



ATPPS®

Athletic Trainers in the  
PHYSICIAN PRACTICE SOCIETY

YOUR THOUGHT  
LEADERSHIP

# YEAR ROUND ENGAGEMENT

**20,000+**

Reach to Athletic  
Trainers, including 500+  
members

**400+**

Practices represented  
nationwide with 1-150  
athletic trainers each

**90%**

States represented by  
our membership across  
the country

# PUT OUR MARKETING TO WORK FOR YOU!

## EMAILS

### 50+% Open Rate

Our weekly emails, job alerts or enews blasts have an average open rate of greater than 50%! All of our programs and events are promoted multiple times - a minimum of 2 times per month!

---

## WEB

### Over 2,500+ visitors monthly

All events and programs are accessible via the ATPPS website with sponsor recognition on relevant pages.

---

## EMAIL LIST

We have an email list of over 20,000 contacts! Emails can be segmented and sent to a targeted subsection of that list or to all for a wide reach.

## SOCIALS



1,100+ followers



1,300+ followers



2,000+ followers



1,100+ followers

---

## OTHER

Based on your preferences and involvement with ATPPS, additional exposure can include onsite signage at events, opportunities to address attendees, additional promotion at either our in-person or virtual annual conference, and lists of athletic trainers for your own outreach.

# NETWORKING | LEAD GEN THOUGHT LEADERSHIP

## YOUR THOUGHT LEADERSHIP

Build credibility, name recognition, and generate leads by sharing your unique expertise with ATPPS members in an educational format such as a lecture series, case studies, panel discussions, best practices, lunch-and-learns. We offer several ways for you to leverage your content and thought leadership to help you drive business.

### Sponsored Webinars

You provide the content and ATPPS provides marketing, attendee registration, and webinar hosting. The recorded session will then be made available in ATPPS' online learning center, and you will receive the full registration list including emails.

Average webinar registrations range from 15-99 depending on the topic, and attendance rates average 41%.

60-minute sessions must be educational while 30-minute topics can include a product demo, provided this is clear to attendees in the session description. All topics must be approved by ATPPS.

**Cost: 60-minute format = \$3,000**  
**30-minute format = \$2,000**

### Promoted Webinars

Already producing educational webinars yourself? ATPPS can promote your webinar to our members and host your recorded webinar in our online learning center. Topic must be approved by ATPPS.

**Cost: \$1,500**

### Sponsored e-Blast

Let us send your educational or promotional content to our audience via email. Design and content subject to ATPPS review/approval.

**Cost: \$2,500**

## HIGH-IMPACT DIGITAL ADVERTISING

Our website (4,000+ visitors per month) and job opening emails (2,200+ recipients with open rates over 50%!) provide athletic trainers and orthopedic professionals with timely information. Additionally, our virtual annual conference provides the premier option for those athletic trainers looking for clinical specific educational content and unable to travel to an in-person conference. The virtual conference allows for many opportunities for additional brand exposure, session or track sponsorship and more!

### ATPPS Virtual Annual Conference:

- Platinum Sponsor: \$5,000
- Conference Sponsor: \$2,500
- Educational Track Sponsor: \$1,000
- Session Sponsor: \$250

*\*Any spend above \$2500 receives full attendee list*

*For more information on our in-person conference offerings, check out our [Exhibitor Prospectus](#).*

### ATPPS Emails:

- Top Banner = \$4,000 (annual) 728x90
- Square Banners = \$2,250 (annual; 2 spots) 300x250
- Featured Content = \$500 (4 issues; 4 per issue)

*Includes title, 30-word lead-in, image (160x160) and link in the full story*

### ATPPS Social Post:

- ATPPS will share your social post with their X, LinkedIn and Facebook followers. Can be promotional in nature or thought leadership.  
**Cost: \$750**

### ATPPS Website:

- Annual Home Page Carousel Sponsor: \$2,500

For more information, please contact  
Sean Burfeind  
(716) 604-2914 • [treasurer@atpps.org](mailto:treasurer@atpps.org)

# NETWORKING | LEAD GEN THOUGHT LEADERSHIP

## ATPPS – AAOE DME COURSE

ATPPS and the American Alliance of Orthopaedic Executives (AAOE) have partnered to create a Durable Medical Equipment (DME) education course for athletic trainers. The course will consist of 11 on-demand modules of thirty to sixty minutes each covering the basics of managing DME in a physician practice. The certificate culminates in a hands-on module to be conducted in February at the ATPPS conference. Attendees in the hands-on module will be able to work with a variety of different products under the supervision of DME company representatives.

