74TH ANNUAL MEETING

AACPDM

2020

JOIN US LIVE ON-LINE SEPTEMBER 23-26


VIRTUAL SPONSORSHIP PROSPECTUS
Dear Industry and Institution Professionals:

We invite your organization to partner with the American Academy for Cerebral Palsy and Developmental Medicine (AACPDM) to meet a dynamic, multi-disciplinary group of decision makers through our Virtual Sponsorship opportunities. 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 their 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 last year’s meeting included professionals from more than 53 countries across North and South America, Europe, Asia, Africa, and Australia, with attendance reaching over 1,400 professionals from various disciplines. This Annual Meeting is the only one of its kind bringing together so many specialists. Due to the travel uncertainties associated with COVID-19, we are excited to offer virtual sponsorship opportunities that will connect your company with more attendees than ever before, and the content will be available on-line until December 31, 2020 allowing sponsors to reach a larger audience than ever before.

New opportunities in 2020 include:
- Virtual Wine and Cheese with Poster Exhibit Hall Sponsorship
- Research Grant Opportunities
- Condensed Printed Programs
- Sponsorship in Virtual Meeting Totes
- Sponsored Breaks

*Additional information available on page 4

We look forward to your participation. For further information on this year’s meeting that offers an exciting virtual program, please visit www.aacpdm.org.

Best Regards,

Susan Sienko, PhD
Joline Brandenburg, MD
Jeremy Bauer, MD
First Vice President
Scientific Program Committee Co-Chairs

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365 East Wells Street, Suite 1170, Milwaukee, WI 53202
info@aacpdm.org | +1 (414) 918-3074 | www.aacpdm.org

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74th Annual Meeting • September 23-26, 2020
About AACPDM

The American Academy for Cerebral Palsy and Developmental Medicine (AACPDM) is an academy of over 1,200 members of multiple professional disciplines dedicated to the improvement in the care of people with childhood-onset disabilities, their families and communities. We are pediatricians, neurologists, surgeons, therapists, nurses, special educators, engineers, and scientists from all over the world. Together we strive daily in our quest to perform the highest quality research, offer education opportunities for ourselves and others in the field, and work to elevate society and culture by recognizing the value and dignity of our fellow citizens with disabilities.

Each year, approximately 1,000 medical professionals gather for the AACPDM Annual Meeting to participate in the 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.

Meeting Venue

Due to the uncertainty associated with COVID-19, the AACPDM 74th Annual Meeting sponsorship opportunities will take place on-line and may include: recorded presentations, virtual chat rooms, and an interactive exhibit hall.

The AACPDM Has Over 1,200 Members

• 61% MDs & PhDs
• 39% Allied Healthcare Professionals & Students

Attendance at the Annual Meeting reflects this distribution. However, there is a consistent pattern of a regional draw which is not dependent on the location of the meeting.

Target Audience

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

• Pediatricians, surgeons, physicians, psychiatrists, 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.

Annual Meeting Attendance History

2019 – 73rd Annual Meeting, Anaheim, California 1,453
2018 – 72nd Annual Meeting, Cincinnati, Ohio 920
2017 – 71st Annual Meeting, Montreal, QC, Canada 1,077
2016 – 70th Annual Meeting, Hollywood, FL 955
2015 – 69th Annual Meeting, Austin, TX 1,127
2014 – 68th Annual Meeting, San Diego, CA 1,080
2013 – 67th Annual Meeting, Milwaukee, WI 988
2012 – 66th Annual Meeting, Toronto, ON, Canada 935
2011 – 65th Annual Meeting, Las Vegas, NV 951
2010 – 64th Annual Meeting, Washington, DC 881

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• Nutritionists and Dieticians
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## 2020 Supporter Benefits and Levels

<table>
<thead>
<tr>
<th>VIRTUAL BENEFITS</th>
<th>Premium $50,000</th>
<th>Platinum $25,000</th>
<th>Gold $15,000</th>
<th>Silver $10,000</th>
<th>Bronze $5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>A, B, C or D Levels (first-come, first-served). See page 4.</td>
<td>A</td>
<td>B</td>
<td>C</td>
<td>C</td>
<td>D</td>
</tr>
<tr>
<td>- Your company logo and description will be placed in all event sponsorship material.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Email notifications will be provided to registered attendees before and after the event.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inclusion of your company name and 100-word description in final program.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Exposure and acknowledgement as a supporter of the Annual Meeting in virtual and on-site signage and marketing activities.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Inclusion of your company name and URL link on the Annual Meeting website and mobile app.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Inclusion of your company name on recognition slides before and after all general sessions.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Advertisement in final electronic program. See page 6 for ad specifications.</td>
<td>Full page, 4-color ad</td>
<td>Half page, 4-color ad</td>
<td>Quarter page, 4-color ad</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Electronic coupon or brochure to be included in the virtual attendee bags. Logo/name size and placement will depend on sponsorship level.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary Delegate Registrations - Delegates have access to all scientific sessions, instructional courses, social events, exhibit hall and ticketed events. Separate on-line registration is required.</td>
<td>6, plus the opportunity to purchase additional at basic member rate.</td>
<td>4, plus the opportunity to purchase additional at basic member rate.</td>
<td>3</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>
### Supporter Special Opportunities

