



**amputee  
coalition**

saving limbs. building lives.

# Amputee Coalition 2011 National Conference

June 2-4, 2011 • Kansas City, Missouri

## Exhibitor Information

**25** years  
serving the  
limb loss  
community



Celebrate the Amputee Coalition's 25 years of service to the limb loss community  
at the national conference in Kansas City, Missouri, June 2-4, 2011.

Positively energizing, educational and empowering!

# Why Is This THE YEAR to Exhibit and Sponsor?

This is the Amputee Coalition's 25th Anniversary, and your chance to be a part of history. Help us celebrate and do your part to acknowledge or congratulate the limb loss community through signage, premiums and advertisements.



Amputees and their families look forward to and attend the Amputee Coalition National Conference more than any other limb loss community event. The National Conference is the premier meeting event for the limb loss community, with proven programs in recovery, readjustment and resilience. The Amputee Coalition's National Conference brings your consumer directly to you. You'll have access to a large number of

The Amputee Coalition's 2011 National Conference is the **place to be** for professionals involved in caring for and selling products to the limb loss community. The conference promises **record-breaking attendance** and will feature new product launches and educational sessions requested by amputees and their families from around the country.

amputees with the potential to create buzz about your products and services. What this means to you: Your customers, in one place, at one time, participating in the biggest limb loss community forum of the year – making the conference an event you cannot miss.



*"I must tell you that this was one of the best Amputee Coalition meetings I have been to; please let everyone know what a great job they did with this program." ~ 2010 Exhibitor*

**With over 900 attendees at the Amputee Coalition's National Conference, we offer you the first opportunity to connect with the largest targeted audience of amputees in America. Following are some of the benefits you gain by participating in this premier event.**

## **1. More bang for your buck.**

Exhibits are one of the most cost-effective ways for your company to reach the amputee customer audience. Maximize your time and marketing dollars through face-to-face opportunities. Plus, your company will be listed in the Virtual Exhibit Hall on the Amputee Coalition Web site all year.

## **2. Connect with your customer.**

Start seeing your customers. If you haven't had the chance to talk with amputees who benefit from your products or services, this is a great time to connect. It's not only good for your business, it's food for the soul.

## **3. Fresh faces.**

Every year, increasing numbers of new amputees attend the Amputee Coalition National Conference. In 2010, more than 250 attendees were first-timers. You have a huge opportunity to educate them about your product or services.

## **4. Competitive edge.**

The Amputee Coalition National Conference offers your company another

opportunity to stand out from the crowd. You can outshine the competition with well-trained booth staff, aggressive pre- and at-show promotion, eye-catching booth design, and conscientious follow-up after the show. Furthermore, attendees use the opportunity to "comparison shop." This is your opening to point out where your product is superior – in performance, service and more.

## **5. "Face time."**

Meeting amputees face-to-face is the fastest and most effective way to build relationships and build your brand.

## **6. Customer bonding.**

Customer service is a hot topic for many companies. The Amputee Coalition National Conference is an excellent place to reinforce existing customer relationships. Say "thanks" to your customers with give-aways, hospitality suites, tech sessions, or event sponsorships.

## **7. Hands-on learning.**

How much of your product line can your salespeople actually demonstrate to a large number of amputees?

Probably not much. The Amputee Coalition National Conference is a great place for consumers to see and touch your products.

## **8. Competitive analysis.**

The exhibit show floor provides an invaluable opportunity to study the competition. Where else can you find information on a competitor's new product offerings, pricing and marketing strategies? Much can be learned by just watching and listening.

## **9. Media spotlight.**

Work with the Amputee Coalition's public relations staff to learn about media attendance and ask how to use this to your advantage to gain media exposure by inviting key press contacts to visit your booth.

## **10. "Survey says"**

Exhibit shows offer a great opportunity to conduct market research. If you're considering launching a new product or service, you can survey conference attendees on features and benefits, minimum quality requirements and more.

