives-PMR.org)
- 2.8M+ downloads in 2019 (1 every 12 seconds)



Average Monthly Visits\*

**62,757**

Average Monthly Pageviews°

**110,730**

Opt-in Email Subscribers†

**6,863**

*The ARCHIVES* is **the most influential journal on rehabilitation** in the world—its papers have been cited more than any other rehabilitation journal.

### HOW THIS WORKS

- Advertising in *The ARCHIVES* solidifies your place among monthly information provided to members.
- Advertising in *The ARCHIVES* allows your company to reach industry decision-makers.

\*All submitted content is subject to ACRM approval\*

\*\*ACRM will place an 'advertisement' disclaimer on all ads\*\*

[ACRM.org/ArchivesMobileAds](http://ACRM.org/ArchivesMobileAds)



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Contact: [sales@ACRM.org](mailto:sales@ACRM.org) | ☎ +1.703.435.5335 | [ACRM.org/sales](http://ACRM.org/sales)

PROSPECTUS | 36

## MARKETING

### ADVERTISING OPPORTUNITIES

#### TABLET

**Interstitial, Landscape** (1024p x 768p)

**Interstitial, Portrait** (768p x 1024p)

**Home Screen/ToC/Abstract Page** (728p x 90p)

**Article Menu Bar** (160p x 600p)

#### SMARTPHONES

**Interstitial** (320p x 480p)

**Home Screen/RoC/Abstract Page** (300p x 50p)

### DETAILS

Price is \$1,200 per month with a minimum of 3 months

### INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

**Each option listed above is sold separately and the investment is \$1,200 each.**

### TURBO BOOST YOUR PRODUCT OR SERVICE

*Extra amplification?* Want to do something more? Let us know what you are thinking, and we will help build a custom program for you. For example, potential boosts might include — dedicated eblasts to ACRM's exclusive email list, additional social media boosting including sponsored stories (Instagram and Facebook), sponsored social media posts, etc.

### CONTACT OPTIONS

- Email [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) or complete this inquiry form: [www.ACRM.org/salesform](http://www.ACRM.org/salesform)

### CALL

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## Archives of PM&R – Open Access Fees & How to Submit

### *ARCHIVES of Physical Medicine & Rehabilitation (The ARCHIVES)*

13MAY2021

**SCHEDULE** — Papers are submitted, evaluated, and accepted papers published on a rolling basis

#### **ABOUT *The ARCHIVES***

- #1 in Google Scholar Metrics for the field of Rehabilitation Medicine
- 3.098 impact factor
- 100-year-old journal, founded in 1920
- 17,592 print subscribers
- 24,309+ Lifetime Citations
- 50,000+ unique visitors per month
- 60%+ of the content comes from outside of the United States
- 65,000+ monthly visits to [www.Archives-PMR.org](http://www.Archives-PMR.org)
- 2.7M+ downloads in 2019 (1 every 12 seconds)



*The ARCHIVES* is the most influential journal on rehabilitation in the world—its papers have been cited more than any other rehabilitation journal.

[ACRM.org/ArchivesOpenAccess](http://ACRM.org/ArchivesOpenAccess)



## HOW THIS WORKS

- *The Archives of Physical Medicine and Rehabilitation* is a scientific, peer-reviewed journal that publishes original articles that report on important trends and developments in physical medicine and rehabilitation and in the wider interdisciplinary field of rehabilitation.
- *The ARCHIVES* is a subscription-based journal available to ACRM members and to 5,000+ institutions worldwide.
- Authors submitting their work to *The ARCHIVES* should follow the [author instructions](#) and submit their paper [here](#).
- Authors in *The ARCHIVES* have the option to publish their article under the gold open access model by paying an article processing charge (APC).

## ARTICLE PROCESSING CHARGES

- **ACRM Member Benefit: 25% discount off the article processing charge**
- **Original Research, Review Articles, Special Communication and Brief Reports: \$2,625 for members / \$3,500 for non-members**

## DETAILS

- Authors only pay the article processing charge (APC) for accepted manuscripts. There are no submission fees.
- Articles are published under the CC BY-NC-ND license.
- Articles will be freely available online and still appear in a print issue of the journal.

## DISSEMINATE YOUR RESEARCH

*The ARCHIVES* is the most-cited lifetime journal in the field of physical medicine and rehabilitation and rated number one in google scholar. Articles in *The ARCHIVES* are downloaded 2.7 million+ times per year. Publishing your work in *The ARCHIVES* under the open access model ensures it will meet the widest possible audience leading to higher citations and greater impact.

## CONTACT OPTIONS

- Glenn Collins, Managing Editor ([gcollins@ACRM.org](mailto:gcollins@ACRM.org))
- Editorial Office ([ArchivesMail@Archives.ACRM.org](mailto:ArchivesMail@Archives.ACRM.org))

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**ACRM**

AMERICAN CONGRESS OF  
REHABILITATION MEDICINE



## RehabCast Advertising

25MAR2021

### SCHEDULE – LIMITED OPPORTUNITIES AVAILABLE

#### OVERVIEW

RehabCast is the official monthly podcast of the *Archives of Physical Medicine and Rehabilitation*.

Hosted by Dr. Ford Vox, MD, Shepherd Center, RehabCast features in-depth interviews with scientists publishing in the journal and news briefs relevant to all rehabilitation clinicians — PM&R physicians, physical therapists, occupational therapists, speech-language pathologists, psychologists and more.

#### HOW THIS WORKS

As of March 23, 2021, there have been 32 episodes of RehabCast and new episodes are recorded regularly. The past 12 episodes have an average of 3,700 listens across multiple platforms (Soundcloud, iTunes, etc.). The episodes range from 22 to 45 minutes long on average.

The vendor will send the script to ACRM and ACRM will use their own voiceover person to make the recording. ACRM will add the disclaimer “The following is a paid advertisement from X. ACRM does not assume responsibility for content on sites external to ACRM.org.” at the beginning of the script.

The ad will run at the beginning of the episode before the opening credits.

Ads are subject to approval from ACRM.

[ACRM.org/RehabcastAdvertising](https://www.acrm.org/RehabcastAdvertising)

## INVESTMENT OPPORTUNITIES

Vendors may purchase either a one or multiple episode spot. Spots are sold on a first-come, first-serve basis. There is one **EXCLUSIVE** spot available per episode. Episodes are always available and live forever.

Vendors may also purchase full-year sponsorship if available. Their advertisement will run before every episode for a minimum guaranteed 10 episodes.

ACRM will announce the vendor as the official sponsor of RehabCast before each episode and acknowledge their sponsorship in official postings for RehabCast and on the RehabCast webpage.

## INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

- **\$2,000** for a 30-second ad in one episode
- **\$3,500** for two 30-second ads (one per episode)
- **\$5,500** for three 30-second ads (one per episode)
- **\$10,000** for six 30-second ads (one per episode)
- **\$15,000** to purchase full-year sponsorship (guaranteed to run in 10 episodes or every episode in the 365-day period from the first episode the spot runs in)

## CONTACT OPTIONS

- Lauren Morgan ([lmorgan@ACRM.org](mailto:lmorgan@ACRM.org))
- Email [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) or complete this inquiry form: [www.ACRM.org/salesform](http://www.ACRM.org/salesform)

## CALL

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# Archives of Rehabilitation Research and Clinical Translation (ARRCT) – Open Access Publishing

13MAY2021

**SCHEDULE** — Papers are submitted, evaluated, and accepted papers published on a rolling basis

## OVERVIEW

- Open Access Journal serving the rehabilitation research and clinical practice community
- 55,000+ downloads per year in just its second year of publication (276% increase over year one)
- Online only journal publishing under the gold open access model - all articles are free to all
- Currently indexed in the Directory of Open Access Journals (DOAJ) with applications to Scopus and PubMedCentral (PMC) pending
- Companion journal to *the Archives of PM&R*

ARRCT is quickly establishing itself as **THE** open access journal for the field of physical medicine and rehabilitation. Together *the Archives* and ARRCT provide complete coverage of the latest research and its clinical applications to the PM&R world.

## HOW THIS WORKS

- ARRCT is a scientific, peer-reviewed open access journal accepting submissions in the field of physical medicine and rehabilitation
- ARRCT publishes original, peer-reviewed research and systematic and other reviews covering important trends and developments in rehabilitation. It also considers exceptional case reports, qualitative research, and methodological protocols
- Authors should prepare their manuscript according to the [Author Instructions](#) and submit them online [here](#)

[ACRM.org/arrctOpenAccess](https://www.acrm.org/arrctOpenAccess)

## ARTICLE PROCESSING CHARGES

- **ACRM Member Benefit: 25% discount off the article processing charge**
- **Original Research, Special Communication, and Review papers: \$1,500 for members of ACRM and \$2,000 for non-members**
- **Methodology and Research Protocols: \$1,500 for members of ACRM and \$2,000 for non-members**
- **Quality Improvement: \$1,000 for members of ACRM and \$1,500 for non-members**
- **Case Reports and Images in Rehabilitation: \$375 for members of ACRM and \$500 for non-members**
- **Correspondence: No Charge**
- Fees, in special situations (e.g., you are from a country that is eligible for the [Research for Life](#) program) may be reduced or waived after review by the ARRCT's Editor-in-Chief.

## DETAILS

- Authors only pay the article processing charge (APC) for accepted manuscripts. There are no submission fees.
- Authors may submit directly to the journal. Alternatively, their submission to the *Archives of Physical Medicine and Rehabilitation* may be referred to ARRCT pending their approval.
- Articles are published under the CC BY-NC-ND license.

## DISSEMINATE YOUR RESEARCH

With the mission of IMPROVING LIVES of those with disabling conditions through interdisciplinary rehabilitation research, ACRM curates and disseminates word class rehabilitation research. Publishing your article in ARRCT under the open access model strengthens this mission. Since all articles are freely available, they each have the potential to be viewed by more people. This will lead to **higher usage, citations and ultimately, impact for your work.**

## CONTACT OPTIONS

- Glenn Collins, Managing Editor ([gcollins@ACRM.org](mailto:gcollins@ACRM.org))
- Editorial Office ([OpenAccess@ACRM.org](mailto:OpenAccess@ACRM.org))

## CALL

+1.703.435.5335





# Archives of Rehabilitation Research and Clinical Translation (ARRCT) – Website Advertising

3JUNE2021

## SCHEDULE — LIMITED OPPORTUNITIES AVAILABLE

### OVERVIEW

- Open Access Journal serving the rehabilitation research and clinical practice community
- 55,000+ downloads per year in just its second year of publication (276% increase over year one)
- Online only journal publishing under the open access model - all articles are free to all
- Companion journal to *the Archives of PM&R*

ARRCT is quickly establishing itself as **THE** open access journal for the field of physical medicine and rehabilitation. Together *The ARCHIVES* and *ARRCT* provide complete coverage of the latest research and its clinical applications to the PM&R world.

### HOW THIS WORKS

- Advertising in the ARRCT solidifies your place among information provided to members.
- Advertising in the *ARRCT* allows your company to reach industry decision-makers.

\*All submitted content is subject to ACRM approval\*

[ACRM.org/arrctAdvertising](https://www.acrm.org/arrctAdvertising)

# MARKETING

## ADVERTISING OPPORTUNITIES

- **Leaderboard** (728p x 90p) Journal banner and logo set to display on all non-content journal pages

## DETAILS

- Rate given below is CPM or Cost Per Thousand (1,000 ad units served)
- Leaderboard banner remains in place during scroll for 8 seconds.
- Skyscraper remains in place on right side throughout scroll.

## INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

- **Leaderboard: \$100 CPM**
- **\$1,500 minimum ad placement**

## MECHANICAL SPECIFICATIONS

- File format: JPG, GIF (Max 3 loops of animation, up to 15 seconds per loop) or SWF (rich media) at 72 DPI
- 200KB max file size
- Target URL required

## TURBO BOOST YOUR PRODUCT OR SERVICE

*Extra amplification?* Want to do something more? Let us know what you are thinking, and we will help build a custom program for you. For example, potential boosts might include — dedicated eblasts to ACRM's exclusive email list, additional social media boosting including sponsored stories (Instagram and Facebook), sponsored social media posts, etc.

## CONTACT OPTIONS

- Email [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) or complete this inquiry form: [www.ACRM.org/salesform](http://www.ACRM.org/salesform)

## CALL

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# CHAPTER 3

## EMAIL MARKETING

*direct access to rehab professionals*

# ACRM

AMERICAN CONGRESS OF  
REHABILITATION MEDICINE







# Email Blast by Contact

3JUNE2021

## SCHEDULE — LIMITED OPPORTUNITIES AVAILABLE

### OVERVIEW

ACRM offers the opportunity to send your message in **Email Blast** to the exclusive ACRM database.

ACRM sends your message through the ACRM email service provider from your html design.

In this instance, ACRM will send your message to one identified group a total of three times. After each round, email recipients who opened the message will be removed for the following round.

\*All submitted content is subject to ACRM approval\*

### HOW THIS WORKS

- STEP 1)** Vendor identifies the target audience (geography, diagnostic, and/or disciplines)
- STEP 2)** Vendor identifies the desired Open Rate and provides ACRM with an html designed email.
- STEP 3)** ACRM identifies the number of emails that will be sent based on the desired Open Rate as well as ACRM's open rate experience.
- STEP 4)** ACRM sends the first email distribution, waits three business days, and then sends the second email distribution, waits three business days, then sends out the final email distribution.
- STEP 5)** ACRM sends a final report to the vendor with total emails sent + total open rate.

[ACRM.org/EmailBlastFrequency](https://www.acrm.org/EmailBlastFrequency)



## INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

- Email Blast by Contact: **\$0.50 per target email**
- Minimum purchase of **\$2,500**, which provides emails to 5,000 contacts

## TURBO BOOST YOUR PRODUCT OR SERVICE

*Extra amplification?* Want to do something more? Let us know what you are thinking, and we will help build a custom program for you. For example, potential boosts might include — dedicated eblasts to ACRM's exclusive email list, additional social media boosting including sponsored stories (Instagram and Facebook), sponsored social media posts, etc.

## CONTACT OPTIONS

- Email [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) or complete this inquiry form: [www.ACRM.org/salesform](http://www.ACRM.org/salesform)

## CALL

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# Email Blast by Open Rate

3JUNE2021

## SCHEDULE — LIMITED OPPORTUNITIES AVAILABLE

### OVERVIEW

ACRM offers the opportunity to send your message in **Email Blast** to the exclusive ACRM database.

ACRM sends your message through the ACRM email service provider with your html designed message.

\*All submitted content is subject to ACRM approval\*

### HOW THIS WORKS

**STEP 1)** Vendor identifies the target audience (geography, diagnostic, and/or disciplines)

**STEP 2)** Vendor identifies the desired Open Rate

**STEP 3)** ACRM continues to send messages to the target audience until the desired Open Rate is received

### USE CASE

**STEP 1)** Vendor target is North America, spinal cord injury, the full rehab team.

**STEP 2)** Vendor seeks an open rate of 1,000

**STEP 3)** ACRM sends messages to some multiple of 1,000 based on historical open rate statistics. ACRM will send additional messages until the 1,000 open rate limit is reached. The vendor will not be charged above the contracted amount.

[ACRM.org/EmailBlastOpenRate](https://www.acrm.org/EmailBlastOpenRate)

## INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

- **Email Blast by Open Rate: \$5 per open email. \$5,000 minimum order**

## TURBO BOOST YOUR PRODUCT OR SERVICE

*Extra amplification?* Want to do something more? Let us know what you are thinking, and we will help build a custom program for you. For example, potential boosts might include — dedicated eblasts to ACRM's exclusive email list, additional social media boosting including sponsored stories (Instagram and Facebook), sponsored social media posts, etc.

## CONTACT OPTIONS

- Email [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) or complete this inquiry form: [www.ACRM.org/salesform](http://www.ACRM.org/salesform)

## CALL

+1.703.435.5335

# CHAPTER 4

## SPONSORED EDUCATIONAL CONTENT

*important to your customers*

# ACRM

AMERICAN CONGRESS OF  
REHABILITATION MEDICINE







## Rehabilitation Product WEBINAR™

BLACK OUT DATES: STANDARD HOLIDAYS + THE MONTH OF THE SPRING MEETING + THE MONTH OF THE ANNUAL MEETING

3JUNE2021

### SCHEDULE

These are offered on a first come, first serve basis with fluctuating availability.

### OVERVIEW

This program is designed to simultaneously promote the vendors, institutions, hospitals, and organizations, as well as their products and services while also providing the latest, greatest information to the millions of researchers and clinicians in the rehab world.

### HOW THIS WORKS

- ACRM and the sponsor to cooperatively identify the topic.
- ACRM to strongly promote the Rehabilitation Product WEBINAR™ ahead of the event.
- Hold the live Rehabilitation Product WEBINAR™, which will include Q&A as well as Live Chat.
- The live webinar will be presented and recorded on ACRM's platform. The sponsor provides the speakers.
- The recorded webinar will be posted on ACRM's public facing website, [www.ACRM.org/RehabilitationProductWEBINAR™](http://www.ACRM.org/RehabilitationProductWEBINAR™) as an MP4 file.
- The sponsor will receive a copy of the MP4 file for their own use.
- Rehabilitation Product WEBINAR™ remains on ACRM's website and will be promoted for one full year.
- Please scroll all the way to the bottom for an overview of "ACRM's Pandemic Webinar Series", as well as usage statistics.

*After the day and time of your Event is confirmed, and after payment is received, and your logo and information are officially provided, then the ACRM marketing team gets to work on the Event publicity and your recognition.*

[ACRM.org/SponsoredWebinar](http://ACRM.org/SponsoredWebinar)



## MARKETING

### EVENT PUBLICITY

- Your Rehabilitation Product WEBINAR™ will receive a custom digital billboard “**badge graphic**” complete with your logo.
- Your Rehabilitation Product WEBINAR™ will receive a custom landing page on ACRM.org.
- Your Rehabilitation Product WEBINAR™ will be promoted in **ACRM eNews**, the weekly e-newsletter.
- Your Rehabilitation Product WEBINAR™ will receive amplification and boosts via the **ACRM Social Media Network** with dedicated posts on twitter, LinkedIn, Facebook, and Instagram and support from our 100+ social media channels.

### DETAILS/SPONSOR RECOGNITION — ACRM e365

- Your **Logo**, with a **Hyperlink** will be added to your Rehabilitation Product WEBINAR™ landing page: [www.ACRM.org/SponsorABC](http://www.ACRM.org/SponsorABC)
- Your logo will be added to **ACRM's Vendor Exposure™** [www.ACRM.org/VendorExposure](http://www.ACRM.org/VendorExposure) giving you **13.5M+** exposures annually

### INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

- **Rehabilitation Product WEBINAR™: \$20,000**

### TURBO BOOST YOUR PRODUCT OR SERVICE

*Extra amplification?* Want to do something more? Let us know what you are thinking, and we will help build a custom program for you. For example, potential boosts might include — dedicated eblasts to ACRM's exclusive email list, additional social media boosting including sponsored stories (Instagram and Facebook), sponsored social media posts, etc.