<table>
<thead>
<tr>
<th>LEVELS</th>
<th>SPECIAL OPPORTUNITIES</th>
</tr>
</thead>
</table>
| **Level A** | **A1. Presentation Theater** | Sponsor an on-line lunch hour! Delegates can listen and interact with experts as they talk about cutting-edge topics and technological advances in healthcare for people with cerebral palsy and other developmental disabilities. Engage attendees by offering a traditional New Orleans recipe that can be downloaded with your company logo.  
- Host a prerecorded, 30 minute event session that will be available for the duration of the conference.  
- Sponsors will be provided with a list of attendees who visit/click on session. |
| | **A2. Condensed Printed Programs** | Sponsor a condensed version of the printed program which will be mailed to each meeting attendee that opts in ahead of the Annual Meeting dates. |
| **Level B** | **B1. Virtual Wine and Cheese With Poster Exhibit Hall** | A great networking opportunity! The reception is an event for making an impression while facilitating new learning. Designed for attendees to view exhibit displays and professional posters. |
| | **B2. Research Grant Opportunities** | Your company can provide funding for AACPDM approved research grants to further the work in developing treatments for cerebral palsy and developmental medicine. This is an opportunity to help with research that is truly making a difference for people with cerebral palsy today and for years to come! |
| **Level C** | **C1. Virtual Meeting Totes** | Our attendees will be delighted to receive a virtual tote bag! The bag shows your company’s concerns for health and the environment. Attendees will be able to access the bags during and after the event. Reminder emails will be sent to attendees leading up to the meeting for additional exposure. |
| | **C2. Mobile App** | Every conference attendee will have the power to confirm their schedule, interact with session content, network with peers, and navigate through the AACPDM Annual Meeting Mobile App. Integrate your brand into the AACPDM mobile experience through conference communications, advertising, and app engagement. Opportunities include:  
- Splash screen branded messaging (rotating), **OR**  
- Mobile app push notification (one per day per sponsor) |
| | **C3. Sponsored Break** | Reach every meeting attendee at one time! Engage attendees by sponsoring a virtual coffee break. This space will allow for networking and additional discussion between attendees while promoting your company logo/product. |
| | **C4. Branded Virtual Live Waiting Room** | Open to all attendees prior to the start of each General Session. Include your company logo and messaging in a waiting area prior to the start of a session. While attendees wait to enter they can read your company description and link to your company website! Your company logo will be prominently displayed while attendees wait for the session to start. After the live session has ended, Your company logo will still be displayed to highlight your sponsorship. |
| **Level D** | **D1. Virtual Wine and Cheese Chat Room Sponsorship** | Target attendees interested in a topic chosen specifically to match your company’s goals and reach. Each poster topic will host an interactive chat room for attendees to join and engage with poster presenters. Banner ads and branding opportunities available for each poster topic. |
| | **D2. Promotional Item** | Contact the Meetings Manager at meetings@aacpdm.org to discuss your options of providing a virtually downloadable product placed in all the delegate virtual totes. |

**Have an idea for a support opportunity you don’t see listed?**

Contact the AACPDM at 414-918-3014 or via email at meetings@aacpdm.org to discuss details. AACPDM encourages new and unique sponsorships and we look forward to creating something for your organization.
Exhibiting at AACPDM

The virtual exhibit hall is an excellent opportunity to reach and connect with all attendees of the 74th Annual Meeting. It is a primary networking area for attendees.

Benefits to Exhibiting

• Exposure to 1,000 leaders in research and treating people with cerebral palsy and other childhood-onset disabilities.

Virtual Exhibit Booth Details

Each Booth includes:

• Custom built exhibit booth with the following features:
  Welcome/Product/Services video. Add product and materials to share with attendee’s visiting your booth. Each company is allowed to provide a prerecorded promotional video that is up to two minutes in length.
• One-on-one chat capabilities to create engagement for your booth visitors.
• AACPDM will have specified live one-on-one interaction times.
• 50-word company description in the final program.
• Two exhibitor virtual staff registrations. Exhibit staff registration allows access to the exhibit hall only. A separate registration fee is needed to access the scientific sessions.

