Creating Connections

66th Annual Meeting Toronto, ON, Canada
SEPTEMBER 12-15, 2012 WESTIN HARBOUR CASTLE

2012 SPONSORSHIP & EXHIBITOR PROSPECTUS

www.aacpdm.org
Greetings,

The American Academy for Cerebral Palsy and Developmental Medicine (AACPDM), invites you to join us at the 66th Annual Meeting in Toronto, Ontario, Canada on September 12-15, 2012.

The Annual Meeting attracts a multi-disciplinary group of health professionals dedicated to clinical care for and research in support of children and youth with disabilities including cerebral palsy. Orthopedic and neuro-surgeons, pediatricians and subspecialist pediatricians, PT’s OT’s and other health professionals attend this meeting regularly.

Each year, the AACPDM Annual Meeting provides high-quality dissemination of information in the basic sciences, prevention, diagnosis, treatment, and technical advances as applied to persons with cerebral palsy and other childhood-onset disabilities.

The theme for the 2012 Annual Meeting is Creating Connections. The program highlights include:

- Symposia connecting interactions among cellular, clinical and societal research across the neurodevelopmental spectrum
- Formal and informal opportunities to connect with colleagues for collaboration, consultation and collegiality
- A general session with short presentations by experts on the present state of the art in their field and its practical application to clinical practice.

We look forward to seeing you in Toronto!

Reasons to Participate in the AACPDM Annual Meeting

Meet decision-makers at the AACPDM 66th Annual Meeting. This is the only meeting where you can reach a physical therapist who heads a program at a major hospital, an orthopaedic surgeon who is chief of pediatric orthopaedic surgery at his hospital, an occupational therapist who purchases equipment for a clinic, and a neurologist or developmental pediatrician who is researching the effectiveness of a new drug therapy. International attendance at the 2011 meeting included professionals from 34 countries across North and South America, Europe, Asia, Africa, and Australia. This Annual Meeting is the only one of its kind bringing together so many specialists. Over 200 professionals from various locations in South America and Mexico watched the 2011 meeting by video-conference. If you would like to be one of the sponsors of the videoconferencing in 2012, please contact the AACPDM office at meetings@aacpdm.org.

Exhibit Hall Schedule and Events

**Wednesday, September 12th**
8:00 am – 6:00 pm: Set-up

**Thursday, September 13th**
7:00 am – 8:00 am: Continental Breakfast for attendees in Exhibit Hall
8:00 am – 10:15 am: CLOSED
10:15 am – 10:45 am: Attendee Breakfast in Exhibit Hall
12:15 pm – 1:30 pm: Attendee Break in Exhibit Hall
3:30 pm – 4:00 pm: Attendee Break in Exhibit Hall
4:00 pm – 6:15 pm: CLOSED
6:00 pm – 7:30 pm: Wine & Cheese Poster & Exhibit Review

**Friday, September 14th**
7:00 am – 8:00 am: Continental Breakfast for attendees in Exhibit Hall
8:00 am – 10:15 am: CLOSED
10:15 am – 11:00 am: Attendee Breakfast in Exhibit Hall
12:20 pm – 1:30 pm: Networking Lunch in Exhibit Hall
12:20 pm – 1:30 pm: Attendee Break in Exhibit Hall
3:30 pm – 4:30 pm: Attendee Break in Exhibit Hall
4:30 pm – 6:30 pm: Tear-Down

Target Audience

AACPDM is a multidisciplinary organization. Attendees to the Annual Meeting include but are not limited to the following:

- Pediatricians, surgeons, physicians, physiatrists, neurologists, psychologists
- Physical therapists, occupational therapists, speech & language therapists
- Orthotists
- Rehab Engineers
- Kinesiologists
- Special Educators
- Administrators
- Researchers
- Nurses
- Nutritionists and Dieticians
- All others concerned with the care of children with cerebral palsy and other childhood-onset disabilities

*All skill levels are addressed.*
About the AACPDM Annual Meeting

Annual Meeting Attendance History

<table>
<thead>
<tr>
<th>Meeting</th>
<th>Location</th>
<th>Registrants</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011 - 65th Annual Meeting</td>
<td>Las Vegas, NV</td>
<td>951</td>
</tr>
<tr>
<td>2010 – 64th Annual Meeting</td>
<td>Washington, DC</td>
<td>881</td>
</tr>
<tr>
<td>2009 – 63rd Annual Meeting</td>
<td>Scottsdale, AZ</td>
<td>759</td>
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<tr>
<td>2008 – 62nd Annual Meeting</td>
<td>Atlanta, GA, USA</td>
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<td>2007 – 61st Annual Meeting</td>
<td>Vancouver, BC, Canada</td>
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<td>2006 – 60th Annual Meeting</td>
<td>Boston, MA, USA</td>
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<td>2005 – 59th Annual Meeting</td>
<td>Orlando, FL, USA</td>
<td>662</td>
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<tr>
<td>2004 – 58th Annual Meeting</td>
<td>Los Angeles, CA</td>
<td>743</td>
</tr>
<tr>
<td>2003 – 57th Annual Meeting</td>
<td>Montreal, QC, Canada</td>
<td>724</td>
</tr>
</tbody>
</table>

International Reach

AACPDM Annual Meetings attract healthcare professionals from around the globe including:

- Argentina
- Australia
- Belgium
- Brazil
- Canada
- Chile
- China
- Costa Rica
- Czech Republic
- Egypt
- Finland
- France
- Germany
- Hong Kong
- Iceland
- India
- Ireland
- Israel
- Italy
- Japan
- Kazakhstan
- Korea
- Mexico
- Netherlands
- New Zealand
- Norway
- Peoples Republic of China
- Peru
- Poland
- Portugal
- Slovenia
- South Africa
- Sweden
- Taiwan
- Turkey
- Ukraine
- United Kingdom

Exhibit Booth Details

Each Booth includes:

- One 10’ x 10’ draped exhibit space
- Two exhibitor staff badge
- Listing in the Final Program and meeting promotional materials
- One 6’ draped table
- Two side chairs
- Identification sign
- One waste basket
- Attendee mailing list (one-time use) with the completion of an exhibitor evaluation

Price: $1,300.00 per 10’x10’ space. Additional Booth = $400.00

Click here for an Exhibit Space Application. All exhibit hall hours and floor plans are subject to change.

