



ATPPS 2024
Annual Meeting
& Conference
BOISE | FEB 29 - MAR 2

ATPPS
Athletic Trainers in the
PHYSICIAN PRACTICE SOCIETY

**2024 ANNUAL MEETING
& CONFERENCE
PROSPECTUS**

“The content, lecturers, overall vibe of the attendees and staff running it - all around **exceeded expectations.**”



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ABOUT ATPPS AND THE ANNUAL CONFERENCE

Welcome to ATPPS, the premier organization dedicated to advancing the role of athletic trainers in physician practice. Our mission is to provide a strong voice and unwavering support for athletic trainers, empowering them to deliver exceptional care and contribute to positive patient outcomes. With a focus on education, advocacy, and collaboration, we strive to enhance the professional development of athletic trainers in the physician practice setting. Through our comprehensive resources, innovative programs, and engaging conferences, we aim to elevate the standard of care, promote evidence-based practices, and foster a vibrant community of healthcare professionals. Join us in shaping the future of athletic training in the physician practice environment and making a lasting impact on patient well-being.



Every year, hundreds of athletic trainers, providers, allied health professionals, administrators, and healthcare executives gather at the ATPPS Annual Meeting and Conferences, which aim to inform them about the latest trends in physician practice settings, effective strategies for managing operating rooms, specialized orthopedic assessments for specific populations, medical considerations in patient care, and the expanding administrative and interpersonal aspects within the evolving field of athletic training.

About The Attendees



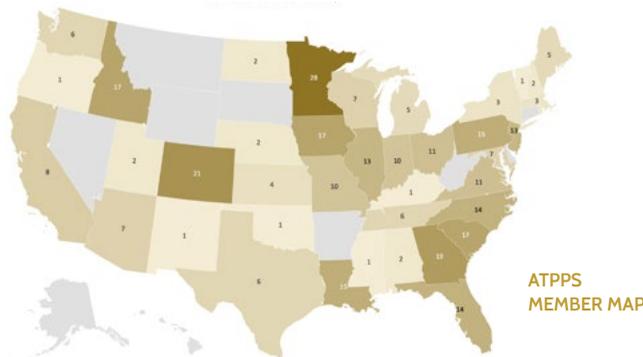
Athletic Trainers in the Physician Practice Society members utilize a unique set of skills that are not typically used in a traditional athletic training setting. Membership boasts over 400 active members with a reach over 39 states, 300 unique clinics/hospitals and with our position make up consisting of clinical athletic trainers, academia, program directors, clinic supervisors, managers, healthcare administrators, DME representatives, executives, and healthcare providers.



- 58%** OF OUR ATTENDEES COME FROM THE HOSPITAL SYSTEM SETTING
- 23%** FROM THE PRIVATE PRACTICE SETTING
- 13%** FROM AFFILIATE ORGANIZATIONS (DME, IMAGING, SURGICAL EQUIPMENT, ETC)
- 7%** FROM THE COLLEGIATE/UNIVERSITY SETTING REPRESENTING OVER 200+ UNIQUE PRACTICE SITES.

[What I loved about the ATPPS Conference]

"The depth of knowledge and expertise with the speakers. Such a high level of qualified speakers, condensed into a short timeline."



ATPPS Sponsors and Exhibitors



- Abbott Nutrition
- Accelerated Biologics
- American Alliance of Orthopaedic Executives (AAOE)
- Association for Athletic Training Education (AATE)
- Bioventus
- Board of Certification for the Athletic Trainer (BOC)
- Clinical Practice in Athletic Training Journal (Clin AT)
- Commission on Accreditation of Athletic Training Education (CAATE)
- Cora Physical Therapy
- ERMI
- Experience Columbia, SC
- Ferring Pharmaceuticals - Euflexxa
- Go4
- Hanger Clinic
- Indiana State University DAT Program
- Mayo Clinic Orthopedics & Sports Medicine
- Moravian University
- Mueller Sports Medicine
- NeuroCatch Inc.
- Ossur
- Peerless Surgical (Arthrex Distributor)
- Philips USA
- School Health
- Smith&Nephew
- Springbok Analytics
- Top Shelf Orthopedics
- Townsend Thuasne USA
- Vericel
- Weave
- WRS
- Zimmer Biomet