### CONTACT OPTIONS

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ACRM Pandemic Webinar Series Statistics™		LIVE TOTAL	RECORDED TOTAL	COMBINED TOTAL
Ep 1	Connected Health Initiative Telemedicine Changes	170	515	685
Ep 2	Telehealth & Remote Patient Monitoring Reimbursement	183	154	337
Ep 3	ASHA Telepractice Guidance for Speech-Language Pathologist	165	228	393
Ep 4	APTA The Role of TeleRehabilitation in Health Care	154	379	533
Ep 5	AOTA Telehealth Resources for Occupational Therapy	165	1,572	1,737
Ep 6	Southeastern Telehealth Resource Center -SETRC	43	78	121
Ep 7	NIH Addressing Changes & Concerns of Administering Grants	128	80	208
Ep 8	Telehealth and Psychosocial Crisis Intervention during COVID19	53	146	199
Ep 9	Complementary & Integrative Care, Rehabilitation, and Technology	29	64	93
Ep 10	Guidelines for the Use of Televideo in Rehabilitation Medicine	18	75	93
Ep 11	Helping Individuals with Spinal Cord Injury, Traumatic Brain Injury, and Burn Injury Stay Healthy During the COVID-19 Pandemic	23	51	74
Ep 12	Revolutionizing Service Delivery to Meet Cancer Survivors' Needs in a Pandemic and Beyond	43	37	80
Ep 13	Limb Loss Rehabilitation During the Pandemic: A Stakeholder Perspective on Barriers & Telemedicine	10	153	163
Ep 14	Lessons Learned from Delivering an Emotion Regulation Group Intervention	13	38	51
Ep 15	Telehealth: Strategies and Best Practices for Rehabilitation	19	81	100
Ep 16	Use of Telepractice for Speech-Language Pathology: Lessons from Europe	192	99	291
Ep 17	Telerehabilitation Now and Forever	15	74	89
Ep 18	Telehealth Medicine an Exercise for Person with SCI	45	178	223
Ep 19	Limb Loss Rehabilitation during the Pandemic: A Stakeholder Perspective on Barriers and Telemedicine Part 2	10	77	87
Ep 20	Applications for Ambulatory Activity Monitoring in Telerehabilitation	21	49	70
Ep 21	Rehabilitation Services of Latin America in the COVID-19 Pandemic	26	121	147
Ep 22	Caring for the Future: Building Partnerships Between Home Health Workers and Rehabilitation Professionals in the Age of COVID-19	10	21	31
TOTAL VIEWS TO DATE		1,535	4,270	5,805



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## Sponsored Recorded Session: Bringing Conference Talks to the World for FREE

3JUNE2021

**SCHEDULE** (EXCLUSIVE only one sponsored session launched per month)

- remains online for 12 months

### OVERVIEW

The **Sponsored Recorded Session** will be loaded on a public page at [www.ACRM.org/SponsoredSession](http://www.ACRM.org/SponsoredSession). At this point anyone in the world will be able to review this session for free.

The session will contain a very clear disclaimer stating any potential conflicts of interest. For example, “This Session was made freely available to the world by Sponsor X, with no influence on the research or presentation.”

ACRM and the sponsor will work jointly on the disclaimer.

**Note:** The session will also continue to live in the conference program, as well as potentially continue to be available in ACRM’s Training Institute. In both of these cases, CME/CEUs will continue to be offered and provided according to those terms. The Sponsored Recorded Session will not offer CME/CEUs.

### HOW THIS WORKS

- Sponsor will identify the session they wish to make public to the world.
- ACRM will create a dedicated page to host the session.
- ACRM will promote this page through its channels, including eNews, eblasts, and social media.
- The sponsor is encouraged to promote this page as well.
- The sponsors logo with a hyperlink to the sponsors webpage will be displayed on the session website.
- The sponsor has the option to also list their contact details.

[ACRM.org/SponsoredSession](http://ACRM.org/SponsoredSession)

## MARKETING

### EVENT PUBLICITY

- Your Sponsored Session will be publicized in the **ACRM Conference Online Program** and **Conference App**.
- Your Sponsored Session will receive a custom digital billboard “**badge graphic**” complete with your logo.
- Your Sponsored Session will be promoted in **ACRM eNews**, the weekly e-newsletter.
- Your Sponsored Session will receive amplification and boosts via the **ACRM Social Media Network** with dedicated tweets, LinkedIn, and Facebook posts, and extra support from 100+ social media channels.
- Your logo will be added to **ACRM’s Vendor Exposure™**
  - your logo systemwide, across nearly all of ACRM media properties
  - **13.5M+** exposures annually (Please see Vendor Exposure PDF)

### INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

- **One Sponsored Session Event: ~~\$10,000~~**
- **Special Introductory Offer: \$4,999**

### TURBO BOOST YOUR PRODUCT OR SERVICE

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### CONTACT OPTIONS

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## ACRM Meeting Sponsored Session

10JUNE2021

### OVERVIEW

The ACRM Annual Conference is the leading interdisciplinary rehabilitation research event of the year. With over 250 individual sessions and 600+ research posters and papers the conference attracts thousands of leading researchers, clinicians, rehabilitation professionals and more from around the world.

### HOW THIS WORKS

- Identify a session your institution or company would like to support at the ACRM Annual Conference and select the regular or bonus distribution option below.
- The earlier you sign up the more exposure your institution/company will receive and the more promotion the session will receive.
- Certain restrictions may apply due to CME/CEU regulations and speaker requirements. All advertisements and promotions surrounding the session subject to ACRM approval.

## MARKETING

### ADVERTISING OPPORTUNITIES

When you sponsor a session your logo will be:

- Integrated on the Session Badge to be used in...
  - eBlasts- guaranteed two eBlasts to membership
  - eNews – our weekly newsletter reaching 13,000+ members
  - Social media posts – ACRM has 60,000+ followers on Twitter, LinkedIn, Facebook, YouTube, Instagram – guaranteed 15 tweets, 10 FB psts, 10 LinkedIn posts, 5 Instagram posts
  - Included on the Session's web landing page



- Name recognition along with the session title on the HOME page of the ACRM Online Program
- Your institution will receive:
  - A virtual exhibit booth including the Online Booth, Extended Exposure, and Online Program Advertising
  - A discount on 2022 VIRTUAL and in-person exhibit booth for the ACRM Annual Conference
- Bonus Distribution – have your sponsored session featured in:
  - A print\* issue advertisement in the Archives of Physical Medicine and Rehabilitation (Reach 17,000+ print readers) OR
  - A digital\*\* web banner advertisement on the Archives of Physical Medicine and Rehabilitation homepage ([www.archives\\_pmr.org](http://www.archives_pmr.org) – 65,000+ monthly visits)

\*If purchased by 30 June – to be in AUGUST issue

\*If purchased by 30 July – to be in SEPTEMBER issue

\*\*If purchased by 15 August the digital ad can be in place by early September  
Print or digital ads to be standard one page color ad or basic web banner ad

### INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

- **Basic Sponsored Session package including virtual exhibit booth for ACRM 2021: \$14,999**
- **Bonus Distribution including print or digital advertisement: \$17,249**

### TURBO BOOST YOUR PRODUCT OR SERVICE

*Extra amplification?* Want to do something more? Let us know what you are thinking, and we will help build a custom program for you. For example, potential boosts might include — dedicated eblasts to ACRM's exclusive email list, additional social media boosting including sponsored stories (Instagram and Facebook), sponsored social media posts, etc.

### CONTACT OPTIONS

- Email [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) or complete this inquiry form: [www.ACRM.org/salesform](http://www.ACRM.org/salesform)

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# CHAPTER 5

## ACRM ANNUAL CONFERENCE

*largest interdisciplinary rehabilitation research event*

# ACRM

AMERICAN CONGRESS OF  
REHABILITATION MEDICINE





**NO IN-PERSON  
OPTION in 2021**



## Annual Conference – Exhibiting Virtual EXPO + Extended Exposure

22JUNE2021

### Virtual EXPO + Extended Exposure

#### OVERVIEW

The Virtual EXPO + Extended Exposure will give vendors and institutions the option to present their services to a global and unrestricted audience. With ACRM's Extended Exposure each vendor will have their own virtual booth, plus have their logo listed throughout the universe of ACRM's exposure (13.5 M+), highlighted in ACRM's social media, and listed in ACRM's weekly eNews.

Please visit the 2021 [Expo Harvester](#) to reserve your VIRTUAL booth today!

#### HOW THIS WORKS – VIRTUAL BOOTH

You will manage your **Virtual Booth** by creating a custom landing page to include:

- Booth banner
- Introduction video
- Short and long company descriptions
- Tailor your experience by connecting with like-minded attendees using the new 'Matchmaking' feature
- Network and engage in your own virtual video chatroom
- Product videos, photos, links, recordings, and demonstrations
- Attach up to six web links including product websites, supplemental resources, web-hosted videos, and more
- Attach up to six pdf files including marketing materials, white papers, press releases, and more
- Tag with up to five searchable category keywords to help attendees find you
- Allows visitors to submit their contact details and request information directly from your organization
- Export visitor data for those who log into the system

[ACRM.org/exhibiting](https://www.acrm.org/exhibiting)

- Generate leads in exchange for a random drawing

## HOW THIS WORKS – EXTENDED EXPOSURE

- Your **Logo** will be added to the footer of the ACRM website
- Your **Logo** will be added to **ACRM's Vendor Exposure™** (see **ACRM Vendor Advertising Exposure**)
  - your logo systemwide, across nearly all ACRM media properties
  - **13.5M+** exposures annually

## DURATION

- The **Virtual Booth** will be accessible to all attendees **through 31 December 2021**.

*After payment is received, and your logo and information are officially provided, then the ACRM marketing team gets to work on organization publicity and recognition.*

## MARKETING – ORGANIZATION PUBLICITY

- Your Virtual Booth will be publicized in the **ACRM Conference Online Program** and **Conference App**
- Your Virtual Booth will be promoted in **ACRM eNews**, the weekly e-newsletter
- Your **Virtual Booth** will receive amplification and boosts via the **ACRM Social Media Network** with tweets, LinkedIn, and Facebook posts, and extra support from 100+ social media channels

## INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

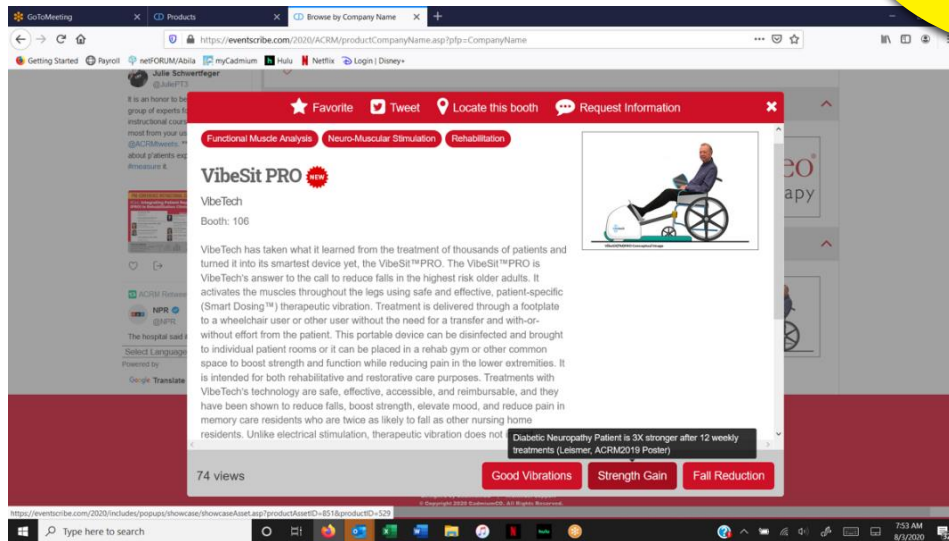
**Virtual EXPO + Extended Exposure: \$2,999**

**NO IN-PERSON  
OPTION in 2021**



**NO IN-PERSON  
OPTION in 2021**

### Virtual Booth Example (2020):



### TURBO BOOST YOUR PRODUCT OR SERVICE

*Extra amplification?* Want to do something more? Let us know what you are thinking, and we will help build a custom program for you. For example, potential boosts might include — dedicated eblasts to ACRM's exclusive email list, additional social media boosting including sponsored stories (Instagram and Facebook), sponsored social media posts, etc.

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### CALL

+1.703.435.5335



**NO IN-PERSON  
OPTION in 2021**

## ACRM Vendor Advertising Exposure

\*based on exposure from Feb 2020 - Jan 2021

	TOTAL IMPRESSIONS
<b>ARCHIVES of PM&amp;R PRINT</b>	
Full Page Ad in Archives Thanking Vendors	210,864
Annual Meeting Brochure Outsert	193,292
<b>ARCHIVES of PM&amp;R WEBSITE</b> Archives-PMR.org (average visits per month)	
Annual Meeting on homepage and vendors beginning in Aug	1,439,490
<b>Archives eTOC</b>	46,900
<b>ARRCT Online Ads</b>	7,000
<b>ARRCT eTOC</b>	7,000
<b>ACRM WEBSITE</b> ACRM.org (average visits per month)	
"Thank You" Footer Graphic on ALL 1,324 ACRM website pages	1,105,000
ACRM VIRTUAL Annual Conference – in the footer of all 35 web page on the 2020 Conference website (within ACRM.org)	1,105,000
<b>ACRM eNews</b> (average visits per month)	
4 Exhibitors highlighted - rotation	204,750
Weekly eNews logo highlight - footer	563,329
<b>ACRM eMail Blasts</b> (average impressions per month)	
"Thank You" logo graphic	8,246,381
<b>ACRM Online Program</b>	
Online program (live from April 2020)	33,198
Exhibitors directory	33,198
Exhibitors interactive floorplan	33,198
Sponsors directory	33,198
<b>Printed Mailings</b>	
April Brochure 2020	13,500
May Brochure 2020	13,500
Poster Brochure - June, July, Aug 2020	203,451
<b>TOTAL</b>	<b>13,492,249</b>

### Additional Bonus Exposure

- Emails to Registered Attendees (including presenters)
- T-MINUS (countdown to conference) emails
- Exhibitors Highlight/Introductory eBlast



**NO IN-PERSON  
OPTION in 2021**

### **APPLICATION AND AGREEMENT FOR EXHIBIT SPACE**

PRINT your company name and address information **exactly** as they should appear in all ACRM publications.

Company Name \_\_\_\_\_

Company Website \_\_\_\_\_

Company Street Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Country \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

Exhibit-related correspondence to be sent to (please type or print):

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

### **Exhibit Rules & Regulations, Terms and Conditions, and Policies**

By registering for and/or attending the ACRM 2021 Virtual Conference, ("Conference") all Exhibitors and Booth Representatives agree to be bound by, and comply with, these Exhibitor Rules and Regulations, Terms and Conditions, and Policies. The term "Exhibitor" means the company or person or any of its officers, directors, shareholders, employees, contractors, agents, or representatives listed in this Application and Agreement. It is the Exhibitor's responsibility to read and understand these Exhibitor Rules and Regulations, Terms and Conditions, and Policies.

The ACRM Virtual Conference reserves the right to enforce these rules and regulations, as well as to make final decisions on all points covered or not covered in these rules and regulations. ACRM reserves the right to decline or remove any exhibit/company that, in its judgment, is not suitable or not keeping with the character of the exhibition. At its discretion, ACRM may accept or reject any application for virtual exhibit space. ACRM shall have full authority to interpret or amend these rules, and its decision is final.

#### **Amendments**

All exhibit matters and questions not covered in the prospectus, service kit and/or the exhibit contract are subject to the decision of ACRM. These rules and regulations may be amended or changed at any time by the ACRM, and all amendments and changes will be binding on all parties.

#### **Fees and Cancellations**

The cost of a virtual exhibit space is \$2,999. All Sales are final. There will be no refunds issued.

#### **Virtual Booth Services**

The Exhibitor will have the opportunity to design their virtual exhibit space following the brand guidelines and templates provided via the virtual platform (Cadmium). Further information will be provided under separate cover.

#### **Recording Policy**

By exhibiting at the ACRM 2021 Virtual Conference and Expo, you agree to ACRM's Recording Policy. ACRM strictly prohibits the recording (photographic, screen capture, audio and/or video), copying or downloading of content from the sessions, presentations and/or posters at the ACRM 2021 Virtual Conference and Expo. Intent to communicate or disseminate results or discussion presented at the meeting is prohibited until the start of each individual presentation.

#### **Giveaways/Contests/Lotteries**

Any exhibitor having a contest or drawing of any kind must follow all governmental laws, ordinances, rules, and regulations. It is the exhibitor's responsibility to make sure they correctly follow all rules and regulations. Any violations will be at the sole expense and fault of the exhibitor. ACRM is not responsible or liable for any contests, drawings or giveaways held prior, during or after the meeting.

#### **No-Show Policy**

An exhibiting company will be considered a no-show if its virtual booth space is not prepared for virtual viewing by Thursday, 23 September 2021. The exhibitor shall be deemed to have cancelled their Exhibit Space Application/Contract for the 2021 Virtual Conference and Expo and will forfeit their space. The virtual exhibit space may be assigned to another exhibitor or used by Show Management. ACRM will not provide a refund to the exhibitor.

#### **Payment Terms**

All sales are final. Payment of \$2,999 is due at time of reservation submission. If paying by check or wire, full payment must be received net thirty days from date of signed Agreement. Failure to submit payment net 30 days from date of signed Agreement will result in your virtual exhibit space reservation cancellation.

## Show Cancellation

It is mutually agreed that in the event that the ACRM 2021 Virtual Conference and Expo is cancelled in whole or in part, or its scheduled opening is cancelled or delayed, due to fire, explosion, strike, freight embargo, act of God, act of public enemy, act of war, war, act of terrorism, civil disturbance, act of any government, de jure or de facto, or other government declaration or regulation, epidemic or other event over which the ACRM has no control, then the exhibitor contract may be immediately amended by ACRM, and exhibitor hereby waives any and all claims against the ACRM for damages, reimbursement, refund, or compensation. ACRM shall not be financially liable in the event the show is interrupted, cancelled, moved, or rescheduled.

## Code of Conduct

1. Harassment of attendees or other sponsors/exhibitors will not be permitted.
2. Exhibitor representatives with full access registration are encouraged to attend and participate in the plenary and educational sessions.
3. Educational sessions are not to be used to promote company services.

## Sanctions for Violations

ACRM reserves the right to control or prohibit any exhibit that, in its opinion is objectionable, is outside the character and purpose of the Annual Conference & Exhibition or is not in keeping with the policies of ACRM. This reservation refers to companies, persons, products, and printed matter. ACRM may impose appropriate sanctions regarding current or future participation in ACRM exhibit program. In the event of such restrictions or eviction, ACRM will not be liable for any refunds, rentals, or exhibit expense.

## Staffing, Use of Space, and Subletting

As a courtesy to the attendees, Exhibitors must staff their virtual booth during all exclusive exhibit times. All Exhibitor activities must be confined to the limits of Exhibitor's allocated exhibit space and chat room and must not interfere with the activity of other exhibitors. Exhibitors may not sublet, sub-divide or assign their space, or any part thereof.

## Indemnification and Hold Harmless

Exhibitors shall indemnify, hold harmless and defend ACRM and the Exhibit Facility and their respective directors, agents and employees from any and all losses, claims, liability, damage, action, judgment recovered from or asserted against them, or other expense (including, without limitation, attorneys' fees and expenses) arising out of or relating to: (i) any penalty, damage or charges including reasonable attorney's fees imposed for violation of any law or ordinance occasioned by the act or neglect of Exhibitor or those holding under Exhibitor, (ii) all claims, losses, liability, judgment, cost, damage or expense including reasonable attorney's fees, arising out of or occasioned by any failure of Exhibitor in any respect to comply with and perform all the requirements and provisions of this Contract.

## General

All matters and questions not covered in these Rules and Regulations to exhibit are subject to the express decision of the ACRM in its sole discretion. The terms of this Application and Agreement and all other rules and regulations applicable to the Exhibition and Exhibitor's space may be amended at any time by the ACRM, and all amendments so made shall be equally binding on the Exhibitor and all other exhibitors affected by them. In the event of any amendment or additions to this Application and Agreement and/or other rules and regulations applicable to the event and the Exhibitor's exhibit space, written notice will be given by ACRM to the Exhibitor and all other exhibitors that may be affected by them. Without limiting any other rights and legal remedies ACRM may have against Exhibitor, in the event the Exhibitor

does not abide by this Agreement and/or any rules and regulations applicable to the Exhibition and the Exhibitor's exhibit space, the Exhibitor's virtual booth payment and privileges will be forfeited.

## Acceptance of Application and Agreement

This Application and Agreement shall become effective when it has been submitted by the exhibiting company in the manner described in this section and accepted by a duly authorized representative of ACRM. By the name listed below, the individual represents and warrants that he/she is duly authorized to execute this binding Application and Agreement on behalf of the exhibiting company. By signing below, the exhibiting company agrees to be bound by the Rules & Regulations and Exhibitor Information and Terms of ACRM. The Application and Agreement will then constitute a binding offer, which ACRM may accept by online submission, email, mail, or fax. The exhibiting company agrees that upon acceptance of this Application and Agreement by ACRM, with or without appropriate payment of the exhibition fee and further action by the exhibiting company, this Application and Agreement shall become a legally binding contract, enforceable against the exhibiting company in accordance with its terms.