Benefits to Exhibiting

- Two exhibit staff badges which includes access to Exhibit Hall and all Social Events. Additional exhibit staff badges will be charged $300, maximum number per 10x10 booth is 6 staff.
- Carpeted exhibit hall
- Organization’s 50-word description in the Final Program
- Organization’s listing on Exhibit Hall entrance unit
- Post-conference attendee mailing list to be used for one mailing

Visit & Win!

New this Year

Each attendee will be provided an exhibitor card that they will use while they visit the Exhibit Hall. As attendees visit each booth the exhibitor will have the opportunity to discuss their product, answer questions and provide a sticker to confirm their visit. The attendees will then place their completed card in a bin for a drawing that will take place during the conference. One or more winners will be selected.

Our goal is to maximize your time with our attendees. We hope this activity will increase attendee time spent in the Exhibit Hall. Additional details will be provided closer to the meeting.

Dates to Remember*

- **January 15, 2012** Exhibitor registration opens. Reserve your space early for best choice of booth location.
- **April 30, 2012** Exhibitor Service Manual available online
- **July 16, 2012** Deadline for printed advertising in Final Program (After 7/16, please contact meetings@aacpdm.org or 414-918-3014 for availability.)
- **July 16, 2012** Exhibit Booth deadline
- **July 16, 2012** Deadline for literature circulation at the Annual Meeting
- **September 12, 2012** Exhibit set-up.
- **September 12-15, 2012** 66th AACPDM Annual meeting, Westin Harbour Castle - Toronto, ON, Canada

*After the deadlines please contact meetings@aacpdm.org or 414-918-3014
Exhibit and Poster Floor Plan
A map of the Exhibit Hall will be provided in the near future. Exhibit placement will be managed by applications being processed on a first come, first served basis.

American Academy for Cerebral Palsy and Developmental Medicine 2012

Location & Accommodations
Westin Harbour Castle in Toronto, ON, Canada
Most conference activities will be taking place at the Westin Harbour Castle in Toronto, ON, Canada. The hotel is located on the vibrant waterfront of Lake Ontario. Featuring refreshing accommodations in inspiring Toronto. Revel in the breeze off the water as you walk through Toronto’s theatre and entertainment districts. This CAA/AAA Four diamond property is a landmark downtown Toronto Hotel and your haven of personal well being in Toronto.

Westin Harbour Castle
1 Harbour Square, Toronto, Ontario, M5J 1A6 Canada
Group Room Rate Single/Double: $199
This rate is valid until August 10, 2012
Click here to make your reservation
Toronto Information

Toronto is one of the most cosmopolitan cities in the world; a place where international ideas intersect with Canadian culture. A centre of rare openness, warmth, energy and style, Toronto is enriched by the fusion of traditions, passions and perspectives on life of the more than 100 cultures found here.

What can meeting attendees and exhibitors do while in Toronto?

Toronto will be really alive before, during and after the 66th AACPDM conference. There will be truly something for everyone to take in if you can get time to escape our busy meeting. Coming early or staying on for a day or two might appeal to you. Here are some of the offerings of Toronto during our meeting:

Film Festival Fun: The Toronto International Film Festival (TIFF) is on! We are so fortunate to be meeting while Toronto hosts the annual Toronto International Film Festival (TIFF). Attended by Hollywood and international film stars and Academy Award winning film makers - and with a large public participation and opportunity to get tickets- the TIFF will make Toronto even more alive while our conference meets. At the TIFF 2011 films featured and premiered included Oscar contenders like " The Artist", “Drive”, George Clooney’s “The Ides of March”. With the knowledge that previous Oscar winners were premiered/ featured including the films: ”The Kings Speech” and “Slumdog Millionaire”, 2012’s films (not yet available) and stars visiting town are bound to be interesting as well! You can see a great film and quite possibly its star or director too! Be sure to plan ahead though if you want tickets.

Calling all view-seekers and adrenaline junkies...CN Tower and the EdgeWalk experience: In 1995, the CN Tower was classified as one of the Seven Wonders of the Modern World by the American Society of Civil Engineers. Not only is it close to our conference hotel with a great look-out, it also features a experience for the thrill seekers amongst you. The “EdgeWalk” (open weather permitting during our conference period) experience is the first of its kind in North America. It is the world’s highest full circle hands free walk on a 5 foot (1.5 meter) ledge encircling the top of the CN Tower’s main pod, 1168 ft (356 m) above the ground. Visitors walk in groups of six with a harness system allowing them to lean out over Toronto with nothing but air and breathtaking views of Lake Ontario beneath them. Yikes!

Art Lover? There are Galleries for you: The Westin is well situated for you to visit the Royal Ontario Museum (ROM) and the Art Gallery of Ontario (AGO). Both galleries make truly world class art easily accessible to you. Both galleries are a comfortable walk or easy cab ride from our conference hotel, the Westin.

Did you miss the Cirque du Soleil at the AACPDM 2011 in Las Vegas? Cirque has a show for you in Toronto too! See these amazing performers under the “Grand Chapiteau” in their newest creation, the Cirque du Soleil show “Amaluna”. It opens in Toronto on September 5, 2012 and shows are available before, during and after our AACPDM meeting — but go online and get your tickets early!