# Sponsorship Recognition Levels

Sponsorship at the Amputee Coalition National Conference allows your company to reach the largest number of amputees – in one place, at one time – who are looking to improve their lives through use of your products and services. If you are looking to increase your market share in the limb loss community or to increase the visibility of your company, we will develop a sponsorship plan to meet your marketing and end-user relations goals. Additionally, we will explore with you any creative ideas that you may have to support and enhance your sponsorship experience.

The Amputee Coalition's National Conference earned its reputation as the limb loss community's leading event for education, networking and industry outreach. As a sponsor, your company's exposure will result in increased market penetration and industry recognition.

Statistics from the Center for Exhibition Industry Research show that sponsorship increases quality booth traffic by as much as 104 percent.



*“Congratulations on a fantastic conference! Please accept our thanks and appreciation to you and your staff for a wonderful experience in Irvine!” ~ 2010 Exhibitor*

## Presented By Sponsorship

Contact Advertising & Exhibit Sales Associate Kim Phillips at 888/267-5669, ext. 8106, or [kphillips@amputee-coalition.org](mailto:kphillips@amputee-coalition.org) to receive your customized proposal. Highlights of Amputee Coalition's premier “Presented By” partnership packages include exclusive hospitality, promotional and display opportunities. Sponsors are first-come, first-served, with first choice of opportunities going to Amputee Coalition National Sponsors. By owning your sponsorship, your company will receive name recognition at your event with signage and recognition in the conference program.

- \$5,000** Thursday Opening Ceremony Keynote Speaker (exclusive)
- \$3,000** Paris on the Plains Dinner/Dance
- \$5,000** Plenary Sessions
- \$2,500** Happy 25th Birthday Reception
- \$5,000** Clinic Sponsor
- \$1,500** Session Break
- \$500** Tech Session (space is limited) – These well-attended sessions allow your company to present the latest products and services directly to the conference attendees. Each 45-minute session will be held in a meeting room near the exhibit hall and includes use of an LCD projector, laptop and audio system.





## **Golden Gate Bridge Sponsor: \$7,500**

***Two Full-Conference and Two Exhibit-Hall-Only registrations  
(additional company representatives at \$250)***

- One 8'x10' booth space with a 6' draped table, chair, wastebasket and signage in prominent location
- Company name/logo on conference attendee tote bags and pre-conference marketing materials
- Signage designating your company as a Golden Gate Bridge sponsor throughout the conference (doors, welcome banner, etc.)
- Listing and description of your company and its products in attendee conference program
- Listing with an active link to your Web site on the Amputee Coalition's National Conference Sponsor Web page
- One pre-conference attendee marketing mailing\*
- One post-conference attendee marketing mailing\*
- Placement of one promotional material in the conference attendee tote bags
- Introduction and acknowledgement as a conference sponsor at opening ceremonies
- Expo game card
- May/June *inMotion* – designating your company as a Golden Gate Bridge sponsor



***“Education is all a matter of building bridges.” ~ Ralph Ellison***

## **Tower Bridge Sponsor: \$5,000**

***One Full-Conference and Two Exhibit-Hall-Only registrations  
(additional company representatives at \$250)***

- One 8'x10' booth space with a 6' draped table, chair, wastebasket and signage in prominent location
- Company name/logo on conference attendee tote bags and pre-conference marketing materials
- Signage designating your company as a Tower Bridge sponsor throughout the conference (doors, welcome banner, etc.)
- Listing and description of your company and its products in attendee conference program
- One pre-conference attendee marketing mailing\*
- One post-conference attendee marketing mailing\*
- Listing with an active link to your Web site on Amputee Coalition's National Conference Sponsor Web page
- Introduction and acknowledgement as a conference sponsor at opening ceremonies
- May/June *inMotion* – designating your company as a Tower Bridge sponsor



## **Sydney Harbor Bridge Sponsors: \$3,000**

***One Full-Conference and One Exhibit-Hall-Only registration  
(additional company representatives at \$250)***

- One 8'x10' booth space with a 6' draped table, chair, wastebasket and signage in prominent location
- Company name/logo on the conference attendee tote bags and pre-conference marketing materials
- Signage designating your company as a Sydney Harbor Bridge sponsor throughout the conference (doors, welcome banner, etc.)
- Listing and description of your company and its products in attendee conference program
- One pre-conference attendee marketing mailing\*
- Listing with an active link to your Web site on Amputee Coalition's National Conference Sponsor Web page
- Introduction and acknowledgement as a conference sponsor at opening ceremonies
- May/June *inMotion* – designating your company as a Sydney Harbor Bridge sponsor