Signature of Authorized Agent of Exhibiting Company

Date Signed: \_\_\_\_\_

Send Completed Agreement to [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org)

## Method of Payment

ACRM Tax ID number: 36-2170787

Booth Fee: \$ \_\_\_\_\_

Quantity of booths x \_\_\_\_\_

Total Due: \$ \_\_\_\_\_

Booth Selection #:

1<sup>st</sup> Choice \_\_\_\_\_ 2<sup>nd</sup> Choice \_\_\_\_\_ 3<sup>rd</sup> Choice \_\_\_\_\_

☐ Please invoice me.

☐ Enclosed check # \_\_\_\_\_  
(payable to ACRM)

Mail to: PO Box 896700, Charlotte, NC 28289-6700

Charge to the following:

☐ MasterCard ☐ VISA ☐ AME ☐ Discover

Card No. \_\_\_\_\_ Exp. \_\_\_\_\_

CVV/CVC Code (security digits on card) \_\_\_\_\_

Billing Street Address \_\_\_\_\_

Billing City, State, Postal \_\_\_\_\_

Cardholder's Name \_\_\_\_\_

(as it appears on card)

Signature (credit card payments only)

**NO IN-PERSON  
OPTION in 2021**



# Chicago Annual Conference – Exhibiting In-Person + Virtual EXPO + Extended Exposure 2022

12JULY2021

## EXHIBITING IN-PERSON

### SCHEDULE

The ACRM 99th Annual Conference Progress in Rehabilitation Research EXPO, will be held 8-11 November in Chicago, Illinois, at the Hilton Chicago.

EXHIBIT SPACE IS LIMITED TO A SELECT NUMBER TO PROVIDE  
AMPLE OPPORTUNITY FOR QUALITY ONE-ON-ONE INTERACTIONS

### OVERVIEW

Included with your booth reservation:

- 6' Black Skirted Table
- 2 Plastic Contour Chairs
- Wastebasket
- 8' High Red Backwall Drape
- 3' High Black Siderails
- Standard 7" x 44" signage displaying company name
- Allotted exhibitor badges according to booth size
- Access to the CORE conference sessions during opposed EXPO hours

### HOW THIS WORKS

To ensure valued exhibitors receive the best possible exposure to the maximum number of attendees, ACRM plans for YOUR success.

- Generous unopposed exhibition hours
- Electronic Scientific Posters displayed near the EXPO Hall
- TWO exhibitor WELCOME RECEPTIONS are held in the EXPO Hall with food & beverage provided » This makes for TWO exciting high-traffic evenings in the EXPO Hall

[ACRM.org/exhibiting22](https://www.acrm.org/exhibiting22)



**2022 CHICAGO  
In-Person + VIRTUAL**

- Daily coffee breaks to be held in EXPO Hall
- NEW in 2022, included with the purchase of the IN-PERSON booth in Chicago, Illinois, Exhibitors also receive the “Virtual EXPO & Extended Exposure” through December 31, 2022 (see below)

## MARKETING – ORGANIZATION PUBLICITY

- Your In-Person Booth Space will be publicized in the **ACRM Conference Online Program** and **Conference App**
- Two App pushes for the **In-Person Booth Space**
- The **In-Person Booth Space** will be promoted in **ACRM eNews**, the weekly e-newsletter
- The **In-Person Booth Space** will receive amplification and boosts via the **ACRM Social Media Network** with dedicated tweets, LinkedIn, and Facebook posts, and extra support from 100+ social media channels
- In print ads in the Archives of Physical Medicine and Rehabilitation appearing in the months leading up to the Conference and immediately following
- Post-conference listings on the ACRM Conference webpage and online program for one year

## VENDOR RECOGNITION

- Your **Logo** will be added to the footer of the ACRM website
- Your **Logo** will appear in the online Conference Program
- Your **Logo** will be featured in the Conference App
- Your **Logo** will appear in the printed Onsite Program
- Your **Logo** will be added to **ACRM’s Vendor Exposure™**
  - your logo systemwide, across nearly all of ACRM media properties
  - **13.5M+** exposures annually

## INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

- **8x8 Inline: \$3,999-5,499**
- **8x8 Corner: \$4,499-5,999**
- **8x10 Inline: \$4,499-5,999**
- **8x10 Corner: \$4,999-6,499**
- **10x10 Inline: \$4,999-6,499**
- **10x10 Corner: \$5,999-7,499**
- **20x20 Premier: \$19,999-21,499**
- **Each additional registration: \$699-799**

## OVERVIEW – VIRTUAL EXPO + EXTENDED EXPOSURE

The Virtual EXPO + Extended Exposure will give vendors and institutions the option to present their services to a global and unrestricted audience. With ACRM's Extended Exposure each vendor will have their own virtual booth, plus have their logo listed throughout the universe of ACRM's exposure (13.5 M+), highlighted in ACRM's social media, and listed in ACRM's weekly eNews.

## HOW THIS WORKS – VIRTUAL BOOTH

You will manage your **Virtual Booth** by creating a custom landing page to include:

- Booth banner
- Introduction video
- Short and long company descriptions
- Tailor your experience by connecting with like-minded attendees using the new 'Matchmaking' feature
- Network and engage in your own virtual video chatroom
- Product videos, photos, links, recordings, and demonstrations
- Attach up to six web links including product websites, supplemental resources, web-hosted videos, and more
- Attach up to six pdf files including marketing materials, white papers, press releases, and more
- Tag with up to five searchable category keywords to help attendees find you
- Allows visitors to submit their contact details and request information directly from your organization
- Export visitor data for those who log into the system
- Generate leads in exchange for a random drawing

## HOW THIS WORKS – EXTENDED EXPOSURE

- Your **Logo** will be added to the footer of the ACRM website
- Your **Logo** will be added to **ACRM's Vendor Exposure™** (see **ACRM Vendor Advertising Exposure**)
  - your logo systemwide, across nearly all ACRM media properties
  - **13.5M+** exposures annually

## DURATION

- The **Virtual Booth** will be accessible to all attendees **through 31 December 2022**.

*After payment is received, and your logo and information are officially provided, then the ACRM marketing team gets to work on organization publicity and recognition.*



## MARKETING – ORGANIZATION PUBLICITY

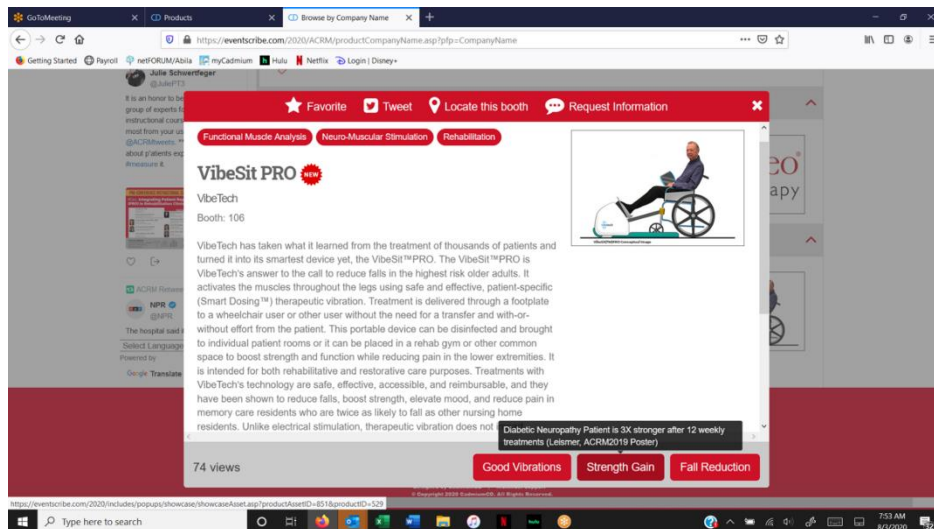
- Your Virtual Booth will be publicized in the **ACRM Conference Online Program** and **Conference App**
- Your Virtual Booth will be promoted in **ACRM eNews**, the weekly e-newsletter
- Your **Virtual Booth** will receive amplification and boosts via the **ACRM Social Media Network** with tweets, LinkedIn, and Facebook posts, and extra support from 100+ social media channels

## INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

**Virtual EXPO + Extended Exposure: \$2,999**

### Virtual Booth Example (2020):



## TURBO BOOST YOUR PRODUCT OR SERVICE

*Extra amplification?* Want to do something more? Let us know what you are thinking, and we will help build a custom program for you. For example, potential boosts might include — dedicated eblasts to ACRM’s exclusive email list, additional social media boosting including sponsored stories (Instagram and Facebook), sponsored social media posts, etc.

## CONTACT OPTIONS

- Email [ThirtySixtyFive@ACRM.org](mailto:ThirtySixtyFive@ACRM.org) or complete this inquiry form: [www.ACRM.org/salesform](http://www.ACRM.org/salesform)

## CALL

+1.703.435.5335



## HEALTH AND SAFETY APPENDIX

### OVERVIEW

We are committed to making the ACRM Annual Conference a safe experience. This section highlights the safety measures that ACRM has established to better protect its staff and patrons.

Hilton provides:

- A sanitary station inside each room with hand sanitizer, Kleenex and Lysol wipes.
- (1) hand pump sanitizing machine outside of each meeting room.
- For buffets, plastic shields are provided and social distancing decals on the floor.
- Social distancing signage throughout the hotel and in the elevators.

To learn more about how Hilton is working to help deliver an even cleaner experience for their guests: [Hilton Clean Stay](#)

### PERSONAL PROTECTIVE EQUIPMENT

Each item listed below is available for purchase by the vendor:

\*all prices are subject to change without notice

- **Small Sneeze Guard** (24" W x 24" H free-standing, counter-mounted plexi): **\$118**
- **Large Sneeze Guard** (48" W x 36" H free-standing, counter-mounted plexi): **\$278**
- **1M Plexi Partition Wall** (1M W x 8' H free-standing, in-booth plexi): **\$385.50**
- **2M Plexi Partition Wall** (2M W x 8' H free-standing, in booth plexi): **\$525.50**
- **3M Plexi Partiion Wall** (3M W x 8' H free-standing, in-booth plexi): **\$705.50**
- **Full GEM 10' x 10' Booth (3) 10' W x 8' H walls, solid color panels:** **\$2,061**
- **Full Plexi 10' x 10' Booth (3) 10' W x 8' H walls, clear plexi panels:** **\$2,811**
- **Hand Sanitizer with Dispenser:** **\$160 per 4,000 sq ft per day**

- **Nightly Disinfection/Sanitation Spray:**
  - 8' x 8' Booth: **\$5.12 per booth per day**
  - 10' x 10' Booth: **\$8.00 per booth per day**
  - 20' x 20' Booth: **\$32.00 per booth per day**
- **Continuous Disinfection/Sanitation Spray:**
  - 8' x 8' Booth: **\$11.52 per booth per day**
  - 10' x 10' Booth: **\$18.00 per booth per day**
  - 20' x 20' Booth: **\$72.00 per booth per day**

## ACRM Vendor Advertising Exposure

\*based on exposure from Feb 2020 - Jan 2021

	TOTAL IMPRESSIONS
<b>ARCHIVES of PM&amp;R PRINT</b>	
Full Page Ad in Archives Thanking Vendors	210,864
Annual Meeting Brochure Outsert	193,292
<b>ARCHIVES of PM&amp;R WEBSITE</b> Archives-PMR.org (average visits per month)	
Annual Meeting on homepage and vendors beginning in Aug	1,439,490
<b>Archives eTOC</b>	46,900
<b>ARRCT Online Ads</b>	7,000
<b>ARRCT eTOC</b>	7,000
<b>ACRM WEBSITE</b> ACRM.org (average visits per month)	
"Thank You" Footer Graphic on ALL 1,324 ACRM website pages	1,105,000
ACRM VIRTUAL Annual Conference – in the footer of all 35 web page on the 2020 Conference website (within ACRM.org)	1,105,000
<b>ACRM eNews</b> (average visits per month)	
4 Exhibitors highlighted - rotation	204,750
Weekly eNews logo highlight - footer	563,329
<b>ACRM eMail Blasts</b> (average impressions per month)	
"Thank You" logo graphic	8,246,381
<b>ACRM Online Program</b>	
Online program (live from April 2020)	33,198
Exhibitors directory	33,198
Exhibitors interactive floorplan	33,198
Sponsors directory	33,198
<b>Printed Mailings</b>	
April Brochure 2020	13,500
May Brochure 2020	13,500
Poster Brochure - June, July, Aug 2020	203,451
<b>TOTAL</b>	<b>13,492,249</b>

### Additional Bonus Exposure

Emails to Registered Attendees (including presenters)  
 T-MINUS (countdown to conference) emails  
 Exhibitors Highlight/Introductory eBlast

## **APPLICATION AND AGREEMENT FOR IN-PERSON AND VIRTUAL EXHIBIT SPACE IN CHICAGO, ILLINOIS 2022**

The exhibiting company listed below does hereby apply for the reservation of space at the 2022 ACRM Annual Conference Progress in Rehabilitation Research in Chicago, Illinois, over the period of November 8-11. ACRM agrees to review your Application and Contract and assign your company exhibit space (if available) consistent with show eligibility requirements, policies, and at the discretion of ACRM.

PRINT your company name and address information **exactly** as they should appear in all ACRM publications.

Company Name \_\_\_\_\_

Company Website \_\_\_\_\_

Company Street Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Country \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

Exhibit-related correspondence to be sent to (please type or print):

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

This is a contract for the 2022 Chicago Hilton herein referred to as "host hotel/exhibit space".

### **Booth Representatives**

Upon the signing of this Application and Agreement, the link to our Exhibitor Registration site will be sent to the customer contact person named above. You will receive a password to access this online system. Here you will be able to update all contact information and insert the name of your booth representative. Please refer to the product document "Chicago Annual Conference - Exhibiting In-Person + Virtual EXPO + Extended Exposure 2022" for a listing of the benefits as well as registration information.

### **Application and Agreement Execution**

An authorized signature must accompany this Application and Agreement to apply for booth space. The signed Application and Agreement, initialed on each page, must be received, with the 50% required deposit, before space can be reviewed. Application and Agreements without signature will not be considered. Payment in full must be received by 30 June 2022. Any Application and Agreement for exhibit space which is not paid in full is subject to cancellation or reassignment of space by ACRM in its sole discretion. In addition, exhibitors deposit will serve as payment for a virtual booth; and no refunds will be provided.

### **Payment Terms and Conditions**

NEW in 2021, for the 2022 meeting, included with the purchase of the IN-PERSON booth in Chicago, Illinois, Exhibitors are also contracting for the "Virtual EXPO & Extended Exposure" through 31 December 2022. 50% of the cost of the booth is non-refundable but will serve as payment for virtual booth; and no refunds will be provided.

Payment of 50% is due upon execution of the contract and is non-refundable.

The balance, for an IN-PERSON Booth, is due by 30 June 2022.

### **In-Person Meeting Cancellation**

In the event that ACRM cancels the IN-PERSON Conference, before full payment has been made, or if the vendor wants to cancel the IN-PERSON Booth option, before full payment has been made, then the vendor will continue to have the full benefits of the virtual booth and no additional payment will be required.

In the event that ACRM cancels the IN-PERSON Conference, after full payment has been made, then the vendor will continue to have the full benefits of the virtual booth and the vendor will receive a credit or refund of 50% of the contract amount at the discretion of ACRM.

### **Acceptance of Application and Agreement**

This Application and Agreement shall become effective when it has been submitted by the exhibiting company in the manner described in this section and accepted by a duly authorized representative of ACRM. By the name listed below, the individual represents and warrants that he/she is duly authorized to execute this binding Application and Agreement on behalf of the exhibiting company. By signing below, the exhibiting company agrees to be bound by the Rules & Regulations and Exhibitor Information and Terms of ACRM. The Application and Agreement will then constitute a binding offer, which ACRM may accept by online submission, email, mail, or fax. The exhibiting company agrees that upon acceptance of this Application and Agreement by ACRM, with or without appropriate payment of the exhibition fee and further action by the exhibiting company, this Application and Agreement shall become a legally binding contract, enforceable against the exhibiting company in accordance with its terms.

Signature of Authorized Agent of Exhibiting Company

Date Signed:

ACRM Tax ID number: 36-2170787

Send Completed Agreement to [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org)

## Rules and Regulations – 2022 ACRM Annual Conference *Progress in Rehabilitation Research*

The term "Exhibitor" means the company or person or any of its officers, directors, shareholders, employees, contractors, agents, or representatives listed in this Application and Agreement. The term "Exhibit Facility" shall mean the host hotel/exhibit space. The term "Exhibition" shall mean the 2022 ACRM Annual Conference, 8-11 November.

### Exhibitor Registration and Badges

Exhibitors are encouraged to register in advance. Please refer to the product document "Chicago Annual Conference – Exhibiting In-Person + Virtual EXPO + Extended Exposure 2022" for registration fees, discounts, promotions, etc...

### Exhibitor badges are personal and nontransferable.

Each representative of Exhibitor must wear the official badge at all times during the meeting. Badges are required for entry into the exhibit hall at all times. Badges will be confiscated if worn by others than the person to whom issued.

### Assignment of Exhibit Space

Assignment of space will be made on a first come, first serve basis. ACRM reserves the final decision and right, in the best interest of the Exhibition, to amend the floor plan, assign, or relocate selected space in areas other than that selected by Exhibitor without any liability to Exhibitor whatsoever.

### Union Labor

Exhibitors shall be bound by all Agreements in effect between or among service contractors, Exhibit Facility and labor organizations or any of them.

### Character and Construction of Exhibits

The general rule of the exhibit floor is "be a good neighbor." No exhibits will be permitted which interfere with the use of other exhibits or impede access to them or impede the free use of the aisle. Booth personnel, including demonstrators are required to confine their activities within the Exhibitor's booth space. Apart from the specific display space for which an exhibiting company has contracted with ACRM, no part of the hotel and its grounds may be used by any organization other than ACRM for display purposes of any kind or nature. Within the Exhibit Facility, Exhibitor brand or company logos, signs, and trademark displays will be limited to the official exhibit area only. The exterior of any display cabinet or structure facing a side aisle, or adjacent Exhibitor's booth must be suitably decorated at the Exhibitor's expense. In fairness to all exhibitors, no noisy or obstructive activity will be permitted during show hours, nor will noisily operating, display, nor exhibits producing objectionable odors be allowed. Booths two stories or higher must submit plans to ACRM for approval.

### Lighting

In the best interest of the exposition, ACRM reserves the right to restrict the use of glaring lights or objectionable light effects.

### Safety Regulations

Fire regulations require that all display materials be fire resistant or treated with a flame-retardant solution to meet requirements of the standard flame test as provided in the hotel and its municipality, for fire

prevention. Electrical signs and equipment must be wired to meet the specifications of Underwriters Laboratories. No obstruction such as chairs, tables, displays, or other materials will be allowed to protrude into the aisles. Each exhibitor is charged with knowledge of all laws, ordinances, and regulations pertaining to health, fire prevention and public safety while participating in this exposition. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the Exhibitor. No children under the age of 16 permitted in the exhibit hall.

### Photography and Sketching

Cameras, camcorders, video recorders, digital cameras may be carried in the exhibit area, but under no circumstances may photographs, drawings, audio or video taping of an exhibit booth or persons or conversations therein be made and/or will be allowed without expressed authority of the Exhibitor and any other participants concerned in each case. ACRM reserves the right to allow its contracted photographer to take general photos of the exposition at select times during the Exhibition Facility. Registration and attendance at or participation in the Exhibition, or ACRM meetings and other activities constitutes an agreement by the Exhibitor on behalf of its employees, agents and contractors to ACRM's use and distribution (both now and in the future) of the image or voice of Exhibitor, its employees, agents and contractors in photographs, videotapes, electronic reproductions, or audiotapes of such events and activities.

### Complaints and Jurisdiction

Exhibitor agrees to abide by the rules and regulations of the host hotel/exhibit space. Exclusive venue and jurisdiction for any claim or dispute related to or connected with this Agreement shall reside in the state or federal courts located in Chicago, Illinois.

### Hanging Signs

Note: Electrical requirements, projection requirements, and all furniture and accessories are the responsibility of the exhibiting company. Forms for these will be provided in the Exhibitor Service Kit.