Advertising & Attendee Engagement

- Nearly 20 Exhibit Hall hours with 7.5 hours dedicated solely to exhibit time
- Three complimentary one-time use registrant contact lists (two pre-conference and one post-conference)
- Two staff badges per booth unit
- Company listing on the Annual Conference website and mobile app
- You do not need to purchase carpet this year (space is already carpeted)

EXHIBITING

6' TABLE, 2 CHAIRS, and LINEN

**PREMIUM
Booth Space**

\$1,900

or **\$2,400**
after cutoff date

**REGULAR
Booth Space**

\$1,700

or **\$2,200**
after cutoff date

Cutoff date: **October 1, 2023**

EXHIBITOR SCHEDULE / SHOW HOURS

Thursday, Feb 29

10:00 am – 5:00 pm
Registration Open

12:00 pm – 5:00 pm
Exhibit Hall Open

12:00 pm – 2:00 pm
Pre-Conference Workshops (Separate
Registration Required)

12:00 pm – 2:00 pm
Concurrent Educational Sessions

2:00 pm – 2:45 pm
Coffee Break/Snacks in Exhibit Hall

3:00 pm – 5:00 pm
Pre-Conference Workshops (Separate
Registration Required)

3:00 pm – 5:00 pm
Concurrent Educational Sessions

6:00 pm – 9:00 pm
President and Volunteer Reception
(by invitation only)

Friday, Mar 1

7:00 am – 5:00 pm
Registration Open

7:30 am – 8:30 am
Coffee/Breakfast in Exhibit Hall

7:30 am – 5:00 pm
Exhibit Hall Open

8:30 am – 10:00 am
Concurrent Educational Sessions

10:00 am – 10:30 am
Coffee Break/Snacks in Exhibit Hall

10:00 am – 12:00 pm
Keynote Speaker & Member Business
Meeting

1:00 pm – 3:00 pm
Concurrent Educational Sessions

3:00 pm – 3:30 pm
Coffee Break/Snacks in Exhibit Hall

3:30 pm – 5:00 pm
Concurrent Educational Sessions

6:00 pm – 9:00 pm
Reception in the Exhibit Hall

Saturday, Mar 2

7:00 am – 3:00 pm
Registration Open

7:30 am – 8:30 am
Coffee/Breakfast in Exhibit Hall

7:30 am – 5:00 pm
Exhibit Hall Open

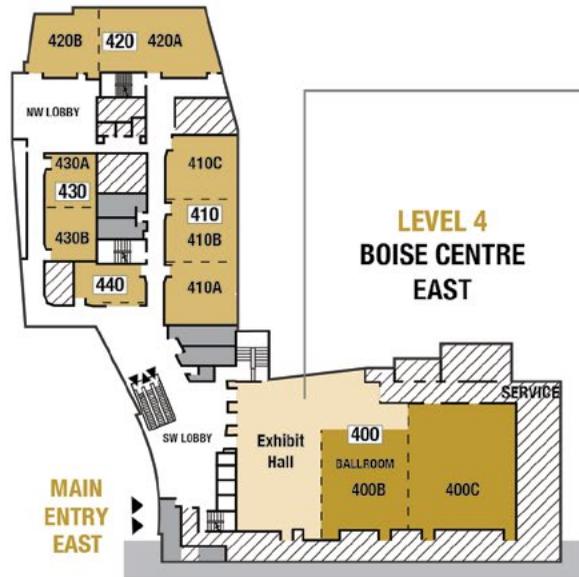
8:30 am – 10:00 am
Concurrent Educational Sessions