Batter up: Hey Baseball fans: The Toronto Blue Jays MLB team are at home at the Rogers Centre before, during and after our AACPDM meeting. They will be playing the Seattle Mariners and the Boston Red Sox. Maybe you want to catch a game? Rogers Centre, home of the Blue Jays, is a 16 minute walk or 12 minute public transit walk from the Westin.

For the love of Hockey ... The Hockey Hall of Fame... The Hockey Hall of Fame is the worlds one and only! Experience the game that defines Canada and a sport that has been adopted by over 80 countries. A comfortable walk from the Westin, and spread across over 60,000 square feet, the Hall of Fame offers something for everyone: from the finest collection of hockey memorabilia from around the world including (usually) the Stanley Cup to cool (pun intended) interactive games – take on your friends or fellow AACPDM members! He shoots...he scores!

Feel like shopping? Shoppers delight in trendy Queen Street West and Bloor Street shopping as well as Yorkville’s designer boutiques. Looking for something less eclectic or designer? Find what you need or want at nearby Eaton Centre mall or “The Path” which features more than 1200 shops in over 16 miles of underground concourses.

Hungry now? Toronto offers an incredible range of Restaurants – all within an easy walk or cab or public transit ride from our hotel. From Michelin stars and Iron Chef winners to tasty grub – it’s all waiting for you. May I take your order please?

Why not consider staying an extra ½ day or day and take in a few of the mentioned experiences above – or consider these options within 1.5 hours by car from Toronto:

Visit the McMichael Canadian Art Collection in the quaint town on Kleinberg just minutes north of Toronto. The McMichael proudly is home to over 6000 works of art including Canada’s famous “Group of Seven” artists.

Visit Niagra Falls: Niagra Falls - you've heard about it...you've seen it in movies...maybe you've never gone. This is your chance.

Niagra on the Lake and the Shaw Festival – Do you love ready George Bernard Shaw? Is Shaw’s “Pygmalion” a vibrant (or at least familiar) memory from your school days? The delightful town of Niagra on the Lake – near Niagra Falls and a less than 1.5 hour drive from Toronto is a lovely place to visit – but for added enjoyment take in a play! The Shaw Festival is renowned across Canada, producing the works of George Bernard Shaw and other Shavian playwrights. And yes, the festival is on before, during and after the AACPDM meeting in Toronto.

Visit Wine Country Ontario: Within an hour of Toronto and near Niagra Falls, delight in wineries and fine food in a lovely setting. Perhaps on your way back from or to Niagra on the Lake you can take in a winery?
## Sponsorship Opportunities

All special opportunity Levels A-E are explained on Pages 7-8

<table>
<thead>
<tr>
<th>Sponsor Level</th>
<th>Online Recognition</th>
<th>Publication Recognition</th>
<th>On Site Recognition</th>
<th>Delegate Registrations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Premium:</strong> $50,000 +</td>
<td>• Logo and link on Annual Meeting web pages</td>
<td>• Listed as sole “Premium Sponsor” in preliminary and final programs</td>
<td>• Logo listed on exhibit hall entrance</td>
<td>• Six (6) Delegate Registrations to the Annual Meeting</td>
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<tr>
<td></td>
<td></td>
<td>• Logo and 100-word, company description included in final program</td>
<td>• Logo listed on slides during plenary session breaks</td>
<td>• Opportunity to purchase additional Delegate Registrations at the basic member rate</td>
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<td></td>
<td></td>
<td>• One full-page, color ad included in final program</td>
<td>• Verbal recognition and thank you as top-level sponsor in plenary session</td>
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<td></td>
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<td>• Company brochure or insert in attendee registration bags</td>
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<td>• Choose the prime Level A opportunity OR 2 Level B opportunities OR speak with the AACPDM office to customize a sponsorship package for your organization</td>
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<td></td>
<td>• Logo placement on sponsored session signs</td>
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<td></td>
<td>• Sponsor ribbon to wear on name badge</td>
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<td>• Six (6) Delegate Registrations to the Annual Meeting</td>
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<tr>
<td><strong>Platinum:</strong> $25,000</td>
<td>• Logo and link on Annual Meeting web pages</td>
<td>• Listed as “Platinum Sponsor” in preliminary and final programs</td>
<td>• Logo listed on exhibit hall entrance</td>
<td>• Four (4) Delegate Registrations to the Annual Meeting</td>
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<td>• Logo and 100-word, company description included in final program</td>
<td>• Logo listed on slides during plenary session breaks</td>
<td>• Opportunity to purchase additional Delegate Registrations at the basic member rate</td>
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<td></td>
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<td>• One half-page, color ad included in final program</td>
<td>• Company brochure or insert in attendee registration bags</td>
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<td></td>
<td>• Choose 1 opportunity from Level B (or from Levels C, D or E if your organization prefers)</td>
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<td>• Sponsor ribbon to wear on name badge</td>
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<tr>
<td><strong>Gold:</strong> $15,000</td>
<td>• Logo and link on Annual Meeting web pages</td>
<td>• Listed as “Gold Sponsor” in preliminary and final programs</td>
<td>• Logo listed on exhibit hall entrance</td>
<td>• Three (3) Delegate Registrations to the Annual Meeting</td>
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<td>• Logo and 100-word, company description included in final program</td>
<td>• Logo listed on slides during plenary session breaks</td>
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<td></td>
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<td>• One quarter-page, color ad included in final program</td>
<td>• Company brochure on designated table in exhibit hall</td>
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<td>• Choose 1 opportunity from Level C (or from Levels D or E if your organization prefers)</td>
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<td>• Sponsor ribbon to wear on name badge</td>
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<tr>
<td><strong>Silver:</strong> $10,000</td>
<td>• Logo and link on Annual Meeting web pages</td>
<td>• Listed as “Silver Sponsor” in preliminary and final programs</td>
<td>• Logo listed on exhibit hall entrance</td>
<td>• Two (2) Delegate Registrations to the Annual Meeting</td>
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<td></td>
<td></td>
<td>• Logo and 100-word, company description included in final program</td>
<td>• Logo listed on slides during plenary session breaks</td>
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<td></td>
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<td></td>
<td>• Choose 1 opportunity from Level D</td>
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<td>• Sponsor ribbon to wear on name badge</td>
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<tr>
<td><strong>Bronze:</strong> $5,000</td>
<td>• Logo and link on Annual Meeting web pages</td>
<td>• Listed as “Bronze Sponsor” in preliminary and final programs</td>
<td>• Logo listed on exhibit hall entrance</td>
<td>• One (1) Delegate Registrations to the Annual Meeting</td>
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<tr>
<td></td>
<td></td>
<td>• Logo and 100-word, company description included in final program</td>
<td>• Logo listed on slides during plenary session breaks</td>
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<td></td>
<td></td>
<td></td>
<td>• Choose 1 opportunity from Level E</td>
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<td></td>
<td>• Sponsor ribbon to wear on name badge</td>
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</tbody>
</table>
## Special Opportunities