***“Very well-organized; after-hours social events were very entertaining, as well as great for networking.” ~ 2010 Exhibitor***

## **Brooklyn Bridge Sponsors: \$2,000**

***One Full-Conference registration (additional company representatives at \$250)***

- Company name/logo on the conference attendee tote bags and pre-conference marketing materials
- Signage designating your company as a Brooklyn Bridge sponsor throughout the conference (doors, welcome banner, etc.)
- Listing and description of your company and its products in attendee conference program
- Listing with an active link to your Web site on Amputee Coalition's National Conference Sponsor Web page
- Introduction and acknowledgement as a conference sponsor at opening ceremonies
- May/June *inMotion* – designating your company as a Brooklyn Bridge sponsor

*\*Amputee Coalition National Sponsor discount available*



## Exhibit-Booth-Only Package

*Amputee Coalition offers standard 8'x10' booths that can be ordered as a single space or combined with additional booths to create an even greater presence.*

### **Exhibit Booth – \$1,400 Amputee Coalition Facility Member/\$1,800 Facility Nonmember**

- 8'x 10' booth
- 6' draped & skirted table, 2 chairs
- 8' back drape, 3' side drape
- Company sign
- 2 complimentary full-conference & 2 exhibit-hall-only registrations
- Link with company description from Amputee Coalition Web site
- Listing in conference program and *inMotion* magazine

### **Additional Booth – \$1,050 Amputee Coalition Facility Member /\$1,450 Facility Nonmember**

#### **Nonprofit Table – \$650**

- 6' draped & skirted table, 2 chairs
- Company sign
- 1 complimentary full-conference & 1 exhibit-hall-only registration
- Link with company description from Amputee Coalition Web site
- Listing in conference program and *inMotion* magazine

## Additional Exhibitor/Sponsor Representatives

All representatives from exhibiting and sponsoring companies must be registered. Representatives in addition to those included in the exhibit or sponsorship package must register at the discounted registration fee of \$250.

## Additional Marketing Options

All registered exhibitors have the option of purchasing the following:

**\$500 Tote Bag Inserts** – Exhibiting companies may insert their flyer, premium or brochure. All materials must be approved by the Amputee Coalition.

**\$300 Exhibit Hall Game Card** – Increase traffic to your booth by participating in this popular exhibit hall game! Each attendee will receive a game card and will be required to visit your booth to be eligible to win cash prizes that will be given away during unopposed exhibit hours.

## Exclusive Attention-Grabbers

**\$3,600 Neck Wallet Sponsor** (exclusive)

**\$1,000 Hotel Key Card Sponsor** (exclusive)

# Amputee Coalition's National Conference

## EVENING EVENT

Join us on Saturday, June 4, 2011, for the conference's premier event! It will be a night to remember – **Paris on the Plains**. Celebrate in grand Parisian fashion with laughter, fun, food, cocktails and dancing as you mingle with colleagues and conference participants. At this elite social networking event for the limb loss community, you will have a chance to meet and mingle with amputees, Amputee Coalition leadership and other industry professionals in a vibrant setting. You'll walk away with new friends, new networking contacts and new business.



### How to Reserve Your Spot

To reserve your place at the Amputee Coalition 2011 National Conference, complete the Exhibitor/Sponsor Registration Form. Confirmation of exhibit space will only be made after receipt of signed contract, payment and approval of the Amputee Coalition. Remember that your company will be listed on the conference Web page and attendee conference program once you have reserved your exhibit space and/or sponsorship, so register early.



*“Schedule was great, with 3-hour reception. Traffic in hall was busy almost the entire time! Best yet! Had good attendance at workshop; room and equipment functioned well. Nicely done!” ~ 2010 Exhibitor*

### Conference Program Advertising

Increase your company's visibility with the following advertising opportunities. By advertising in the official conference program, you're guaranteed to have your ad seen by tens of thousands of people with limb loss, caregivers and health-care professionals. The conference program will be e-mailed prior to the event. This program will also be available on the Amputee Coalition Web site and remains an active link until February 2012!

