

# PROSPECTUS

## 2023



*reaching millions in rehab*  
*sponsorships | exhibiting | advertising*  
ACRM INSTITUTIONAL SUPPORT PROGRAM





**WE ARE HERE TO HELP**

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.

**WEBSITE**

ACRM.org/sales

**EASY INQUIRY FORM**

ACRM.org/SalesForm

**EMAIL**

threesixtyfive@ACRM.org

**CALL**

+1.703.435.5335

**FAX**

+1.866.692.1619

**MAILING ADDRESS**

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Reston, VA 20190

Pricing and offerings are subject to change. For the latest, please visit the product documents here: [ACRM.org/sales](http://ACRM.org/sales)



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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

REACH  
**millions**  
 of rehab  
 professionals

1,000,000s

Please reference the latest product documents:  
[ACRM.org/sales](http://ACRM.org/sales)

ACRM reserves the right to change the pricing  
 and/or alter the offerings at any time.

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# CHAPTER I

## ACRM AT-A-GLANCE

# ACRM

AMERICAN CONGRESS OF  
REHABILITATION MEDICINE



**ACRM**

**365**  
SALES TEAM

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





*reaching millions in rehab*

*sponsorships | exhibiting | advertising*

ACRM INSTITUTIONAL SUPPORT PROGRAM



## ACRM at-a-glance: MISSION



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
- And many MORE titles

# 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
- **100+** 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 **72,000+** members from more than 65 countries
- We have **23+** 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 **23+ Community Groups** and more than **130+ 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**

**STROKE**  **INTERDISCIPLINARY SPECIAL INTEREST GROUP**

**INTERNATIONAL**  **INTERDISCIPLINARY SPECIAL INTEREST GROUP**

**AGING RESEARCH & GERIATRIC REHABILITATION**  **NETWORKING GROUP**

**MEASUREMENT**  **INTERDISCIPLINARY SPECIAL INTEREST GROUP**

**BEHAVIORAL HEALTH**  **NETWORKING GROUP**

**SPINAL CORD INJURY**  **INTERDISCIPLINARY SPECIAL INTEREST GROUP**

**ARTS & NEUROSCIENCE**  **NETWORKING GROUP**

**ATHLETE DEVELOPMENT & SPORTS REHABILITATION**  **NETWORKING GROUP**

**CANCER REHABILITATION**  **NETWORKING GROUP**

**CAREER DEVELOPMENT**  **NETWORKING GROUP**

**my.ACRM.org**

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

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

COMPLEMENTARY INTEGRATIVE REHABILITATION MEDICINE  NETWORKING GROUP

NEUROPLASTICITY  NETWORKING GROUP

HEALTH SERVICES RESEARCH  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*





# ACRM at-a-glance: MEMBERSHIP

72,000+ members & steadily growing with a database reach of 1,200,000+

## 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



365  
SALES TEAM

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# Explosive MEMBERSHIP GROWTH



nearly 72,000+  
members &  
climbing fast



VISION CAST



## ACRM is home to two scientific journals

Impact Factor  
**4.06**

“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 2021 **Impact Factor for Archives is 4.06**. The Archives ranks 11th 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 **31,000** lifetime citations, the **ARCHIVES is by far the most cited journal in Rehabilitation**.

The ARCHIVES is **#2 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

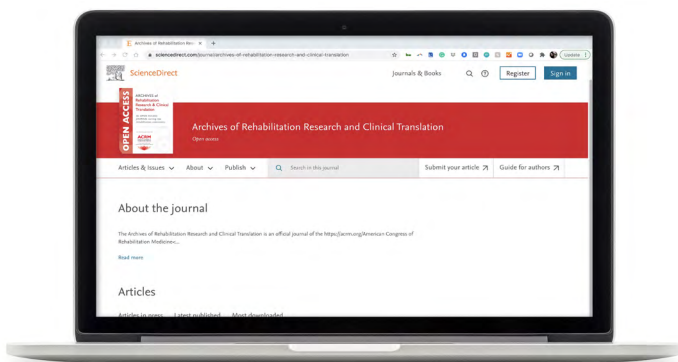
*Archives of Rehabilitation Research & Clinical Translation (ARRCT)*, an open access journal serving the rehabilitation community.

**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.

ARRCT is indexed in PubMed Central.

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



More than **90%** of readers agree — *The Archives* publishes articles written by respected authorities who are relevant to patient care and critical to the field of PM&R\*

\*Readex Research, Readership Study, 2021



# ACRM at-a-glance: MEETINGS

Held every fall

## **ACRM** Annual Conference

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

[ACRMconference.org](http://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 **35+** focus areas
- Accessible from anywhere in the world
  - At your own pace
  - Access 100s of hours of content for months
- » **DOZENS** of **LIVE 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 **14** Disciplines
- » Earn up to **100s** of credit hours — more than any other event
- » **300+** educational sessions, symposia & lectures
- » **600+** scientific papers & poster presentations
- » ACRM In-Person Exhibiting
- 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
- » **5,000+** conference registrations from around the world



## ...Improving lives

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



# ACRM at-a-glance: MEETINGS

## ATTENDEE PROFILE

Purchasing decision-makers & influencers

A whopping **89%** of attendees play a role in the purchasing decisions for their departments

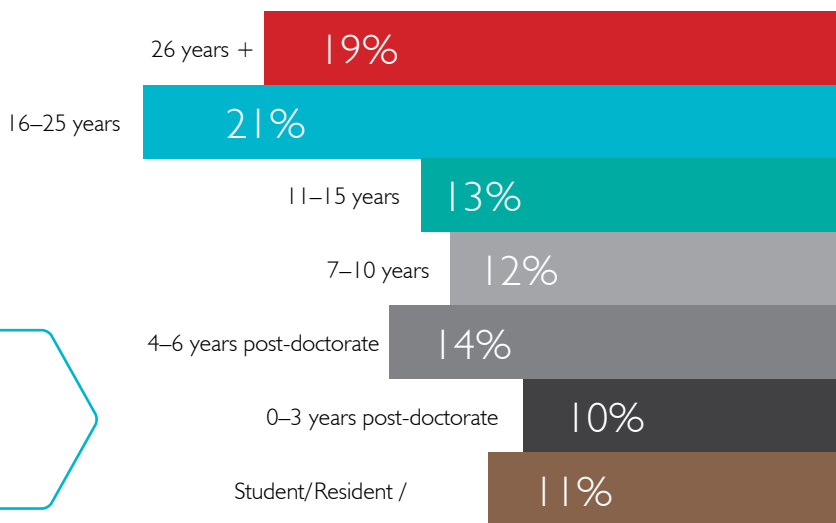


“We just had another great year exhibiting at the ACRM Conference... As an ACRM member I think it’s a great networking opportunity to meet all of our colleagues across the globe..”

— Dianne Lamb, Regional Director of Admissions, Spaulding Rehabilitation Network, ACRM Institutional Member since 2011



## Career Stage

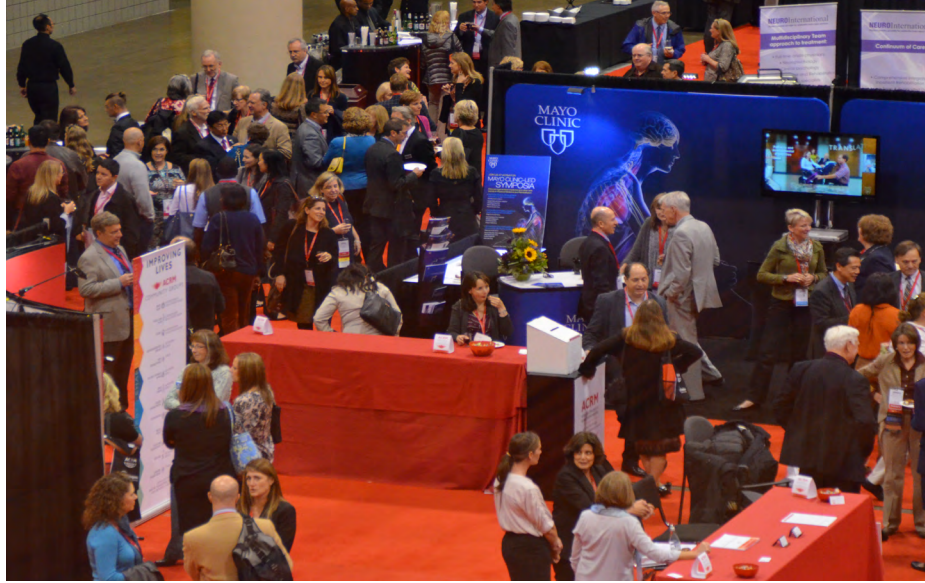


Statistics from 2012 - 2016 ACRM Annual Conference surveys

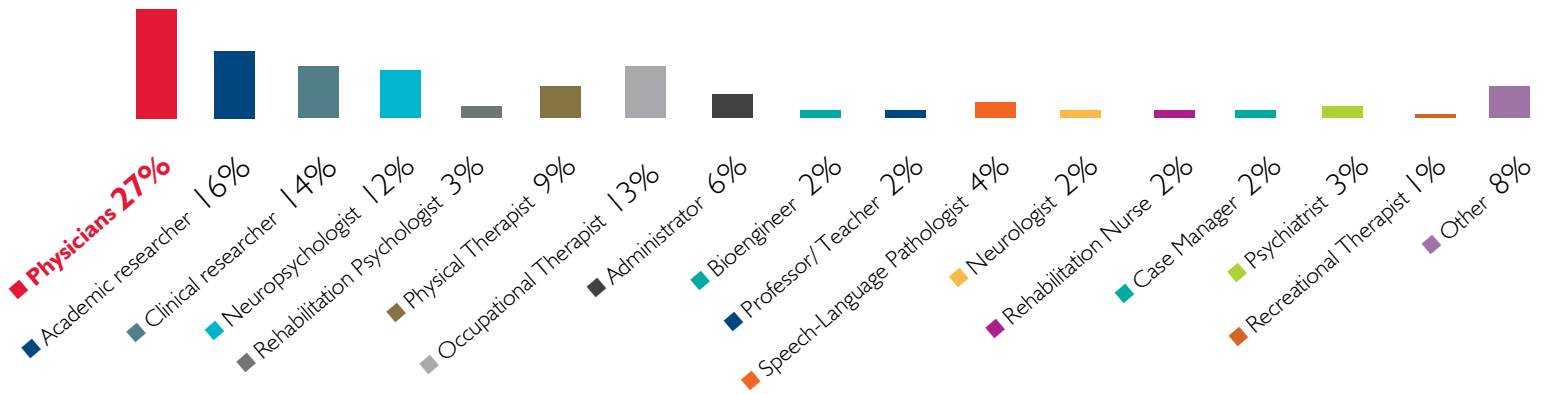


The **ACRM Annual Conference** is the **PREMIER** educational scientific event for health care professionals in the field of rehabilitation.

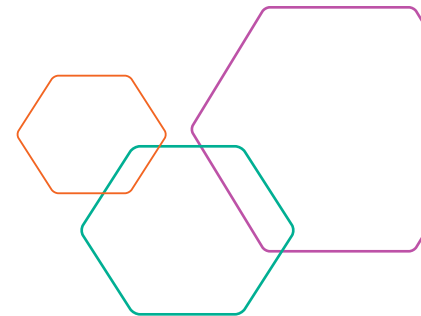
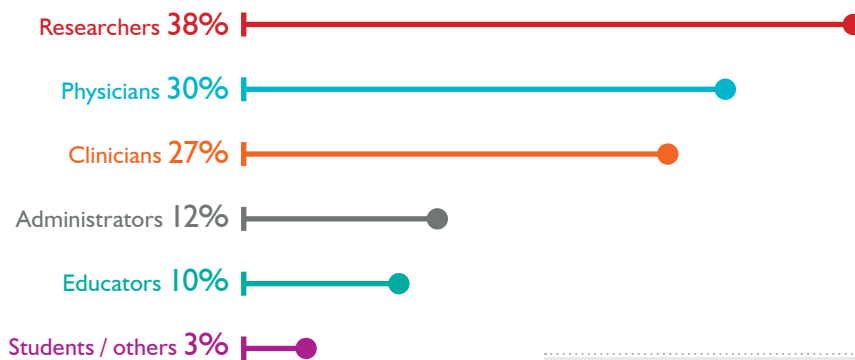
## ATTENDEE PROFILE



### Professions (specialties)



### Professional Roles



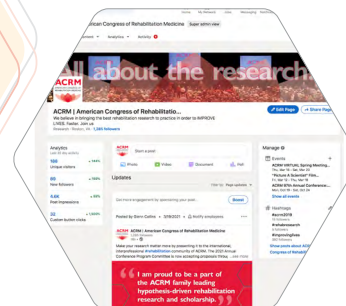
ACRM delivers an interdisciplinary culture where like-minded, yet specialized health care and research colleagues collaborate.



## 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 100+ years and is growing faster than ever

## 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 of PM&amp;R</b>							
<b>ARRCT – OPEN ACCESS</b>							

Access this interactive table: [ACRM.org/socialmedia](https://www.acrm.org/socialmedia)

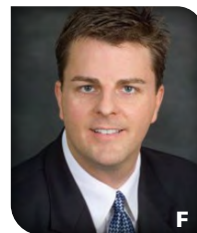
COMMUNITY GROUPS	FLICKR	FACEBOOK	LINKEDIN	TWITTER	YOUTUBE	VIMEO	INSTAGRAM
Brain Injury Interdisciplinary Special Interest Group (BI-ISIG)							
Spinal Cord Injury Interdisciplinary Special Interest Group (SCI-ISIG)							
Stroke Interdisciplinary Special Interest Group							
Aging Research and Geriatric Rehabilitation Networking Group							
Arts & Neuroscience Networking Group							
Athlete Development & Sports Rehabilitation Networking Group							
Behavioral Health Networking Group							
Cancer Rehabilitation Networking Group							
Career Networking Group							
Complementary Integrative Rehabilitation Medicine Networking Group							
Health Services Research Networking Group							
International Interdisciplinary Special Interest Group (I-ISIG)							
Lifestyle Medicine Networking Group							
Limb Care Networking Group							
Measurement Interdisciplinary Special Interest Group (M-ISIG)							
Military/Veterans Affairs Networking Group							
Neurodegenerative Diseases Networking Group							
Neuroplasticity Networking Group							
Pain Rehabilitation Networking Group							
Pediatric Rehabilitation Networking Group							
Physicians & Clinicians Networking Group							
Rehabilitation Treatment Specification Networking Group							
Technology Networking Group							

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



## BOARD of GOVERNORS

### EXECUTIVE COMMITTEE

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Executive Director Office of the Chief  
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Los Angeles, CA

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Center  
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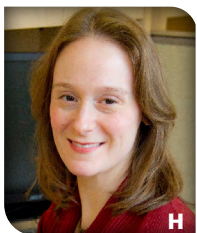
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Reston, VA

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FACRM  
Professor, James A. Haley Veterans  
Hospital and University of South  
Florida  
Tampa, FL

**H / Jeanne M. Zanca**, PhD, MPT,  
FACRM Kessler Foundation  
East Hanover, NJ

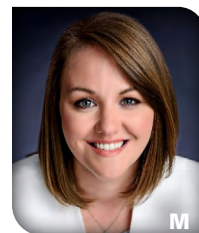
**I / Virginia Mills**, MS, PT, CCM, LiC.  
NHA, FACRM  
Retired, President & Consultant  
Community Rehab Care, Inc. &  
Neurologic Rehab Associates  
Wellesley, MA