### Indemnification & Insurance

Exhibitors shall indemnify, hold harmless and defend ACRM and the Exhibit Facility and their respective directors, agents and employees from any and all losses, claims, liability, damage, action, judgment recovered from or asserted against them, or other expense (including, without limitation, attorneys' fees and expenses) arising out of or relating to 1) the Exhibitor's use of the convention center; 2) the conduct of Exhibitor's business or from any activity, work, or things that may be permitted or suffered by Exhibitor in or about the exhibit and the Exhibit Facility; 3) from any breach or default in the performance or any obligation on the Exhibitor's part to be performed under any provision of the Agreement to Exhibit or these Rules and Regulations; 4) Exhibitors failure to comply with any applicable law or regulation; or 5) from any negligence of Exhibitor or any of its agents, contractors, employees, or invitees, including but not limited to the use of patented, trademarked or copyrighted materials, equipment, devices, processes, or dramatic rights furnished to or used by Exhibitor, or other persons in connection with the exhibit and the Exhibit Facility. The terms of this



provision shall survive the termination or expiration of the Agreement to Exhibit.

Insurance protection will not be afforded to the Exhibitor either by the ACRM or the host hotel/exhibit space. Exhibitors shall carry their own insurance to cover personnel and exhibit material against damage and loss, and public liability insurance. Exhibitor shall list the American Congress of Rehabilitation Medicine as an additional insured on such insurance policy(ies) and shall provide ACRM with a certificate evidencing thereof.

## Booth Accessibility

Exhibitors shall be responsible for compliance with the Americans with Disabilities Act of 1992 with regards to their booth space, including, but not limited to wheelchair access and alternate formats of collateral materials. Further information regarding ADA compliance is available at [www.usdoj.gov/crt/ada/infoline.htm](http://www.usdoj.gov/crt/ada/infoline.htm).

## Security

Exhibitors are responsible for securing items left in the exhibit area at the Exhibit Fee. ACRM is not responsible for lost, stolen or damaged items left in the exhibit area.

## Advertising

ACRM does not endorse or promote any products or services related to an exhibit. The use of the ACRM logos, names, Annual Conference artwork or any representations thereof shall be only at the express written consent of ACRM.

To prepare for the meeting in a timely and efficient manner, third parties acting on behalf of or representing the Exhibitor must adhere to and abide by all ACRM rules and regulations. It is the exhibiting company's responsibility to make its agencies and/or contractors aware of all guidelines and deadline dates and to forward promotional materials, service manuals, and forms that are the responsibility of the third party.

## Distribution of Advertising Material

Canvassing any part of the exhibit hall or meeting rooms by anyone is strictly forbidden. Canvassing or distributing of advertising material by an Exhibitor will not be permitted outside of the Exhibitor's allotted booth space. Distribution of any literature through the host hotel/exhibit space is not permitted. Exhibitors may not use ACRM or Annual Conference logos in connection with any product or advertising materials.

## Demonstrations, Interviews, Subletting

Demonstrations by exhibitors should contribute to the attendee's knowledge in a professional way. Demonstrations and adequate space for interviews should be available within the confines of the individual Exhibitor's booth. No interference with normal traffic flow and infringement on neighboring exhibits is permitted.

## Product Samples/Promotional Items

ACRM only permits Exhibitor giveaways that are educational and modest in value. This restriction does not apply to nonprofit exhibitors or to exhibitors outside of the health care sector. Exhibitors planning to distribute giveaways at their booth should send a sample of the artwork to ACRM if there are any statements, logos, or artwork appearing on the souvenir other than that associated with the Exhibitor.

## FDA Disclosure Requirements

Displays or graphical depictions of drugs or devices declared investigational or unapproved by the United States Food and Drug Administration (FDA) must (1) contain only objective statements about the product; (2) contain no claims that state or imply, directly or indirectly, that the product is reliable, durable, dependable, safe, or

effective; and (3) contain no claims that the product is in any way superior to any other marketed products.

These drugs/devices must be displayed solely for the purpose of obtaining investigators and be accompanied by instructions for becoming an investigator and investigator responsibilities. Drugs/devices will only be permitted when accompanied by following or similar statement: "Caution: Investigational Device Limited by Federal (or United States) Law to Investigational Use." Clear unequivocal statements that the drug/device is under investigation and is available only for investigational use are to be made in oral presentations.

Exhibitors are further advised to adhere to the FDA prohibition on the promotion of cleared drugs and devices for unapproved uses. Specifically, pharmaceutical manufacturers cannot proactively discuss off label uses, nor may they distribute written materials (promotional pieces, reprints of articles, etc.) that mention off label uses. FDA defines off label use as "use for indication, dosage form, dose regimen, population, or other use parameter not mentioned in the approved labeling.

## General

All matters and questions not covered in these Rules and Regulations to exhibit are subject to the express decision of the ACRM in its sole discretion. The terms of this Application and Agreement and all other rules and regulations applicable to the Exhibition and Exhibitor's space may be amended at any time by the ACRM, and all amendments so made shall be equally binding on the Exhibitor and all other exhibitors affected by them. In the event of any amendment or additions to this Application and Agreement and/or other rules and regulations applicable to the event and the Exhibitor's exhibit space, written notice will be given by ACRM to the Exhibitor and all other exhibitors that may be affected by them. Without limiting any other rights and legal remedies ACRM may have against Exhibitor, in the event the Exhibitor does not abide by this Agreement and/or any rules and regulations applicable to the Exhibition and the Exhibitor's exhibit space, the Exhibitor's booth payment and privileges will be forfeited, and, at ACRM's discretion, the Exhibitor must immediately vacate the Exhibit Facility and remove all Exhibitor property and exhibit materials.

## Force Majeure

If ACRM cancels the IN-PERSON exhibit for any reason beyond its control prior to the opening of the IN-PERSON exhibit, Exhibitor shall receive a refund or credit of 50% of their booth space, as described above under Payment Terms and Conditions. If only a portion of the IN-PERSON event is cancelled, the refund or credit shall be prorated to account for the portion of the IN-PERSON event which occurred.

## Hospitality Functions

Scheduling of private functions, cocktail parties, special events or other hospitality functions planned in conjunction with the conference and within the convention center or host hotels must be coordinated directly with ACRM. Functions during the period of move-in, show hours or move-out are prohibited.

## Exhibit Hours

Exhibitors shall keep an attendant at their booths during all open hours. It is agreed that no Exhibitor will dismantle or remove any part of their exhibit prior to show closing.

## Subleasing

Exhibitors may not sublet, sub-divide or assign their space, or any part thereof.

## Sanctions for Violations

ACRM reserves the right to control or prohibit any exhibit that, in its opinion is objectionable, is outside the character and purpose of the



Annual Conference & Exhibition or is not in keeping with the policies of ACRM. This reservation refers to companies, persons, products, and printed matter. ACRM may impose appropriate sanctions regarding current or future participation in ACRM exhibit program. In the event of such restrictions or eviction, ACRM will not be liable for any refunds, rentals or exhibit expense.

## Limitation of Liability

LIMITATION OF LIABILITY: IN NO EVENT SHALL THE EXHIBIT FACILITY, ACRM, AND THEIR OWNERS, MANAGERS, OFFICERS OR DIRECTORS, AGENTS, EMPLOYEES, INDEPENDENT CONTRACTORS, SUBSIDIARIES AND AFFILIATES (COLLECTIVELY "ACRM PARTIES") BE LIABLE TO THE EXHIBITOR OR ANY THIRD PARTY HIRED BY OR OTHERWISE ENGAGED BY THE EXHIBITOR FOR ANY LOST PROFITS OR ANY OTHER INDIRECT, SPECIAL, PUNITIVE, EXEMPLARY, INCIDENTAL OR CONSEQUENTIAL DAMAGES, INCLUDING ATTORNEYS' FEES AND COSTS, ARISING OUT OF THIS APPLICATION AND AGREEMENT OR CONNECTED IN ANY WAY

WITH USE OF OR INABILITY TO USE THE SERVICES OUTLINED IN THIS APPLICATION AND AGREEMENT OR FOR ANY CLAIM BY EXHIBITOR, EVEN IF ANY OF THE ACRM PARTIES HAVE BEEN ADVISED, ARE ON

NOTICE, AND/OR SHOULD HAVE BEEN AWARE OF THE POSSIBILITY OF SUCH DAMAGES. EXHIBITOR AGREES THAT THE ACRM PARTIES' SOLE AND MAXIMUM LIABILITY TO EXHIBITOR REGARDLESS OF THE CIRCUMSTANCES SHALL BE THE REFUND OF THE EXHIBIT BOOTH FEE. EXHIBITOR AGREES TO INDEMNIFY AND DEFEND THE ACRM PARTIES FROM ANY CLAIMS BROUGHT BY A THIRD PARTY HIRED BY OR ENGAGED BY THE EXHIBITOR FOR ANY AMOUNT BEYOND THE EXHIBIT BOOTH FEE. FURTHER, EXHIBITOR AGREES TO PAY ALL ATTORNEY'S FEES AND COSTS INCURRED BY ACRM PARTIES ARISING OUT OF OR IN ANY WAY RELATTO THIS APPLICATION AND EXHIBIT. EXHIBITOR SHALL BE SOLEY RESPONSIBLE FOR ITS ATTORNEY'S FEES AND COSTS.

Booth Fee: \$ \_\_\_\_\_

Quantity of booths x \_\_\_\_\_

Total Due: \$ \_\_\_\_\_

Booth Selection #:

1<sup>st</sup> Choice \_\_\_\_\_ 2<sup>nd</sup> Choice \_\_\_\_\_ 3<sup>rd</sup> Choice \_\_\_\_\_

## Method of Payment

☐ Please invoice me.

☐ Enclosed check # \_\_\_\_\_  
(payable to ACRM)

Mail to: PO Box 896700, Charlotte, NC 28289-6700

Charge to the following:

☐ MasterCard ☐ VISA ☐ AME ☐ Discover

Card No. \_\_\_\_\_ Exp. \_\_\_\_\_

CVV/CVC Code (security digits on card) \_\_\_\_\_

Billing Street Address \_\_\_\_\_

Billing City, State, Postal \_\_\_\_\_

Cardholder's Name \_\_\_\_\_

(as it appears on card)

SIGNATURE (credit card payments only) \_\_\_\_\_

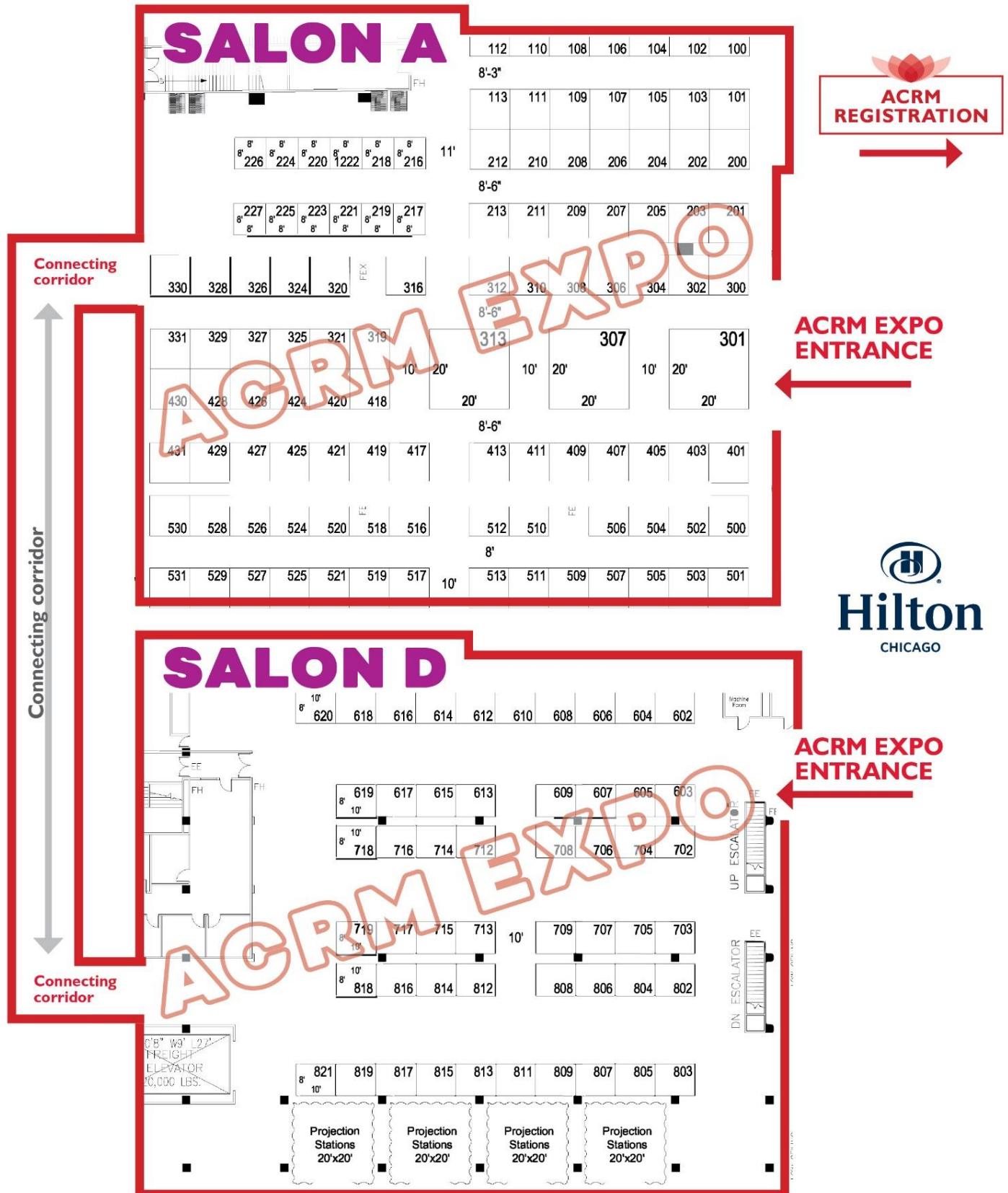
# ANNUAL CONFERENCE EXHIBITING 2022 CHICAGO IN-PERSON + VIRTUAL

**ACRM 99<sup>th</sup> Annual Conference**  
PROGRESS IN REHABILITATION RESEARCH



**CORE: 7 – 10 NOV 2022**  
PRE-CONFERENCE: 5 – 7 NOV

**INTERDISCIPLINARY**



ACRM

AMERICAN CONGRESS OF  
REHABILITATION MEDICINE



## Annual Conference – App Advertising

3JUNE2021

### SCHEDULE — LIMITED OPPORTUNITIES AVAILABLE

### OVERVIEW

The eventScribe® mobile event app makes it easy for attendees, exhibitors, and speakers to connect.

\*All submitted content is subject to ACRM approval\*

\*\*ACRM reserves the right to label your ad as an advertisement\*\*

### HOW THIS WORKS

- Advertising in the ACRM Annual Conference App solidifies your place among key opinion leaders and experts in the field of rehabilitation research who engage in the Annual Meeting Conference App.
- Advertising in the ACRM Annual Conference App allows your company to reach the global rehabilitation community.

## MARKETING

### ADVERTISING OPPORTUNITIES

- **Sponsorship Events** (For non-CME/CEU events) Possible events include Exhibit Hall time, 150+ Community Group Meetings, Meet & Greets, Receptions, Gala, Closing Ceremony, Annual Membership Meeting, etc. Logos submitted by exhibitors.
- **Main Screen Tiles**
  - ¼ Width Ad (600p x 400p)
  - 1/3 Width Ad (800p x 400p)
  - ½ Width Ad (Long) (1200p x 400p)
  - ½ Width Ad (Tall) (1200p x 800p)
  - Full Width Ad (Sizes: Tall 2000p x 800p, Long 2000p x 400p)

[ACRM.org/AppAdv](https://www.acrm.org/AppAdv)

- **Sub-page Banner** (1080p x 152p) (1920p x 225p) (2048p x 180p) (1920p x 152p)
- **Main Screen Sticky Banner** (2048p x 200-500p) (1536p x 150-400p)
- **Splash Screen** Attendees will see one loading “splash screen” when the app launches. It shows for 3.5 seconds.  
Mechanical requirements: (2048p x 2732p) (1080p x 1920p) (1242p x 2688p) (2732p x 2048p) (1920p x 1080p) (2688p x 1242p)

### INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

- **Sponsorship Events (150+ choices): \$500**
- **Main Screen Tiles: \$1,000-2,000**
  - ¼ Width Ad (600p x 400p): **\$1,000**
  - 1/3 Width Ad (800p x 400p): **\$1,000**
  - ½ Width Ad (Long) (1200p x 400p): **\$1,500**
  - ½ Width Ad (Tall) (1200p x 800p): **\$1,500**
  - Full Width Ad (Sizes: Tall 2000p x 800p, Long 2000p x 400p): **\$2,000**
- **Sub-page Banner: \$1,500**
- **Main Screen Sticky Banner: \$2,000**
- **Splash Screen: \$10,000**

### TURBO BOOST YOUR PRODUCT OR SERVICE

*Extra amplification?* Want to do something more? Let us know what you are thinking, and we will help build a custom program for you. For example, potential boosts might include — dedicated ebasts to ACRM’s exclusive email list, additional social media boosting including sponsored stories (Instagram and Facebook), sponsored social media posts, etc.

### CONTACT OPTIONS

- Email [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) or complete this inquiry form: [www.ACRM.org/salesform](http://www.ACRM.org/salesform)

### CALL

+1.703.435.5335

Sponsorship Events Example:

## Sponsored Presentations

### Sponsored Presentations

Include up to three sponsor logos for each presentation!

**Format:** Logos submitted by exhibitors

**Quick Tips:**

1. Manage the sponsor logos in your Education Harvester
2. Since the logos display on a wide white area of the screen, avoid vertical graphics. Horizontal logos work best in the space where they are displayed.



## Main Screen Tile Examples:

### 1/4 Width Ad

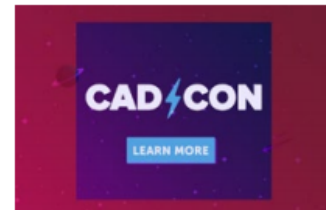
**Size:** 600 pixels wide x 400 pixels high  
**Format:** .jpg or .png

#### Quick Tips:

1. We suggest utilizing 1/4 width ads primarily for logos or icons, because you aren't working with a ton of space!
2. Make sure to take note of the bleed area. Edges will be cropped when the graphic is resized for smaller devices like a phone.



70px bleed area on top and bottom  
 DO NOT INCLUDE IMPORTANT TEXT/IMAGES HERE



110px bleed area left + right

### 1/3 Width Ad

**Size:** 800 pixels wide x 400 pixels high  
**Format:** .jpg or .png

#### Quick Tip:

1. Make sure to take note of the bleed area. Edges will be cropped when the graphic is resized for smaller devices like a phone.



70px bleed area on top and bottom  
 DO NOT INCLUDE IMPORTANT TEXT/IMAGES HERE



125px bleed area left + right



## 1/2 Width Ad (Tall)

**Size:** 1,200 pixels wide x 800 pixels high

**Format:** .jpg or .png

### Quick Tip:

1. Make sure to take note of the bleed area. Edges will be cropped when the graphic is resized for smaller devices like a phone.



70px bleed area top + bottom  
DO NOT INCLUDE IMPORTANT TEXT/IMAGES HERE



235px bleed area left + right



## 1/2 Width Ad (Long)

**Size:** 1,200 pixels wide x 400 pixels high

**Format:** .jpg or .png

### Quick Tip:

1. Make sure to take note of the bleed area. Edges will be cropped when the graphic is resized for smaller devices like a phone.



70px bleed area top + bottom  
DO NOT INCLUDE IMPORTANT TEXT/IMAGES HERE



175px bleed area left + right





## Main Screen Tiles

### Full Width Ad

**Size:** Flexible Dimensions

**Format:** .jpg or .png

**Quick Tips:**

1. We recommend using 2,000 pixels wide x 800 pixels high for a tall graphic, and 2,000 pixels wide x 400 pixels high for a long graphic!
2. You can make this ad as tall as you want. The ad will display as tall or short as it is designed. It will scale to fit the available width, so no need to worry about the safe and bleed areas!