**Premium, Platinum and Gold Sponsors please pick which special opportunities you would like to sponsor.**

[Click here for a Sponsorship application form.](#)

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>SPECIAL OPPORTUNITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LEVEL A</strong>&lt;br&gt;Special Opportunity</td>
<td><strong>A1. Plenary Sessions including Flashpoints</strong>&lt;br&gt; Virtually all attendees (Estimate 1000) attend the plenary sessions scattered through the course of the conference to hear our keynote and featured speakers. Your organization will have substantial visibility at these prime events. Plenary topics will align with the meeting theme, “Creating Connections”. New this year – some of the Plenary Sessions will contain a section titled, “Flashpoints”. These topical sections will include topics/research/innovations that will be delivered to the attendees in short, concise presentations. We know our attendees will have high levels of attendance at these sessions giving you a high level of visibility. The Academy President will verbally announce and thank the Premium sponsor for their generous support.</td>
</tr>
<tr>
<td><strong>LEVEL B</strong>&lt;br&gt;Special Opportunities</td>
<td><strong>B1. Breakfast Seminars</strong>&lt;br&gt; This is an exceptional way to support meeting attendees through the highly popular Breakfast Seminars. 10-12 seminars spread over two mornings will occur. Each Seminar is attended by approximately 50 attendees. Your sponsorship will be noted with highly visible signage at the seminar rooms and you may supply logo napkins (at the sponsor’s expense).</td>
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<td></td>
<td><strong>B2. Wine and Cheese Poster &amp; Exhibit Review</strong>&lt;br&gt; A great networking opportunity, this high-end reception is always well attended and is a great event for making an impression and “Creating Connections” while facilitating new learning. The event brings attendees to the exhibit hall area. The Sponsor will be verbally thanked at the plenary session directly before the wine and cheese as well as being recognized by prominent signage at the event.</td>
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<td></td>
<td><strong>B3. Networking Lounge</strong>&lt;br&gt; During breakfast period and scheduled breaks, a AACPDM Networking Lounge, located on the large built in stage in the Exhibit Hall will be created. This lounge area will be designed to facilitate ever popular networking. Using furniture, tables and lighting a friendly atmosphere that will create a buzz between attendees will be created. This area will have a banner with the sponsors logo, Networking Lounge sponsored by... Attendees will be sure to know you have facilitated them connecting with each other.</td>
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<tr>
<td></td>
<td><strong>B4. AACPDM Meeting Bags</strong>&lt;br&gt; Our attendees love getting their “bag” for use at the meeting and when they get home. This year’s bag will be reusable for work or household purposes giving your organizations’ logo broad recognition nationally and internationally. The AACPDM will order the meeting bags to include your artwork/logo.</td>
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<tr>
<td></td>
<td><strong>B5. Networking Lunch Meetings</strong>&lt;br&gt; In keeping with our attendees desire to connect regarding topics relevant to them, this years program includes a Friday structured networking lunch. Attendees will walk through the exhibit hall to get their lunch and appreciate you providing them with nourishment while they talk about clinical and research evidence relevant to them. Sponsorship of the Friday lunch includes signage during lunch and the sponsor may provide logo napkins at their own expense.</td>
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</tbody>
</table>
### Special Opportunities, continued.

| LEVEL C  | Special Opportunities | C1. Video Conference
Show your support of international continuing education by supporting the Annual Meeting video conference. Selected educational sessions will be video broadcasted to selected sites in Brazil, Columbia, Mexico, Costa Rica, Chile and Peru to over 550 participants. Sponsoring this venue gives the sponsor national and international exposure in addition to the other advantages of sponsorship. |
|--------------------------------------------------|----------------------------------------------------------|
| C2. Annual Meeting Handout Flash Drive
Every meeting attendee receive a flash drive with pre-loaded materials. The Instructional Course Handouts will be pre-loaded on a flash drive and distributed to all meeting attendees. As a platinum sponsor, you can choose this option and have your organization’s logo and a link to your website displayed for every attendee. Your logo will also be included on the flash drive packaging. |
| C3. Networking Social event
Connecting with colleagues at the meeting is valued by attendees. A social event held at the Hockey Hall of Fame will given attendees time to interact in a relaxed atmosphere. Your sponsorship will be associated with giving them time to connect on a professional and personal level in a high energy, fun atmosphere. |
| C4. Meeting-at-a-Glance Hotel Key Holders
Welcome guests as they check into their hotel rooms. Approximately 1000 hotel key holders will be printed and provided to attendees when they register in the hotel. Your organization’s name will be top of mind for attendees from the moment they arrive at the hotel. |