Price: $1,500.00 per space.

An application with full payment is due on July 15, 2020.

Application is located on page 10.

Non-profit organizations please contact AACPDM at 414-918-3014 or via email at meetings@aacpdm.org.

Virtual Exhibit and Poster Floor Plan

See the map below. Exhibit placement is detailed on page 8 in the Exhibit Rules and Guidelines.

Post-Event Data

• Full list of all participants that visited your booth and down loaded assets and record of all booth chats.

2019 Exhibitors

AAPOS
Allergan, Inc
AMTI
APDM
Boston Orthotics and Prosthetics
Canine Companions for Independence
Cascade Dafo
Cerebral Palsy Foundation
Cleveland Clinic Foundation
Convaid
Cook Children’s Health Care System
CP Now
CPRN
Easy Walking
Galileo Therapy/Stim Designs
Gillette Children’s Specialty Healthcare
Ipsen Biopharmaceuticals, Inc
Kennedy Krieger
Medtronic
Merz Neurosciences
Mobility Research - LiteGait Products
National Seating & Mobility
Nemours/ Alfred I. duPont Hospital for Children
Neofect
Orthopediatrics
Pathways.org
Phoenix Children’s
Piramal
PRC - Saitillo
PTC Therapeutics
Rifton
Saol Therapeutics
St. Andrew’s Childrens Clinic
Surestep
Trexo Robotics
Tyromotion GmbH
Wiley
Additional Exposure Opportunities

Two opportunities for your organization to support the 74th AACPDM Annual Meeting and gain additional exposure! Please complete the application on page 9.

Advertising in the Final Program
The on-line booklet-style final program will be distributed to all 1,000 estimated attendees. Rates for advertising for the final program are listed below:

Advertising Rates:
- Back Cover, 4-color with bleed $2,000.00 (1 available)
- Inside front or back cover, Full page with bleed, 4-color $1,500.00 (2 available)
- Full page, 4-color $1,200.00
- Full page, black & white $900.00
- Half Page, 4-color $1,000.00
- Half page, black & white $700.00
- PDF Ad Submission Deadline: July 15, 2020
- Distribution: 1,000 Programs

Distribution Date: September 23 – 26, 2020 (at the Annual Meeting)

Specifications for the print ads are:
- Full Page 8.5” x 11” tall (trim size)
  Please include 1/8 inch bleed to make a total size 8.75” x 11.25” tall. Please include crop and bleed marks on a PDF file and keep all live matter at least 0.5” from trim edge.
- Half Page 7.25” x 4.5” tall
- Quarter Page 3.5” x 4.5” tall

All ad files must be a high resolution PDF file submitted to the Annual Meeting department at meetings@aaccpdm.org by the applicable deadline.

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

Circulation Rates:
- One page flyer/brochure OR one giveaway item $1,500.00
- One page flyer/brochure AND one giveaway item $2,500.00
- Distribution: 1,000 totes given to attendees prior to the meeting.

Specifications: emailed to the AACPDM National Office no later than August 15, 2020. Please email materials to meetings@aaccpdm.org.
Location & Accommodations

Dates To Remember

March 1, 2020  Exhibitor registration opens. Reserve your space early for best choice of booth location

July 15, 2020  Exhibitor Service Manual available on-line

July 15, 2020  Exhibit Booth deadline

July 15, 2020  Deadline for printed advertising in final program
(After 6/16, please contact meetings@aacpdm.org or 414-918-3014 for availability.)

July 15, 2020  Deadline for literature circulation at the Annual Meeting

September 23-26, 2020  74th AACPDM Annual Meeting

VIRTUAL SCAVENGER HUNT

Encourage attendee engagement by sponsoring a part of the virtual scavenger hunt! While visiting virtual exhibit booths, attendees will have the opportunity to take and post photos with sponsor logos or filters in the activity feed. Prizes will be awarded to the meeting attendee(s) who post the most images with sponsors.

*This has been offered in previous years as the Visit and Win Game in the exhibit hall.
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. The application approval process may take up to 2 weeks to complete.

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 15, 2020. Applications received after July 15, 2020 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 August 1, 2020, a refund of 80% will be returned to the company.
b. If written cancellation of space is received after August 1, 2020, but before August 1, 2020, a refund of 25% will be returned to the company.
c. No refunds will be made for cancellations after August 1, 2020.
d. Space may be resold or reassigned without obligation on the part of AACPDM for any refund whatsoever.