\*Example of 2,000 pixels wide x 800 pixels high ad



\*Example of 2,000 pixels wide x 400 pixels wide ad

Example:

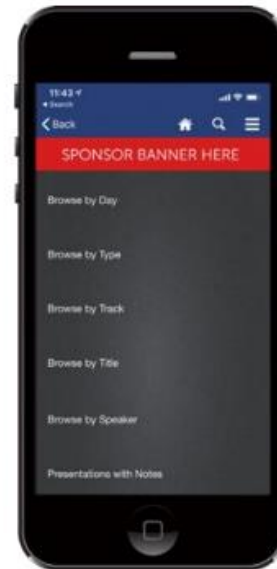
## Sub-page Banners

### Show Unique Banners In Different Sections of Your App

Sub-page Banners are randomly rotating ads displayed on a specific page of the app, which can be linked to URLs. They only show in the following user specified areas: Expo, More Info, People, Posters, Presentations, and Search.

#### Quick Tips:

1. These banners are an effective way to call attention to particular parts of your event.
2. Each banner has 4 versions in order to support portrait and landscape orientation on both phones and tablets.
3. You can have different banners for different sections of the app (i.e. Schedule, Posters, Expo, etc.)
4. You can have multiple banners that change each time a user enters a page like the Expo Hub page.
5. This option will replace your event banner in the specified location.



#### Required Images (width x height)

	Required Images (width x height)
1	7:1 aspect ratio, 1,080 pixels wide x 152 pixels high
2	9:1 aspect ratio, 1,920 pixels wide x 225 pixels high
3	11:1 aspect ratio, 2,048 pixels wide x 180 pixels high
4	13:1 aspect ratio, 1,920 pixels wide x 152 pixels high

### Banner Examples

Visit Booth 503 for a chance to win a free iPad!

cadmiumCD  
Meeting Education Made Easy

Come to the Ballroom for a closing reception at 4PM!

cadmiumCD  
Meeting Education Made Easy

Come to the Tech Roundtable at 2PM to learn how to Collect, Manage, & Share Event Content!

cadmiumCD  
Meeting Education Made Easy

Example:

## Main Screen Sticky Banner



### Sticky Banner

The sticky banner only displays on the main screen and attaches to the edge of the menu on the bottom of the screen. It is always visible and remains stationary while scrolling on the main screen.

#### Quick Tips:

1. Standard apps can have one sticky banner that links to a website.
2. Pro apps can have rotating sticky banners that can change either daily or each time the main screen is shown.
3. Pro apps can have sticky banners that link to content inside the app, like a booth profile, speaker profile, or a presentation.

#### Main Screen Sticky Banner (width x height)

1	2,048 pixels wide x 200-500 pixels high
2	1,536 pixels wide x 150-400 pixels high

Example:

## Splash Screen

### Portrait Splash Screen

Attendees will see one loading "splash screen" when the app launches. It shows for 3.5 seconds.

**Format:** .jpg or .png

#### Quick Tips:

1. This is like a sponsor ad in a program book. This shows in addition after your branded event splash screen.
2. Include a call to action!
3. The splash screen is not clickable. It is simply shown while the event data is loading.



#### Required Images (width x height)

<b>1</b>	0.75:1 aspect ratio, 2,048 pixels wide x 2,732 pixels high
<b>2</b>	0.56:1 aspect ratio, 1,080 pixels wide x 1,920 pixels high
<b>3</b>	0.46:1 aspect ratio, 1,242 pixels wide x 2,688 pixels high

### Landscape Splash Screen

Attendees will see a loading "splash screen" when the app launches. It shows for 3.5 seconds.

**Format:** .jpg or .png

#### Quick Tips:

1. This is like a sponsor ad in a program book. This shows in addition after your branded event splash screen.
2. Include a call to action!
3. The splash screen is not clickable. It is simply shown while the event data is loading.



#### Required Images (width x height)

<b>1</b>	1.3:1 aspect ratio, 2,732 pixels wide x 2,048 pixels high
<b>2</b>	1.8:1 aspect ratio, 1,920 pixels wide x 1,080 pixels high
<b>3</b>	2.2:1 aspect ratio, 2,688 pixels wide x 1,242 pixels high



THIS PAGE IS INTENTIONALLY BLANK

# ACRM

AMERICAN CONGRESS OF  
REHABILITATION MEDICINE



## Annual Conference – App Push Notifications

3JUNE2021

**SCHEDULE** — SEND AS MANY MESSAGES THROUGH THE CONFERENCE APP AS YOU WOULD LIKE DURING THE CONFERENCE

### OVERVIEW

Push notifications will show in the messages section of the ACRM app but will also pop on the screen as a notification. There is a 231-character limit for the app push. You can use them to remind folks to view your Product Showcase, schedule appointments, visit the Live Learning Center, and promote your presenters.

\*All submitted content is subject to ACRM approval\*

### HOW THIS WORKS

- Push notifications allow for text messages with 231 characters to be sent through the Conference App at your preferred time and date.
- Push notifications can be used as a way to promote your organization, your products, your services and events, and even the presenters from your organization.
- Push notifications can be used as a way to advertise your sponsors and thank them for their involvement.

## MARKETING

### ADVERTISING OPPORTUNITIES

- **Push Notifications** Up to 231 characters

[ACRM.org/AppPush](https://www.acrm.org/AppPush)



**ACRM**

Contact: [sales@ACRM.org](mailto:sales@ACRM.org) | ☎ +1.703.435.5335 | [ACRM.org/sales](https://www.acrm.org/sales)

PROSPECTUS | 92



## INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

**Push Notification Bundle of 4: \$1,000**

**Each Additional Push Notification: \$200**

## TURBO BOOST YOUR PRODUCT OR SERVICE

*Extra amplification?* Want to do something more? Let us know what you are thinking, and we will help build a custom program for you. For example, potential boosts might include — dedicated eblasts to ACRM's exclusive email list, additional social media boosting including sponsored stories (Instagram and Facebook), sponsored social media posts, etc.

## CONTACT OPTIONS

- Email [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) or complete this inquiry form: [www.ACRM.org/salesform](http://www.ACRM.org/salesform)

## CALL

+1.703.435.5335





## Annual Conference – Live Learning Center

3JUNE2021

### OVERVIEW

The **Exhibitor-Sponsored Learning Center** events are scheduled to occur in lightly opposed times during the ACRM Annual Conference.

Each **Learning Center** will be 60 minutes with 45 minutes of pre-recorded content, followed by 15 minutes of Q&A Chat.

All will be displayed through the presenter portal on the ACRM conference website.

### HOW THIS WORKS

- Closer to the conference, a task will appear in your Presenter Portal that will allow you to request a live “Q&A Chat” for your presentation.
- The Q&A Chat is not required, although it is highly recommended for attendee engagement.
- On the scheduled day of your event, the Q&A Chat feature will allow attendees to type in their questions and presenters will type responses through their Presenter Portal.
- This Q&A option is live after your presentation finishes and stays live/open until the conference is over.
- ACRM will only turn on your Q&A Chat at your request as we do want to provide an interactive experience for the attendees and want to ensure presenters are engaged in the chat.
- The presentation will be available to all attendees **through 30 June 2021**.

*After the day and time of your Event is confirmed, and after payment is received, and your logo and information are officially provided, then the ACRM marketing team gets to work on the Event publicity and your recognition.*

[ACRM.org/LiveLearningCenter](https://www.acrm.org/LiveLearningCenter)

## MARKETING

### EVENT PUBLICITY

- Your Learning Center Event will be publicized in the **ACRM Conference Online Program** and **Conference App**.
- Two App pushes (\$500 value)
- Your Event will receive a custom digital billboard “**badge graphic**” complete with your logo.
- Your Event will receive a custom landing page in the **Online Program**.
- Your Event will be promoted in **ACRM eNews**, the weekly e-newsletter.
- Your Event will receive amplification and boosts via the **ACRM Social Media Network** with dedicated tweets, LinkedIn, and Facebook posts, and extra support from 100+ social media channels.
- You will receive One World Pass Registration, One Core Conference Registration, and 50% off additional registrations for speakers related to the Live Learning Center.

### VENDOR RECOGNITION — ACRM e365

- Your **Logo**, with a **Hyperlink** will be added to your Event landing page: [www.ACRM.org/LearningCenter\\_yourname](http://www.ACRM.org/LearningCenter_yourname)
- Your logo will be added to **ACRM’s Vendor Exposure™**
  - your logo systemwide, across nearly all of ACRM media properties
  - **13.5M+** exposures annually

### INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

- **One Live Learning Center Event: \$7,500**
- **Two Live Learning Center Events: \$13,999**
- **Each LLC event includes one complimentary registration for the day of the event.**

### TURBO BOOST YOUR PRODUCT OR SERVICE

*Extra amplification?* Want to do something more? Let us know what you are thinking, and we will help build a custom program for you. For example, potential boosts might include — dedicated eblasts to ACRM’s exclusive email list, additional social media boosting including sponsored stories (Instagram and Facebook), sponsored social media posts, etc.

### CONTACT OPTIONS

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### CALL

+1.703.435.5335



# Annual Conference – Online Program Advertising

21JUNE2021

## OVERVIEW

The **ACRM Annual Conference Online Program** is the portal to the **VIRTUAL Conference** and is also the online showcase of the entire program — where the educational content and event activities are searchable by keyword, session type, topic/focus area, presenter name and more filters.

The entire **Online Program** — the home page and the sub-pages — are open and **FREE to the world**, while the actual presentation content is available only for paid attendees. All attendees must enter through the Online Program.

## BENEFITS

- Advertising in the ACRM Annual Conference **Online Program**:
  - **solidifies your place in the field of PM&R** and among key opinion leaders and experts in the field of rehabilitation research and the translation to clinical practice.
  - **allows you to reach the global rehabilitation community** — while they are actively looking for relevant information.
- **LONGEVITY** — Even after the event is over, the **Online Program** continues to receive meaningful traffic as the content is sold and accessed for SIX months following the conference.
  - Attendees are encouraged to engage with the content and continue to earn CME/CEUs.

## HOW THIS WORKS

- Ads are sold for the duration of the event.
- The sooner you purchase and place your ad, the more impressions and click-throughs.

[ACRM.org/OPadv](https://www.acrm.org/OPadv)



**ACRM**

Contact: [sales@ACRM.org](mailto:sales@ACRM.org) | [+1.703.435.5335](tel:+17034355335) | [ACRM.org/sales](https://www.acrm.org/sales)

PROSPECTUS | 96

- The best traffic is the **WEEK of the Conference** and the four weeks leading up to the event.
- For maximum views & exposure, purchase your ad spot early.
  - We recommend before the end of summer.
  - Sooner is even better for your campaign.
- Slider positions automatically rotate after 5-8 seconds

### INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

On the home page of the Online Program (eventScribe)

- **Leaderboard** — top center **slider** (rotation):
  - **First position: \$5,000**
  - **Second position: \$4,000**
  - **Third position: \$3,000**
- **Skyscraper** — right banner **slider**:
  - **First position: \$5,000**
  - **Second position: \$4,000**
  - **Third position: \$3,000**

LEFT sidebar — on **EVERY** page of the Online Program (eventScribe)

- **Left sidebar Square slider** — top
  - **First position: \$5,000**
  - **Second position: \$4,000**
  - **Third position: \$3,000**
- **Left sidebar Square** — second: **\$5,000**

### Ask about 3-slider bundle SPECIAL OFFER

- Make a huge splash — Own the entry page to the ACRM VIRTUAL event and purchase all 3 home page sliders

### ADVERTISING SPECS

On the home page of the Online Program (eventScribe)

- **Leaderboard** — top center slider (1200p x 200p)
- **Skyscraper** — right banner slider (320p x 1200p)
  - mobile (1200p x 200p)
- **Square** — center (right) (473p x 420p)

LEFT sidebar — on **EVERY** page of the Online Program (eventScribe)

- **Left sidebar Square** — top (300p x 300p) On the home page, and every page, of the Online Program (eventScribe)

- **Left sidebar Square** — second (300p x 300p) On the home page, and every page, of the Online Program (eventScribe). Not rotating

## NOTE

- \*All artwork should be 200 ppi.
- \*All submitted advertising content is subject to ACRM approval\*
- \*\*ACRM will place an 'advertisement' disclaimer on all ads\*\*

## TURBO BOOST YOUR PRODUCT OR SERVICE

*Extra amplification?* Want to do something more? We will help build a custom program just for you to achieve your business goals. For example, potential boosts might include — dedicated eblasts to ACRM's exclusive email list, additional social media boosting including sponsored stories (Instagram and Facebook), sponsored social media posts, etc.

## CONTACT OPTIONS

- Email [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) or complete this inquiry form: [www.ACRM.org/salesform](http://www.ACRM.org/salesform)

## CALL

+1.703.435.5335

### Ask about 3-slider bundle SPECIAL OFFER

- Make a huge splash — Own the entry page to the ACRM VIRTUAL event and purchase all 3 home page sliders >>>





## Online Program Advertising Spaces:



**ACRM**  
98<sup>th</sup> Annual Conference



**PROGRESS IN REHABILITATION RESEARCH**  
TRANSLATION TO CLINICAL PRACTICE  
**26 – 29 SEPTEMBER 2021**  
PRE-CON: 24 – 26 SEPT #ACRM2021

Bringing research  
to practice  
**FASTER**

HOME

ACRM.org Conference website

Searchable Program >

PRESENTERS >

SPONSOR NOW!

EXHIBIT NOW!

Exhibitors & Sponsors >

Community Group Meetings

Schedule AT-A-GLANCE

**LEADERBOARD**  
Top center slider  
1200 x 200px

YOUR AD HERE

AD SPACE AVAILABLE

**REGISTER**

SAVE up to 50%  
Early Bird rates  
END 30 JUNE

Pre-Conference

Instructional  
Courses

SPECIAL SYMPOSIUM

**How Music Helped Gabby Giffords Rediscover Her Voice**  
SUNDAY 26 SEPT

FEATURING  
**Gabrielle Giffords**  
Former Congresswoman & Co-Founder, Giffords



**PLENARY I**  
MORGAN

**PLENARY II**  
KALPAKJIAN

**PLENARY III**  
SOTTO

**PLENARY IV**  
KAWAS

FEATURED SESSION I  
FEDERAL & PCORI FUNDING



FEATURED SESSION II  
TRISHA MEILI: Mind-Body Medicine;  
The Central Park Jogger's Healing to Wholeness



SPECIAL SYMPOSIUM

**How Music Helped Gabby Giffords Rediscover Her Voice**  
SUNDAY 26 SEPT

FEATURING  
**Gabrielle Giffords**  
Former Congresswoman & Co-Founder, Giffords



SPECIAL SYMPOSIUM

**"Black Men Brain Health in the United States: From NFL Athlete to Old Age"**

**Robert W. Turner, II** PhD, George Washington University School of Medicine and Health Sciences  
**Patricia C. Heyn** PhD, FGSA, FACRM, University of Colorado Anschutz Medical Campus  
**Roland J. Thorpe, Jr.** PhD, Johns Hopkins Center for Health Disparities Solutions



**CALL FOR LATE-BREAKING PROPOSALS**

**SPECIAL SYMPOSIUM**

**ACRM COMMUNITY GROUP MEETINGS**

**SOCIAL NETWORKING**

FOR THE WHOLE REHAB TEAM

**THANK YOU**

SPONSORS, EXHIBITORS & INSTITUTIONAL SUPPORTERS

**SPONSOR, ADVERTISE, EXHIBIT—NOW!**

QUICK LAUNCH CAMPAIGNS

**FAQs & RESOURCES**

**CONTINUING EDUCATION CME/CEUs**

**PAPERS & POSTERS**

**SKYSCRAPER**  
Right banner slider  
320 x 1200px  
Mobile file: 1200 x 200 px

AD SPACE AVAILABLE

YOUR AD HERE

AD SPACE AVAILABLE

YOUR AD HERE

AD SPACE AVAILABLE

**NOTE!**  
These 2 square ads appear on EVERY page: site-wide throughout the Online Program

**SQUARE**  
Left sidebar top slider  
300 x 300px

YOUR AD HERE

AD SPACE AVAILABLE

**SQUARE**  
Left sidebar second  
300 x 300px

YOUR AD HERE

AD SPACE AVAILABLE

**ACRM** @ACRMtweets

What are the benefits of attending a virtual conference? Hear from last year's attendees!

Christine MacDonell receives prestigious #ACRM Gold Key Award

The ACRM Awards Committee and Board of Governors are proud to honor Christine MacDonell, FACRM w/ the 2021 ACRM Gold Key Award in recognition of her lifetime service. Go to [acrm.org/about/awards/g](https://acrm.org/about/awards/g) ...#CARF #rehabilitation



20h

**ACRM** @ACRMtweets

Integrative #Rehabilitation #Research #Mentoring & #CareerDevelopment Fellowship For early career clinical investigators from an



# Annual Conference – Group Registrations

3JUNE2021

## OVERVIEW

Bring the whole team to the ACRM Annual Conference and receive a 15% discount when 5 or more individuals register from the same organization. In addition, all Non-Members will receive a complimentary ACRM 6-month Event Membership.

## HOW THIS WORKS

- A group rate will be offered to groups of five or more from the same organization
- A group must consist of NEW Registrations (not already registered for the Annual Conference)
- Groups will receive 15% off each conference registration (some restrictions apply)
- A customized discount code will be provided **\*This discount cannot be combined with any other discounts\***
- Each Non-Member registrant will receive a complimentary Event Membership

## INVESTMENT OPPORTUNITIES

For investment opportunities, please visit [Sales - ACRM](#)

## TURBO BOOST YOUR PRODUCT OR SERVICE

*Extra amplification?* Want to do something more? Let us know what you are thinking, and we will help build a custom program for you. For example, potential boosts might include — dedicated eblasts to ACRM's exclusive email list, additional social media boosting including sponsored stories (Instagram and Facebook), sponsored social media posts, etc.



## CONTACT OPTIONS

- Email [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) or complete this inquiry form:  
[www.ACRM.org/salesform](http://www.ACRM.org/salesform)

## CALL

+1.703.435.5335

ACRM

AMERICAN CONGRESS OF  
REHABILITATION MEDICINE



## Social Media Mentions & Custom Billboard

3JUNE2021

### OVERVIEW

ACRM has a strong network of social media channels across Twitter, LinkedIn, Facebook and Instagram — more than 100 channels.

This package is for companies who wish to boost their association with ACRM — either as an exhibitor, Live Learning Center, webinar sponsor, email advertiser, or other affiliation.

Elevate the partnership between your company and ACRM.

### WHAT YOU GET

- **75 social media mentions** across ACRM channels over a minimum of 4 weeks.
- **Billboard** (static graphic: rectangle 1024p x 512p) optimum for Twitter, LinkedIn, Facebook, emails and webpages.
  - Graphic will be custom-made with your logo (see sample below).



SAMPLE BILLBOARD

[ACRM.org/smMentions](https://www.acrm.org/smMentions)

## INVESTMENT OPPORTUNITIES

\*Prices are subject to change without notice

- **75 social media mentions**
- **Custom digital billboard with logo to promote booth, session, or other ACRM-related event or affiliation: \$7,500**

\*All submitted content is subject to ACRM approval\*

## TURBO BOOST YOUR PRODUCT OR SERVICE

*Extra amplification?* Want to do something more? Let us know what you are thinking, and we will help build a custom program for you. For example, potential boosts might include — dedicated eblasts to ACRM's exclusive email list, Conference App advertising and special ad placement in the Online Program.

## CONTACT OPTIONS

- Email [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) or complete this inquiry form: [www.ACRM.org/salesform](http://www.ACRM.org/salesform)

## CALL

+1.703.435.5335



## ACRM Annual Conference Exhibit & Sponsorship Packages

14JUNE2021

### OVERVIEW

The ACRM Annual Conference, Progress in Rehabilitation Research, is comprised of the main CORE Conference and the Pre-Conference delivering a total of SIX jam-packed days of evidence-based educational content for the whole rehab team, those with disabilities and caregivers.