| LEVEL D  | Special Opportunities | D1. Internet Café
Even with modern technology we still get many requests for an Internet café in the meeting area – it gives meeting attendees the opportunity to get in touch with their office and families while being in the meeting area of the hotel. Your sponsorship will be noted with logo recognition on the computer kiosks. |
|--------------------------------------------------|----------------------------------------------------------|
| D2. Conference Notepads
Attendees appreciate having a handy notepad during the Annual Meeting. Your company logo imprinted on the notepads will be given to all attendees and will be used even after the meeting maximizing your visibility. |

| LEVEL E  | Special Opportunities | E1. Instructional Courses
Instructional Courses are an important part of the AACPDM meeting with approximately 30 courses occurring over 4 distinct 2-hour periods of the meeting. As an E1 sponsor your organization will be visibly recognizable along with other E1 instruction course sponsors so that attendees know of your support. |
|--------------------------------------------------|----------------------------------------------------------|
| E2. Pre-conference Symposia
In past years approximately 300-400 attendees partake in one of 5 pre-course symposia offered at the meeting. Your organization can be the recognized supporter of one of the pre-course symposium. |
Advertise in the Conference Final Program

Two opportunities for your organization to support the 66th AACPDM Annual Meeting!

Advertising is available for the online Preliminary Program. The booklet-style Preliminary Program will be an online version only, posted on the website and not printed. Rates for advertising in the online Preliminary Program are half the price of advertising rates for the printed Final Program!

**Advertising Rates:**

- **Printed Advertising in Final Program**
  - Back Cover, 4-color with bleed: $2,000.00
  - Inside front or back cover, Full page with bleed, 4-color: $1,500.00
  - Full page, 4-color: $1,200.00
  - Half Page, 4-color: $1,000.00
  - Full page, black & white: $900.00
  - Half page, black & white: $700.00

- **PDF Ad Submission Deadline**
  - July 16, 2012

- **Distribution**
  - 1,000 Programs

- **Distribution Date**
  - September 12-15, 2012 (at the Annual Meeting)

Artwork should be supplied in PDF format. Please supply a high resolution PDF, of at least 300 dpi with all fonts and images embedded. If applicable, ensure that bleed is included and clearly shown with bleed and crop marks.

For additional information or questions please contact meetings@aacpdm.org or 414-918-3014.

**Registration Packet Inserts**

Gain valuable exposure and recognition for your company by submitting literature to be included in attendee registration materials.

**Circulation Rates:**

- 1-page flyer/1 brochure: $1500.00
- Giveaway item (pending AACPDM approval) and brochure/flyer: $2500.00

**Distribution:**

- 1,200 bags given to attendees as they register for the Annual meeting.

**Specifications:**

- All materials must be fully packaged and/or assembled.
- Delivery: All printed materials and instruction must be delivered by July 31, 2012 to: AACPDM Attn: Meetings Manager, 555 E Wells St. Suite 1100, Milwaukee, WI 53202.

**Click here for an Advertising and Literature Circulation Application**

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"Take One" Exhibit

A “Take One” Exhibit is for the distribution of brochures, magazines, and other materials related to the Annual Meeting. Pamphlets, brochures, care, letters, magazines and similar material will be displayed prominently.

A fee of $300.00 will be charged per 500 copies of each style or type of brochure, leaflet, booklet or other individual item. This fee includes a sign with the exhibitor’s name, the regular serving of the exhibitor's materials and a listing as a “Take One” exhibitor in the conference Final Program (if all requirements are met prior to publication date). This fee does not include shipping and handling fees, which are available only from the show drayage company. All materials for the “Take One” Exhibit must be shipped directly to the designated conference location. Unused materials will not be returned.

“Take One” exhibitors will not be allowed to detail, canvas, solicit or congregate in the “Take One” area. Violator exhibits will be cancelled without refund. This exhibit is for “Take One” exhibitors only.

A sample of the item must be submitted to AACPDM for review. Once approved, a registration form, shipping and handling rates and procedure will be sent.

To participate in this opportunity please contact the meeting manager at meetings@aacpdm.org or 414-918-3014.
Exhibitor and Sponsor Support from 2011
The American Academy for Cerebral Palsy and Developmental Medicine is grateful to the following organizations for their generous support of the 65th Annual Meeting:

<table>
<thead>
<tr>
<th>2011 Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allard USA</td>
</tr>
<tr>
<td>Boston Brace</td>
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<tr>
<td>Cascade Dafo, Inc.</td>
</tr>
<tr>
<td>Children’s Healthcare of Atlanta</td>
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<tr>
<td>CNS Therapeutics</td>
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<tr>
<td>Columbia CNS Therapeutics Center</td>
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<tr>
<td>Convaid Inc. Cord Blood Registry</td>
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<td>Easy Walking, Inc Freedom Concepts, Inc</td>
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<td>Future Horizons, Inc GAITRite-CIR Systems, Inc</td>
</tr>
<tr>
<td>Gillette Children’s Specialty Healthcare</td>
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<tr>
<td>Good Shepherd Hocoma, Inc</td>
</tr>
<tr>
<td>Innovative Neurotronics IOS press</td>
</tr>
<tr>
<td>Kaye Products, Inc</td>
</tr>
<tr>
<td>Keeping Pace Kennedy Krieger Institute</td>
</tr>
<tr>
<td>Lippincott Williams &amp; Wilkins</td>
</tr>
<tr>
<td>Marionjoy Rehabilitation Hospital</td>
</tr>
<tr>
<td>Medtronic</td>
</tr>
<tr>
<td>Nemours/Alfred I. duPont Hosp for Children</td>
</tr>
<tr>
<td>Ongoing Care Solutions, Inc Orthomerica Products, Inc OrthoPedicS</td>
</tr>
<tr>
<td>Pathways.org Pro-Tech International Rehabtek, LLC Shionogi, Inc Tekscan, Inc The Children’s Hospital at Legacy Emanuel Ultraflex Systems, Inc Wiley-Blackwell</td>
</tr>
</tbody>
</table>

Dr. & Mrs. William L. Oppenheim

Cathleen Lyle Murray Foundation
Exhibit Rules and Guidelines

1. Agreement
The following rules and regulations and those appearing in the exhibit prospectus become binding upon acceptance of this Agreement between the applicant, their employees and agents, and AACPDM, and any additions and amendments thereto that may thereafter be established or put into effect by the Management.