10:00 am – 10:30 am
Coffee Break/Snacks in Exhibit Hall

10:00 am – 12:00 pm
Concurrent Educational Sessions

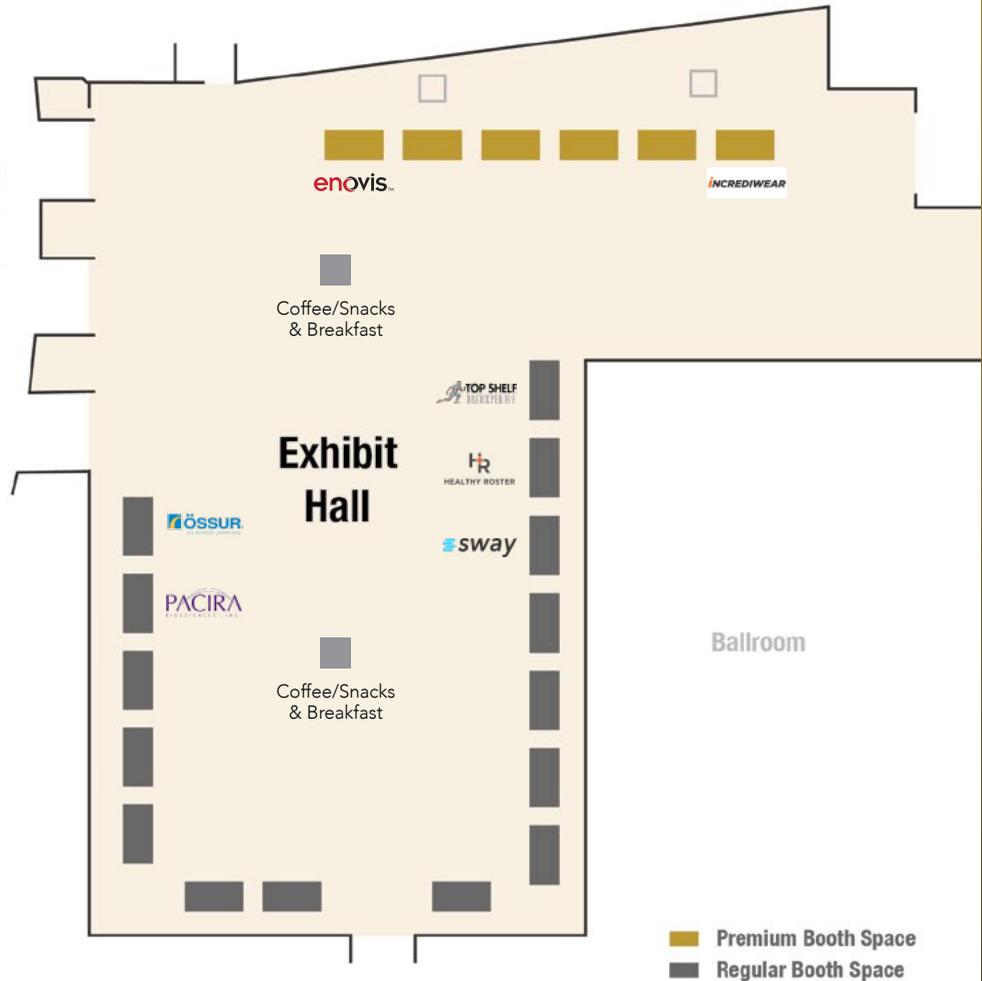
1:00 pm – 4:00 pm
Concurrent Educational Sessions

Exhibit Hall Floor Plan



SW Lobby

LEVEL 4 BOISE CENTRE EAST



- Premium Booth Space
- Regular Booth Space

Advertising & Attendee Engagement

'Register Now! Postcard'

Winter distribution – insertion deadline 08-17-23, logo/ad due by 09-09-23, mail date of 10-03-23

This direct mail piece will include ONE exclusive ad that will be mailed to over 2500 athletic trainers, practice administrators, healthcare providers and more, so it's a great way to get your name and message in front of members.