### HOW THIS WORKS

- Please view the Sponsorship Package Detail below
- The ACRM 365 Sales Team will be happy to work with you to select the package that works best for you
- Two for one – purchase of a gem package of \$4500 or more will qualify you for our [Institutional Support Program](#)

#### PRE-CONFERENCE 24-26 SEPTEMBER 2021

- Dozens of Instructional Courses
- Powerhouse Presenters
- Early Career Development Course: top-rated one-day course
- Leadership Development Course: top-rated one-day course

#### CORE CONFERENCE 26-29 SEPTEMBER 2021

- 4 Plenary Sessions – renowned presenters
- 500+ Educational Sessions
- 600+ Scientific Papers + Posters
- Dozens of ACRM Community Meetings
- Social Networking Opportunities

[ACRM.org/Packages](https://www.acrm.org/Packages)

# ANNUAL CONFERENCE 2021 Exhibitor Sponsor Packages

SPONSORSHIP PACKAGE DETAIL	TURQUOISE	OPAL	EMERALD	RUBY	DIAMOND	LOTUS GEM
<b>Online Exhibit Booth 2021</b> INCLUDES: 1) LIVE Video Chat Room 2) Matchmaking 3) Booth Banner, Introduction Video, Company Description, 6 Hyperlinks	\$2,999	\$2,999	\$2,999	\$2,999	\$2,999	\$2,999
Conference <b>registrations</b> — WORLD PASS (Value = \$1,449 Non-Member on-site price)	\$1,449	\$1,449	\$2,898	\$4,347	\$5,796	\$7,245
<b>Full Vendor Exposure</b> — Sponsor logo listings (\$1,999), Logo included in Annual Conference News eBlasts*, Logo on website and in the Online Program, Logo in monthly print ad in ARCHIVES of PM&R		\$1,999	\$1,999	\$1,999	\$1,999	\$1,999
<b>In-Person Exhibit Booth 2022 CHICAGO</b> Your choice standard 10x10 booth; first-come,first-served (\$4,599) <b>Includes online exhibit booth for 2022 but not for 2021.</b>			\$4,999	\$4,999	\$4,999	\$4,999
<b>Advertising in the Conference Online Program</b> (\$3,500 per 1 regular ad, up to \$10,000 for premium positioning)			\$3,500	\$3,500	\$10,000	\$10,000
<b>Custom Email</b> to attendees or to membership** (\$2,500 base price for 5,000 emails)			\$2,500	\$2,500	\$5,000	\$10,000
<b>Conference App Advertising</b> (\$2,400 base price; \$20k exclusive splash screen). Limited to first 5			\$2,400	\$2,400	\$10,000	\$20,000
<b>Sponsor logo with hyperlink in premium position</b> on the home page of the Online Program — Limited to first 5				\$7,999	\$7,999	\$7,999
<b>Social Media</b> Mentions & Custom Billboard (\$7,500 base price).				\$7,500	\$7,500	\$7,500
<b>Presidential recognition</b> during the event — Sponsor logo appears on pre-show slides plus verbal recognition during ACRM Presidential presentations — Limited to first 5					\$10,000	\$10,000
Annual Conference <b>Live Learning Center</b> (\$7,500 base) <a href="http://ACRM.org/LiveLearningCenter">http://ACRM.org/LiveLearningCenter</a> - Limited to 4					\$7,500	\$7,500
<b>Conference App Push Notifications</b> (\$1,000 bundle of 3). Quantities limited. Push notifications availability subject to ACRM approval. Limited to first 10					\$1,000	\$1,000
<b>Affinity Partnership</b> with ACRM — use ACRM affiliations across your properties: website, e-mails, collateral. Subject to ACRM approval (\$50,000)						\$50,000
<b>SUBTOTAL VALUES</b>	\$4,448	\$6,447	\$21,295	\$38,243	\$74,792	\$141,241
<b>YOUR PACKAGE COST</b>	\$2,999	\$4,500	\$12,750	\$21,250	\$42,500	\$80,000
<b>\$ SAVINGS</b>	\$1,449	\$1,947	\$8,545	\$16,993	\$32,292	\$61,241
<b>% SAVINGS</b>	33%	30%	40%	44%	43%	43%
The Conference Packages also qualify for these Institutional Support Levels	BRONZE	SILVER	GOLD	PLATINUM	CORNERSTONE	

## ACRM Institutional Support Program (ISP)

\*Formerly known as the ACRM Institutional Membership Program

The ACRM Institutional Support Program (ACRM ISP) offers exceptional value. The more you invest with ACRM, the more money you save. ISP offers the most visibility and marketing amplification for your institution.

Your support makes a positive impact in many ways and allows for co-branded marketing opportunities between ACRM and your institution. **ACRM is interested in long-term, successful, win-win partnerships**, and this new program was created with this end-goal in mind.

MORE: [ACRM.org/isp](http://ACRM.org/isp)

### NOTES

- \* ACRM Conference News eBlasts launch twice weekly April through September to the ACRM database of more than 500,000 rehabilitation professionals
- \*\* June - September. More recipients closer to the Conference date
- All advertising content must be approved in advance by ACRM
- First come, first served
- Deliverables are subject to availability and offerings are subject to change

### TURBO BOOST YOUR PRODUCT OR SERVICE

*Extra amplification?* Want to do something more? Let us know what you are thinking, and we will help build a custom program for you. For example, potential boosts might include — dedicated eblasts to ACRM's exclusive email list, Conference App advertising and special ad placement in the Online Program.

### CONTACT OPTIONS

- Email [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) or complete this inquiry form: [www.ACRM.org/salesform](http://www.ACRM.org/salesform)

### CALL

+1.703.435.5335

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# CHAPTER 6

## ACRM MEMBERSHIP

# ACRM

AMERICAN CONGRESS OF  
REHABILITATION MEDICINE





ACRM

AMERICAN CONGRESS OF  
REHABILITATION MEDICINE



## ACRM eNews – Advertising

3JUNE2021

**SCHEDULE** — ADS SOLD ON A QUARTERLY BASIS (13 weeks)

### OVERVIEW

ACRM eNews tackles today's most relevant stories, gathered from leading news media sources and other critical industry publications. Delivered to the inboxes of more than **11,000+** self-subscribers, ACRM eNews keeps professionals informed of the topics that matter most.

\*All submitted content is subject to ACRM approval\*

\*\*ACRM will place an 'advertisement' disclaimer on all ads\*\*

### HOW THIS WORKS

- As an advertiser, you will have the ability to track reader response
- Our enhanced technology ensures that your ad will make it through spam filters
- Advertising in the ACRM eNews solidifies your place among weekly information provided to members.
- Advertising in ACRM eNews allows your company to reach industry decision-makers.

## MARKETING

### ADVERTISING OPPORTUNITIES

- **Social Text Ad** Social Media Icon (35p x 35p) Main Image (215p x 85p)  
Leverage the power of words and social media with a 5-word headline and 15-word text ad to drive traffic to your website and social media channels.

[ACRM.org/enewsAdv](https://www.acrm.org/enewsAdv)

- **Banner: Top or Bottom** (468p x 60p) Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.
- **Callout Text** (125p x 100p) Integrated into the feel of the brief, a callout text ad targets your buying audience with an image, 5-word headline and 25-word description.
- **Vertical Product Showcase** (300p x 125p) Showcase your latest product with this placement and include a photo, 5-word headline, 50-word description and link to your site.
- **Horizontal Product Showcase** (275p x 175p) Showcase your latest product with this placement and include a photo, 5-word headline, 50-word description and link to your site.
- **Box Ad** (300p x 250p) This large-format position provides your company with good exposure in the body of the news brief, bringing quality traffic to your website.
- **Sponsored Content** (150p x 100p) 5 unique headlines, logo with max width of 150p
- **Sponsored Video 1** (350p x 200p) Feature your video content with this placement, including an image, 5-word headline, 50-word description and link to a page hosting the video
- **Leaderboard** (728p x 90p) This premier position provides your company with top exposure and quality traffic.
- **Lower Leaderboard** (580p x 70p) The lower leaderboard gives your company a prominent position right under the association's masthead.

## DETAILS

Prices listed are for 13 emails. 1 email a week for 13 weeks.

## INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

- **Social Text Ad: \$750**
- **Bottom Banner: \$1,130**
- **Callout Text: \$1,130**
- **Vertical Product Showcase: \$1,250**
- **Horizontal Product Showcase: \$1,500**
- **Box Ad: \$1,630**
- **Sponsored Content: \$1,630**
- **Top Banner: \$2,000**
- **Sponsored Video 1: \$2,000**
- **Leaderboard: \$2,500**
- **Lower Leaderboard: \$2,500**

thinking, and we will help build a custom program for you. For example, potential boosts might include — dedicated eblasts to ACRM’s exclusive email list, additional social media boosting including sponsored stories (Instagram and Facebook), sponsored social media posts, etc.

## CONTACT OPTIONS

- Email [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) or complete this inquiry form: [www.ACRM.org/salesform](http://www.ACRM.org/salesform)

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**ACRM**

AMERICAN CONGRESS OF  
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## Website Advertising – ACRM.org

3JUNE2021

**SCHEDULE** — ADS SOLD ON 3, 6 or 12-MONTH BLOCKS (START ANYTIME)

### OVERVIEW

REACH THOUSANDS of rehabilitation professionals and give your company the attention it deserves exclusive placements on the ACRM website.

### HOW THIS WORKS

Please contact **Lauren Morgan** for questions, placement instructions and orders.

\*All submitted content is subject to ACRM approval\*

\*\*ACRM will place an ‘advertisement’ disclaimer on all ads\*\*

## MARKETING

### ADVERTISING OPPORTUNITIES

- **ACRM.org Homepage Slider** (1044p x 450p)
  - Bring your message center-stage at ACRM
  - This ad space is on the carousel rotation on the ACRM homepage
  - Ads rotate every 5 seconds
- **Box Ad** (300p x 250p)
  - This ad is located on the sidebar of ACRM.org
  - Box ads can be purchased in various locations “above the fold”:
    - ACRM.org homepage
    - interior web pages ROS (run-of-site)
    - specific interior pages (targeting specific ACRM Community Groups)
    - ACRM Conference website ROS (run-of-site)

[ACRM.org/WebsiteAdv](http://ACRM.org/WebsiteAdv)



## DETAILS

- Ads rotate each time web page is refreshed.
- Ads are sold for 3, 6 or 12-month blocks

## INVESTMENT OPPORTUNITIES

\*Prices shown USD for ONE ad period 3, 6 or 12-month block. Prices are subject to change without notice.

- **ACRM.org Homepage Slider Positions**
  - ~~1<sup>st</sup> Priority~~ (seen upon landing on ACRM.org): **\$2,999; \$4,999; \$9,999 (sold through April 2022)**
  - **2<sup>nd</sup> priority** (shown after 5-seconds): **\$2,499; \$4,499; \$9,499**
- **Box Ad by location — each location is “above the fold” (no lower than the 2<sup>nd</sup> ad spot)**
  - ACRM.org homepage: **\$2,999; \$4,999; \$9,999**
  - interior web pages ROS (run-of-site) **\$1,999; \$3,999; \$5,999**
  - specific interior pages (targeting specific ACRM Community Groups): **\$1,999; \$3,999; \$5,999**
  - ACRM Conference website ROS (run-of-site): **\$1,999; \$3,999; \$5,999**
- **Change of ad fee: \$150** (2 weeks’ notice kindly requested)
- **Change of logo fee: \$150** (2 weeks’ notice kindly requested)

## TURBO BOOST YOUR PRODUCT OR SERVICE

*Extra amplification?* Want to do something more? Let us know what you are thinking, and we will help build a custom program for you. For example, potential boosts might include — dedicated eblasts to ACRM’s exclusive email list, additional social media boosting including sponsored stories (Instagram and Facebook), sponsored social media posts, etc.

## CONTACT OPTIONS

- Email [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) or complete this inquiry form: [www.ACRM.org/salesform](http://www.ACRM.org/salesform)

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# ACRM

AMERICAN CONGRESS OF  
REHABILITATION MEDICINE



## ACRM Group Memberships

2JUNE2021

### SCHEDULE – JOIN ANYTIME!

#### OVERVIEW

This is an opportunity to purchase a block of memberships, of any size you'd like, at meaningful discounts.

Members gain access to the latest rehabilitation research and opportunities to engage colleagues from every discipline and from around the world. Meet experts and mentors, hone your research strategies, contribute to the development of clinical guidelines, make the connections needed to advance your career, and give back to the field of rehabilitation by serving in a volunteer leadership role.

#### HOW THIS WORKS

- Choose however many memberships you want to buy, from whatever category.
- Reminder: eMemberships are free and you can have as many as you'd like
- Send us your list of names with emails and the corresponding membership category and we will calculate your discount and send you an invoice.
- Upon payment we will send emails to everyone in your group with log in instructions.
- Reminder: all paid memberships receive discounts on meetings, publications, trainings, etc.

[ACRM.org/GroupMemberships](https://www.acrm.org/GroupMemberships)

### MEMBERSHIP OPPORTUNITIES

- **Consumer (\$49.99)** For people with disabilities, consumers of rehabilitation services, and nonprofessional caregivers.
- **Student/Resident/Fellow (\$49.99)** For those enrolled in an accredited school of medicine or approved graduate or undergraduate program or fellowship in a medical rehabilitation discipline.
- **Early Career (\$124.99)** For professionals during the first five years after completion of post-graduate studies.
- **Rehabilitation Professional (\$299.99)** For professionals in medical rehabilitation or a related field who are actively engaged in the practice, administration, education, or research of medical rehabilitation.
- Membership Benefits: <https://ACRM.org/join/benefits/>

### INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

- Buy **\$999** worth of memberships, **save 10%**
- Buy **\$5,000** worth of memberships, **save 15%**
- Buy **\$10,000+** worth of memberships, **save 20%**
- For example, 20 Student/Resident/Fellow memberships @  
 **$\$49.99 \times 20 = \$999.80, - 10\% = \$899.82$**

### CONTACT OPTIONS

- Email [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) or complete this inquiry form: [www.ACRM.org/salesform](http://www.ACRM.org/salesform)

### CALL

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## ACRM Institutional Support Program (ACRM ISP)

\*Formerly known as the ACRM Institutional Membership Program

3JUNE2021

### OVERVIEW

The **ACRM Institutional Support Program (ACRM ISP)** offers exceptional value. The more you invest with ACRM, the more money you save! Join now to get the most visibility and marketing amplification for your institution.

Your support in the program makes a positive impact in many ways and allows for co-branded marketing opportunities between ACRM and your institution.

**ACRM is interested in long-term, successful, win-win partnerships, and this new program was created with this end-goal in mind.**

### ISP LEVELS & DISCOUNTS

SUPPORT LEVEL	VALUE	DISCOUNT	YOUR COST ONLY
Cornerstone	\$100,000	20%	\$80,000
Platinum	\$50,000	15%	\$42,500
Gold	\$25,000	15%	\$21,250
Silver	\$15,000	15%	\$12,750
Bronze	\$5,000	10%	\$4,500

Developed for maximum flexibility, your “VALUE” dollars never expire!

Each calendar year (1 JAN – 31 DEC) a minimum of \$4,500 must be invested to remain active in the ACRM Institutional Support Program.

[ACRM.org/InstSupportSales](https://www.acrm.org/InstSupportSales)

## HOW THIS WORKS

- First choose a Support Level, then pay the discounted price “YOUR COST”. The NEW benefit you receive is purchasing power equivalent to the “VALUE” amount listed for that program level.
- “VALUE” dollars can be spent with ACRM in many ways:
  - Tradeshow Booth — IN-PERSON & VIRTUAL
  - ACRM Memberships
  - Sponsorships
  - Conference Registrations
  - Advertising with ACRM and/or its Journals:
    - *Archives of PM&R* (classified or display advertisements)
    - Advertising on any of the ACRM and Journal websites
    - Advertising in the weekly ACRM eNews
  - Job postings on the Rehab Job Board
  - Email Marketing to Rehab Professionals
  - Rent the ACRM mailing list
  - Sponsored Educational Content including Webinars
  - ACRM Cognitive Rehabilitation Manuals or Online Course
  - Anything listed on ACRM.org/Sales including custom opportunities
- Your ISP Level can be upgraded during the calendar year (1 JAN – 31 DEC).
- A minimum of \$4,500 must be invested each calendar year to remain active in the ACRM ISP.

## TOP REASONS to PARTICIPATE in the ACRM ISP

- ACRM is small enough to serve you and large enough to provide big marketing impact to dovetail with your business goals.
- Show the world your dedication to evidence-based rehabilitation research.
- In the ACRM ISP, you earn the ability to co-brand with ACRM.
- ACRM has an exceptional team — dedicated to helping you get the most out of your investment as an ISP.
- ACRM embraces the best and very latest marketing practices that have translated into an iconic track record of recent membership growth.
- Enjoy easy access to the ACRM community — ACRM is the **professional HOME of choice for the whole rehabilitation team** including top rehabilitation researchers and clinicians around the world.
- ACRM’s flagship journal, *the Archives of Physical Medicine and Rehabilitation*, has the **largest print circulation** of any scientific journal in rehabilitation; boasting 2.8M+ downloads of rehabilitation research annually.

## INSTITUTIONAL SUPPORT PROGRAM LEVELS\*

\*all prices are subject to change without notice.

- **Cornerstone: \$80,000 spend buys \$100,000 in value**
- **Platinum: \$42,500 spend buys \$50,000 in value**
- **Gold: \$21,250 spend buys \$25,000 in value**
- **Silver: \$12,750 spend buys \$15,000 in value**
- **Bronze: \$4,500 spend buys \$5,000 in value**

## MARKETING

### ACRM ISP RECOGNITION — ACRM e365

- Your **Logo** will be included in a Thank You ad in a print copy of the *ARCHIVES of PM&R* as well as in the footer of each page on the ACRM website.
- Your **Logo** with a **Hyperlink** will be included on the ACRM website (date TBD)
- ISPs receive special recognition at the ACRM Annual Conference:
  - An ACRM ISP Level placard will be displayed at your booth in the EXPO hall.
  - ISP Level recognition on signage displayed in the ACRM EXPO hall
  - ISPs will be recognized on signage at the event.
  - ISP Logos will be featured in the pre-show slideshow in the main ballroom.
- Your logo will be added to **ACRM's Vendor Exposure™**
  - your logo systemwide, across nearly all of the ACRM media properties
  - **13.5M+** exposures annually (please see below)

### ACRM ISP BOOST

*Extra amplification?* Want to do something more? Let us know what you are thinking, and we will help build a custom program for you. For example, potential boosts might include — dedicated eblasts to ACRM's exclusive email list, additional social media boosting including sponsored stories (Instagram and Facebook), sponsored social media posts, etc.

### CONTACT OPTIONS

- Email [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org)

### CALL

+1.703.435.5335

## ACRM Vendor Advertising Exposure

\*based on exposure from Feb 2020 - Jan 2021

	TOTAL IMPRESSIONS
<b>ARCHIVES of PM&amp;R PRINT</b>	
Full Page Ad in Archives Thanking Vendors	210,864
Annual Meeting Brochure Outsert	193,292
<b>ARCHIVES of PM&amp;R WEBSITE</b> Archives-PMR.org (average visits per month)	
Annual Meeting on homepage and vendors beginning in Aug	1,439,490
<b>Archives eTOC</b>	46,900
<b>ARRCT Online Ads</b>	7,000
<b>ARRCT eTOC</b>	7,000
<b>ACRM WEBSITE</b> ACRM.org (average visits per month)	
"Thank You" Footer Graphic on ALL 1,324 ACRM website pages	1,105,000
ACRM VIRTUAL Annual Conference – in the footer of all 35 web page on the 2020 Conference website (within ACRM.org)	1,105,000
<b>ACRM eNews</b> (average visits per month)	
4 Exhibitors highlighted - rotation	204,750
Weekly eNews logo highlight - footer	563,329
<b>ACRM eMail Blasts</b> (average impressions per month)	
"Thank You" logo graphic	8,246,381
<b>ACRM Online Program</b>	
Online program (live from April 2020)	33,198
Exhibitors directory	33,198
Exhibitors interactive floorplan	33,198
Sponsors directory	33,198
<b>Printed Mailings</b>	
April Brochure 2020	13,500
May Brochure 2020	13,500
Poster Brochure - June, July, Aug 2020	203,451
<b>TOTAL</b>	<b>13,492,249</b>

### Additional Bonus Exposure

Emails to Registered Attendees (Including presenters)  
T-MINUS (countdown to conference) emails  
Exhibitors Highlight/Introductory eBlast





# ACRM Institutional Support Page

14JUNE2021

## OVERVIEW

The ACRM Institutional Support Program (ACRM ISP) offers exceptional value. The more you invest with ACRM, the more money you save! Join now to get the most visibility and marketing amplification for your institution. Your support in the program makes a positive impact in many ways and allows for co-branded marketing opportunities between ACRM and your institution. ACRM is interested in long-term, successful, win-win partnerships, and this new program was created with this end-goal in mind.

