

# APTA Combined Sections Meeting

Feb. 15-17 / Boston, MA



**7,000+** APTA Geriatrics members



**1,300** APTA Geriatrics section attendees at CSM 2023



## CSM 2024 Sponsorship Opportunities

### We love our sponsors!

Supporting APTA Geriatrics and our activities at the APTA Combined Sections Meeting, Feb 15-17 in Boston, MA is a great way to showcase your company and connect with PT professionals who work with aging adults.

#### LOOKING TO ENHANCE YOUR SPONSORSHIP?

On the following page, we've highlighted a few creative ways to maximize your commitment and add that "wow" factor your company is looking for! Additional fees apply.

Contact Alexandra Harjung at [aharjung@aptageriatrics.org](mailto:aharjung@aptageriatrics.org) to reserve your sponsorship opportunity today!



**APTA Geriatrics**  
An Academy of the American  
Physical Therapy Association



### Friendship Bench Sponsor - \$10,000

At CSM2023, APTA Geriatrics introduced the "Friendship Bench," a tradition that began in Zimbabwe as a community-based approach to therapy that leverages the power of compassion and accessibility. Professional PTs volunteered to sit in a separate, welcoming area of the booth and chat with members — especially young members and students — and share their relevant experiences and knowledge, and to problem solve, one-on-one. The Friendship Bench was hugely successful and we're excited to bring it back in 2024.

#### Benefits:

- Recognition as sponsor on signage in the APTA Geriatrics booth and at the Friendship Bench
- Recognition on the website and in CSM promotional emails
- Literature display area near the Friendship Bench
- One-time email blast to all APTA Geriatrics members prior to CSM. Sponsor to provide HTML content

#### Enhancement idea: *(additional fee may apply)*

- APTA Geriatrics-branded notebooks or other swag, including sponsor's logo, distributed to all Friendship Bench guests



### Member Reception, Meeting and Awards Ceremony Sponsor - \$10,000

APTA Geriatrics members are invited to attend this special event that includes a cocktail reception, business meeting, and recognition of award winners and new GCS designees. Two opportunities available: 1) Food sponsor; 2) Bar sponsor.

#### Benefits:

- Recognition as sponsor on signage at the booth and at the reception door
- Recognition on the website and in CSM promotional emails
- Recognized on rotating slides at the head of the room
- One-time email blast to all APTA Geriatrics members prior to CSM. Sponsor to provide HTML content

#### Enhancement ideas: *(additional fee may apply)*

- Signature cocktail named after sponsor
- Sponsor-branded cocktail napkins
- Sponsor-themed beer koozies
- Adhesive graphics for high-boy tables that feature the sponsor's logo
- Sponsor-branded dessert, such as decorated cookies

### GCS Gift Pen Sponsor - \$3,000

APTA Geriatrics congratulates our 100+ new GCS members each year with a wooden keepsake pen and box set. You can join the celebration by sponsoring this cherished gift.

#### Benefits:

- Sticker with sponsor logo adhered to gift box
- Recognition as sponsor on signage in the APTA Geriatrics booth and at the Member Meeting
- Recognition as a sponsor on the website and in CSM promotional emails
- Literature display at the gift table

### Contributing Sponsor - \$1,000

Support APTA Geriatrics and its CSM programming by becoming a Contributing Sponsor.

#### Benefits:

- Recognition as sponsor on signage in the APTA Geriatrics booth
- Recognition as a sponsor on the website and in CSM promotional emails.