**J / Christina Papadimitriou**, PhD  
Oakland University  
Rochester, MI

**K / Terrence Pugh**, MD  
Carolinas Rehabilitation and  
Carolinas Medical Center  
Charlotte, NC

**L / Dawn Neumann, PhD, FACRM**  
Indiana University School of Medicine  
Indianapolis, IN

### EARLY CAREER MEMBER-AT-LARGE

**M**

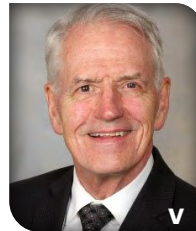
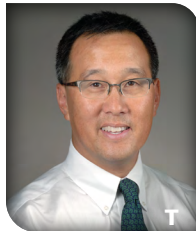
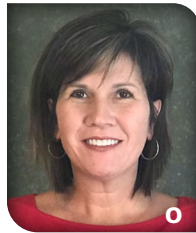
**M/ Brooks C. Wingo**, PhD  
Associate Professor,  
University of Alabama at  
Birmingham  
Birmingham, AL

# ACRM

AMERICAN CONGRESS OF  
REHABILITATION MEDICINE



## MEMBERS EX-OFFICIO



### SPINAL CORD INJURY-ISIG CHAIR

Interdisciplinary Special Interest Group  
**N / Denise Fyffe, PhD**  
Senior Research Scientist, Spinal Cord/  
Outcomes & Assessment Research,  
Kessler Foundation; Assistant Professor,  
Department of Physical Medicine and  
Rehabilitation; New Jersey Medical School  
Rutgers, State University of New Jersey

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Interdisciplinary Special Interest Group  
**O / Veronica T. Rowe, PhD, OTR/L**  
Assistant Professor, Georgia State  
University, Department of Occupational  
Therapy, Byrdine F. Lewis College of  
Nursing & Health Professions  
Atlanta, GA

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Interdisciplinary Special Interest Group  
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Associate Professor, Department of Physical  
Medicine and Rehabilitation

Baylor College of Medicine  
Director, Brain Injury Research Center  
TIRR Memorial Hermann/FICER

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Interdisciplinary Special Interest Group  
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Clinical Research Scientist  
Shirley Ryan Ability Lab

### INTERNATIONAL-ISIG CHAIR

Interdisciplinary Special Interest Group  
**R / Kristine T. Kingsley, PsyD, ABPP**  
Founder & Managing Director  
Institute of Cognitive & Emotional  
Wellness

### PROGRAM COMMITTEE CHAIR

**S / Megan Mitchell, PhD**  
Human Factors Researcher  
Cerner Corporation

**CO-EDITOR-IN-CHIEF** *Archives of Physical  
Medicine & Rehabilitation*

**T / Leighton Chan, MD, MPH, FACRM**  
\*Dr. Chan is serving in his personal  
capacity  
Bethesda, MD

**CO-EDITOR-IN-CHIEF** *Archives of Physical  
Medicine & Rehabilitation*

**U / Allen W. Heinemann, PhD, ABPP (RP),  
FACRM**  
Professor, Physical Medicine and  
Rehabilitation, Northwestern University  
Shirley Ryan AbilityLab  
Chicago, IL

**EDITOR-IN-CHIEF** *Archives of Rehabilitation  
Research & Clinical Translation*

**Jeffrey R. Basford, MD, PhD, FACRM**  
**V / Professor, Physical Medicine and  
Rehabilitation Mayo Clinic  
Rochester, MN**



# CHAPTER 2

## ACRM JOURNALS

# ACRM

AMERICAN CONGRESS OF  
REHABILITATION MEDICINE



**ACRM**

**365**  
SALES TEAM

Contact: [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) | [+1.703.435.5335](tel:+17034355335) | [ACRM.org/sales](https://www.ACRM.org/sales) PROSPECTUS | 22

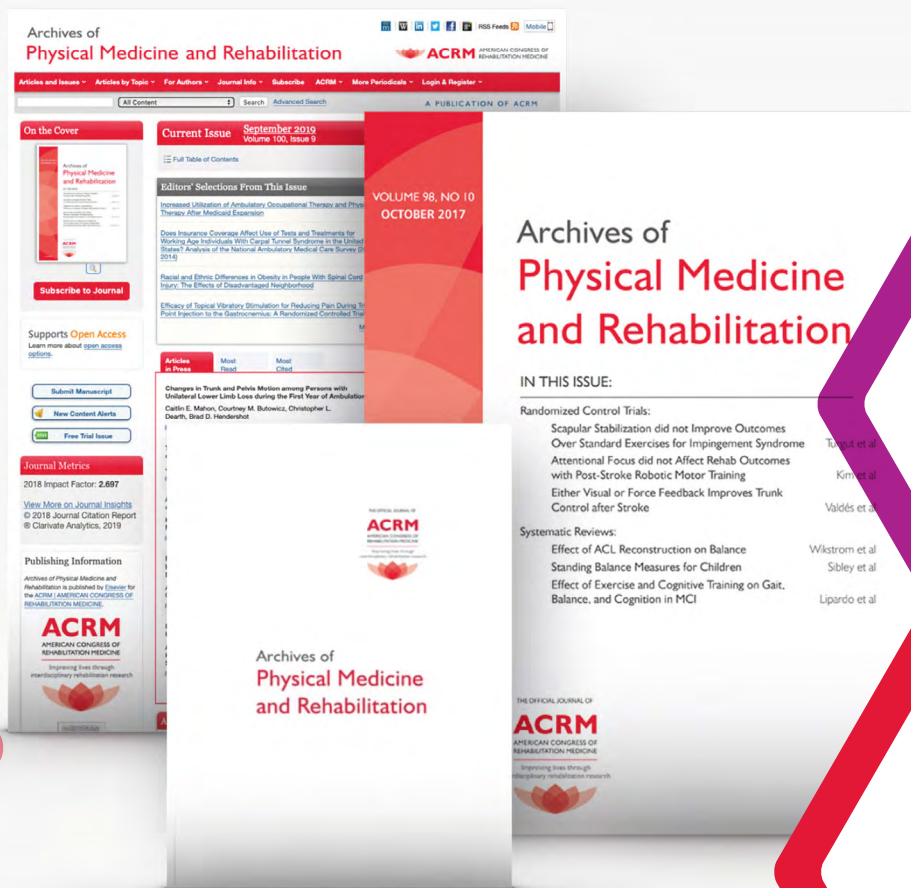


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*sponsorships | exhibiting | advertising*

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Archives of  
**Physical Medicine  
and Rehabilitation**

IN THIS ISSUE:

Randomized Control Trials:

- Scapular Stabilization did not Improve Outcomes Over Standard Exercises for Impingement Syndrome
- Attentional Focus did not Affect Rehab Outcomes with Post-Stroke Robotic Motor Training
- Either Visual or Force Feedback Improves Trunk Control after Stroke

Systematic Reviews:

- Effect of ACL Reconstruction on Balance
- Standing Balance Measures for Children
- Effect of Exercise and Cognitive Training on Gait, Balance, and Cognition in MCI

**Impact Factor  
4.06**

**Ranked #2**  
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

**12,507**

Pass-along\*\* Circulation

**17,943**

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  
12,817 (circulation) + 5,126 (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





## Archives of PM&R – Print Advertising

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

4DEC2022

**SCHEDULE** – LIMITED OPPORTUNITIES AVAILABLE

### ABOUT *The ARCHIVES*

- Impact Factor (Ranked 11th): 4.06; CiteScore (Ranked 6th): 6.0; Google Scholar h-5 Index (Ranked 2nd): 63 - All Metrics are All-Time Highs
- 103-year-old journal, founded in 1920
- Archives is Number 2 on the Media Kantar Report for advertising in the PM&R/Pain space
- 20,011 total print reach
- 31,690+ Lifetime Citations
- 45,790+ average monthly visits
- 60%+ of the content comes from outside of the United States
- 76,983+ average monthly page views at [www.Archives-PMR.org](http://www.Archives-PMR.org)
- 2.9M+ downloads in 2022 (1 every 11 seconds)
- Over 90% of readers agree – the Archives publishes articles written by respected authorities that are relevant to patient care and critical to the field of PM&R (Readex Research Survey, 2021)



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

HOW THIS WORKS

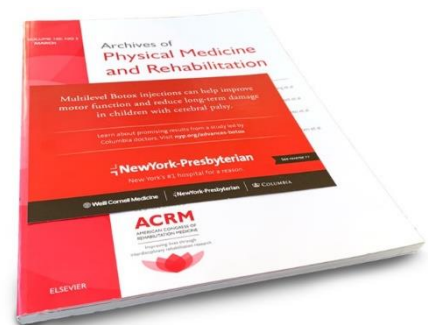
- Advertising in *The ARCHIVES* solidifies your place among monthly information provided to members.
- Advertising in *The ARCHIVES* allows your company to reach industry decision-makers.

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

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.



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): **\$1,680**
- ½ Page Ad (Color): **\$2,365**
- 1 Page Ad (B/W): **\$2,365**
- 1 Page Ad (Color): **\$3,050**
- Cover Tips: **\$8,900 + printing costs**
- Poly-Bagged Outserts: **\$9,460**
- 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.

VOLUME/ISSUE	PUBLICATION DATE	PRINT MATERIALS DUE	INSERTS DUE
104/1	January 2023	12/6/2022	12/13/2022
104/2	February 2023	1/6/2023	1/13/2023
104/3	March 2023	2/6/2023	2/13/2023
104/4	April 2023	3/9/2023	3/16/2023
104/5	May 2023	4/10/2023	4/17/2023
104/6	June 2023	5/9/2023	5/16/2023
104/7	July 2023	6/7/2023	6/14/2023
104/8	August 2023	7/11/2023	7/18/2023
104/9	September 2023	8/8/2023	8/15/2023
104/10	October 2023	9/7/2023	9/14/2023
104/11	November 2023	10/9/2023	10/16/2023
104/12	December 2023	11/3/2023	11/10/2023

## 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](tel:+17034355335)

We are here to help you exceed your marketing goals & become a household name in the rehabilitation research world.

EASY INQUIRY FORM: [ACRM.org/SalesForm](http://ACRM.org/SalesForm) | [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) | [ACRM.org/365](http://ACRM.org/365)



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## Archives of PM&R – Website Advertising

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

17JAN2023

**SCHEDULE** — LIMITED OPPORTUNITIES AVAILABLE

### ABOUT *The ARCHIVES*

- Impact Factor (Ranked 11th): 4.06; CiteScore (Ranked 6th): 6.0; Google Scholar h-5 Index (Ranked 2nd): 63 - All Metrics are All-Time Highs
- 103-year-old journal, founded in 1920
- Archives is Number 2 on the Media Kantar Report for advertising in the PM&R/Pain space
- 20,011 total print reach
- 31,690+ Lifetime Citations
- 45,790+ average monthly visits
- 60%+ of the content comes from outside of the United States
- 76,983+ average monthly page views at [www.Archives-PMR.org](http://www.Archives-PMR.org)
- 2.9M+ downloads in 2020 (1 every 11 seconds)
- Over 90% of readers agree – the Archives publishes articles written by respected authorities that are relevant to patient care and critical to the field of PM&R (Readex Research Survey, 2021)



Average Monthly Visits  
**45,790**

Average Monthly Pageviews  
**76,983**

Opt-In Email Subscribers  
**6,552**

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



## 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\*\*

## MARKETING

### ADVERTISING OPPORTUNITIES

- **Prestitial Splash** (300p x 250p)(480p x 640p)  
 .....  
 ``Ad displayed as page loads and auto-closes after 7 seconds. Ad appears on homepage, TOC or article pages.
- **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** (320p 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 (i.e. “sticky banner”).
- Skyscraper remains in place on right side throughout scroll.

### INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

- **Prestitial Splash: \$1,100/Month 100% SOV (2-month minimum)**
- **Leaderboard: \$105 CPM**
- **Skyscraper: \$105 CPM**
- **Large Rectangle: \$105 CPM**
- **Mobile Leaderboard \$105 CPM**
- **\$2,500 minimum ad placement**

“More than 2.9 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 [+1.703.435.5335](tel:+17034355335)



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# Archives of PMR – eTOC and AIP Advertising

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

30JAN2023

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

- January 2023 – Available
- February 2023 – Available
- March 2023 – Available
- April 2023 – Available
- May 2023 – Available
- June 2023 – Available
- July 2023 - Available
- August 2023 - Available
- September 2023 – Available
- October 2023 – Available
- November 2023 - Available
- December 2023 – Available

### ABOUT *The ARCHIVES*

- Impact Factor (Ranked 11th): 4.06; CiteScore (Ranked 6th): 6.0; Google Scholar h-5 Index (Ranked 2nd): 63 - All Metrics are All-Time Highs
- 103-year-old journal, founded in 1920
- Archives is Number 2 on the Media Kantar Report for advertising in the PM&R/Pain space
- 20,011 total print reach
- 31,690+ Lifetime Citations
- 45,790+ average monthly visits
- 60%+ of the content comes from outside of the United States
- 76,983+ average monthly page views at [www.Archives-PMR.org](http://www.Archives-PMR.org)
- 2.9M+ downloads in 2020 (1 every 11 seconds)
- Over 90% of readers agree – the Archives publishes articles written by respected authorities that are relevant to patient care and critical to the field of PM&R (Readex Research Survey, 2021)



Average Monthly Visits  
**45,790**

Average Monthly Pageviews  
**76,983**

Opt-In Email Subscribers  
**6,552**





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

- The Archives sends out a monthly electronic table of contents alert (eTOC) and on average 12 article in press (AIP) alerts per month.
- Your ad will make it through spam filters because each subscriber self-registers.
- Advertising in *The ARCHIVES* eTOC or AIP solidifies your place among critical information provided to members.
- Advertising in *The ARCHIVES* eTOC or AIP 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

- eTOC Leaderboard (728p x 90p)
- 3 individual side Boombox positions (300x250)
- AIP only – skyscraper (160x600)
- AIP only – rectangle (300x250)

Total = 4 ad positions for eTOC; 3 for AIP

### DETAILS

Prices listed are per month and per location.

### INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

- eTOC Leaderboard: **\$1,500**
- eTOC single BoomBox: **\$1,250**
- eTOC 100% Share of Voice (3 ads in one month-Leaderboard plus 2 BoomBoxes): **\$2,999**
- AIP Share of Voice: **\$2,200 per month for 100% share of voice, 3 month minimum**

“More than 2.9 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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## Archives of PM&R – Open Access Fees & How to Submit

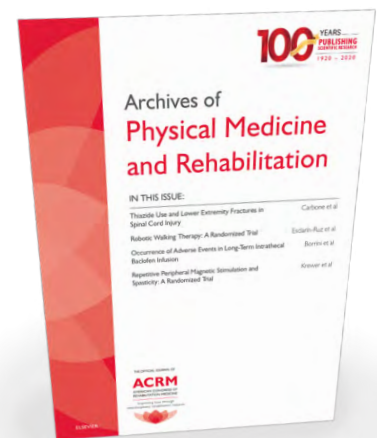
### *ARCHIVES of Physical Medicine & Rehabilitation (The ARCHIVES)*

6DEC2022

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

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

- #2 in Google Scholar Metrics for the field of Rehabilitation Medicine
- Impact Factor (Ranked 11th): 4.06; CiteScore (Ranked 6th): 6.0; Google Scholar h-5 Index (Ranked 2nd): 63 - All Metrics are All-Time Highs
- 103-year-old journal, founded in 1920
- 20,011 total print reach
- 31,690+ Lifetime Citations
- 45,790+ average monthly visits
- 60%+ of the content comes from outside of the United States
- 76,983+ average monthly page views at [www.Archives-PMR.org](http://www.Archives-PMR.org)
- 2.9M+ downloads in 2020 (1 every 11 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: 20% discount off the article processing charge**
- **Original Research, Review Articles, Special Communication and Brief Reports: \$3,200 for members / \$4,000 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 2.9 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))
- Call [+1.703.435.5335](tel:+17034355335)



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## RehabCast Advertising

6DEC2022

### 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 December 6, 2022, there have been 42 episodes of RehabCast and new episodes are recorded regularly. There have been over 148,000 listens to date for an average of 3,500 listens/episode 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

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

6DEC2022

**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
- 150,000+ downloads per year in its fifth year of publication (651% increase over year one)
- Online only journal publishing under the gold open access model - all articles are free to all
- Currently indexed in PubMedCentral (PMC) and the Directory of Open Access Journals (DOAJ) with an application to Scopus and EMBASE pending
- Companion journal to *the Archives of PM&R*

*ARRCT* has established 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](#)

## ARTICLE PROCESSING CHARGES

- **ACRM Member Benefit: 20% discount off the article processing charge**
- **Original Research, Special Communication, Methodology and Research Protocols, Quality Improvement and Review papers: \$2,000 for members of ACRM and \$2,500 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 world 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](tel:+17034355335)



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

6DEC2022

**SCHEDULE** — LIMITED OPPORTUNITIES AVAILABLE

## OVERVIEW

- Open Access Journal serving the rehabilitation research and clinical practice community
- 150,000+ downloads per year in its fifth year of publication (651% increase over year one)
- Online only journal publishing under the open access model - all articles are free to all
- Currently indexed in PubMedCentral (PMC) and the Directory of Open Access Journals (DOAJ) with an application to Scopus and EMBASE pending
- Companion journal to *the Archives of PM&R*

ARRCT has established 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\*

## MARKETING

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



ACRM

365  
SALES TEAM

Contact: [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) |  +1.703.435.5335 | [ACRM.org/sales](https://www.acrm.org/sales) PROSPECTUS | 46



## 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: \$105 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 [+1.703.435.5335](tel:+17034355335)



**ACRM**

AMERICAN CONGRESS OF  
REHABILITATION MEDICINE



## ACRM Journals Open Access Content Alert - Advertising

8JAN2023

**SCHEDULE** — ADS SOLD ON A QUARTERLY BASIS (6 eBlasts)

### OVERVIEW

ACRM Journals Open Access Content Alert brings the growing open access content in the ACRM journals to the vast ACRM membership of 71,000+ throughout the year. ACRM is the premier publisher of open access (free) content in the field of physical medicine and rehabilitation.

ACRM members represent various disciplines including clinicians, researchers, administrators, consultants, consumers, educators, funders, insurers, policymakers, and others.

\*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 Open Access Content Alert solidifies your place among weekly information provided to members.
- Advertising in ACRM Open Access Content Alert allows your company to reach industry decision-makers.

## MARKETING

### ADVERTISING OPPORTUNITIES

- **Leaderboard** (728p x 90p) This premier position provides your company with top exposure and quality traffic.

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

- **Banner: Middle** (728p x 90p) Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.
- **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.
- **Lower Leaderboard** (728p x 90p) The lower leaderboard gives your company a prominent position right under the association's masthead.

## DETAILS

Prices are for participation in 6 emails to 70,000+ Rehabilitation Medicine Professionals. Prices do not reflect applicable taxes.

## INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

- **Leaderboard: \$10,000**
- **Middle Banner: \$4,520**
- **Box Ad: \$6,520**
- **Lower Leaderboard: \$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 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](tel:+17034355335)



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# CHAPTER 3

## EMAIL MARKETING

*direct access to rehab professionals*

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SALES TEAM

Contact: [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) | [+1.703.435.5335](tel:+17034355335) | [ACRM.org/sales](http://ACRM.org/sales) PROSPECTUS | **50**



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## Email Blast by Contact

12DEC2022

**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.

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

### HOW THIS WORKS

- STEP 1)** Vendor identifies the target audience using the ACRM survey form (geography, diagnostic, and/or disciplines)
- STEP 2)** Vendor provides ACRM with an html designed email
- STEP 3)** ACRM identifies the number of contacts that could be emailed based on the results of the Vendors survey
- STEP 4)** Vendor indicates how many contacts they wish to purchase
- STEP 5)** ACRM and Vendor develop a distribution plan for the timing of emails to be sent
- STEP 6)** ACRM sends a final report to the vendor with total emails sent + total open rate.

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

## INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

- **Email Blast by Contact: \$0.50 per target email (deployed once)**
- **Minimum purchase of \$2,500 which provides emails to 5,000 contacts (deployed once)**
- **Example: to send your email to 6,000 contacts, 3 times, the total cost would be \$9,000 (6,000 x \$.50 x 3 = \$9,000)**

## 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

- 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](tel:+17034355335)

We are here to help you exceed your marketing goals & become a household name in the rehabilitation research world.

EASY INQUIRY FORM: [ACRM.org/SalesForm](http://ACRM.org/SalesForm) | [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) | [ACRM.org/365](http://ACRM.org/365)



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# E-mail Blast Service 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 use your selected criteria to create a custom e-mail list for your campaign.

\*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.

## E-MAIL PURPOSE

- What organization or group sponsored the creation of this e-mail?  
\_\_\_\_\_
- What is the primary purpose of this e-mail?  
\_\_\_\_\_
- Does this e-mail 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
- Will this email request any personal information or data from those who receive it?  
\_\_\_\_\_

**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

**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 – examples: PT, OT, Physiatrist (MD, DO)
- 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

- Alabama
- Alaska
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- Florida
- Georgia
- Hawaii
- Idaho
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Louisiana
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Mississippi
- Missouri

- Montana
- Nebraska
- Nevada
- New Hampshire
- New Jersey
- New Mexico
- New York
- North Carolina
- North Dakota
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- Rhode Island
- South Carolina
- South Dakota
- Tennessee
- Texas
- Utah
- Vermont
- Virginia
- Washington
- West Virginia
- Wisconsin
- 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)

**IN ADDITION TO THE ABOVE, ARE THERE PARTICULAR ACRM MEMBER COMMUNITY GROUPS YOU WISH TO REACH?**

**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+
- Behavioral Health Networking Group X,000+
- Brain Injury Interdisciplinary Special Interest Group X,000+

- Burn Rehabilitation Forming 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 Interdisciplinary Special Interest 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+

**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: \_\_\_\_\_

## PRODUCTION SCHEDULE STEPS

1. Campaign initiation begins **after** contract and payment are received.
2. Customer **provides:**
  - The completed E-mail Blast Service Form
  - The html email package (final copy plus images)
3. E-mail **development:**
  - After STEP 2 is complete, ACRM will review and pre-approve the email content
    - HTML Content:
      1. Should include the desired subject line (NOTE: if desired, clients can also provide a pre-header line)
    - HTML File Size:
      1. Standard file size range: 25KB – 50KB
      2. Email maximum file size: 75KB
    - Image Size:
      1. Size: 600x337px | 40kb | .jpg or .gif (Note: ACRM requires that any provided image have a maximum width of 600 pixels. ACRM highly recommends using the size 600 x 337. However, the height of the image can vary, but should not exceed 800 px.)
      2. Please also keep in mind when using images in emails it is always best practice to include an ALT text with the images.
  - 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.*
4. Draft & **approval:**
  - Customer receives the e-mail draft from ACRM
  - Within 1-2 days, customer provides feedback / sign-off for e-mail blast
5. E-mail blast **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

## **CAMPAIGN DURATION**

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

## **LAUNCH DATE & TIME**

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



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## Email Blast by Open Rate

1FEB2023

**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.

ACRM will provide a maximum of 6 email sends which includes the initial send, two follow-up notices, a break from the promoted content, the next resend, with two additional follow-up notices.

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

### HOW THIS WORKS

**STEP 1)** Vendor identifies the target audience using the ACRM survey form (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 or until the maximum amount of email sends has been reached.

- ACRM will provide a maximum of 6 email sends which includes the initial send, two follow-up notices, a break from the promoted content, the next resend, with two additional follow-up notices.

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



## 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 has been reached, or the maximum amount of email sends has been reached.

## 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

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### E-MAIL PURPOSE

- What organization or group sponsored the creation of this e-mail?  
\_\_\_\_\_
- What is the primary purpose of this e-mail?  
\_\_\_\_\_
- Does this e-mail 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
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- Stroke X,000+

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- Researchers
- Both

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- Asia
- Africa
- Oceania
- Europe (Please contact us for options due to GDPR)



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- Midwest

- South
- West

## US STATES

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- Alaska
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- Florida
- Georgia
- Hawaii
- Idaho
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Louisiana
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Mississippi
- Missouri

- Montana
- Nebraska
- Nevada
- New Hampshire
- New Jersey
- New Mexico
- New York
- North Carolina
- North Dakota
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- Rhode Island
- South Carolina
- South Dakota
- Tennessee
- Texas
- Utah
- Vermont
- Virginia
- Washington
- West Virginia
- Wisconsin
- Wyoming

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

(PT, OT, MD)

**PROFESSIONS**

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- Physical Therapists (TBD)
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- Health Services Research Networking Group X,000+
- International Interdisciplinary Special Interest 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+

**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: \_\_\_\_\_

## PRODUCTION SCHEDULE STEPS

1. Campaign initiation begins **after** contract and payment are received.
2. Customer **provides:**
  - The completed E-mail Blast Service Form
  - The html email package (final copy plus images)
3. E-mail **development:**
  - After STEP 2 is complete, ACRM will review and pre-approve the email content
    - HTML Content:
      1. Should include the desired subject line (NOTE: if desired, clients can also provide a pre-header line)
    - HTML File Size:
      1. Standard file size range: 25KB – 50KB
      2. Email maximum file size: 75KB
    - Image Size:
      1. Size: 600x337px | 40kb | .jpg or .gif (Note: ACRM requires that any provided image have a maximum width of 600 pixels. ACRM highly recommends using the size 600 x 337. However, the height of the image can vary, but should not exceed 800 px.)
      2. Please also keep in mind when using images in emails it is always best practice to include an ALT text with the images.
  - 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.*
4. Draft & **approval:**
  - Customer receives the e-mail draft from ACRM
  - Within 1-2 days, customer provides feedback / sign-off for e-mail blast
5. E-mail blast **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

### **CAMPAIGN DURATION**

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

### **LAUNCH DATE & TIME**

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



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## Shot Gun Email Blast

27JAN2023

### SCHEDULE — LIMITED OPPORTUNITIES AVAILABLE

#### OVERVIEW

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

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

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

#### ACRM MEMBERSHIP HIGHLIGHTS

- Current ACRM membership is 72,000+
- Members represent various disciplines, including but not limited to:
  - Bioengineering
  - Biostatistics/Clinical Research
  - Case Manager
  - Clinical Epidemiology
  - Counseling, Pastoral
  - Counseling, Rehabilitation
  - Counseling, Vocational
  - Dietetics/Nutrition
  - Neurology/Neurosurgery
  - Neuropsychology
  - Occupational Therapy
  - Pediatrics
  - Psychology
  - Physiatrist

- Physical Therapy
- Physician
- Psychiatry
- Recreation Therapy
- Rehabilitation Nursing
- Rehabilitation Psychology
- Social Work
- Speech-Language Professionals

## INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

- **Shot Gun Email Blast: \$9,999 which provides one email blast to our 72,000+ members**

## 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](tel:+17034355335)

We are here to help you exceed your marketing goals & become a household name in the rehabilitation research world.

EASY INQUIRY FORM: [ACRM.org/SalesForm](http://ACRM.org/SalesForm) | [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) | [ACRM.org/365](http://ACRM.org/365)



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## Conference Email Blast (Opportunity Available to Exhibitors Only)

6DEC2022

**SCHEDULE** — LIMITED OPPORTUNITIES AVAILABLE

### OVERVIEW

- Vendor gets two eblasts sent to all attendees plus ACRM Board of Governors, Committee Chairs, and other Key Opinions Leaders
- Vendor can choose when they would like to send their eblasts: right before, during, or after the Conference

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

### HOW THIS WORKS

- Vendor must supply complete HTML
- If the Vendor is an ISP their appropriate discount will apply

### INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

- **Conference Email Blast: \$1,999**

### 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 eNews – Sponsored Story

18DEC2022

**SCHEDULE** — Stories sold on a monthly basis

### 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 **67,000+** 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 sponsored stories\*\*

### HOW THIS WORKS

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

## MARKETING

### SPONSORED STORY OPPORTUNITIES

**Lead Story:** Provide up to 100 words, a graphic (800x400) and a URL. ACRM will label the story ACRM Sponsored Content and place it in the Lead Story section of eNews for the agreed upon time.

**Community Group Story:** Provide up to 100 words, a graphic (800x400) and a URL. ACRM will label the story ACRM Sponsored Content and place it in the appropriate Community Group section of eNews for the agreed upon time.

## DETAILS

Prices are for participation in 4 issues of eNews to 67,000+ Rehabilitation Medicine Professionals each. Ask the ACRM 365 Sales Team for quotes on other options.

## INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

- **Lead Story: \$3,350**
- **Community Group Story: \$2,999**

## 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](tel:+1.703.435.5335)



# CHAPTER 4

## SPONSORED EDUCATIONAL CONTENT

*important to your customers*


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Contact: [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) |  +1.703.435.5335 | [ACRM.org/sales](https://www.ACRM.org/sales) PROSPECTUS | **78**



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## Rehabilitation Product WEBINAR™

30JAN2023

### 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, <https://acrm.org/resources/video-library/> 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.

### SCHEDULE

ACRM Rehabilitation Product Webinars™ are offered on a first-come, first-served basis and based on availability.