## HOW THIS WORKS

As an ACRM Institutional Supporter you may develop a unique homepage on the ACRM website.

The page will be linked to from the ACRM Institutional Support Program Page at <https://acrm.org/joinacrm/acrm-institutional-support-program/>

Your page may contain your logo, a description of your institution and links back to your own website(s).

Your page will have the URL [www.ACRM.org/SponsorABC](http://www.ACRM.org/SponsorABC)

ACRM reserves the right to edit all content prior to placing it on your page. Some restrictions to content may apply (e.g. no inappropriate language or content, no overtly political or provocative messaging, no solicitation of information from visitors to the page, etc.).

[ACRM.org/InstSupportPage](https://www.ACRM.org/InstSupportPage)

# MARKETING

## ADVERTISING OPPORTUNITIES

Once you are an ACRM Institutional Supporter at the Bronze level or higher you may purchase your Institutional Supporter Page.

You and ACRM will work together to build the page. It may include graphics, texts, videos and link outs. ACRM will be solely responsible for the construction of the page.

You may send edits for the page X times per year?

The page will last for one year but will be automatically renewed if you renew your ISP level at the same or higher level and pay a nominal maintenance fee.

## INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

- **Webpage built and live for one year: \$5000**
- **1-year renewal (no edits): \$2500**
- ISP discounts will apply to initial price and renewals (e.g. Platinum level supporters receive a 15% discount making the final cost \$4,250)

## ACRM Institutional Support Program (ISP)

\*Formerly known as the ACRM Institutional Membership Program

The ACRM Institutional Support Program (ACRM ISP) offers exceptional value. The more you invest with ACRM, the more money you save. ISP offers the most visibility and marketing amplification for your institution.

Your support makes a positive impact in many ways and allows for co-branded marketing opportunities between ACRM and your institution. **ACRM is interested in long-term, successful, win-win partnerships**, and this new program was created with this end-goal in mind.

MORE: [ACRM.org/isp](https://acrm.org/isp)

## TURBO BOOST YOUR PRODUCT OR SERVICE

*Extra amplification?* Want to do something more? Let us know what you are thinking, and we will help build a custom program for you. For example, potential boosts might include — dedicated eblasts to ACRM's exclusive email list, Conference App advertising and special ad placement in the Online Program.

## CONTACT OPTIONS

- Email [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) or complete this inquiry form: [www.ACRM.org/salesform](http://www.ACRM.org/salesform)

## CALL

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# ACRM

AMERICAN CONGRESS OF  
REHABILITATION MEDICINE



## Survey Creation and Distribution

15JUNE2021

**SCHEDULE** — AVAILABLE, WITH NOTICE, THROUGHOUT THE YEAR. PLEASE SEE BELOW FOR BLOCKED OUT PERIODS AND PEAK PRICING.

### OVERVIEW

ACRM offers the opportunity to send your survey invitation to the entire ACRM database or a targeted sub-section that you select. Please contact ACRM to receive the “**ACRM Survey Creation and Distribution Form**”.

Our Email Only Rate applies to surveys which are furnished by the vendor and are ready to send as is. The survey will have been set up and managed by the vendor.

Our ACRM Support Required Rate applies to surveys which require ACRM staff time to help set up, run, and receive and report on the results.

\*All submitted content is subject to ACRM approval\*

### HOW THIS WORKS

- Complete the Survey Creation and Distribution Form
- Return completed Survey Creation and Distribution Form to [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org)
- Your request will be reviewed for approval and an ACRM staff member will contact you
- Your survey will go by eblast to ACRM’s exclusive email list
- Your survey may receive additional boosts from ACRM’s social media (frequency to be determined at project initiation)
- Your survey may receive additional boosts from placement in ACRM’s eNews (frequency to be determined at project initiation)

### INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

\*\*peak pricing and/or blackout periods may exist before, during, or after the Spring Meeting or Annual Conference.

\*\*\*depending on ACRM's communication volume contract survey availability is limited

- **Email Only Rate: \$0.50 per target email**
  - **Minimum purchase of \$2,500, which provides emails to 5,000 contacts**
- **ACRM Support Required Rate: In addition to the Email Only Rate ACRM will deliver a quote based on the survey and discussion with the customer**

### TURBO BOOST YOUR PRODUCT OR SERVICE

*Extra amplification?* Want to do something more? Let us know what you are thinking, and we will help build a custom program for you. For example, potential boosts might include — dedicated eblasts to ACRM's exclusive email list, additional social media boosting including sponsored stories (Instagram and Facebook), sponsored social media posts, etc.

### CONTACT OPTIONS

- Email [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) or complete this inquiry form: [www.ACRM.org/salesform](http://www.ACRM.org/salesform)

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+1.703.435.5335

## Survey Creation and Distribution Form

Please fill out this form to the best of your ability and ACRM will use this information to create the best solution for you.

ACRM will work with you to create and facilitate a custom survey including a custom e-mail list for survey distribution using your selected criteria.

If you have a fully developed survey ACRM can create a custom e-mail list for distribution using your selected criteria.

\*NOTE: Your selected totals will be supplemented with applicable records from ACRM's marketing database of industry prospects to achieve a threshold to deliver the desired results.

### SURVEY PURPOSE

- What organization or group sponsored the creation of this survey?  
\_\_\_\_\_
- What is the primary purpose of the survey?
  - ☐ Market Research for a Product or Service
  - ☐ Scientific Research
  - ☐ Educational
  - ☐ Other\_\_\_\_\_
- Does this survey pertain to an ACRM project?
  - ☐ Yes
  - ☐ No
- How are you affiliated with ACRM? Please check all that apply.
  - ☐ I am an ACRM member-in-good-standing (current paid membership)
  - ☐ I lead the ACRM ISIG, networking group, task force, or committee who sponsored the survey
  - ☐ I serve on the ACRM Board of Governors
  - ☐ I serve on the Archives of Physical Medicine & Rehabilitation Editorial Board
  - ☐ My organization is an ACRM Institutional Supporter
  - ☐ My organization is an ACRM Sponsor
  - ☐ My organization is an ACRM Partner



- ☐ My organization is an ACRM Exhibitor
- ☐ My organization is an ACRM Advertiser
- ☐ Other affiliation, please specify \_\_\_\_\_
- ☐ I am not yet affiliated with ACRM
- How will the data collected by this survey be used?  
\_\_\_\_\_
- Will the survey collect personal information (Name, location, email, etc)?  
☐ Yes  
☐ No
- Will the data collected be published or posted publicly?  
☐ Yes  
☐ No
- Will the data collected be shared with ACRM?  
☐ Yes  
☐ No
- If you plan to offer recipients an incentive to respond to your survey, please describe the offer.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## TARGET AUDIENCE *Please select number 1 or 2 below*

ACRM membership is always growing.

1. **ACRM TARGET MARKETING DATABASE 750,000+**  
☐ Subset of ACRM Target Marketing Database
2. **ACRM MEMBERSHIP DATABASE 13,000+**  
☐ Subset of ACRM Membership Database

### ACRM MEMBER TYPE

- ☐ Rehabilitation Professional
- ☐ Early Career
- ☐ Resident/Student/Fellow
- ☐ Consumer/Patient/Caregiver
- ☐ eMember
- ☐ 6-month Trial Member
- ☐ Events Member

## ACRM MEMBER COMMUNITY GROUPS

- ☐ Aging Research & Geriatric Rehabilitation Networking Group X,000+
- ☐ Arts & Neuroscience Networking Group X,000+
- ☐ Athlete Development and Sports Rehabilitation Networking Group X,000+
- ☐ Brain Injury Interdisciplinary Special Interest Group X,000+
- ☐ Cancer Rehabilitation Networking Group X,000+
- ☐ Complementary Integrative Rehabilitation Medicine Networking Group X,000+
- ☐ Career Development Networking Group X,000+
- ☐ Health Services Research Networking Group X,000+
- ☐ International Networking Group X,000+
- ☐ Lifestyle Medicine Networking Group X,000+
- ☐ Limb Care Networking Group X,000+
- ☐ Measurement Interdisciplinary Special Interest Group X,000+
- ☐ Military/Veterans Affairs Networking Group X,000+
- ☐ Neurodegenerative Diseases Networking Group X,000+
- ☐ Neuroplasticity Networking Group X,000+
- ☐ Pain Rehabilitation Networking Group X,000+
- ☐ Pediatric Rehabilitation Networking Group X,000+
- ☐ Physicians & Clinicians Networking Group X,000+
- ☐ Rehabilitation Treatment Specification Networking Group X,000+
- ☐ Spinal Cord Injury Interdisciplinary Special Interest Group X,000+
- ☐ Stroke Interdisciplinary Special Interest Group X,000+
- ☐ Technology Networking Group X,000+

## DIAGNOSTICS

- ☐ Brain Injury X,000+
- ☐ Cancer Rehabilitation X,000+
- ☐ Limb Care X,000+
- ☐ Musculoskeletal X,000+
- ☐ Neurodegenerative Diseases X,000+
- ☐ Pain Rehabilitation X,000+
- ☐ Spinal Cord Injury X,000+
- ☐ Stroke X,000+

## TARGET AUDIENCE SELECTION CRITERIA

*Please select all applicable*

### WORK FOCUS

- ☐ Clinicians
- ☐ Researchers
- ☐ Both

### CONTINENTS (OR COUNTRY)

- ☐ North America
- ☐ South America
- ☐ Asia
- ☐ Africa
- ☐ Oceania
- ☐ Europe (Please contact us for options due to GDPR)

### US REGIONS

- ☐ Northeast
- ☐ Midwest
- ☐ South
- ☐ West

### US STATES

- |                                      |  |
|--------------------------------------|--|
| <input type="checkbox"/> Alabama     | <input type="checkbox"/> Iowa          |
| <input type="checkbox"/> Alaska      | <input type="checkbox"/> Kansas        |
| <input type="checkbox"/> Arizona     | <input type="checkbox"/> Kentucky      |
| <input type="checkbox"/> Arkansas    | <input type="checkbox"/> Louisiana     |
| <input type="checkbox"/> California  | <input type="checkbox"/> Maine         |
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| <input type="checkbox"/> Hawaii      | <input type="checkbox"/> Missouri      |
| <input type="checkbox"/> Idaho       | <input type="checkbox"/> Montana       |
| <input type="checkbox"/> Illinois    | <input type="checkbox"/> Nebraska      |
| <input type="checkbox"/> Indiana     | <input type="checkbox"/> Nevada        |

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| <input type="checkbox"/> New Hampshire  | <input type="checkbox"/> South Carolina |
| <input type="checkbox"/> New Jersey     | <input type="checkbox"/> South Dakota   |
| <input type="checkbox"/> New Mexico     | <input type="checkbox"/> Tennessee      |
| <input type="checkbox"/> New York       | <input type="checkbox"/> Texas          |
| <input type="checkbox"/> North Carolina | <input type="checkbox"/> Utah           |
| <input type="checkbox"/> North Dakota   | <input type="checkbox"/> Vermont        |
| <input type="checkbox"/> Ohio           | <input type="checkbox"/> Virginia       |
| <input type="checkbox"/> Oklahoma       | <input type="checkbox"/> Washington     |
| <input type="checkbox"/> Oregon         | <input type="checkbox"/> West Virginia  |
| <input type="checkbox"/> Pennsylvania   | <input type="checkbox"/> Wisconsin      |
| <input type="checkbox"/> Rhode Island   | <input type="checkbox"/> Wyoming        |

**PLEASE SPECIFY THE CREDENTIALS THAT YOU WOULD LIKE TO TARGET:**

*(PT, OT, MD)*

### PROFESSIONS

- ☐ Certified Case Managers (CCMC)
- ☐ Disability Management Specialists (CDMS)
- ☐ Healthcare Executives (ACHE)
- ☐ Massage Therapists (NCBTMB)
- ☐ Nurses (ANCC)
- ☐ Occupational Therapists (AOTA)
- ☐ Physical Therapists (TBD)
- ☐ Physicians (ACCME Includes Canada Physicians and Physician Assistants)
- ☐ Prosthetic/Limb Rehabilitation
- ☐ Registered Dietitians (CDR)
- ☐ Rehabilitation Counselors (CRCC)
- ☐ Rehabilitation Psychologist (APA Division 22)
- ☐ Social Workers (NASW)
- ☐ Speech-Language-Hearing Pathologists (ASHA)

## SURVEY DISTRIBUTION SCOPE

- Quantity – How many times would you like the survey to go out?
    - 1 time
    - 3 times
    - 5 times
    - 6 times or more
  - Frequency – At what interval should the survey go out?
    - Daily
    - Semi-weekly
    - Weekly
  - How many responses are you hoping to get?
- 

## PREFERRED LAUNCH DATE & TIME

- First choice date: \_\_\_\_\_
  - Time preference: \_\_\_\_\_
- Second choice date: \_\_\_\_\_
  - Time preference: \_\_\_\_\_

**SUBJECT LINES** *Please provide three subject lines in order of priority below. ACRM will continue to eblast until the contracted number of open rates is reached. If more than three sends are needed, then the subject lines will repeat.*

- Launch #1 SUBJECT: \_\_\_\_\_
- Launch #2 SUBJECT: \_\_\_\_\_
- Launch #3 SUBJECT: \_\_\_\_\_

**FROM** *Please provide the desired from name and email address.*

- Name: \_\_\_\_\_
- Email address: \_\_\_\_\_

### CAMPAIGN DURATION

- The campaign will conclude after 30 days or after the contracted level is reached.

### PRODUCTION SCHEDULE STEPS – READY-MADE SURVEY

- Campaign initiation begins **after** contract and payment are received.
- Customer **provides:**
  - The completed Survey Creation and Distribution Form
  - The html email package of the survey (final copy plus images)
- E-mail **development:**
  - After STEP 2 is complete, ACRM will review and pre-approve the email content and the survey
  - Please allow 5-10 days for the email prep and draft.
  - *This time allows ACRM to build your custom audience from your criteria and to develop the html email etc.*
- Draft & **approval:**
  - Customer receives the e-mail draft from ACRM
  - Within 1-2 days, customer provides feedback / sign-off for e-mail blast of the survey
- Survey **launching:**
  - 3-5 days following blast #1, ACRM provides statistics with open results
  - ACRM continues to eblast until contracted level is reached
  - 30 days following blast #1 or after contracted level is reached (whichever comes first), ACRM provides final campaign statistics

## PRODUCTION SCHEDULE STEPS – ACRM SUPPORTED SURVEY

- Campaign initiation begins **after** contract and payment are received.
- Customer **provides:**
  - The completed Survey Creation and Distribution Form
  - Customer works with ACRM staff to provide desired survey questions and set-up details to create a complete survey
  - Completed survey to be approved by the customer
- E-mail **development:**
  - After STEP 2 is complete, ACRM and the customer will develop, review and pre-approve the accompanying email content and the survey
  - Please allow 5-10 days for the email prep and draft.
  - *This time allows ACRM to build your custom audience from your criteria and to develop the html email etc.*
- Draft & **approval:**
  - Customer receives the e-mail draft from ACRM
  - Within 1-2 days, customer provides feedback / sign-off for e-mail blast of the survey
- Survey **launching:**
  - 3-5 days following blast #1, ACRM provides statistics with open results
  - ACRM continues to eblast until contracted level is reached
  - 30 days following blast #1 or after contracted level is reached (whichever comes first), ACRM provides final campaign statistics



# CHAPTER 7

## MORE OPPORTUNITIES

# ACRM

AMERICAN CONGRESS OF  
REHABILITATION MEDICINE







# ACRM Cognitive Rehabilitation Online Training

14JUNE2021

## Individual Online Training Includes:

- 12 CME/CEUs
- Printed Manual (see Appendix)
- Certificate of Completion

## Multi-Seat License Includes:

- 12 CME/CEUs
- Printed Manual (see Appendix)
- Certificate of Completion
- 25% OFF for groups of 25+ (pricing and discount valid for one year)
- Complimentary email announcement
- 2-hour Q&A, with your group, hosted by authors/faculty (additional fees apply)

## OVERVIEW

Get 12 hours of continuing education credits with 24/7 access to a previously recorded two-day training synchronized with the original presentation slides. Review the guidelines presented at the training you attended or access the material online to learn at your own pace. It's the next best thing to being there!

[ACRM.org/CognitiveSales](https://www.acrm.org/CognitiveSales)

## TESTIMONIAL

“We believe that participating in the ACRM Cognitive Rehabilitation Training and using the evidence-based strategies will result in significantly better outcomes for your patients, their families, and your organization.” – Lance E. Trexler, PhD, FACRM, Cognitive Rehabilitation Manual Managing Editor

## HOW THIS WORKS

For a rich learning experience, you can pause and resume and learn at your own pace, this Online Course includes:

- 12 hours of continuing education contact hours
- 24/7 access to a recorded Cognitive Rehabilitation Training
- Review previously recorded two-day training synchronized with the original presentation slides
- **THE MANUAL:** Printed copy of the *Cognitive Rehabilitation Manual: Translating Evidence-Based Recommendations into Practice*—\$150 value! (additional shipping and handling charges apply).

## INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

- **ACRM Members, Individual Cost: \$295**

Includes:

- Six-month access to video recording of the two-day training
- Easy access at your own pace — take the course at your convenience and pace from any browser window
- THE MANUAL: Printed copy of the Cognitive Rehabilitation Manual: Translating Evidence-Based Recommendations into Practice—\$150 value! (additional shipping charges apply). Additional copies of the Manual may be purchased separately.
- Up to **12 Continuing Education contact hours**
- 5 disciplines
  - Occupational Therapists (AOTA)
  - Physical Therapists (ACCME – Non-MD CME)
  - Physicians (ACCME)
  - Psychologists (Non-MD CME)
  - Speech-Language-Hearing Therapists (ASHA)
- Certificate of Completion

### • Nonmembers, Individual Cost: \$395

Includes:

- Everything listed above
- Plus 6-month introductory ACRM membership with access to all interdisciplinary special interest groups and networking groups, discount member rates on products and conference registration, and subscriptions to all members-only newsletters.

### • Multi-Seat License, Individual Cost: \$296.25

- $\$395 \times 25\% \text{ discount} = \$296.25 \text{ each} \times 25 \text{ participants} = \$7,406.25$  minimum
- The same discount applies for groups larger than 25, for example:
  - For 30 participants:  $\$395 \times 25\% \text{ discount} = \$296.25 \text{ each} \times 30 \text{ participants} = \$8,887.50$

### • The Manual for ACRM Members: \$125

- The Manual — all 150 pages, including clinical forms — is a practical guide for the implementation of evidence-based interventions for impairments of executive functions, memory, attention, hemispatial neglect, and social communication. Available for purchase by caregivers and family members of brain injury patients.

### • The Manual for NonMembers: \$150

**Comparison Chart - Online versus In-Person Training**

Number of Attendees	Cost per trainee	Online**	2-Day In-Person	3-Day In-Person
25	\$ 296	\$ 7,406	\$ -	\$ -
50	\$ 350	\$ -	\$ 17,500	\$ -
50	\$ 525	\$ -	\$ -	\$ 26,250
Domestic Travel and Honoraria Costs		\$ -	\$ 11,040	\$ 14,760
2-Hour Zoom Call with Faculty		\$ 1,000	\$ 1,000	\$ 1,000
Shipping to host (single destination)		included	included	included

## AGENDA

**Session 1:** Overview of the Workshop and Introduction to the Manual (60 minutes) with Thomas F. Bergquist, PhD, ABPP-CN

**Session 2:** Attention and Memory (237 minutes) with Michael Fraas, PhD, CCC/SLP, CBIS and Thomas F. Bergquist, PhD, ABPP-CN

**Session 3:** Hemispatial Neglect (57 minutes) with Deirdre Dawson, PhD

**Session 4:** Hemispatial Neglect Case Example and Executive Functions (153 minutes) with Deirdre Dawson, PhD

**Session 5:** Social Communication (148 minutes) with Michael R. Frass, PhD, CCC\_SLP

**Session 6 (Bonus):** Challenges of Reimbursement for Cognitive Rehabilitation (45 minutes) with Keith Cicerone, PhD, ABPP-Cn, FACRM and Donna Langenbahn, PhD, FACRM

## DISCIPLINES

- Occupational Therapists (AOTA)
- Physical Therapists (ACCME – Non-MD Certificate of Participation)
- Physicians (ACCME)
- Psychologists (Non-MD CME)
- Speech-Language-Hearing Therapists (ASHA)

## CONTINUING EDUCATION CREDIT

Educational Level: **Introductory/Intermediate**

Instructional Method: **Video Taped Lecture**

CME/CEU: **12 contact hours**

## COMPLETION REQUIREMENTS: EVALUATION AND CME CERTIFICATES

Credit is only given to attendees that register for the course; successfully complete the entire course; evaluate and take the post-test after each session. At the end of the training, you will see a slide with a link/web address to the post-test system. You will receive an email after taking the test showing your score. You must pass with 80% accuracy. You may retake the test at any time.