Deadline for reservations – April 15, 2011

Deadline for materials – May 1, 2011

Advertising Rates	Conference Sponsor	Exhibitor	Non-Exhibitor
Back Cover	\$1,600	\$1,800	\$2,000
Inside Front Cover	\$1,500	\$1,700	\$1,900
Inside Back Cover	\$1,500	\$1,700	\$1,900
Half Page	\$800	\$1,000	\$1,200
Business Card	\$75	\$100	\$125

*\*Amputee Coalition National Sponsor discount available*

All advertising prices include full color. All conference program advertisements must be paid in advance using the exhibitor contract in your 2011 Exhibitor Brochure.

#### Mechanical Requirements

Full page – 7"x10"

Half page (horizontal only) – 7"x4 7/8"

Full bleed is 8.375"x11.125"

# Exhibit Hours

Exhibits will be held in the Century Ballroom of the Westin Crown Center

## Thursday, June 2, 2011

Exhibit Set-Up 9am-4pm  
**NEW** this year:  
Exhibitor Orientation 4pm  
Happy 25th Birthday  
Reception 6-9pm

## Friday, June 3, 2011

Exhibits Open 9am-6pm  
Afternoon Break 2:30-3pm

## Saturday, June 4, 2011

Exhibits Open 9am-Noon  
Dismantling Noon-4pm

### **Hours Subject to Change**

To contact George Fern Exposition & Event Services, the official contractor for the 2011 Amputee Coalition National Conference, call 816/221-0525 – Customer Support.

## Assignment of Space

All Amputee Coalition National Sponsors will have first selection of premium booth spaces. 2010 conference sponsors and exhibitors will have second choice in selecting their preferred booth assignment. Remaining booths will be available on a first-come, first-served basis.

## Conference Location



Located in Hallmark's Crown Center, The Westin Crown Center, Kansas City offers easy access to 85 acres of shops, restaurants and theatres. You will be delighted to find the hotel is also close to attractions such as the Liberty Memorial, Union Station, Bartle Hall Convention Center, museums and professional sports. The hotel has plenty of activities to help you relax and revive, including a whirlpool, sauna, steam room, outdoor heated swimming pool, and track, as well as tennis courts. The Westin Crown Center is offering Amputee Coalition National Conference attendees a reduced rate of \$112 single/

double. Room reservations must be made by May 10, 2011, to receive the reduced rate. Book early, as a limited number of rooms have been reserved for attendees, and the Westin sells out on a regular basis. The Amputee Coalition cannot guarantee that rooms will still be available through May 10, 2011. Call the Westin Crown Center at 888/627-8538 to make your room reservation. For more hotel information, visit [westin.com/kansascity](http://westin.com/kansascity).

## Getting There

The Westin Crown Center is located at One East Pershing Road, Kansas City, Missouri, approximately 22 miles from the Kansas City International Airport. Taxis, limousines and Super Shuttle (816/243-5000 or [supershuttle.com](http://supershuttle.com)) can be arranged to transport you to and from the airport.



**amputee  
coalition**

saving limbs. building lives.

# SIGN MY COMPANY UP!

## YES, I am interested in becoming a –

- Presented By Sponsor
- Conference Sponsor
- Exhibitor
- Attention-Grabber Exclusive Sponsor
- Conference Program Advertiser



Company Name \_\_\_\_\_

Company Address \_\_\_\_\_

Company Phone # \_\_\_\_\_ Fax # \_\_\_\_\_

Contact Name \_\_\_\_\_

### For Immediate Action

Contact Kim Phillips at 888/267-5669, ext. 8106, fax to 865/525-7917, e-mail [kphillips@amputee-coalition.org](mailto:kphillips@amputee-coalition.org), or send by regular post to Kim Phillips at:

Amputee Coalition  
900 E. Hill Ave., Ste. 205  
Knoxville, TN 37915

Kim will follow up with you to create your special participation plan for the Amputee Coalition 2011 National Conference.