**BLACKOUT DATES:** standard holidays + the month of the ACRM Spring Meeting + the month of the ACRM Annual Conference.

*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](https://acrm.org/SponsoredWebinar)



## MARKETING

### EVENT PUBLICITY

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

### SPONSOR RECOGNITION DETAILS

- 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 **129 Million+** exposures annually

### INVESTMENT OPPORTUNITIES

\*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

- 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](tel:+17034355335)



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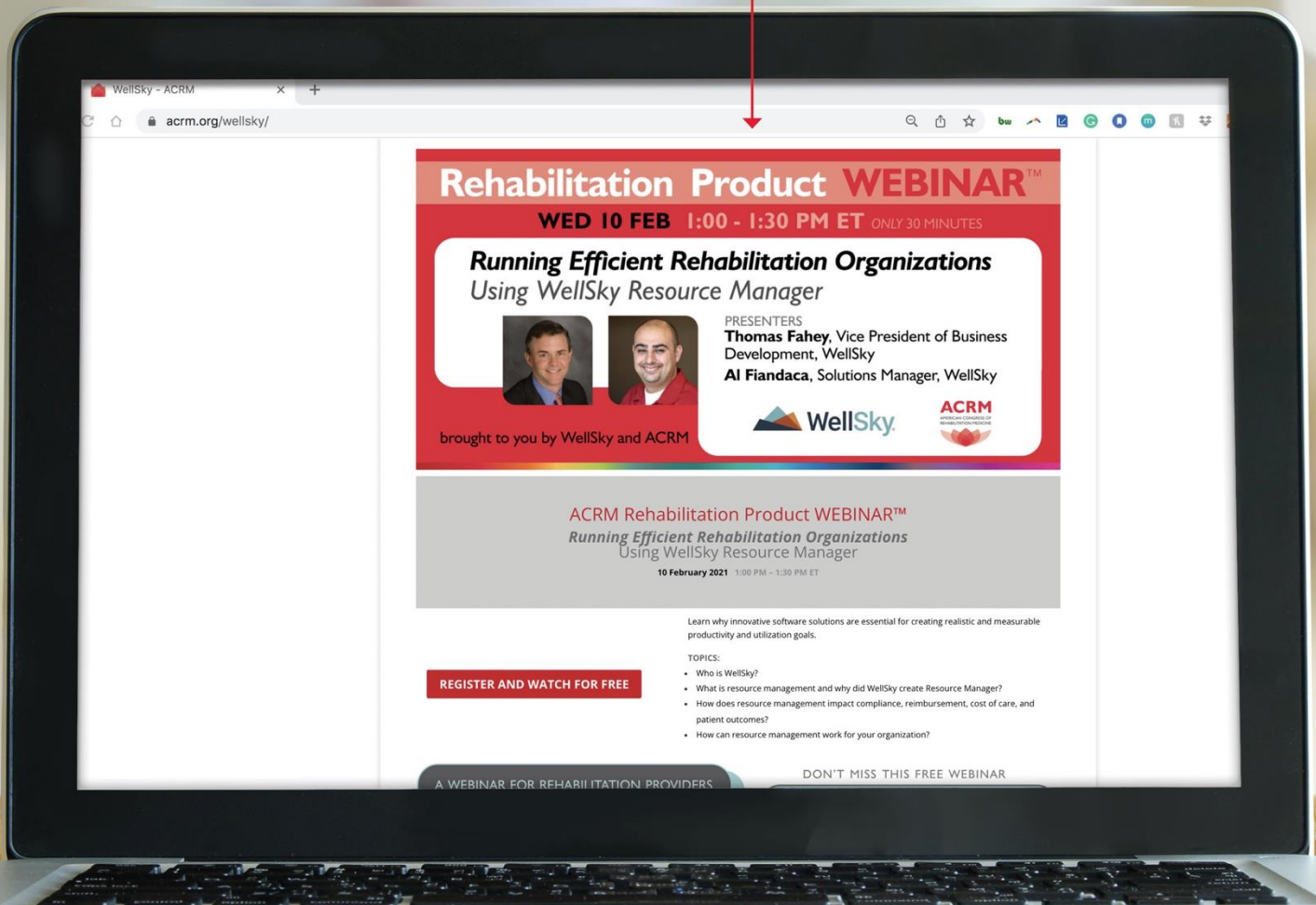


## Here's an example of a Rehabilitation Product WEBINAR™ in action

ACRM hosts your webinar and takes care of the details — including designing, writing and developing your custom landing page and registration page — while the ACRM marketing team makes strategic promotional collateral. After the webinar, the registration list is provided to you.

### CUSTOM LANDING PAGE

Your custom URL co-branded with ACRM.  
See the example: [ACRM.org/wellsky](https://acrm.org/wellsky)



## DIGITAL BILLBOARDS

ACRM creates a custom set of digital ads to promote your webinar through all ACRM channels.

**Rehabilitation Product WEBINAR™**  
**WED 10 FEB 1:00 - 1:30 PM ET** ONLY 30 MINUTES

**Running Efficient Rehabilitation Organizations Using WellSky Resource Manager**

PRESENTERS  
**Thomas Fahey**, Vice President of Business Development, WellSky  
**Al Fiandaca**, Solutions Manager, WellSky

brought to you by WellSky and ACRM

WellSky ACRM AMERICAN CONGRESS OF REHABILITATION MEDICINE

## MASSIVE MARKETING LIFT

Your webinar receives “full-court press” from the ACRM marketing machine — from ACRM eNews to eblasts to web ads and social media.

**Rehabilitation Product WEBINAR™**  
**WED 10 FEB 1:00 - 1:30 PM ET** ONLY 30 MINUTES

**Running Efficient Rehabilitation Organizations Using WellSky Resource Manager**

PRESENTERS  
**Thomas Fahey**, Vice President of Business Development, WellSky  
**Al Fiandaca**, Solutions Manager, WellSky

brought to you by WellSky and ACRM

WellSky ACRM AMERICAN CONGRESS OF REHABILITATION MEDICINE

## POST-WEBINAR REPORTING

After your webinar, ACRM provides analytics for your web page as well as the registration and attendee lists.

## CO-BRANDED WEBINARS MADE EASY

You have the experts, and you know who you want to reach. ACRM does all the heavy-lifting — bringing your target audience to your webinar hosted by ACRM.

**Find new leads.** Contact the ACRM 365 sales team today [ACRM.org/salesform](http://ACRM.org/salesform).

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

30JAN

**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
  - **129 Million+** 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

*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](tel:+17034355335)



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## ACRM Meeting Sponsored Session

5DEC2022

### OVERVIEW

The ACRM Annual Conference is the leading interdisciplinary rehabilitation research event of the year. With over 250 individual sessions and 1000+ 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 73,000+ members
  - Social media posts – ACRM has 70,000+ followers on Twitter, LinkedIn, Facebook, YouTube, Instagram – guaranteed 15 tweets, 10 FB posts, 10 LinkedIn posts, 5 Instagram posts
  - Included on the Session’s web landing page



**ACRM**

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Contact: ThreeSixtyFive@ACRM.org |  +1.703.435.5335 | [ACRM.org/sales](https://www.acrm.org/sales) PROSPECTUS | **86**

- Name recognition along with the session title on the HOME page of the ACRM Online Program
- Sponsorship acknowledged with signage featuring your logo at the in-person session
- Bonus Distribution – have your sponsored session featured in:
  - A print\* issue advertisement in the Archives of Physical Medicine and Rehabilitation (Reach 20,011+ 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) – 45,790+ monthly visits)

\*Deadline dates to be will be confirmed at the time of purchase.

## INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

- **Basic Sponsored Session package: \$14,999**
- **Bonus Distribution including print or digital advertisement: \$17,249**

## TURBO BOOST YOUR PRODUCT OR SERVICE

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# CHAPTER 5

## ACRM ANNUAL CONFERENCE

*largest interdisciplinary rehabilitation research event*

# ACRM

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## EXHIBITING: 2023 Annual Conference Atlanta In-Person + Online Extended Exposure

12JAN2023

### EXHIBITING IN-PERSON

#### SCHEDULE

The ACRM 100th Annual Conference, *Progress in Rehabilitation Research*, will be held 28 October – 2 November in Atlanta, Georgia, at the Hilton Atlanta.

The ACRM EXPO will be 30 October – 1 November 2023. This is always the heart of the ACRM Conference where meaningful connections are made.

**EXHIBIT SPACE is LIMITED in order to provide ample space for quality one-to-one interactions. Early reservations are recommended.**

#### 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

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

- 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
- Daily coffee breaks held in EXPO Hall
- Included with the purchase of the IN-PERSON booth in Atlanta, Exhibitors also receive the “Online Extended Exposure” through 31 December 2023 (see below)
- Each booth comes with one complimentary CORE Conference registration with additional registrations available at a discounted rate

## MARKETING – ORGANIZATION PUBLICITY

- Your In-Person Booth Space will be publicized in the *ACRM Conference Online Program* and *Conference App*
- Daily App pushes to promote Exhibit Hall hours
- 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 be added to **ACRM’s Vendor Exposure™**
  - your logo systemwide, across nearly all of ACRM media properties
  - **129 Million+** exposures annually

## INVESTMENT OPPORTUNITIES

\*prices are subject to change without notice

- **8x8 Inline: \$4,499 – 6,499**
- **8x8 Corner: \$4,999 – 6,999**
- **8x10 Inline: \$4,499 - 6,499**
- **8x10 Corner: \$4,999 - 6,999**
- **10x10 Inline: \$5,499 - 7,499**
- **10x10 Corner: \$6,499 - 8,499**
- **20x20 Premier: \$20,499 - 22,499**



## OVERVIEW – ONLINE EXTENDED EXPOSURE

The Online 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 online 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 – ONLINE BOOTH

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

- Booth banner
- Introduction video
- Short and long company descriptions
- Network and engage in your own online 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
  - **129 Million+** exposures annually

## DURATION

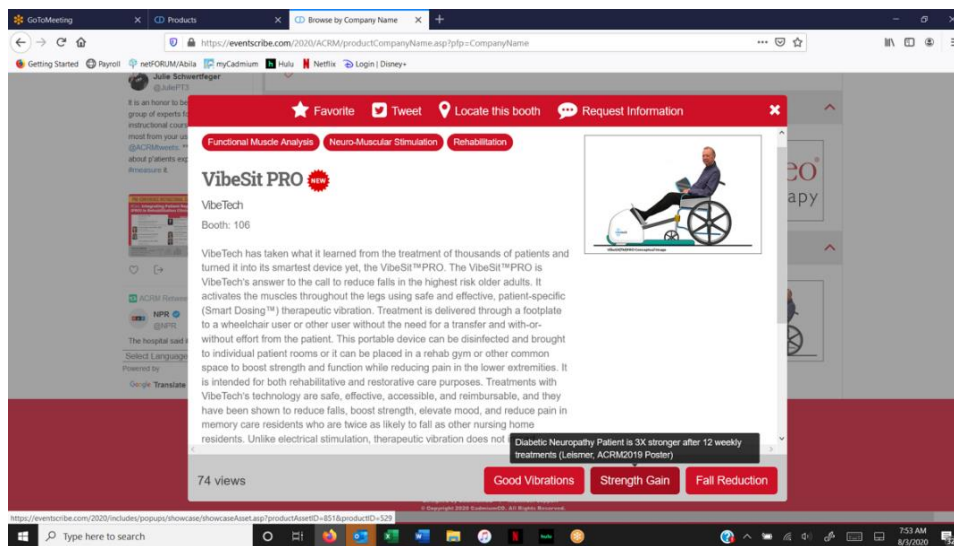
- The **Online Booth** will be accessible to all attendees **through 31 December 2023.**

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 Online Booth will be publicized in the **ACRM Conference Online Program** and **Conference App**
- Your Online Booth will be promoted in **ACRM eNews**, the weekly e-newsletter with distribution 85,000+
- Your **Online 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

### Online 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](tel:+17034355335)

**Exhibit space is expected to sell out  
Lock-in your preferred spot and reserve today**

We are here to help you exceed your marketing goals & become a household name in the rehabilitation research world.

EASY INQUIRY FORM: [ACRM.org/SalesForm](https://www.acrm.org/SalesForm) | [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) | [ACRM.org/365](https://www.acrm.org/365)



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## HEALTH AND SAFETY APPENDIX

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 staff, attendees, presenters, and you — valued exhibitors.

ACRM will follow all applicable guidelines and laws with respect to health and safety. Additional information can be found on [our website](#). Please note that these guidelines and laws are subject to change.

### PERSONAL PROTECTIVE EQUIPMENT (optional)

The extra measures as listed below are each available for additional purchase.

\*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 Partiiion 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 AMERICAN CONGRESS OF REHABILITATION MEDICINE

Improving lives through interdisciplinary rehabilitation research

## ACRM Vendor Advertising Exposure

\*based on planned exposure from Feb 2023 - Jan 2024

### TOTAL IMPRESSIONS

#### ARCHIVES of PM&R PRINT

Full Page Ad in Archives Thanking Vendors	241,332
-------------------------------------------	---------

#### ACRM WEBSITE ACRM.org

"Thank You" Footer Graphic on ALL 1,871 ACRM website pages	1,186,806
------------------------------------------------------------	-----------

ACRM VIRTUAL Annual Conference – in the footer of all 180 web page on the 2023 Conference website (within ACRM.org)	1,154,268
---------------------------------------------------------------------------------------------------------------------	-----------

#### ACRM eNews (average visits per month)

4 Exhibitors highlighted - rotation	268,000
-------------------------------------	---------

Weekly eNews logo highlight - footer	3,722,316
--------------------------------------	-----------

#### ACRM eMail Blasts

"Thank You" logo graphic	123,090,731
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#### ACRM Online Program

Online program (live from April 2023)	35,179
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Exhibitors directory	35,179
----------------------	--------

Exhibitors interactive floorplan	35,179
----------------------------------	--------

Sponsors directory	35,179
--------------------	--------

**TOTAL 129,804,169**

#### Additional Bonus Exposure

Emails to Registered Attendees (including presenters)

T-MINUS (countdown to conference) emails

Exhibitors Highlight/Introductory eBlast



**ACRM** AMERICAN CONGRESS OF  
REHABILITATION MEDICINE

Improving lives through interdisciplinary rehabilitation research



**APPLICATION AND AGREEMENT FOR IN-PERSON AND ONLINE EXHIBIT SPACE IN ATLANTA, GEORGIA 2023**

The exhibiting company listed below does hereby apply for the reservation of space at the 2023 ACRM Annual Conference, *Progress in Rehabilitation Research*, in Atlanta, Georgia, over the period of October 30 – November 1, 2023. 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. ACRM will follow all applicable guidelines and laws with respect to health and safety. Additional information can be found on the [ACRM Conference website](#). Please note that these guidelines and laws are subject to change.

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 2023 Hilton Atlanta 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 “EXHIBITING: 2023 Annual Conference Atlanta In-Person + Online Extended Exposure” 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 reserved. Application and Agreements without signature will not be considered. Payment in full must be received by 30 April 2023. 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 an online booth; and no refunds will be provided.

**Payment Terms and Conditions**

Included with the purchase of the IN-PERSON booth in Atlanta, Georgia, Exhibitors are also contracting for the “Online EXPO & Extended Exposure” through 31 December 2023. 50% of the cost of the booth is

non-refundable but will serve as payment for online 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 April 2023.

**In-Person Conference 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 online booth and no additional payment will be required.

In the event that ACRM cancels the IN-PERSON Conference, or if the vendor wants to cancel the IN-PERSON Booth option, after full payment has been made, then the vendor will continue to have the full benefits of the online 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 the exhibiting company, this Application and Agreement shall become

## Rules and Regulations – 2023 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 2023 ACRM Annual Conference, 30 October – 1 November.

### Exhibitor Registration and Badges

Exhibitors are encouraged to register in advance. Please refer to the product document "EXHIBITING: 2023 Annual Conference Atlanta In-Person + Online Extended Exposure" for registration fees, discounts, promotions, and more information.

### 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. Smoking is prohibited 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 publication 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 the Commonwealth of Virginia. This contract is governed by the substantive laws of the Commonwealth of Virginia.

### 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 in the amount of \$2,000,000. 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/infonline.htm](http://www.usdoj.gov/crt/ada/infonline.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.