2. Application to Exhibit
AACPDM reserves the right to determine eligibility of any exhibit at the Annual Meeting.

3. Booth Assignments
Every effort will be made to give exhibitors their first choice of location. In case of conflicting requests, priority will be determined on the basis of:

1. Amount of booth space requested
2. Exhibitors participation in past AACPDM meetings
3. Date the application was received at AACPDM
4. Special needs of the exhibitors.

Booth assignments will be made when full payment is received. IN ORDER TO OBTAIN THE BEST BOOTH ASSIGNMENT POSSIBLE, YOUR APPLICATION MUST BE RECEIVED BEFORE July 31, 2012. Applications received after July 31, 2012 will be assigned to the space remaining in order of receipt. Booth assignments will be sent when booth is paid in full.

4. Cancellation of Booth Space
A written notice of request for cancellation must be transmitted to the AACPDM Office, 555 E. Wells St., Suite 1100, Milwaukee, WI, 53202. The following regulations apply:

a. If written cancellation of space is received by June 30, 2012, a refund of 80% will be returned to the company.
b. If written cancellation of space is received after June 30, 2012, but before August 15, 2012, a refund of 25% will be returned to the company.
c. No refunds will be made for cancellations after August 15, 2012.
d. Space not claimed or occupied by 5:00 p.m. on Wednesday, September 12, 2012 may be resold or reassigned without obligation on the part of AACPDM for any refund whatsoever.
e. Assignment of Space by Exhibitor

5. Assignment of Space by Exhibitor
No exhibitor may assign, sublet, or apportion the whole or any part of the space allotted nor exhibit therein any goods other than those manufactured or sold in the regular course of the business by the exhibitor.

6. Installation of Exhibits
Set-up is from 12:00 noon to 4:00 pm on Wednesday, September 12, 2012. If special setup times need to be coordinated, contact meetings@aacpdm.org.

7. Purpose
AACPDM, in keeping with its stated purpose, encourages that exhibits be educational, communicative, and provide resourceful information.

8. Rules Governing Exhibitors
No combustible materials, such as crepe paper, tissue paper, cardboard, corrugated paper, shall be used at any time for construction or decoration. “Fire-proofed” paper is not considered non-combustible as interpreted by fire inspectors. All materials and fluids which are flammable must be kept in safety containers. All displays, exhibit equipment and merchandise to be displayed must conform to the requirements of the Fire Department of Toronto.

All packing containers, excelsior, and wrapping paper must be removed from the floor and must not be stored under tables or behind displays. Exhibitors are required to observe the following regulations for setting up their exhibits:

a. Nothing will be tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, furniture or other properties of the building. Anything in connection therewith necessary or proper for the protection of the building, equipment, or furniture will be at the expense of the exhibitor.
b. It is mutually agreed that it is the duty and responsibility of each exhibitor to install and put his exhibit into place before the show and to dismantle and remove his exhibit immediately after the close of the show. In addition, property shipped to or from the hall by the exhibitor for installation or display at the meeting is at the sole risk of the exhibitor.

c. Exhibitors are permitted to exhibit only products of their own lines (manufactured or distributed by them). Other material, equipment, apparatus, and systems not of their own lines but necessary for demonstration of the exhibitor’s products are permitted. Distribution of food or beverages of any kind is prohibited. Orders may be taken in the Exhibit area; however, no money (cash, check or credit card) may be exchanged.

d. Serving alcoholic beverages in exhibit booths will not be permitted. Any infraction of this rule will make it compulsory for the Academy to close the violator’s exhibit for the remainder of the show. Distribution by exhibitors of any printed matter, souvenirs, or other articles shall be restricted to the space occupied by their exhibit. Booth attendants, manufacturer’s salesmen or representatives, including models or other supportive personnel, must remain within the space assigned to the exhibitor, and must be knowledgeable with the company’s products/services.

e. Exhibits must be staffed at all times during exhibit hours.

Orders may be taken in the Exhibit area; however, no money (cash, check or credit card) may be exchanged.

f. Distribution of “giveaways” must have written approval by AACPDM no later than August 31, 2012.

g. Prizes, awards, lotteries, drawings or contests by exhibitors are authorized only by AACPDM and must be approved by August 31, 2012.

h. Displays-General: No goods may be displayed in any part of the hotel except within the limits of the exhibit space contracted for with the Academy and assigned to the exhibitor.

i. Hospitality Rooms and Exhibitor Events: It is requested that exhibitors confine these activities to times when no educational sessions are in
10. Removal of Exhibits
Exhibits may be removed only at the designated time listed. Exhibitors expressly agree not to begin packing or dismantling displays until after official closing on Friday, September 11th after 4:30pm.

11. Selling Restrictions
Order taking on the Exhibit floor is allowed; however, no money (cash, checks or credit cards) may be exchanged. Direct sales are prohibited in the Exhibit Hall.

12. Security
Exhibitors must make provisions for the safeguarding of goods, material, equipment and displays at all times. Security will be provided for the exhibit area, but the AACPDM, the hotel, and the service contractors do not guarantee or protect exhibitors against loss or damage of any kind incurred by exhibitors. All exhibitors must have proper identification to enter the exhibit area.

13. Liability
Exhibitors must surrender space occupied in the same condition as it was at the time of the occupation.

14. Cleaning
Aisles will be vacuumed daily. Each exhibitor is responsible for maintaining the space assigned to them in an attractive manner. The official contractor must be used for the nightly cleaning of booths.