After you have completed the entire course and the final post-test, you will find the link to evaluate and receive your certificate. In that email, you will be able to click on the link, evaluate, and print your certificate.

### LEARNING OBJECTIVES

To support the attainment of knowledge, competence, and performance, the learner should be able to achieve the following objectives:

1. Use a decision-tree to assist in determining which type of cognitive rehabilitation to implement.
2. Describe techniques for improving attention and the steps involved in carrying out treatments.
3. Identify the general guidelines for the use of external memory strategies.
4. Describe a general algorithm and conceptual framework for structuring interventions for awareness, executive functioning, and behavioral / emotional self-regulation.
5. Discuss the evidence concerning the effectiveness of cognitive rehabilitation in the selection and implementation of specific, individualized interventions for cognitive disability.

### STATEMENT OF NEED AND TARGET AUDIENCE

Educational opportunities that promote evidence-based interventions for cognitive rehabilitation are needed by clinicians in order to provide optimum care for individuals with brain injury.

ACRM Cognitive Rehabilitation Training provides such an opportunity by presenting evidence-based standards and guidelines for clinical practice and translating them into step-by-step procedures for use by clinicians. The interventions described can be readily used by occupational therapists, speech and language therapists, psychologists, and other rehabilitation professionals.

### TESTIMONIAL

Rehabilitation Hospital of Indiana Testimonial:  
ACRM Online Cognitive Rehabilitation Manual Training

“The Rehabilitation Hospital of Indiana (RHI), a Traumatic Brain Injury Model System, is committed to providing evidence-based therapy services through supporting the professional development of our clinicians. ACRM’s option for online Cognitive Rehabilitation Manual training was instrumental in RHI’s decision to offer this education to all of our speech-language pathologists and outpatient occupational therapists who specialize in brain injury. The online



training option was cost-effective and convenient. Our therapists appreciated the concise translation of research to everyday practice through clearly defined procedures for delivering high quality, functional, evidenced-based treatment. Overall, they found the training extremely valuable and practical with information that they will use in their daily clinical work.”

Christina A. Baumgartner, MS, CCC-SLP  
Executive Director of Therapy Operations  
Rehabilitation Hospital of Indiana

## DISTINGUISHED FACULTY



**Deidre Dawson**

**PhD**

Financial – Dr. Dawson has received research grants to investigate the Cognitive Orientation to daily Occupational Performance Approach™ • Is a CO-OP Certified Instructor • Has a book contract with the AOTA press for a book on the CO-OP Approach™ (available Nov. 2017)

Nonfinancial – Dr. Dawson has no relevant non-financial relationships to disclose.



**Thomas Bergquist**

**PhD, ABPP-CN**

Dr. Bergquist has no financial or non-financial relationships to disclose.



**Keith Cicerone**

**PhD, ABPP-CN, FACRM**

Dr. Cicerone has no financial or non-financial relationships to disclose.



**Michael Fraas**

**PhD, CCC/SLP, CBIS**

Financial – Dr. Fraas works for a private practice and receives a salary. Nonfinancial – Dr. Fraas has no relevant nonfinancial relationships to disclose.



**Donna Langenbahn**

**PhD**

Dr. Langenbahn has no financial or non-financial relationships to disclose.

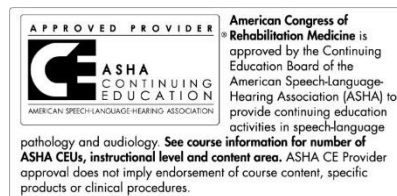
## PHYSICIANS – Approved



This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of the New Jersey of Academy of Family Physicians and the American Congress of Rehabilitative Medicine. The New Jersey of Academy of Family Physicians is accredited by the ACCME to provide continuing medical education for physicians.

The New Jersey of Academy of Family Physicians designates this enduring material activity for a maximum of 12.0 *AMA PRA Category 1 Credit(s)*™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

## SPEECH-LANGUAGE HEARING PROFESSIONALS – Approved



This course is registered for 1.15 ASHA CEUs (Intermediate Level; Professional Area).

An annual ASHA CE Registry fee is required to register ASHA CEUs. ASHA CE Registry fees are paid directly to the ASHA National Office. To register ASHA CEUs with ASHA, you must complete a CE participant form, turn it in at the time of the activity, and pay the ASHA CE Registry fee. ASHA CEUs are awarded ONLY AFTER receipt of the CE Participant Form AND payment of the Registry fee.

## OCCUPATIONAL THERAPISTS – Approved



ACRM has applied for AOTA for Distance Learning-Independent for 12 AOTA CEUs. The assignments of AOTA CEUs do not imply endorsement of specific course content, products, or clinical procedures by AOTA.

## PHYSICAL THERAPISTS – Approved



Physical Therapists will receive a non-physician Certificate of Attendance.

## TURBO BOOST YOUR PRODUCT OR SERVICE

*Extra amplification?* Want to do something more? Let us know what you are thinking, and we will help build a custom program for you. For example, potential boosts might include — dedicated eblasts to ACRM’s exclusive email list, additional social media boosting including sponsored stories (Instagram and Facebook), sponsored social media posts, etc.

## CONTACT OPTIONS

- Email [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) or complete this inquiry form: [www.ACRM.org/salesform](http://www.ACRM.org/salesform)

## CALL

+1.703.435.5335

## COGNITIVE REHABILITATION MANUAL

### TRANSLATING EVIDENCE-BASED RECOMMENDATIONS INTO PRACTICE

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# ACRM Cognitive Rehabilitation Training (In-Person)

14JUNE2021

## Group Training Includes:

- Instruction from our distinguished faculty, including authors of The Manual
- 12 CME/CEUs
- Printed Manual (see Appendix)
- 24/7 Online Access to the recorded course
- Certificate of Completion
- Complimentary email announcement

## OVERVIEW

For the ultimate learning experience and the very latest interventions, attend a two-day LIVE training workshop, based on the Manual and presented by its authors.

Coming in 2022 – expanded three-day training, expanded content coming by the end of the year

## TESTIMONIAL

“We believe that participating in the ACRM Cognitive Rehabilitation Training and using the evidence-based strategies will result in significantly better outcomes for your patients, their families, and your organization.” – Lance E. Trexler, PhD, FACRM, Cognitive Rehabilitation Manual Managing Editor

[ACRM.org/CognitiveInPerson](https://www.acrm.org/CognitiveInPerson)

## HOW THIS WORKS

In-Person course includes:

- Two or three days of in-person instruction from ACRM Faculty including authors of the Manual
- **THE MANUAL:** Printed copy of the *Cognitive Rehabilitation Manual: Translating Evidence-Based Recommendations into Practice*—\$150 value! (additional shipping and handling charges apply).

## INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

- **Group Training, Individual Cost: 2-day \$350 / 3-day \$525**

Includes:

- CME/CEUs – 12.5 credit hours
  - A printed copy of the *Cognitive Rehabilitation Manual: Translating Evidence-Based Recommendations into Practice*—\$150 value! (additional shipping charges apply).  
Additional copies of the Manual may be purchased separately.
  - 24/7 Online Access to the recorded course
  - Six-month access to video recording of the two-day training
  - 5 disciplines
    - Occupational Therapists (AOTA)
    - Physical Therapists (ACCME – Non-MD CME)
    - Physicians (ACCME)
    - Psychologists (Non-MD CME)
    - Speech-Language-Hearing Therapists (ASHA)
  - Certificate of Completion
- Nonmembers of the group also receive:
    - Everything listed above
    - Plus 6-month introductory ACRM membership with access to all interdisciplinary special interest groups and networking groups, discount member rates on products and conference registration, and subscriptions to all members-only newsletters.

- **The Manual for ACRM Members: \$125**

- The Manual — all 150 pages, including clinical forms — is a practical guide for the implementation of evidence-based interventions for impairments of executive functions,



memory, attention, hemispatial neglect, and social communication. Available for purchase by caregivers and family members of brain injury patients.

- The Manual for NonMembers: \$150**

## Comparison Chart - Online versus In-Person Training

Number of Attendees	Cost per trainee	Online**	2-Day In-Person	3-Day In-Person
25	\$ 296	\$ 7,406	\$ -	\$ -
50	\$ 350	\$ -	\$ 17,500	\$ -
50	\$ 525	\$ -	\$ -	\$ 26,250
Domestic Travel and Honoraria Costs		\$ -	\$ 11,040	\$ 14,760
2-Hour Zoom Call with Faculty		\$ 1,000	\$ 1,000	\$ 1,000
Shipping to host (single destination)		included	included	included
<b>TOTAL</b>		<b>\$ 8,406</b>	<b>\$ 29,540</b>	<b>\$ 42,010</b>

\*50% deposit required at time of signing

\*\*This table is calculated for 25 attendees. Final price is determined by the number of attendees.

## DISCIPLINES

- Occupational Therapists (AOTA)
- Physical Therapists (ACCME – Non-MD Certificate of Participation)
- Physicians (ACCME)
- Psychologists (Non-MD CME)
- Speech-Language-Hearing Therapists (ASHA)

## CONTINUING EDUCATION CREDIT

- Educational Level: **Introductory/Intermediate**  
Instructional Method: **In-Person Lecture**  
CME/CEU: **12 contact hours**

## AGENDA

**Session 1:** Overview of the Workshop and Introduction to the Manual (60 minutes) with Thomas F. Bergquist, PhD, ABPP-CN

**Session 2:** Attention and Memory (237 minutes) with Michael Fraas, PhD, CCC/SLP, CBIS and Thomas F. Bergquist, PhD, ABPP-CN

**Session 3:** Hemispatial Neglect (57 minutes) with Deirdre Dawson, PhD

**Session 4:** Hemispatial Neglect Case Example and Executive Functions (153 minutes) with Deirdre Dawson, PhD

**Session 5:** Social Communication (148 minutes) with Michael R. Frass, PhD, CCC\_SLP

**Session 6 (Bonus):** Challenges of Reimbursement for Cognitive Rehabilitation (45 minutes) with Keith Cicerone, PhD, ABPP-Cn, FACRM and Donna Langenbahn, PhD, FACRM

## COMPLETION REQUIREMENTS: EVALUATION AND CME CERTIFICATES

Credit is only given to attendees that register for the course; successfully complete the entire course; evaluate and take the post-test after each session. At the end of the training, you will see a slide with a link/web address to the post-test system. You will receive an email after taking the test showing your score. You must pass with 80% accuracy. You may retake the test at any time.

After you have completed the entire course and the final post-test, you will find the link to evaluate and receive your certificate. In that email, you will be able to click on the link, evaluate, and print your certificate.

## LEARNING OBJECTIVES

To support the attainment of knowledge, competence, and performance, the learner should be able to achieve the following objectives:

1. Use a decision-tree to assist in determining which type of cognitive rehabilitation to implement.
2. Describe techniques for improving attention and the steps involved in carrying out treatments.
3. Identify the general guidelines for the use of external memory strategies.

4. Describe a general algorithm and conceptual framework for structuring interventions for awareness, executive functioning, and behavioral / emotional self-regulation.
5. Discuss the evidence concerning the effectiveness of cognitive rehabilitation in the selection and implementation of specific, individualized interventions for cognitive disability.

### STATEMENT OF NEED AND TARGET AUDIENCE

Educational opportunities that promote evidence-based interventions for cognitive rehabilitation are needed by clinicians in order to provide optimum care for individuals with brain injury.

ACRM Cognitive Rehabilitation Training provides such an opportunity by presenting evidence-based standards and guidelines for clinical practice and translating them into step-by-step procedures for use by clinicians. The interventions described can be readily used by occupational therapists, speech and language therapists, psychologists, and other rehabilitation professionals.

### TESTIMONIAL

Rehabilitation Hospital of Indiana Testimonial:

ACRM Online Cognitive Rehabilitation Manual Training

“The Rehabilitation Hospital of Indiana (RHI), a Traumatic Brain Injury Model System, is committed to providing evidence-based therapy services through supporting the professional development of our clinicians. ACRM’s option for online Cognitive Rehabilitation Manual training was instrumental in RHI’s decision to offer this education to all of our speech-language pathologists and outpatient occupational therapists who specialize in brain injury. The online training option was cost-effective and convenient. Our therapists appreciated the concise translation of research to everyday practice through clearly defined procedures for delivering high quality, functional, evidenced-based treatment. Overall, they found the training extremely valuable and practical with information that they will use in their daily clinical work.”

Christina A. Baumgartner, MS, CCC-SLP  
Executive Director of Therapy Operations  
Rehabilitation Hospital of Indiana

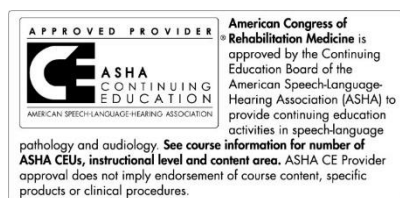
## PHYSICIANS – Approved



This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of the New Jersey of Academy of Family Physicians and the American Congress of Rehabilitative Medicine. The New Jersey of Academy of Family Physicians is accredited by the ACCME to provide continuing medical education for physicians.

The New Jersey of Academy of Family Physicians designates this enduring material activity for a maximum of 12.0 *AMA PRA Category 1 Credit(s)*<sup>™</sup>. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

## SPEECH-LANGUAGE HEARING PROFESSIONALS – Approved



This course is registered for 1.15 ASHA CEUs (Intermediate Level; Professional Area).

An annual ASHA CE Registry fee is required to register ASHA CEUs. ASHA CE Registry fees are paid directly to the ASHA National Office. To register ASHA CEUs with ASHA, you must complete a CE participant form, turn it in at the time of the activity, and pay the ASHA CE Registry fee. ASHA CEUs are awarded ONLY AFTER receipt of the CE Participant Form AND payment of the Registry fee.

## OCCUPATIONAL THERAPISTS – Approved



ACRM has applied for AOTA for Distance Learning-Independent for 12 AOTA CEUs. The assignments of AOTA CEUs do not imply endorsement of specific course content, products, or clinical procedures by AOTA.

## PHYSICAL THERAPISTS – Approved



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## COGNITIVE REHABILITATION MANUAL

### TRANSLATING EVIDENCE-BASED RECOMMENDATIONS INTO PRACTICE

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3JUNE2021

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  - Presort First-Class – approximately .44 cents each. Medium speed
  - Straight First-Class live stamp – .55 cents each. Fastest speed.
  - Total Mailhouse cost with non-profit postage = \$250 +\$360 = \$610
- **POSTAL DISCLAIMERS**
    - USPS postal speed as noted are estimates.
    - Please note the USPS offers no guarantees on delivery.
    - Overall USPS volume will affect mailing speed. IE: election mail & Pre-holiday are typically the busiest times: Oct - Dec.
    - Postal drop is from suburban Wash DC/ Maryland
    - The detail estimates from ACRM are subject to change but will always be passed through at the actual costs.

**INVESTMENT OPPORTUNITIES**

- **Standard Annual Meeting List Rental and Processing Fee:**  
**\$3,499**
- **Full payment required before processing begins**

**TURBO BOOST YOUR PRODUCT OR SERVICE**

*Extra amplification?* Want to do something more? Let us know what you are thinking, and we will help build a custom program for you. For example, potential boosts might include — dedicated eblasts to ACRM’s exclusive email list, additional social media boosting including sponsored stories (Instagram and Facebook), sponsored social media posts, etc.

**CONTACT OPTIONS**

- Email [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) or complete this inquiry form: [www.ACRM.org/salesform](http://www.ACRM.org/salesform)

**CALL**

+1.703.435.5335



## ACRM Rehab Job Board

3JUNE2021

### OVERVIEW

We offer comprehensive profile packages that provide your job posting with maximum exposure to professionals. Create professional, 60-second videos to provide key information, brand identification, and a call to action for each of your postings. If you have more than 10 jobs to post, or post multiple jobs frequently, consider our automated bulk posting option.

Services provided by Naylor.

[American Congress of Rehabilitation Medicine \(ACRM\), ACRM Rehab Job Board | Find Your Career Here](#)

### HOW THIS WORKS

- Post jobs online quickly and easily
- Manage applications
- Search resumes
- Set up an email resume alert

## MARKETING

### ADVERTISING OPPORTUNITIES

- Social Recruiting Reach active and passive job seekers by automatic distribution of your jobs via Twitter.
- Featured Jobs Gain an advantage and get prime exposure on the site with highlighted job postings and prominent visibility to job seekers.
- Job Posting Videos Create professional, 60-second videos to provide key information, brand identification, and a call to action for each of your postings.

[ACRM.org/JobBoardSales](https://www.acrm.org/JobBoardSales)

- Network Distribution Broadcast your local posting to a wider job seeker audience on relevant sites within the National Healthcare Career Network.
- 30-day Local Job Posting 1 job posting, 30 days online, Resume Search access
- 60-day Local Job Posting 1 job posting, 60 days online, Resume Search access
- 90-day Local Job Posting 1 job posting, 90 days online, Resume Search access
- Featured Employers (30-day increments) Distinguish yourself and promote your organization's brand and job postings by creating a Featured Employer Profile. Your logo will appear on the job seeker home page, the job search results pages, and on each of your job postings - all linking directly to your profile!

## INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

### • Member Rates:

- Social Recruiting: **\$125**
- Featured Jobs: **\$125**
- Job Posting Videos: **\$200**
- Network Distribution: **\$200**
- 30-day Local Job Posting: **\$250**
- 60-day Local Job Posting: **\$425**
- 90-day Local Job Posting: **\$614**
- Featured Employers (30-day): **\$525**
- Featured Employers (60-day): **\$1,000**
- Featured Employers (90-day): **\$1,500**

### • Non-Member Rates:

- Social Recruiting: **\$125**
- Featured Jobs: **\$175**
- Job Posting Videos: **\$200**
- Network Distribution: **\$200**
- 30-day Local Job Posting: **\$350**
- 60-day Local Job Posting: **\$525**
- 90-day Local Job Posting: **\$714**
- Featured Employers (30-day): **\$625**
- Featured Employers (60-day): **\$1,200**
- Featured Employers (90-day): **\$1,800**

### TURBO BOOST YOUR PRODUCT OR SERVICE

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### CALL

+1.703.435.5335

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**Got an Idea?**

**Please let us know**

We are here to serve you. Not just for one event. Our goal is to create long-term partnerships so that we can continue to IMPROVE LIVES through interdisciplinary rehabilitation research.

For the latest information and pricing, please visit the product documents found here: [ACRM.org/sales](https://ACRM.org/sales)

**ACRM is your  
MARKETING PARTNER**

FULL SALES FUNNEL VALUE

CONNECTING YOU WITH LEADS

**AWARENESS >**

**ENGAGEMENT >**

**CONVERSION**

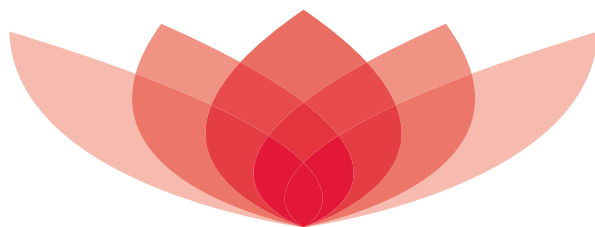
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[ACRM.org/KitchenSink](https://ACRM.org/KitchenSink)

# ACRM

AMERICAN CONGRESS OF  
REHABILITATION MEDICINE



Please reference the product documents for the latest: [ACRM.org/sales](https://ACRM.org/sales)  
ACRM reserves the right to change the pricing and/or alter the offerings at any time.