#### **Music Licensing**

Exhibitor agrees to comply with existing regulations on music licensing and agrees to indemnify and hold harmless ACRM against any claims or expenses arising from noncompliance with these regulations.

#### **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 within and outside of 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.

#### **Cancellation of Exposition/Force Majeure**

The performance of this Agreement by ACRM is subject to Force Majeure, making the venue, in the sole discretion of ACRM, unfit for occupancy or the holding of the event, or which otherwise makes impossible, illegal, or commercially impracticable the performance of ACRM under this agreement. 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 RELATED TO 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 \_\_\_\_\_

Product/Service to be displayed \_\_\_\_\_

**Method of Payment**

Please provide the following information for ACRM to send an invoice:

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Signature of Authorized Agent of Exhibiting Company

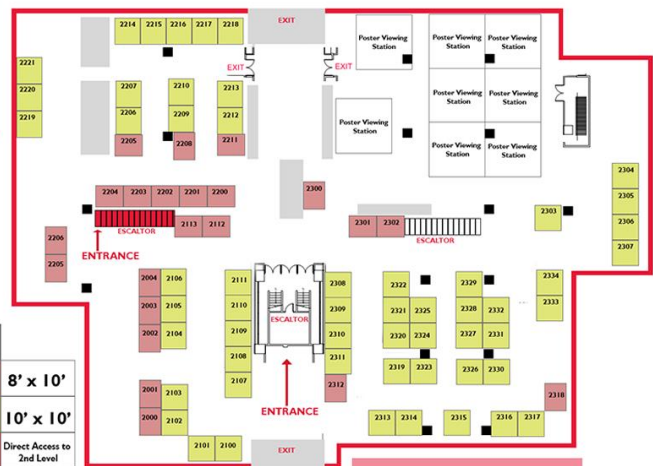


# 2023 ACRM EXPO FLOORPLAN

## HILTON ATLANTA

### KEY

COLOR	
<span style="color: blue;">■</span>	8' x 8'
<span style="color: red;">■</span>	8' x 10'
<span style="color: yellow;">■</span>	10' x 10'
<span style="color: green;">■</span>	20' x 20'



### KEY

COLOR	
<span style="color: red;">■</span>	8' x 10'
<span style="color: yellow;">■</span>	10' x 10'
<span style="color: red;">▨</span>	Direct Access to 2nd Level

### Level I - Galleria

ACRM Annual Conference  
October 30 - November 1, 2023



11654 Plaza America Drive, Suite 535, Reston, VA, USA 20190 | TEL: +1.703.435.5335 | FAX +1.866.692.1619 | [ACRM.org](http://ACRM.org)





**ACRM**

AMERICAN CONGRESS OF  
REHABILITATION MEDICINE



## ACRM 2023 Sponsorships

30JAN2023

### OVERVIEW

The ACRM Annual Conference is the **LARGEST** conference in the world for interdisciplinary rehabilitation research, providing access to influencers and decision-makers in top rehabilitation hospitals, academic medical centers, government agencies, and outpatient clinics. Distinguish your company or institution when you affiliate your brand with ACRM as a sponsor at this **MUST-ATTEND** event.

### HOW THIS WORKS

Offering customized Sponsorship Items and Packages for our **100<sup>th</sup> Anniversary Conference - ACRM 2023** (Oct 28-Nov 2) in Atlanta, GA.

## MARKETING

### ORGANIZATION PUBLICITY

Select from one or more of our sponsorship opportunities and gain valuable recognition for your company or institution at the world's largest interdisciplinary rehabilitation research conference. Also receive valuable year-round vendor recognition as outlined below.

### 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 be added to **ACRM's Vendor Exposure™**
  - your logo systemwide, across nearly all of ACRM media properties
  - **129 Million+** exposures annually

[ACRM.org/Sponsorships22](https://www.acrm.org/Sponsorships22)



**ACRM**

**365**  
SALES TEAM

Contact: [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) |  +1.703.435.5335 | [ACRM.org/sales](https://www.acrm.org/sales) PROSPECTUS | **102**

## SPONSORSHIP OPPORTUNITIES

- **Tote Bag**
  - Logo on every tote bag handed to 5,000+ registrants
  - Take home for future use
  - Gain branding beyond the conference
  - Recognition on sponsor “Thank You” signage
  - Pricing is based on specific bag type, if vendor wishes to upgrade the bag pricing will change
  
- **Lanyard**
  - Custom printing of Company name and logo prominently featured on logo strap
  - Handed to each attendee (can be exclusive or shared)
  - Attendee use during the entire conference for access to sessions
  - Can be used post-conference as key chains further extending visibility
  - Recognition on sponsor “Thank You” signage
  
- **Hotel Key Card**
  - Logo on each hotel key given to attendees staying at Chicago Hilton
  - Exclusive sponsorship guarantees each attendees sees your logo multiple times/day
  - Recognition on sponsor “Thank You” signage
  
- **Conference Napkin**
  - Have your logo in the hand of each attendee during coffee breaks and receptions
  - The more napkins you purchase, the more will be distributed during the conference
  - Recognition on sponsor “Thank You” signage
  
- **Gala**
  - Front & Center reserved table for 8 during the event
  - Sponsor recognized/thanked during welcoming remarks
  - Branded signage at the event
  - Logo included on screen presentation – visible to all throughout the entire event
  - Potential Quick Remarks to Captive Audience
  - Recognition in conference online program
  
- **Exhibit Hall Receptions (Welcome and Early Career)**
  - Sponsor recognized/thanked during reception



- Potential Quick Remarks to Captive Audience
- Branded signage at the event
- Recognition in conference online program
- **Networking Function**
  - Sponsor Food & Beverage to gain special recognition during function including signage during sponsored function
  - Create an impression and stand out to key decision makers and influencers
  - Increase Brand Awareness
  - Recognition on sponsor “Thank You” signage
  - Recognition in conference online program
- **Attendee Device Charging Station**
  - Have your Brand front and center around this congregation hub
  - Company name & logo on charging station
  - Position station just outside of your booth for maximum traffic flow
- **Sponsored Speaker**

## INVESTMENT OPPORTUNITIES

\*For items involving hotel labor, food and beverage and event planning final pricing is subject to ACRM CEO approval

\*all prices are subject to change without notice and may vary based on conference registration numbers

### Attendee Support Items

- **Conference Tote Bag: \$14,999**
- **Lanyard – Option 1 (approximately 1/3 total lanyards): \$2,999**
- **Lanyard Exclusive (all conference lanyards): \$8,999**
- **Conference APP Swag Bag Insert: \$999**
- **Conference Portfolio (small notebook): \$8,999**
- **Conference Tote Bag Giveaway: \$3,999 (client provides)**
- **Conference Tote Bag Flyer Insert: \$3,999 (client provides)**
- **Cocktail Napkins by Event: TBD**
- **Attendee Device Charging Station Kiosk: \$9,999**
- **Poster Viewing Center: TBD**
- **Hotel Key Cards: \$8,999**
- **Pens: TBD**
- **Water Bottles: \$11,999**
- **Floor Clings: TBD**

- Sponsored Speaker: **\$14,999**
- Instructional Course Sponsorship: **\$14,999**

### Advertising

- ACRM Preliminary Brochures mailed with Archives: **\$7,999**
- ACRM Poster Advertising: **\$19,999**
- ACRM Online Program:
  - On the home page of the Online Program (eventScribe)
    - Leaderboard — top center slider (rotation):
      - First position: **\$5,500**
      - Second position: **\$4,500**
      - Third position: **\$3,500**
    - Skyscraper — right banner slider:
      - First position: **\$5,500**
      - Second position: **\$4,500**
      - Third position: **\$3,500 LEFT sidebar** — on EVERY page of the Online Program (eventScribe)
    - Left sidebar Square slider — top
      - First position: **\$5,500**
      - Second position: **\$4,500**
      - Third position: **\$3,500**
    - Left sidebar Square — second: **\$5,500**
  - ARCHIVES of PM&R Journal:
    - ½ Page Ad (B/W): **\$1,680**
    - ½ Page Ad (Color): **\$2,365**
    - 1 Page Ad (B/W): **\$2,365**
    - 1 Page Ad (Color): **\$3,050**
    - Cover Tips: **\$8,900 + printing costs**
    - Poly-Bagged Outserts: **\$9,460**
    - Contact us for more advertising opportunities
  - Annual Conference Post Card Mailing: **TBD**
  - Mobile APP Splash Page: **\$10,000**
  - Mobile APP Banner:
    - Sub-page Banner: **\$1,500**
    - Main Screen Sticky Banner: **\$2,000**
  - Mobile Main Screen Tiles: **\$1,000-2,000**
    - ¼ Width Ad (600p x 400p): **\$1,000**



- 1/3 Width Ad (800p x 400p): **\$1,000**
- 1/2 Width Ad (Long) (1200p x 400p): **\$1,500**
- 1/2 Width Ad (Tall) (1200p x 800p): **\$1,500**
- Full Width Ad (Sizes: Tall 2000p x 800p, Long 2000p x 400p): **\$2,000**
- Push Notification Bundle of 4: **\$1,000**
- Each Additional Push Notification: **\$200**
- Hotel Lobby Elevator Door Signage Lower Level: **TBD**
- Hotel Lobby Elevator Door Signage Fourth Floor Spring Meeting: **TBD**
- Guest Room Distribution
  - Single piece placed in front of the door: **TBD**
  - Single piece placed under the door: **TBD**
  - Poly Bags containing multiple items placed in front of the door: **TBD**
  - Single item place inside of room: **TBD**
  - Additional items added to room a room drop: **TBD** (A small card or paper which is delivered with another larger item would not be extra)

## Networking Functions\*

- Coffee Breaks (Core Conference Only): **\$4,999** (signage with logo as provided by vendor)
- Exhibitor Welcome Reception: **\$14,999**
- Henry B. Betts Awards Dinner: **\$14,999**
- Henry B. Betts Awards Dinner Table Sponsorship: **\$4,999**
- ACRM Past Presidents Reception: **\$1,999**
- Early Career & First Timer Attendee Welcome Reception: **\$14,999**
- ACRM Community Group Meetings Coffee or Food Break: **\$2,499**
- Cognitive Rehabilitation Training Coffee Break: **\$4,999**
- ACBIS Training Coffee Break: **\$4,999**
- ACRM LaunchPad Coffee Break Sponsorship: **\$4,999**
- ACRM Leadership Course: **\$4,999**
- ACRM Journal's Editorial Board Meeting: **\$2,499**
- ACRM Early Career Course: **\$4,999**

- ACRM Early Career Development Course/Leadership Development Course Combined Luncheon Exclusive Sponsorship: **\$10,000**
- ACRM Early Career Development Course/Leadership Development Course Combined Luncheon Shared Sponsorship (two sponsorships available): **\$6,500**
- ACRM Board of Governor's Meeting: **\$4,999**
- ~~Brucker International Reception: \$4,999 plus the cost of food and beverage~~ **SOLD OUT**
- Task Force Meeting Coffee Break: **\$1,499**

\*Pricing for networking functions based on anticipated attendance and may vary

## 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](tel:+17034355335)

We are here to help you exceed your marketing goals & become a household name in the rehabilitation research world.

EASY INQUIRY FORM: [ACRM.org/SalesForm](http://ACRM.org/SalesForm) | [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) | [ACRM.org/365](http://ACRM.org/365)





# Annual Conference – Full-Sized Poster Advertising

14DEC022

**SCHEDULE** — SEVERAL OPTIONS ARE AVAILABLE BUT SPACE AND TIME IS LIMITED!  
DEADLINE IS 30 APRIL 2023

## OVERVIEW

Place yourself on the classic ACRM Annual Conference Program Poster!



Each year the full content of the conference is put onto one fold-out 34x24 poster that is sent to thousands of ACRM members, conference attendees, companies and institutions.

Mailed out each summer, the poster is an annual tradition that puts all of the amazing content of the ACRM Conference on full display.

The poster also lives online as part of the ACRM Annual Conference 2023 website and online program.

The conference content is on one side while your ad can be placed on the other for maximum exposure!



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

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

## HOW THIS WORKS

- 2023 ANNUAL CONFERENCE POSTER ESTIMATED CIRCULATION:
  - PRINT – 250,000
  - DIGITAL – EMAIL AND ONLINE DISTRIBUTION UP TO 10 MILLION
- Select a size for your advertisement from the options below and work with the ACRM marketing team to place it on the poster.
- Provide us with the creative at your specifications and we will take care of the rest.
- The online version of the poster can link your ad to whatever URL you choose.
- Exact specifications will be worked out with our poster designer and printer to make sure you get exactly what you want.
- Final creative must be in by the end of April 2023 to meet printing deadlines.
- Take a look at a previous poster: [https://acrm.org/wp-content/uploads/2021/05/ACRM21\\_PosterBrochure\\_VIRTUAL\\_24May20\\_vF2\\_HQ\\_Ir.pdf](https://acrm.org/wp-content/uploads/2021/05/ACRM21_PosterBrochure_VIRTUAL_24May20_vF2_HQ_Ir.pdf)

## INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

- Full back page 34x24 inches: **\$74,999**
- Half back page 17x12 inches (horizontal or vertical): **\$49,999**
- Quarter back page 8.5x6 inches: **\$24,999**
- 1/8<sup>th</sup> back page 4.25x3 inches: **\$12,499**

\*Final circulation quantities and pricing subject 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, 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](tel:+1703.435.5335)



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## Annual Conference – Satellite Symposium

26JAN2023

### OVERVIEW

The **Annual Conference – Satellite Symposium** events are scheduled to occur in lightly opposed times during the ACRM Annual Conference.

Each **Satellite Symposium** will be 60 minutes with approximately 45 minutes of content, followed by a Q&A Chat.

All will be promoted through the ACRM conference website and app.

### HOW THIS WORKS

- Purchase your Satellite Symposium package
- Presentation must be submitted to ACRM for approval prior to the event
- ACRM will provide you with the same great presenter benefits as any speaker at the conference including:
  - Best in Class onsite Venue and Speaking Platform furnished with podium, microphone/amplification, A/V equipment, A/V technician, table, and seating all in the historic Chicago Hilton
  - ACRM Conference Publicity including weekly newsletters, social media campaigns, print advertising, promotional eblasts, custom presentation graphics, dedicated page in the online program and app and more
  - Fantastic networking opportunities at multiple receptions and events around the conference where you can meet potential collaborators, researchers and clinicians interested in your product
  - ACRM staff liaison between vendor and host hotel
- Vendor will be given the option to provide food and beverage if desired at an additional charge. This product document details a sample breakfast event for up to 100 people.



- ACRM does not guarantee attendee numbers
- Food, beverage and meeting space can accommodate up to 100 people. ACRM cannot guarantee that we can accommodate additional attendees, but we will work with the host and the hotel to the best of our ability if these circumstances arise.

*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.*

## MARKETING

### EVENT PUBLICITY

- Your Satellite Symposium will be publicized in the **ACRM Conference Online Program** and **Conference App**.
- Two App pushes (\$500 value)
- Your event will receive two conference eblasts to all attendees.
- 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 with a following of 60,000+.
- You will receive Three Single-Day Registrations for the day of your event, these can be used by the speaker and your support staff. In the event you wish to upgrade your registration, these would be a credit towards a Core Conference Registration or World Pass.