Exclusive Ad - \$1200

Sponsor A Room / Track For A Day

2 OF 6 LEFT

Each session room is equipped with a video board outside each room to depict the schedule and sessions going on. Take this opportunity to Sponsor a Room for the day and get your logo on the prominent video display at the entrance of the session room.

- Room Sponsorship - \$250



Advertising & Engagement Details

Mobile App

App released to attendees by early January / insertion deadline 02-15-2024 / artwork due 02-20-2024

Nearly 75% of attendees download the app to manage their schedules, post about their activities, and find exhibitors. Your enhanced listing, ad or push notification will literally be at their fingertips!

- Preferred Company Listing = \$75
- Push Notification (8) = \$175
- Splash Screen Sponsor = \$500
- App Banner Sponsor = \$250 **SOLD!**
- Menu Banner Sponsor = \$250 **SOLD!**
- Groups Sponsor = \$50

Onsite Exhibit Hall Game – \$75

Limit of 10 exhibitors

Deadline to participate 01-15-24

The Exhibit Hall Game is a fun way to encourage attendees to visit your booth and learn about your products in order to complete their game cards and be eligible for prize drawings.



Tote Bag Insert – \$1,750

Deadline to participate 02-01-24 / proof of item due 02-10-24

Put your collateral or eye-catching item in attendee bags for distribution at registration — a great chance to make a fun first impression!



ROULETTE • POKER
CRAPS • BLACKJACK

Networking Reception

Reception Drink Tickets

This year we will have a networking reception in the Exhibit Hall for even more fun networking time! Everyone loves to have someone buy them a drink. Attendees will be notified in advance which exhibitors are offering drink tickets in order to drive more traffic to your booth!

- 10 tickets = \$150
- 20 tickets = \$250
- 30 tickets = \$350

Sponsor A Table – \$500

Your logo will be prominently displayed at the gaming table where attendees will play with funny money to trade in for raffle prizes at the end of the night.

Sponsor The Funny Money – \$500

What's better than Benjamin Franklin on the center of a bill? How about your logo?? Get your logo prominently displayed on all the funny money our attendees will be using throughout the night for an impression they won't forget!

CASINO *Night*

What I love about the ATPPS conference is...

"Networking opportunities and leadership / career growth advice."



Sponsorships

Whether you're looking for name recognition, creative ways to generate booth traffic, or aligning your brand with conference content and events, we have a number of ways to help your company elevate its presence, drive more booth traffic, and get attendees talking. In addition to the specific benefits of your chosen sponsorship, you will receive the following additional benefits:

SPONSOR BENEFITS	\$750 to \$1,250	\$1,251 to \$1,999	\$2,000 AND UP
Pre-conference recognition on conference website and promotions	✓	✓	✓
Onsite recognition via signage	✓	✓	✓
5% off of advertising items purchased before 10-01-2023	✓	✓	✓
Tickets to President & Volunteers Reception	1	2	3
Tote Bag Insert			✓

SPONSORSHIP

Keynote Speakers

Keynote speakers are a big conference draw, so they are promoted heavily throughout pre-event promotions, along with your name as the sponsor. Onsite, in addition to sponsor signage at the event, your logo will be prominently displayed on the dais above the speaker, and you'll have the opportunity to introduce them onstage.

Each of these include an opportunity for the sponsor to speak for up to 5 minutes at the beginning of the session, as well as introduce the speaker and of course, branding!



Tony Brigmon

Opening Keynote
Speaker - \$5,000

As Southwest's Former "Ambassador of Fun", Tony Brigmon helped their corporate culture recognize and reward humor and creativity in a way that got serious results. Tony became an expert at using interactive fun to teach best practices. He is an astute observer of super performing human behavior and has earned recognition nationally and internationally for his presentation, training, and consulting work, always with the aim to maximize engagement, energize transformation, and enrich individual lives. Organizations are raving about Tony's conference presentations. Over the last several decades, Tony has worked with over 2,000 + organizations to energize and engage cultural transformation, employee engagement, leadership, customer service and more. Today, Tony draws on his experience as a former Southwest "insider" and his personal observations on positive high-performing individuals and organizations giving audience members practical ideas they can implement in their work and in their lives.