15. Official Decorator and Drayage Company
A set of service forms will be forwarded to exhibitors after the confirmation of exhibit space. Labor will be available for setting up and dismantling of displays in accordance with advance orders. Prevailing labor rates and local union requirements will apply. Exhibitors using contract labor other than Tradeshow Services TBD must provide the AACPDM with the name and address of that contractor a minimum of 30 days prior to the meeting. A certificate of insurance also must be submitted to the AACPDM naming the AACPDM as an additional insured and indemnifying and holding the AACPDM, TBD tradeshow service, and the Westin Harbour Castle harmless in the event of damage to the property, personal injury, or failure to adhere to the exhibit facility rental contract to these rules. A service center will be open during move in and move out.

16. Shipping Instructions
The tradeshow company will send you a packet of information prior to the event. All the information you will need to set up your booth (furniture, electrical, A/V needs, etc.) will be in this packet. Copies of Shipping Labels showing number of pieces, routing, carrier’s name, additional customs forms, etc. must be filled out and sent to the tradeshow company. A copy of the address labels will be included in the exhibitor packet.

Thursday and Friday
September 13-14, 2012
Exhibit Hall Open

September, 14, 2012
4:30 pm Exhibit Teardown
Exhibit Booth Space Application

Application Deadline – July 16, 2012
(After the deadline, please contact meetings@aacpdm.org or 414-918-3014 for availability.)

Organization Details
Company Name: __________________________________________________________
Company Contact /Title ____________________________________________________
Address ___________________________________________________________________
_________________________________________________________________________
_________________________________________________________________________

Contact Phone ___________________________________________________________
Contact Email ___________________________________________________________
Website URL _____________________________________________________________

Send a 50-word organization description to meetings@aacpdm.org for AACPDM use in the Annual Meeting printed materials such as the Final Program.

Exhibit Space
Each 10’ x10’ booth space includes two exhibitor registrations, one 6-foot draped table, two side chairs, one wastebasket, and an identification sign. Each additional exhibit space will be charged at a rate of $400.00 per 10’ x 10’ space (additional exhibitor registrations are not included).

One Booth = $1,300.00   Additional Booth = $400.00

Exhibit Booth Location Choice
Floor plan and exhibit hall hours are subject to change.
1. _____________   2. _____________   3. _____________   4. _____________

Exhibit Staff
(Print names as you would like it to appear on the name badges)
1. ___________________________________________ (Free)
2. ___________________________________________ (Free)
3. ___________________________________________ ($300.00)
4. ___________________________________________ ($300.00)

Note: Exhibitor registrations are for exhibit staff to have access to the exhibit hall. Exhibitor registrations do not allow access to the Scientific Sessions. There is a separate registration fee to attend Scientific Sessions. Meeting registration will open in May.

Exhibitor Disclaimer
The exhibitor assumes full responsibility and liability for losses, damages, and claims arising out of injury or damage to the exhibitor’s displays, equipment and other property brought upon the premises of the exhibit facility and shall indemnify and hold harmless the American Academy for Cerebral Palsy and Developmental Medicine, Westin Harbour Castle Toronto, ON, Canada and the Tradeshows TBD. In addition, the exhibitor acknowledges that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor.

I have read and understand the AACPDM 2012 Exhibit Rules and Guidelines in the Exhibitor Prospectus.
Name: ____________________________________________________________
Authorized signature: ________________________________________________
(Not Valid Unless Signed) _____________________________________________
(date) _____________________________________________________________

Cancellation Deadline:
June 30, 2012
Requests for cancellation or reduction of exhibit space must be made in writing. Written cancellations received by June 30, 2012, will receive a refund of 80%. Refunds requested after August 14, 2012, but before August 15, 2012, will receive a refund of 25%. Refunds will not be issued after August 15, 2012.

Any exhibit space not claimed or occupied by 5:00 pm on Wednesday September 12, 2012 may be reassigned without obligation on the part of AACPDM.

Payment
TOTAL $ __________________________
☐ Check enclosed
Checks must be made payable to: AACPDM
Credit Card:  ☐ Visa  ☐ MC  ☐ AMEX ☐ Discover
Card Number: __________________________
Exp. Date & 3 or 4 Digit Code: ____________
Name on Card: __________________________
Signature: __________________________________________

A completed application consists of an application, payment, company description, and website URL. Submission deadline is July 16, 2012.

Please contact the Exhibit Manager at meetings@aacpdm.org or 414-918-3014 with any questions.

Checklist:
☐ Exhibit Booth Space Application
☐ Payment
☐ 50-word company description submitted

Please send completed application to:
AACPDM Exhibit Manager
555 East Wells Street, Suite 1100
Milwaukee, WI 53202
Email: meetings@aacpdm.org
Fax: 414-276-2146
Application Deadline – July 16, 2012
(After 7/16/12, please contact meetings@aacpdm.org or 414-918-3014 for availability.)

Organization Details

Company Name: ________________________________________________________________
Company Contact /Title: _________________________________________________________
Address: ______________________________________________________________________
______________________________________________________________________________
Contact Phone: __________________________________________________________________
Contact Email: __________________________________________________________________
Website URL: __________________________________________________________________

Send a 100-word organization description to meetings@aacpdm.org for AACPDM use in the
Annual Meeting printed materials such as the Final Program.

Maximize your company’s visibility by becoming a 2012 AACPDM Annual Meeting Sponsor.
AACPDM offers outstanding sponsorship opportunities that allow you to customize your sup-
port level package and target any group.