### VENDOR RECOGNITION — ACRM e365

- Your logo will be added to **ACRM’s Vendor Exposure™**
  - your logo systemwide, across nearly all of ACRM media properties
  - **129 Million+** exposures annually

### VENDOR ORGANIZATION PROVIDES

- Speaker(s)
- Speaker and Vendor(s): travel, lodging, and per diem costs
- Sales collateral – any additional printed or digital material not covered elsewhere in this product document
- On-site support staff to handle all aspects of check-in, registration and speaker assistance
- Content of the presentation including any slide sets or handouts
- CME/CEU – all aspects of CME/CEU certification

## INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

- **One Satellite Symposium for up to 100 attendees, continental breakfast provided: \$35,999**

## 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](tel:1.703.435.5335)

We are here to help you exceed your marketing goals & become a household name in the rehabilitation research world.

EASY INQUIRY FORM: [ACRM.org/SalesForm](http://ACRM.org/SalesForm) | [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) | [ACRM.org/365](http://ACRM.org/365)



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## Annual Conference – EXPO HALL Learning Center

30JAN2023

### OVERVIEW

The **Annual Conference-EXPO HALL Learning Center (formerly known as the Live Learning Center or Vendor Track)** events are scheduled to occur in lightly opposed times during the ACRM Annual Conference.

Each **EXPO HALL Learning Center session** will be up to 60 minutes in length with approximately 45 minutes of content, followed by a Q&A Chat.

All will be promoted through the ACRM conference website, app, ACRM social media, eblasts and eNews.

### HOW THIS WORKS

- Purchase your EXPO HALL Learning Center package
- Presentation must be submitted to ACRM for approval prior to the event
- Pre-record your presentation, if you wish, and it will reside on the Online Program and be available to all registered attendees until February 2024
- ACRM will provide you with the same great presenter benefits as any speaker at the conference including:
  - Best in Class onsite Venue and Speaking Platform furnished with podium, microphone/amplification, A/V equipment, table, and seating all in the historic Chicago Hilton
  - Your presentation can be recorded and accessible to all registered attendees for up to 6 months after the event
  - ACRM Conference Publicity including weekly newsletters, social media campaigns, print advertising, promotional eblasts, custom presentation graphics, dedicated page in the online program and app and more. ACRM encourages the vendor to also widely publicize the event.

- Fantastic networking opportunities at multiple receptions and events around the conference where you can meet potential collaborators, researchers and clinicians interested in your product
- **Vendor will be given the option to provide food and beverage if desired at an additional charge. This can be a great way to promote higher attendance!**

\*There will be no CME/CEU offered with your presentation\*

*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.*

## MARKETING

### EVENT PUBLICITY

- Your EXPO HALL Learning Center 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 75+ social media channels with a following of 70,000+.
- You will receive One Core Conference Registration, and 50% off additional registrations for speakers related to the EXPO HALL 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
  - **129 Million+** exposures annually

### INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

- **One EXPO HALL Learning Center, no booth: \$4,999**
- **One EXPO HALL Learning Center including a 10x10 inline booth: \$10,499**

### 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](tel:+17034355335)

We are here to help you exceed your marketing goals & become a household name in the rehabilitation research world.

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# Sponsorship of an ACRM Annual Conference Cocktail Hour

## OVERVIEW

6DEC2022

Every year the ACRM Annual Conference presents a great opportunity for networking, collaboration and fun! Reserve a space today at our conference hotel and work with the ACRM 365 Sales Team to plan your party. You set the guest list, ACRM takes care of the rest. Highlight your product or services, discuss your new research project or just host a fun get together of the top PM&R researchers and clinicians in the field.

## SPONSORSHIP INCLUDES:

- Branded signage at the event
- Sponsor recognized/thanked during welcoming remarks
- Quick Welcoming Remarks to Captive Audience
- SPONSOR Logo displays on the Online program page: [ACRM.org/mentor](https://www.acrm.org/mentor)
  - Accessible to \*ALL\* before, during & after the event
- THREE: eBlasts to promote your sponsorship to the vast ACRM audience
  - eBlasts facilitated by ACRM
- Billboard graphic customized with SPONSOR Logo
  - Published through ACRM channels:
    - Social Media: >70,000+ followers on Facebook, LinkedIn, Twitter, Insta
    - eNews: sent to >70,000+ members
    - T-MINUS (countdown) emails to all attendees

## INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

\*\*ISP discounts may be applied

- **Cocktail Hour Sponsorship Basic Package: \$7,500**
- **Cocktail Hour Sponsorship/Booth Combo: \$11,499**



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Contact: [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) | +1.703.435.5335 | [ACRM.org/sales](https://www.acrm.org/sales) PROSPECTUS | 118

The Basic Package provides service for up to 100 people – bread and cheese, crudité, chips and dip, cash bar, and drink tickets to hand out to your guests.

The Sponsorship/Booth Combo Package – get everything in the Basic Package plus one 10' x 10' inline booth in the ACRM Expo to give your organization a major presence at the conference.

### 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](tel:+17034355335)

We are here to help you exceed your marketing goals & become a household name in the rehabilitation research world.

EASY INQUIRY FORM: [ACRM.org/SalesForm](http://ACRM.org/SalesForm) | [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) | [ACRM.org/365](http://ACRM.org/365)



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## Sponsorship of the ACRM 2023 Mentoring Cocktail Hour

26JAN2023

### OVERVIEW

The ACRM 2023 Mentoring Cocktail Hour will be held Monday, 30 October 2023 in-person at the Chicago Atlanta. Guests will include the faculty and participants in the ACRM Career Development Networking Group Mentorship Programs, including the Rehabilitation Researcher Mentoring Program and the Leadership Mentorship Program. More details on these programs are [here](#).

### SPONSORSHIP INCLUDES:

- Branded signage at the event
- Sponsor recognized/thanked during welcoming remarks
- Quick Welcoming Remarks to Captive Audience
- SPONSOR Logo displays on the Online program page: [ACRM.org/mentor](https://www.acrm.org/mentor)
  - Accessible to \*ALL\* before, during & after the event
- THREE: eBlasts to promote your sponsorship to the vast ACRM audience
  - eBlasts facilitated by ACRM
- Billboard graphic customized with SPONSOR Logo
  - Published through ACRM channels:
    - Social Media: >65,000 followers on Facebook, LinkedIn, Twitter, Insta
    - eNews: sent to >81,000 members
    - T-MINUS (countdown) emails to all attendees

### INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

\*\*ISP discounts may be applied

- **Cocktail Hour Sponsorship: \$7,500**

**This sponsorship may be shared, with each sponsor receiving the same recognition listed above.**



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## 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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## Annual Conference – App Advertising

12DEC2022

### 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)



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- **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 (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 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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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

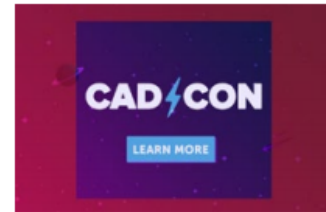
**Size:** 600 pixels wide x 400 pixels high  
**Format:** .jpg or .png

**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

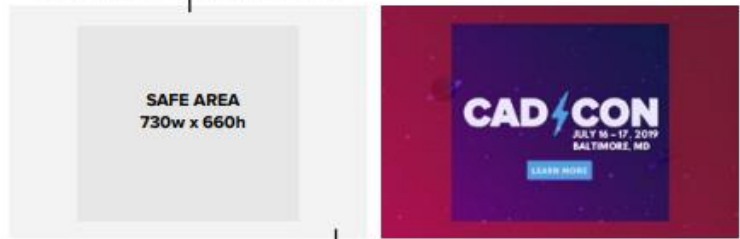
**Format:** .jpg or .png

**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:

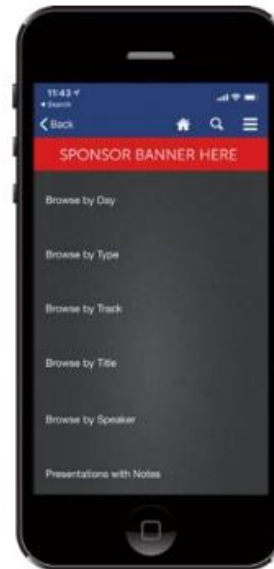
## Sub-page Banners

### 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)	
<b>1</b>	7:1 aspect ratio, 1,080 pixels wide x 152 pixels high
<b>2</b>	9:1 aspect ratio, 1,920 pixels wide x 225 pixels high
<b>3</b>	11:1 aspect ratio, 2,048 pixels wide x 180 pixels high
<b>4</b>	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!

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

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



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



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# Annual Conference – App Push Notifications

5DEC22

## SCHEDULE — SEND MESSAGES THROUGH THE CONFERENCE APP

### 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 visit your booth, present special offers, 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)



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## 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](tel:+17034355335)

We are here to help you exceed your marketing goals & become a household name in the rehabilitation research world.

EASY INQUIRY FORM: [ACRM.org/SalesForm](http://ACRM.org/SalesForm) | [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) | [ACRM.org/365](http://ACRM.org/365)



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ACRM INSTITUTIONAL SUPPORT PROGRAM

**ACRM**

AMERICAN CONGRESS OF  
REHABILITATION MEDICINE



# Annual Conference – Online Program Advertising

30JAN2023

## OVERVIEW

The **ACRM Annual Conference Online Program** is the hub of the entire **IN-PERSON** 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. To search for presentations, exhibitors, speakers, community meetings, special events and more you must access 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** — The **Online Program** receives meaningful traffic leading up to, during, and after the conference is over through the remainder of the year.
  - 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)



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- 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 beginning of summer.
  - Sooner is even better for your campaign.
- Slider positions automatically rotate after 5-8 seconds

## MARKETING

### ADVERTISING OPPORTUNITIES

- On the home page of the Online Program (eventScribe)
  - **Leaderboard** — top center slider (1200p x 200p)
  - **Skyscraper** — right banner slider (320p x 1200p)
  - **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.

### INVESTMENT OPPORTUNITIES FOR 2023

\*all prices are subject to change without notice

- On the home page of the Online Program (eventScribe)
  - Leaderboard** — top center **slider** (rotation):
    - **First position: \$5,500**
    - **Second position: \$4,500**
    - **Third position: \$3,500**
  - Skyscraper** — right banner **slider**:
    - **First position: \$5,500**
    - **Second position: \$4,500**
    - **Third position: \$3,500**
  - Square** — center (right): **\$4,000**
- LEFT sidebar — on **EVERY page** of the Online Program (eventScribe)
  - Left sidebar Square slider** — top
    - **First position: \$5,500**
    - **Second position: \$4,500**
    - **Third position: \$3,500**
  - Left sidebar Square** — second: **\$5,500**



## Ask about 3-slider bundle SPECIAL OFFER

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

## 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? 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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Online Program Advertising Example:



**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

---

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

---

**ACRM**  
@ACRMtweets

What are the benefits of attending a virtual conference? Hear from last year's attendee 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...#CARF #rehabilitation](http://acrm.org/about/awards/g...#CARF #rehabilitation)

---

**ACRM**  
@ACRMtweets

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

---

[f](#) [i](#) [t](#) [y](#) [l](#) [in](#) [...](#)

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

YOUR AD HERE

**REGISTER**

SAVE up to 50%  
Early Bird rates  
END 30 JUNE

Pre-Conference

Instructional  
Courses

**SQUARE**  
Center right  
473 x 420px

YOUR AD HERE



**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 SYMPOSIA**

How Music Helped Gabby Giffords Rediscover Her Voice

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

SUNDAY 26 SEPT  
CME/CEUS

INTERDISCIPLINARY

**SPECIAL SYMPOSIA**

"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. Hoyn, PhD, FGSA, FACPM, University of Colorado Anschutz Medical Campus  
Roland J. Thorpe, Jr., PhD, Johns Hopkins Center for Health Disparities Solutions

CME/CEUS

INTERDISCIPLINARY

CALL FOR LATE-BREAKING PROPOSALS

SPECIAL SYMPOSIA

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**

**ACRM LAUNCHPAD**

**ACRM EARLY CAREER DEVELOPMENT COURSE**

**ACRM LEADERSHIP DEVELOPMENT COURSE**

**SKYSCRAPER**  
Right banner slider  
320 x 1200px

Mobile file: 300 x 300 px

AD SPACE AVAILABLE

YOUR AD HERE

AD SPACE AVAILABLE

YOUR AD HERE

AD SPACE AVAILABLE

YOUR AD HERE

AD SPACE AVAILABLE

# ACRM

AMERICAN CONGRESS OF  
REHABILITATION MEDICINE



## Annual Conference – Group Registrations

17JAN2023

### 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.



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## 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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## Social Media Mentions & Custom Billboard

15DEC22

### OVERVIEW

ACRM has a strong network of social media channels across Twitter, LinkedIn, Facebook and Instagram — more than 75 channels.

This package is for companies who wish to boost their association with ACRM — either as an exhibitor, Institutional Supporter, webinar sponsor, or advertiser.

Elevate the relationship 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).



2021 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)
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## Exclusive Sponsorship of the ACRM 2023 Gala

12DEC2022

### OVERVIEW

The ACRM 2023 Gala will be held Wednesday, 1 November 2023 at the Hilton Atlanta.

### SPONSORSHIP INCLUDES:

- Front & Center reserved table for 8 during the event
- Branded signage at the event
- Sponsor recognized/thanked during welcoming remarks
- Quick Welcoming Remarks to Captive Audience
- Logo included on screen presentation from ACRM President – visible to all throughout the entire event
- SPONSOR Logo displays on the Online program page: [ACRM.org/gala](https://ACRM.org/gala)
  - Accessible to \*ALL\* before, during & after the event
- SPONSOR Video commercial to air LIVE at the beginning of the event
  - :60 seconds maximum MP4
- THREE: eBlasts to promote your sponsorship to the vast ACRM audience
  - eBlasts facilitated by ACRM
- Billboard graphic customized with SPONSOR Logo
  - Published through ACRM channels:
    - Social Media: >70,000 followers on Facebook, LinkedIn, Twitter, Insta
    - eNews: sent to >73,000 members
    - T-MINUS (countdown) emails to all attendees

### INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

\*\*ISP discounts may be applied

- **Exclusive Gala Sponsorship: \$14,999**

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



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## 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 ebcasts 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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# CHAPTER 6

## ACRM MEMBERSHIP

# ACRM

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## ACRM eNews – Advertising

18DEC2022

**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 **67,000+** 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 25-word text ad to drive traffic to your website and social media channels

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



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- **Banner: Top or Bottom** (728p x 90p) 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** (240p x 185p) 5 unique headlines, logo with max width of 150p
- **Leaderboard** (728p x 90p) This premier position provides your company with top exposure and quality traffic.
- **Lower Leaderboard** (728p x 90p) The lower leaderboard gives your company a prominent position right under the association's masthead.

## DETAILS

Prices are for participation in 52 emails to 67,000+ Rehabilitation Medicine Professionals. Prices do not reflect applicable taxes.

## INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

- **Social Text Ad: \$3,000**
- **Bottom Banner: \$4,520**
- **Callout Text: \$4,520**
- **Vertical Product Showcase: \$5,000**
- **Horizontal Product Showcase: \$6,520**
- **Box Ad: \$6,520**
- **Sponsored Content: \$6,520**
- **Top Banner: \$9,500**
- **Leaderboard: \$10,000**
- **Lower Leaderboard: \$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 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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## Website Advertising – ACRM.org

15DEC2022

**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 **365 Sales Team** for questions, placement instructions and orders.