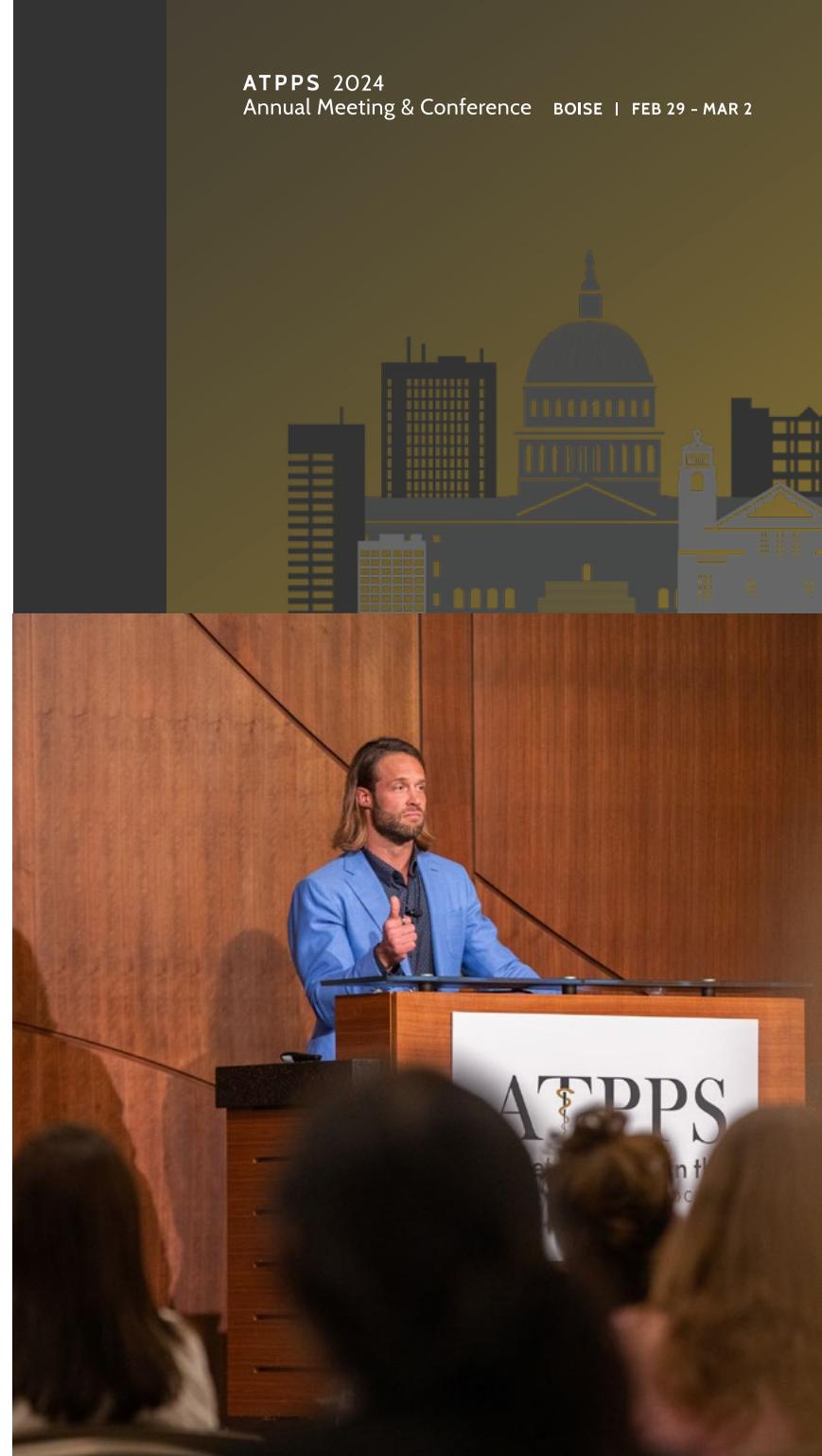


Patricia Northrup

Closing Keynote
Speaker - \$5,000

Lieutenant Colonel Patricia Northrup has been speaking to audiences of all ages for more than 25 years about how the most ordinary ideas can be extraordinary successes. She has often been told how "lucky" she has been in her life to have achieved so much. But once you listen to her speak, you will learn that the secret to her success is simply turning life's normal rejections and failures to her advantage and seizing opportunities when they appear. Patricia is an expert on leadership in high-stress and dynamic situations, breaking the glass ceiling and developing positive, harmonious relationships between men and women in the workplace, and finding a way to win the race of life when the world is convinced you are the underdog.

CONTACT: Addy M. Kujawa, CAE, DES
847-624-2339 (call or text) • akujawa@aaoe.net



SPONSOR

Name Recognition

These sponsorships are all high visibility options for getting your name in front of attendees in meaningful ways.

Board of Directors Face-to-Face

2 OF 3 LEFT

Taking place throughout the week, secure your opportunity for two of your staff to network in a fun, casual setting with the ATPPS Board of Directors and Staff during a dinner, lunch, or over coffee.

- Exclusive Dinner: \$4,000 **SOLD!**
- Board of Directors Lunch - \$1,500
- Board of Directors Coffee Chat - \$750

All Breaks – \$5,000

Exclusive sponsor of all conference meals inside and outside the Exhibit Hall. Sponsor signage at all food stations, along with branded napkins and recognition in the onsite program guide. Includes 2 breakfasts and 4 breaks. (Does not include exhibit hall receptions).



Pens – \$1,000

One of the most popular giveaway items at the conference each year — pens are included in the tote bags and are branded with your logo to put you in front of potential buyers during their note-taking!

Conference Wi-Fi – \$1,000

Everybody needs the conference wi-fi, and multiple signs throughout the show, as well as the mobile app, will mention your sponsorship of this essential service. Sign up ASAP and your company name can even be the password!

Attendee Tote Bags – \$2,500