Sponsors have the opportunity to showcase their products to attendees during a product fair where attendees have hands-on training at the ATPPS annual conference in a hands-on session Thursday, February 20. Sponsor logos will be placed on all certificate marketing.

### Recipients of the ATPPS/AAOE DME Certificate will be able to:

- Differentiate themselves in the job market
- Understand the proper management of DME, from negotiating with suppliers to inventory management
- Understand how billing works and how insurance claims are processed and denied to improve your revenue cycle
- Increase patient satisfaction with their DME

### Course modules:

1. Documentation
2. LCD (Local Coverage Determination)
3. Denial Management
4. Automation Tools
5. Competitive Bid and Prior Authorization Requirements
6. Billing Solutions — Direct vs. Office Care vs. Hybrid
7. Product Fair
8. Supplier Relationships and Contracts
9. Inventory Management
10. Patient Education and Training
11. What's Coming Next

**2-Year Sponsorship  
Comittement:**

**Exclusive Rights:  
\$35,000 total**

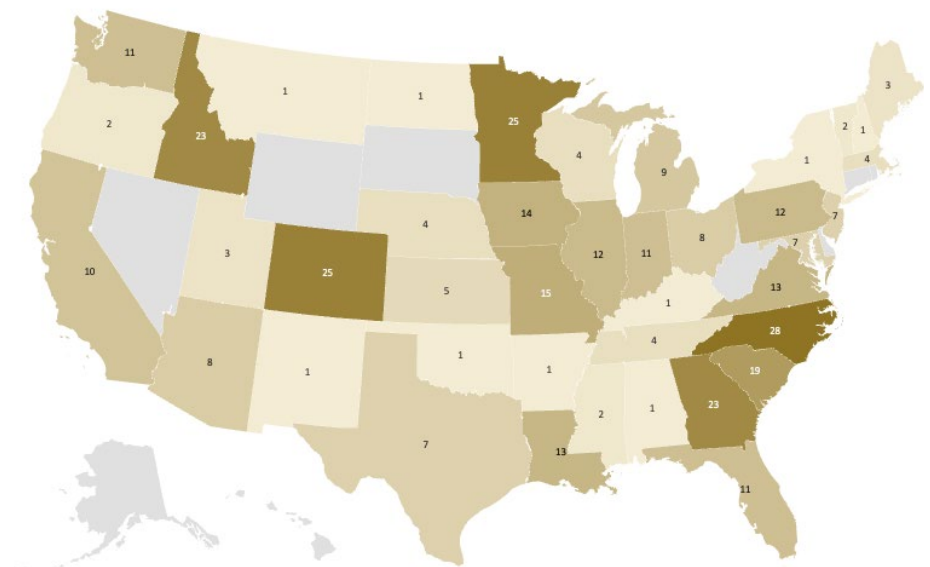
**Shared Sponsorship:  
\$15,000 total each**

*(Limited to three)*

# ABOUT OUR MEMBERSHIP

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 500 active members with a reach over 40 states, 400 unique clinics/hospitals. Members' titles consist of clinical athletic trainers, academia, program directors, clinic supervisors, managers, healthcare administrators, DME representatives, executives, and healthcare providers.

## ATPPS Member Map



“ATPPS is a well-organized and efficient organization. We enjoy working with them to find ways for both organizations to meet expectations. Based on their values and mission, we at Enovis will continue our strong working relationship.”

*Michael McBrayer*  
Senior Vice President, Enovis