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

7. Rules Governing Exhibitors
a. 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.
b. 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 must be approved by the Anaheim Marriott. Orders may be taken in the Exhibit area; however, no money (cash, check or credit card) may be exchanged.
c. 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.
d. Exhibits must be staffed at all times during exhibit hours.
e. Distribution of “giveaways” must have written approval by AACPDM no later than July 15, 2020.
f. Prizes, awards, lotteries, drawings or contests by exhibitors are authorized only by AACPDM and must be approved by July 15, 2020.
g. Hospitality Rooms and Exhibitor Events: It is requested that exhibitors confine these activities to times when no educational sessions are in progress. Private rooms for entertainment will be available only to companies which have contracted for exhibit space. All activities must be approved by the AACPDM.
h. Distribution of Literature and Promotional Items: Exhibitors may not distribute any promotional literature or other items of this type without written permission from the AACPDM.
i. Exhibitor Attendance/Registration: The exhibit area is limited to individuals, business firms, manufacturers, and dealers who have contracted and paid for booth space, and whose products are in keeping with the educational interests of the AACPDM. Representatives of non-exhibiting firms will not be allowed in the exhibit area, nor will they be permitted to display their products or services.
j. Exhibitors must clearly mark the FDA status of each device exhibited.

8. Selling Restrictions
Order taking in the Virtual Exhibit Hall is allowed; however, no money (cash, checks or credit cards) may be exchanged through our platform. Direct sales are prohibited in the Virtual Exhibit Hall. You are welcome to link to your company website for sales.
Organization
Organization Name: _____________________________________________________________________________________________________
Organization Contact /Title: ______________________________________________________________________________________________
Address: _______________________________________________________________________________________________________________
_______________________________________________________________________________________________________________________
Contact Phone: ___________________________________________  Contact Email: _______________________________________________
Website URL: __________________________________________________________________________________________________________

Supporter Levels
☐ Premium $50,000 (select one below)
   A1. Presentation Theater
   A2. Condensed Printed Programs
☐ Platinum $25,000 (select one below)
   B1. Virtual Wine and Cheese With Poster Exhibition Hall
   B2. Research Grant Opportunities
☐ Gold $15,000 (select one below)
   C1. Virtual Meeting Totes
   C2. Mobile App
   C3. Sponsored Break
   C4. Branded Virtual Waiting Room
☐ Bronze $5,000 (select one below)
   D1. Virtual Wine and Cheese Chat Room Sponsorship
   D2. Promotional Item (TBD)
☐ General Support
   $ ________________

Email Delegate registration names (if applicable) to meetings@aacpdm.org by July 15th.

Additional Opportunity
☐ Ad in Final Program: $ ________________
☐ Insert in Virtual Meeting Tote: $ ________________

Exhibit Space
Each virtual booth space includes two exhibitor registrations, a company logo, and a 50-word organization description.

Booth = $1,500.00  Additional Staff = $300.00

Exhibit Booth Location Choice
Rank preferences in order. Each space is assigned first-come, first-served. Floor plan and exhibit hall hours are subject to change.
1. ________________  2. ________________  3. ________________  4. ________________

Please position our organization away from the following competitors:

____________________________________________________________________________

The AACPDM cannot guarantee request if competitor is assigned after this application is processed, or registers under a different name.

Exhibit Staff and Organization Description
Staff Names: _________________________________________________________________
Organization Description: ______________________________________________________
____________________________________________________________________________
____________________________________________________________________________
Please include another sheet if more space is needed.

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, New Orleans Marriott and Heritage. 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 Exhibit Rules and Guidelines in this document.
Signature: _____________________________________________

Cancellation Deadline: August 1, 2020
Requests for cancellation or reduction of exhibit space must be made in writing. Written cancellations received by August 1, 2020, will receive a refund of 80%. Refunds requested after August 1, 2020, but before August 1, 2020, will receive a refund of 25%. Refunds will not be issued after August 1, 2020.
Any exhibit space not claimed or occupied by 6:00 pm on Wednesday, September 23, 2020 may be reassigned without obligation on the part of AACPDM.

Payment Information
Total from above: $______________________________

☐ Check (Enclosed Checks must be made payable to: AACPDM)  ☐ Credit Card: Visa MC AMEX Discover
Card Number: _______________________________  Exp. Date ____________  Security Code: ______________
Name on Card: _______________________________  Signature: _______________________________

Return to: AACPDM | meetings@aacpdm.org | 555 E. Wells Street, Suite 1100  Milwaukee, WI 53202 | (p) 414-918-3014 | (f) 414-276-2146