☐ Premium $50,000+
  1. Choose the prime Level A opportunity
     OR 2 Level B opportunities
     OR speak with the AACPDM office to customize a sponsorship package for your organi-
     zation. Select the opportunity on the right.
  2. Six delegate registrations: Names sent to meetings@aacpdm.org

☐ Platinum $25,000
  1. Choose 1 opportunity from Level B (or from levels C, D or E if your organization prefers).
     Select an opportunity on the right.
  2. Four delegate registration: Names sent to meetings@aacpdm.org

☐ Gold $15,000
  1. Choose 1 opportunity from Level C (or from levels D or E if your organization prefers).
     Select an opportunity on the right.
  2. Three delegate registrations: Names sent to meetings@aacpdm.org

☐ Silver $10,000
  1. Choose 1 opportunity from Level D on the right.
  2. Two delegates registrations: Names sent to meetings@aacpdm.org

☐ Bronze $5,000
  1. Choose 1 opportunity from Level E on the right.
  2. One delegate registration: Name sent to meetings@aacpdm.org

☐ General Sponsorship $_________________

Note: All sponsorships include complimentary delegate registrations. Delegates have access to
all scientific sessions, instructional course lectures, some ticketed events and the exhibit hall.

Special Opportunities:
Choose one or more of the items that you would like to sponsor.
Premium, Platinum and Gold Sponsors please pick which special opportunity you would like to sponsor. See full descriptions
on Page 6.

<table>
<thead>
<tr>
<th>Level A – Special Opportunity</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ A. Plenary Sessions including Flashpoints</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Level B – Special Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ B2. Wine and Cheese Poster &amp; Exhibit Review</td>
</tr>
<tr>
<td>□ B3. Networking Lounge</td>
</tr>
<tr>
<td>□ B4. AACPDM Meeting Bags</td>
</tr>
<tr>
<td>□ B5. Networking Lunch Meetings</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Level C – Special Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ C1. Video Conference</td>
</tr>
<tr>
<td>□ C2. Annual Meeting Handout Flash Drive</td>
</tr>
<tr>
<td>□ C3. Networking Social Event</td>
</tr>
<tr>
<td>□ C4. Meeting-at-a-Glance Hotel Key Holders</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Level D – Special Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ D1. Internet Café</td>
</tr>
<tr>
<td>□ D2. Conference Notepads</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Level E – Special Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ E1. Instructional Courses</td>
</tr>
<tr>
<td>□ E2. Pre-conference Symposia</td>
</tr>
</tbody>
</table>

*TOTAL AMOUNT OF SPONSORSHIP/SUPPORT $_________________

*This total corresponds to your sponsorship level. Please see pages 5-6 of the Exhibitor Prospectus for details.
Sponsorship Application (does not include exhibit booth)  

Application Deadline – July 16, 2012  
(After 7/16/12, please contact meetings@aacpdm.org or 414-918-3014 for availability.)

Payment
TOTAL $ ____________________________
☐ Check enclosed
    Checks must be made payable to: AACPDM

Credit Card:
☐ Visa ☐ MC ☐ AMEX ☐ Discover

Card Number: ____________________________
Exp. Date & 3 or 4 Digit Code: ____________________________
Name on Card: ____________________________
Signature: ____________________________

A completed application consists of an application, payment, company description, and website URL. Submission deadline is July 16, 2012.

Checklist:
☐ Sponsorship Application submitted
☐ Payment
☐ 100-word company description submitted

Please contact the Exhibit Manager at meetings@aacpdm.org or 414-918-3014 with any questions.
Application Deadline – July 16, 2012
(After 7/16/12, please contact meetings@aacpdm.org or 414-918-3014 for availability.)

Organization Details
Company Name: _____________________________________________________________________
Company Contact /Title ___________________________________________________________________
Address ______________________________________________________________________________
____________________________________________________________________________________
Contact Phone __________________________________________________________________________
Contact Email __________________________________________________________________________
Website URL ____________________________________________________________________________

Online Advertising AACPDM Preliminary Program
A copy of this form complete with payment and all graphics/special instructions must be received by AACPDM on or before March 31, 2012.
☐ Back Cover, 4-color $1,000.00
☐ Inside front or back cover, full page, 4-color $750.00
☐ Full page, 4-color $600.00
☐ Half Page, 4-color $500.00
☐ Full page, black & white $450.00
☐ Half page, black & white $350.00

Printed Advertising AACPDM Final Program
A copy of this form complete with payment and all graphics/special instructions must be received by AACPDM on or before July 16, 2012.
☐ Back Cover, 4-color $2,000.00
☐ Inside front or back cover, full page, 4-color $1,500.00
☐ Full page, 4-color $1,200.00
☐ Half Page, 4-color $1,000.00
☐ Full page, black & white $900.00
☐ Half page, black & white $700.00

Literature Circulation
A copy of this form complete with payment and all materials and instructions must be received by AACPDM on or before July 16, 2012.
☐ 1-page flyer / brochure $1,500.00
☐ Giveaway item (pending AACPDM approval) and brochure or flyer $2,500.00
☐ New ‘Take One’ Exhibit NEW! see page 7 for details.

Specifications:
You must supply quantity of 1200. All materials must be fully packaged and/or assembled.

The American Academy for Cerebral Palsy and Developmental Medicine reserves the right to reject any advertising submission, or to require revisions at its discretion.

Payment
TOTAL $ ____________________________________________________________________________
☐ Check enclosed
Checks must be made payable to: AACPDM

Credit Card:
☐ Visa ☐ MC ☐ AMEX ☐ Discover

Card Number: __________________________
Exp. Date & 3 or 4 Digit Code: __________
Name on Card: _________________________
Signature: _____________________________

A completed application consists of an application and payment. Submission deadline is July 16, 2012.

Please contact the Exhibit Manager at meetings@aacpdm.org or 414-918-3014 with any questions.

Checklist:
☐ Advertising and Literature Application
☐ Payment
☐ Ad or Literature

Please send completed application to:
AACPDM Exhibit Manager
555 East Wells Street, Suite 1100
Milwaukee, WI 53202
Email: meetings@aacpdm.org
Fax: 414-276-2146