\*All submitted content is subject to ACRM approval and sold on a first-come, first-served basis as space is available\*

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

## MARKETING

### ADVERTISING OPPORTUNITIES

- **ACRM.org Homepage Slider** (991p x 426p)
  - Bring your message center-stage at ACRM
  - This ad space is on the carousel rotation on the ACRM homepage
- **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.org/WebsiteAdv](http://ACRM.org/WebsiteAdv)



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## 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**
  - **Select one of four slider positions that rotate equally:**  
(seen upon landing on ACRM.org): **\$3,199; \$5,199; \$10,199**
- **Box Ad location — each location is “above the fold” (no lower than the 2<sup>nd</sup> ad spot)**
  - ACRM.org homepage: **\$3,199; \$5,199; \$10,199**
  - 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**
- **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

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## ACRM Group Memberships

24JAN2023

### SCHEDULE – JOIN ANYTIME!

#### OVERVIEW

This is an opportunity to purchase a block of memberships, of any size you would 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: all paid memberships receive discounts on meetings, publications, trainings, etc.
- 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: eMemberships are free and you can have as many as you'd like

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



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## MEMBERSHIP OPPORTUNITIES

- **Consumer/Non-Professional Caregiver (\$49.99)** For people with disabilities, and caregivers who use rehabilitation services and/or research.
- **Student/Resident/Fellow (\$49.99)** For those enrolled in a school of medicine or graduate, or undergraduate program or fellowship.
- **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

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ACRM INSTITUTIONAL SUPPORT PROGRAM



## ACRM Institutional Support Program (ACRM ISP)

\*Formerly known as the ACRM Institutional Membership Program

26JAN2023

### 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 relationships, 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	25%	\$75,000
Platinum	\$50,000	20%	\$40,000
Gold	\$25,000	15%	\$21,250
Silver	\$15,000	10%	\$13,500
Bronze	\$5,000	5%	\$4,750

Developed for maximum flexibility, your “VALUE” dollars never expire! Each calendar year (1 JAN – 31 DEC) a minimum of \$4,750 must be invested to remain active in the ACRM Institutional Support Program.

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



ACRM

365  
SALES TEAM

Contact: [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) | [+1.703.435.5335](tel:+17034355335) | [ACRM.org/sales](https://www.acrm.org/sales) PROSPECTUS | 154

## 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 at ACRM Mtgs - Annual Conference and Spring Mtg
  - 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
  - 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 \$4,750 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: \$75,000 spend buys \$100,000 in value**
- **Platinum: \$40,000 spend buys \$50,000 in value**
- **Gold: \$21,250 spend buys \$25,000 in value**
- **Silver: \$13,500 spend buys \$15,000 in value**
- **Bronze: \$4,750 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
  - **129 Million+** 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](tel:+1.703.435.5335)

### HELPFUL LINKS

[Benefits - ACRM](#)

[Sales - ACRM](#)



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ACRM INSTITUTIONAL SUPPORT PROGRAM



# ACRM AMERICAN CONGRESS OF REHABILITATION MEDICINE

Improving lives through interdisciplinary rehabilitation research

## ACRM Vendor Advertising Exposure

\*based on planned exposure from Feb 2023 - Jan 2024

### TOTAL IMPRESSIONS

#### ARCHIVES of PM&RPRINT

Full Page Ad in Archives Thanking Vendors	241,332
-------------------------------------------	---------

#### ACRM WEBSITE ACRM.org

"Thank You" Footer Graphic on ALL 1,871 ACRM website pages	1,186,806
------------------------------------------------------------	-----------

ACRM VIRTUAL Annual Conference – in the footer of all 180 web page on the 2023 Conference website (within ACRM.org)	1,154,268
---------------------------------------------------------------------------------------------------------------------	-----------

#### ACRM eNews(average visits per month)

4 Exhibitors highlighted - rotation	268,000
-------------------------------------	---------

Weekly eNews logo highlight - footer	3,722,316
--------------------------------------	-----------

#### ACRM eMail Blasts

"Thank You" logo graphic	123,090,731
--------------------------	-------------

#### ACRM Online Program

Online program (live from April 2023)	35,179
---------------------------------------	--------

Exhibitors directory	35,179
----------------------	--------

Exhibitors interactive floorplan	35,179
----------------------------------	--------

Sponsors directory	35,179
--------------------	--------

**TOTAL 129,804,169**

#### Additional Bonus Exposure

Emails to Registered Attendees (including presenters)

T-MINUS (countdown to conference) emails

Exhibitors Highlight/Introductory eBlast





## ACRM Institutional Support Page

24JAN2023

### 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 relationships, 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: \$7,500**
- **1-year renewal (no edits): \$2500**
- ISP discounts will apply to initial price and renewals (e.g. Platinum level supporters receive a 20% discount making the final cost \$6,000)

### 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://www.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 [+1.703.435.5335](tel:+17034355335)

We are here to help you exceed your marketing goals & become a household name in the rehabilitation research world.

EASY INQUIRY FORM: [ACRM.org/SalesForm](http://ACRM.org/SalesForm) | [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) | [ACRM.org/365](http://ACRM.org/365)



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ACRM INSTITUTIONAL SUPPORT PROGRAM

# ACRM

AMERICAN CONGRESS OF  
REHABILITATION MEDICINE



## Survey Creation and Distribution

12DEC2022

**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)

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



**ACRM**

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SALES TEAM

Contact: [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) |  +1.703.435.5335 | [ACRM.org/sales](https://www.acrm.org/sales) PROSPECTUS | 162

- It is ACRM's policy to not place links to surveys on ACRM.org webpages.

### 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

- **Basic Administration Costs: \$999**
- **ACRM Support Required Rate: \$100 per hour for survey creation and support**
- **Email distribution costs follow the eblast by contact or open rate pricing**

### 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](tel:+17034355335)



## 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

**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 – examples: PT, OT, Physiatrist (MD, DO)
- 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

- Alabama
- Alaska
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- Florida
- Georgia
- Hawaii
- Idaho
- Illinois
- Indiana
- Iowa
- Kansas

- Kentucky
- Louisiana
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Mississippi
- Missouri
- Montana
- Nebraska
- Nevada
- New Hampshire
- New Jersey
- New Mexico
- New York
- North Carolina
- North Dakota
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- Rhode Island
- South Carolina
- South Dakota
- Tennessee
- Texas
- Utah
- Vermont
- Virginia
- Washington
- West Virginia
- Wisconsin
- 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)

**IN ADDITION TO THE ABOVE, ARE THERE PARTICULAR ACRM MEMBER  
COMMUNITY GROUPS YOU WISH TO REACH?**

**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+
- Behavioral Health Networking Group X,000+
- Brain Injury Interdisciplinary Special Interest Group X,000+
- Burn Rehabilitation Forming 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 Interdisciplinary Special Interest 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+

### SURVEY DISTRIBUTION SCOPE

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

### PREFERRED LAUNCH DATE & TIME

4. First choice date: \_\_\_\_\_
  - Time preference: \_\_\_\_\_
5. 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

1. Campaign initiation begins **after** contract and payment are received.
2. Customer **provides:**
  - The completed Survey Creation and Distribution Form
  - The html email package of the survey (final copy plus images)
3. E-mail **development:**
  - After STEP 2 is complete, ACRM will review and pre-approve the email content and the survey
    - HTML Content:
      1. Should include the desired subject line (NOTE: if desired, clients can also provide a pre-header line)
    - HTML File Size:
      1. Standard file size range: 25KB – 50KB
      2. Email maximum file size: 75KB
    - Image Size:
      1. Size: 600x337px | 40kb | .jpg or .gif (Note: ACRM requires that any provided image have a maximum width of 600 pixels. ACRM highly recommends

*using the size 600 x 337.* However, the height of the image can vary, but should not exceed 800 px.)

2. Please also keep in mind when using images in emails it is always best practice to include an ALT text with the images.

- 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.*

#### 4. 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

#### 5. 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

1. Campaign initiation begins **after** contract and payment are received.
2. 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
3. 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.*

#### 4. 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

#### 5. 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



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# CHAPTER 7

## MORE OPPORTUNITIES


# ACRM

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Contact: [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) |  +1.703.435.5335 | [ACRM.org/sales](https://www.ACRM.org/sales) PROSPECTUS | 174



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**ACRM**

AMERICAN CONGRESS OF  
REHABILITATION MEDICINE



## ACRM Cognitive Rehabilitation 2<sup>nd</sup> Edition Online Training

24JAN2023

### Individual Online Training Includes:

- 12.25 CME/CEUs
- Printed Manual or eBook
- Subscription to the Companion Website for one year
- Certificate of Completion

### Multi-Seat License Includes:

- 12.25 CME/CEUs
- Printed Manual or eBook
- Subscription to the Companion Website for one year
- Certificate of Completion
- 25% OFF for groups of 50+ (pricing and discount valid for one year)
- Complimentary email announcement

**\*Ask about the availability of a 2-hour Q&A session with the authors/faculty (additional fees apply)**

### OVERVIEW

Get 12.25 hours of continuing education credits with 24/7 access to a previously recorded two-day training synchronized with presentation slides. 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)



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SALES TEAM

Contact: [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) |  +1.703.435.5335 | [ACRM.org/sales](https://www.acrm.org/sales) PROSPECTUS | 176

## 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:

- 12.25 hours of continuing education contact hours
- 24/7 access to a recorded Cognitive Rehabilitation Training
- Review pre-recorded two-day training synchronized with presentation slides
- **THE MANUAL:** Printed copy of the *Cognitive Rehabilitation Manual & Textbook Second Edition* — \$295 value! (additional shipping and handling charges apply).

## INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

- **ACRM Members, Individual Cost: \$395**

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 & Textbook Second Edition* — \$295 value! (additional shipping and handling charges apply). Additional copies of the Manual may be purchased separately.
- Up to **12.25 Continuing Education contact hours**
- 5 disciplines
  - Occupational Therapists (AOTA)
  - Physical Therapists (ACCME – Non-MD CME)
  - Physicians (ACCME)
  - Psychologists (Division 22)
  - Speech-Language-Hearing Therapists (ASHA)
- Certificate of Completion

- **Nonmembers, Individual Cost: \$495**

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: \$371.25**
  - Discount applies to 50+ participants
  - \$495 x 25% discount = \$371.25 each x 50 participants = \$18,562.50 minimum
- **The Manual for ACRM Members: \$195 (plus shipping & handling)**
  - The Manual — all 500 pages, including clinical forms and companion website — 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: \$295 (plus shipping & handling)**

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

Number of Attendees	Cost per trainee	Online**	2-Day In-Person
50	\$ 495	\$ 24,750	\$ -
50	\$ 495	\$ -	\$ 24,750
50	\$ 525	\$ -	\$ -
Domestic Travel and Honoraria Costs		\$ -	\$ 11,040
2-Hour Zoom Call with Faculty		\$ 1,000	\$ 1,000
Shipping to host (single destination)		included	included
<b>TOTAL</b>		<b>\$ 25,750</b>	<b>\$ 36,790</b>

\*50% deposit required at time of signing

\*\*This table is calculated for 50 attendees. Final price is determined by the number of attendees.



## AGENDA

### **Session 1: Principles of Cognitive Rehabilitation (91 minutes)**

Amy Shapiro-Rosenbaum, PhD, FACRM

### **Session 2: Keeping the Brain in Cognitive Rehabilitation: The Relevance of Functional Neuroanatomy and Neuropathology (72 minutes)**

Lance E. Trexler, PhD, FACRM

### **Session 3: Evidence-Based Treatment of Executive Functions (110 minutes)**

Jennifer V Wethe, PhD, ABPP-CN

### **Session 4: Evidence Based Interventions for Memory (110 minutes)**

Thomas F. Bergquist, PhD

### **Session 5: Evidence Based Treatments of Attention (125 minutes)**

Angela Yi, PhD

### **Session 6: Evidence-Based Interventions for Visuospatial Deficits and Apraxia (89 minutes)**

Donna M. Langenbahn, PhD

### **Session 7: Evidence Based Interventions Social Communication (121 minutes)**

Rebecca D. Eberle, M.A., CCC-SLP, BC-ANCD, FACRM

### **Session 8: Evidence-Based Group Treatments of Memory and Executive Function (122 minutes)**

Donna M. Langenbahn, PhD & Thomas F. Bergquist, PhD

## DISCIPLINES

- Occupational Therapists (AOTA)
- Physical Therapists (ACCME – Non-MD Certificate of Participation)
- Physicians (ACCME)
- Psychologists (Division 22)
- Speech-Language-Hearing Therapists (ASHA)

## CONTINUING EDUCATION CREDIT

Educational Level: **Introductory/Intermediate**

Instructional Method: **Video Taped Lecture**

CME/CEU: **12.25 contact hours**

## COMPLETION REQUIREMENTS: EVALUATION AND CME CERTIFICATES

Credit is only given to attendees that register for the course; successfully complete the entire course; take the post-test after each session and evaluate the course. At the end of the training, you will return to the course home page and click the link for the post-test. You must pass the post-test with 100% accuracy. You may retake the test as many times as necessary. Once you complete the final post-test, you will find the link to evaluate the activity and claim 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.

## DISTINGUISHED FACULTY



**Thomas Bergquist**  
PhD, ABPP-CN  
Mayo Clinic, Rochester, MN



**Rebecca Eberle**  
MA, CCC/SLP, BC-NCD  
Indiana University Bloomington, IN



**Michael Fraas**  
PhD, CCC/SLP, CBIS  
Western Washington University  
Bellingham, WA



**Donna Langenbahn, PhD**  
Rusk Institute of Rehabilitation Medicine,  
NY, NY



**Amy Shapiro-Rosenbaum, PhD**  
Park Terrace Care Center, Flushing, NY



**Lance Trexler**  
PhD, HSPP, FACRM  
Rehabilitation Hospital of Indiana,  
Indianapolis, IN



**Jennifer Wethe**  
PhD, ABPP-CN  
Mayo Clinic, Purdue University,  
Scottsdale, AZ



**Angela Yi, PhD**  
Foothills Neuropsychology and  
Rehabilitation Services, Claremont, CA

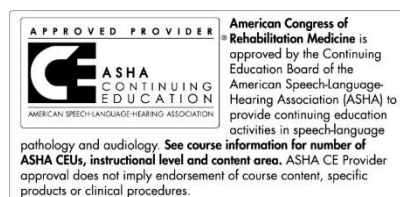
## PHYSICIANS – Approved



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



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

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# ACRM Cognitive Rehabilitation 2<sup>nd</sup> Edition In-Person Training

17JAN2023

## Group Training Includes:

- **Instruction from our distinguished faculty, including authors of The Manual**
- **12.25 CME/CEUs**
- **Printed Manual or eBook**
- **24/7 Online Access to the recorded course**
- **Subscription to the Companion Website for one year**
- **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.

## 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)



**365**  
SALES TEAM

Contact: [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) | [+1.703.435.5335](tel:+17034355335) | [ACRM.org/sales](https://www.acrm.org/sales) PROSPECTUS | 184

## HOW THIS WORKS

In-Person course includes:

- Two days of in-person instruction from ACRM Faculty including authors of the Manual
- **THE MANUAL:** Printed copy of the *Cognitive Rehabilitation Manual & Textbook Second Edition* — \$295 value! (additional shipping and handling charges apply).

## INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

- **Group Training, Individual Cost: 2-day \$495**

Includes:

- CME/CEUs – 12.25 credit hours
  - A Printed copy of the *Cognitive Rehabilitation Manual & Textbook Second Edition* — \$295 value! (additional shipping and handling 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 (Division 22)
    - 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: \$195 (plus shipping & handling)**

- The Manual — all 500 pages, including clinical forms and companion website — 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: \$295 (plus shipping & handling)**

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

Number of Attendees	Cost per trainee	Online**	2-Day In-Person
50	\$ 495	\$ 24,750	\$ -
50	\$ 495	\$ -	\$ 24,750
50	\$ 525	\$ -	\$ -
Domestic Travel and Honoraria Costs		\$ -	\$ 11,040
2-Hour Zoom Call with Faculty		\$ 1,000	\$ 1,000
Shipping to host (single destination)		included	included
<b>TOTAL</b>		<b>\$ 25,750</b>	<b>\$ 36,790</b>

\*50% deposit required at time of signing

\*\*This table is calculated for 50 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 (Division 22)
- Speech-Language-Hearing Therapists (ASHA)

**CONTINUING EDUCATION CREDIT**

- Educational Level: **Introductory/Intermediate**  
Instructional Method: **In-Person Lecture**  
CME/CEU: **12.25 contact hours**

## AGENDA

**Session 1: Principles of Cognitive Rehabilitation (91 minutes)**

Amy Shapiro-Rosenbaum, PhD, FACRM

**Session 2: Keeping the Brain in Cognitive Rehabilitation: The Relevance of Functional Neuroanatomy and Neuropathology (72 minutes)**

Lance E. Trexler, PhD, FACRM

**Session 3: Evidence-Based Treatment of Executive Functions (110 minutes)**

Jennifer V Wethe, PhD, ABPP-CN

**Session 4: Evidence Based Interventions for Memory (110 minutes)**

Thomas F. Bergquist, PhD

**Session 5: Evidence Based Treatments of Attention (125 minutes)**

Angela Yi, PhD

**Session 6: Evidence-Based Interventions for Visuospatial Deficits and Apraxia (89 minutes)**

Donna M. Langenbahn, PhD

**Session 7: Evidence Based Interventions Social Communication (121 minutes)**

Rebecca D. Eberle, M.A., CCC-SLP, BC-ANCDS, FACRM

**Session 8: Evidence-Based Group Treatments of Memory and Executive Function (122 minutes)**

Donna M. Langenbahn, PhD & Thomas F. Bergquist, PhD

## 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

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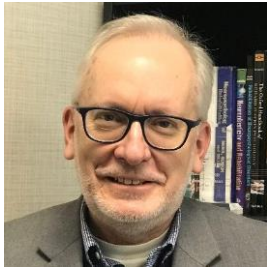
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Rehabilitation Hospital of Indiana,  
Indianapolis, IN



**Jennifer Wethe**  
PhD, ABPP-CN  
Mayo Clinic, Purdue University,  
Scottsdale, AZ



**Angela Yi, PhD**  
Foothills Neuropsychology and  
Rehabilitation Services, Claremont, CA

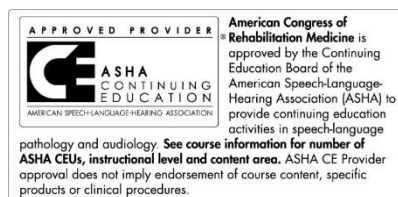
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**CONTACT OPTIONS**

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## Spring Meeting Sponsorship Opportunities

30JAN2023

### OVERVIEW

Distinguish your company or institution when you affiliate your brand with ACRM as a sponsor. The **ACRM Spring Meeting** is a venue for networking and collaborating within the ACRM interdisciplinary community groups and committees. The Spring Meeting also hosts the **ACRM Training Institute**, providing rehabilitation researchers and clinicians seeking CME/CEUs with exciting opportunities for in-depth training and the translation of evidence-based knowledge into clinical practice.

### HOW THIS WORKS – OPTION A

- 1.5 million emails promoting the event, which will include your logo
- A minimum of 6 lead eNews articles featuring your logo on our Spring Meeting promotion as well as a Box Ad in each weekly issue
- Social media – Sponsor logo will be featured in all Spring Meeting graphics in heavy rotation on ACRM's 100+ media channels, multiple posts every day, across numerous channels up to and through the meeting
- Your logo featured on ACRM web pages:
  - A featured ad in rotation on the homepage of ACRM.org
  - Box ads on ACRM.org pages
  - Featured ad on all ACRM.org Spring Meeting pages
- 2 full conference registrations to spring & fall meetings
- 2 eblasts to ACRM members
- Billboard for social media
- Logo recognition on signage at in-person event
- Option to provide giveaway to be supplied by sponsor (ie. Padfolios, Insulated water bottle/coffee mugs)
- Sponsor thanked at in-person event during Board of Governors Meeting

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



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Contact: [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) |  +1.703.435.5335 | [ACRM.org/sales](https://www.acrm.org/sales) PROSPECTUS | 192



## HOW THIS WORKS – OPTION B

- 1.5 million emails promoting the event, which will include your logo
- A minimum of 3 lead eNews articles featuring your logo on our Spring Meeting promotion
- Social media – Sponsor logo will be featured in all Spring Meeting graphics in heavy rotation on ACRM’s 100+ media channels, multiple posts every day, across numerous channels up to and through the meeting
- Your Logo will be added to the footer of the ACRM website
- Your Logo will be added to ACRM’s Vendor Exposure™
  - Your logo systemwide, across nearly all of ACRM media properties
  - 129 Million+ exposures annually
- 1 conference registration to spring & fall meetings
- 1 eblast to ACRM members
- Billboard for social media
- Logo recognition on signage at in-person event

## HOW THIS WORKS – OPTION C

- 1.5 million emails promoting the event, which will include your logo
- A minimum of 1 lead eNews articles featuring your logo on our Spring Meeting promotion
- Social media – Sponsor logo will be featured in all Spring Meeting graphics in heavy rotation on ACRM’s 100+ media channels, multiple posts every day, across numerous channels up to and through the meeting
- Your Logo will be added to the footer of the ACRM website
- Your Logo will be added to ACRM’s Vendor Exposure™
  - Your logo systemwide, across nearly all of ACRM media properties
  - 129 Million+ exposures annually
- Billboard for social media
- Logo recognition on signage at in-person event

## HOW THIS WORKS – OPTION D

- 1.5 million emails promoting the event, which will include your logo
- Social media – Sponsor logo will be featured in all Spring Meeting graphics in heavy rotation on ACRM’s 100+ media channels, multiple posts every day, across numerous channels up to and through the meeting
- Your Logo will be added to the footer of the ACRM website
- Your Logo will be added to ACRM’s Vendor Exposure™
  - Your logo systemwide, across nearly all of ACRM media properties
  - 129 Million+ exposures annually
- Billboard for social media
- Logo recognition on signage at in-person event

## INVESTMENT OPPORTUNITY

\*all prices are subject to change without notice

- Spring Meeting Sponsorship Option A: **\$25,000**
- Spring Meeting Sponsorship Option B: **\$15,000**
- Spring Meeting Sponsorship Option C: **\$10,000**
- Spring Meeting Sponsorship Option D: **\$5,000**

## TURBO BOOST YOUR PRODUCT OR SERVICE

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## CONTACT OPTIONS

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- Call [+1.703.435.5335](tel:+17034355335)

We are here to help you exceed your marketing goals & become a household name in the rehabilitation research world.

EASY INQUIRY FORM: [ACRM.org/SalesForm](http://ACRM.org/SalesForm) | [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) | [ACRM.org/365](http://ACRM.org/365)



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## Direct Mail to the ACRM Database

19JAN2023

### HOW THIS WORKS

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

The **ACRM 365 team** is experienced at delivering professional, meaningful and impactful collateral directly to the mailboxes of your target audience.

The options outlined below are just some suggestions to jump-start direct mail plans and budgeting. Custom options are available and expected.

#### **OPTION 1) Advertiser does more**

Advertiser provides the **pre-printed** mail pieces ready for:  
**ink-jetting and mailing** by the ACRM printer and mailhouse.

#### **OPTION 2) ACRM does more**

Advertiser provides the print-ready design files for:  
**printing, ink-jetting, and mailing** by the ACRM printer and mailhouse.

#### **OPTION 3) ACRM helps the most**

Advertiser provides the project goals and the **ACRM team creates a professionally designed mail piece** ready for: **printing, ink-jetting, and mailing** by the ACRM printer and mailhouse.

We are here to help you exceed your marketing goals & become a household name in the rehabilitation research world.

EASY INQUIRY FORM: [ACRM.org/SalesForm](https://www.acrm.org/SalesForm) | [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) | [ACRM.org/365](https://www.acrm.org/365)

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



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## SIZES & COSTS

- Popular sizes are:
  - oversized postcard / letter format and
  - catalog size (think like a Pottery Barn catalog)
  - We recommend no smaller than an oversized postcard (6 x 11 inches)
- Other, custom sizes are available, please inquire
- Minimum quantity: 350 pieces
- Minimum costs: starting prices listed below are for 5000 pieces or less at non-profit postage.
  - More than 5000 pieces will be billed at the per piece postage rate
  - For example, **OPTION 1)** 6000 pieces mailing, #10 envelope size, non-profit postage will be \$6179 (\$5999 + \$180 (\$.18 x 1000)).

## USPS First Class LETTER

### USPS POSTAGE CLASSES & COSTS:

- Non-profit postage: approximately **\$.18**/per piece. SLOWEST priority USPS.
- Presort First-Class: approximately **\$.44**/per piece. Medium to fast USPS.
- First-Class live stamp: **\$.55**/per piece. Fastest USPS. Size restrictions apply.

## 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 Washington, DC/Maryland.
- Postage costs are from USPS for estimating only and are subject to change.
- After project initiation, detailed estimates will be provided based on advertiser's target audience goals.

## INVESTMENT OPPORTUNITIES

\*all prices are subject to change without notice

### **OPTION 1)** Advertiser does more *Starting from \$5999\**

Advertiser provides the **pre-printed** mail pieces ready for:  
**ink-jetting and mailing** by the ACRM printer and mailhouse.

### **OPTION 2)** ACRM does more *Starting from \$6999\**

Advertiser provides the print-ready design files for:



printing, ink-jetting, and mailing by the ACRM printer and mailhouse.

**OPTION 3) ACRM helps the most Starting from \$7999\***

Advertiser provides the project goals and the **ACRM team creates a professionally designed mail piece** ready for: **printing, ink-jetting, and mailing** by the ACRM printer and mailhouse.

### IMPORTANT NOTES

- The indicia area and mail address areas must be empty and ready for imprinting by the ACRM bonded mail house.
- ACRM will create a proposal and data-pull based on the requirements from the client after initial meeting.
- **Full payment (starting costs) required before processing begins.**
- Any additional fulfillment and postage costs will be billed directly to the advertiser.
- All mailing pieces are subject to ACRM approval.

### TURBO BOOST YOUR PRODUCT OR SERVICE

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## ACRM Rehab Job Board

27JAN2022

### 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)



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- 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**

\*Vendor credits do not apply towards the purchase of ACRM Rehab Job Board postings\*



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## 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](tel:+17034355335)





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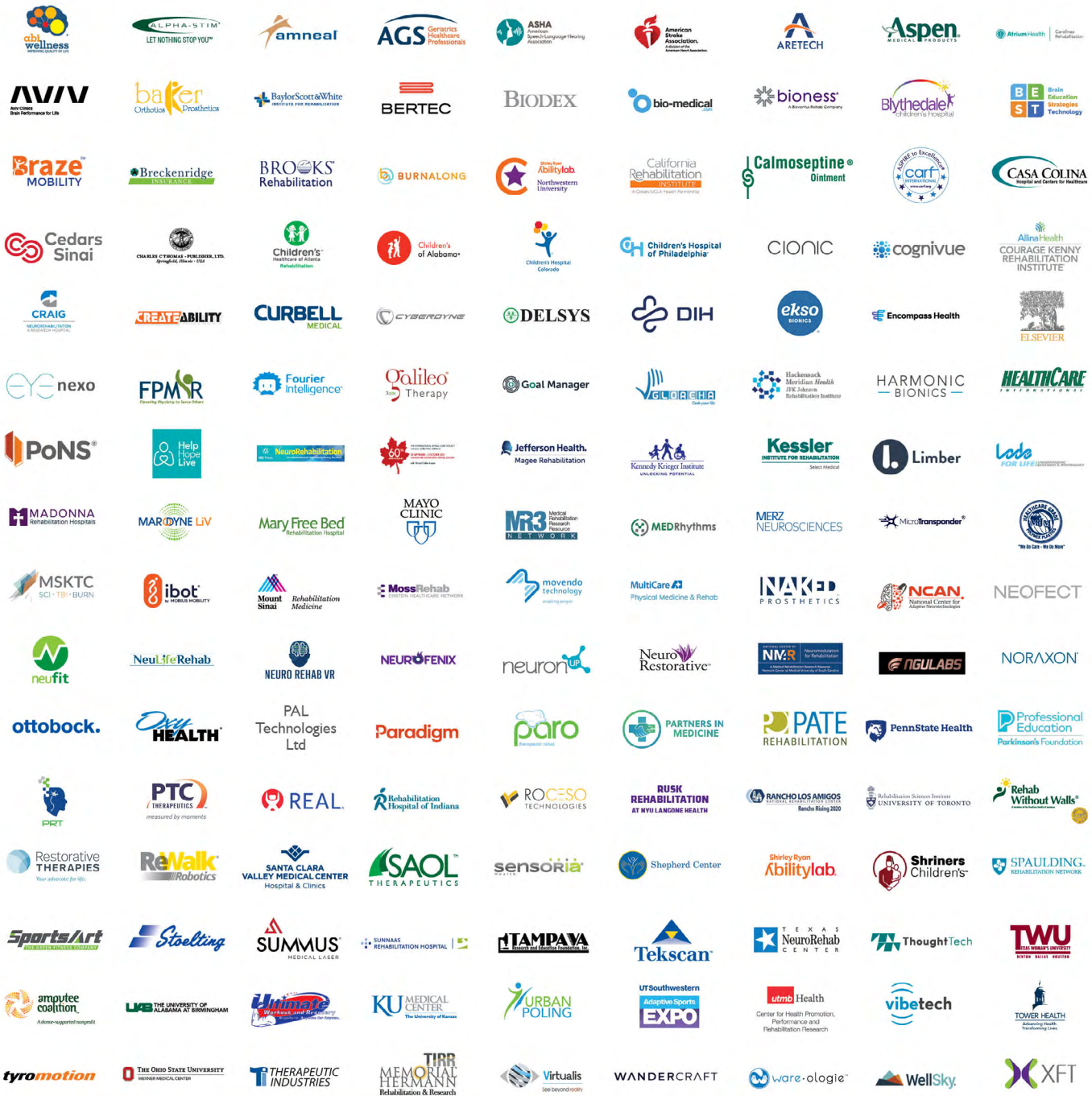
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