These branded bags are handed out at registration and include the conference program and other goodies. The sooner we can order, the higher quality the bag can be, so don't wait, let's get your logo on the arms of all the attendees!



Notebook – \$1,500

We're living in the age of technology, but studies show that handwritten note-taking is best. Help attendees take their notes in style with a journal featuring your logo included in attendee tote bags and used both during and after the conference.

Water Bottles – \$2,500

Your branded water bottle is handed out to attendees along with their tote bag — always popular, you'll see them throughout the conference and in attendees' offices once they're home again!

Name Badges – \$2,000

Name Lanyards – \$2,000

Together:

\$3,500

Attendees, speakers, exhibitors and guests are all required to wear the name badges with their lanyards throughout the show, so your name will be front-and-center during every conversation throughout the conference!

SPONSOR

Fun & Unique Experiences

These sponsorships offer fun ways to drive attendees to your booth and really ramp up the energy and excitement about the show floor, as well. All "Experience" sponsorships will be highlighted in conference marketing, as well.



Treasure Chest – \$1,500

Keys are placed in the attendee bags and attendees come to your booth to see if their key is one of the lucky ones that opens the treasure chest so they can win amazing prizes. Signage is included at your booth.

Recovery Kits – \$1,750

Conference attendees sometimes need a pick-me-up the morning after a fun networking event - help them bounce back by providing these kits as people leave the party and/or making them available for pickup at your booth. Signage is included at your booth.



Coffee Station - \$2,000

Where do people go to connect and chat? Coffee shops! Become a temporary coffee shop on the show floor during the dedicated Exhibit Hall time on and get attendees talking with you! Signage included at your booth.

Coffee Station with Mimosas Bar – \$3,500

1 OF 2 LEFT

What do people like more than coffee in the morning? How about boozy coffee or morning mimosas? Become a morning sensation with a temporary coffee bar located right next to your booth to get attendees engaged and speaking with you!

