



amputee
coalition™



2021

PARTNER &
SPONSOR
OPPORTUNITIES

Contact Us

703/330-1699, ext. 8139

development@amputee-coalition.org



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**Your opportunities to support those
living with limb loss and limb difference**

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Get to Know Us

Our Mission

To reach out to and empower people affected by limb loss and limb difference to live life well through **education**, **support** and **advocacy**, and to promote limb loss prevention.

Empowering those with limb loss and limb difference through...

Education

National Conference
National Limb Loss Resource Center
Limb Loss Education Days
Limb Loss Awareness Month
First Step Guide
inMotion Magazine
Prosthetist Finder
Educational Webinars
State by State Resource Map



Support

Certified Peer Visitor Program
National Peer Support Group Network
Paddy Rossbach Youth Camp
Certified Caregiver Peer Visitor Program
Parent Support Network
Hospital/Rehab Facility Partner Program
Mental Health & Wellness Support



Advocacy

Advocacy Forum
Lead Advocate Training Program
Limb Loss Task Force
Amplify Toolkit
Federal & State Issue Overviews
Contact Your Representative Tool
Research Partnerships to Inform Issues
Corporate Council



Become a National Sponsor

The Amputee Coalition's National Sponsors receive a multitude of benefits, all year long for your generous support. Your partnership with us means higher visibility for your brand in the limb loss and limb difference community. As a partner, you reach our 800,000+ website visitors, 150,000+ social media followers, 2,000+ event attendees, and over 40,000 readers of our publications.

Your sponsorship helps us fulfill our mission to support all 2.1 million Americans living with limb loss and limb difference, and the 28 million more at risk. The Amputee Coalition is the nation's leading organization and trusted resource for the limb loss and limb difference community. Your sponsorship does good — and is good business.

More reasons to be a sponsor

Maximize exposure and increase awareness of products and services to consumers and end users

Showcase your generosity and achieve your social responsibility goals

Support the mission of a nationally recognized charity

Make a positive impact on someone's limb loss or limb difference journey

Change lives for the better



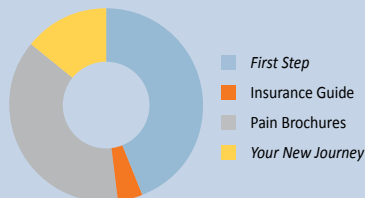
895,727
web site
visitors



8,850 people served
by National Limb Loss
Resource Center



161,394 social
media followers



119,558 resources
disseminated



125 campers and
counselors with limb
loss or limb difference
attended camp



1,310
people attended
virtual National
Conference

Your National Sponsor Benefits

Benefits & Levels	Diamond \$65,000	Platinum \$45,000	Gold \$32,000	Silver \$20,000	Bronze \$10,000	Patron \$5,000
Logo & link of your choice on our National Sponsor webpage	✓	✓	✓	✓	✓	✓
Recognition on Amputee Coalition home page	Logo	Logo	Logo	Logo	Name	Name
Recognition on sidebar of <i>inMotion</i> magazine	Logo	Logo	Logo	Logo	Name	Name
Use of Amputee Coalition sponsorship logo on your digital media (review required)	✓	✓	✓	✓	✓	✓
Recognition in our Annual Report	Logo	Logo	Logo	Logo	Name	Name
<i>inMotion</i> recognition ad (Jan/Feb issue)*	Logo	Logo	Logo	Logo	Name	Name
20% discount on bulk orders of First Step and Insurance Guide	✓	✓	✓	✓	✓	
Free sample copy of all new publications	✓	✓	✓	✓	✓	
Ad and link in "Message From National Sponsors" email	4 times	4 times	3 times	2 times	1 time	
Discount on <i>inMotion</i> and "On the Move" eNewsletter advertising	20%	15%	10%	5%		
Side-bar ad on Prosthetist Finder website****	✓	✓	✓			
60-second social media share on Amputee Coalition channels**	4 times	2 times				
Featured post on our Blog about partnership****	✓					
Invitation to sit on the Corporate Council****	✓					
National Conference Benefits						
Conference booth space (in person)***	4 comp	3 comp	2 comp	1 comp	20% off	15% off
Conference booth space (virtual)	Tier 3	Tier 3	Tier 2	Tier 1	20% off	15% off
Priority selection of booth location (for virtual, your booth will have priority listing)	1st	2nd	3rd	4th	5th	6th
Recognition in conference program (in person & virtual)	Logo	Logo	Logo	Logo	Name	Name
30-second social media video on Amputee Coalition channels**	✓	✓	✓	✓	✓	✓
Recognition sign in your booth (in person & virtual)	✓	✓	✓	✓	✓	✓
Welcome banner recognition (in person & virtual)	Logo	Logo	Logo	Name	Name	
Recognition on conference t-shirt	Logo	Logo	Logo	Name	Name	
National Conference program advertising	Full Page	½ page	10% off	5% off		
Verbal recognition at opening ceremony (in person and virtual)	✓	✓				
1 complimentary technical session (in person and virtual)****	✓					
Paddy Rossbach Youth Camp Benefits (Diamond & Platinum receive Explorer benefits, Gold receives Scout benefits from page 11)						
Branded giveaway/literature in camp swag bags**	✓	✓	✓	✓	✓	
Recognition on youth camp webpage with link	Logo	Logo	Logo	Name	Name	
Recognition on banner (in person) or slide (virtual)	Logo	Logo	Name	Name		
Sponsorship recognition on camp T-shirt	Logo	Logo	Name			
Social media shoutouts on our channels	✓	✓	✓			
Recognition in pre-camp emails to parents	✓	✓	✓			
Listed in all camp wrap-up articles (email & blog)	✓	✓	✓			
Recognition in post-camp emails to parents	✓	✓				
Recognition during Camp Closing	✓	✓				
Exclusive recognition on 1 day of camp (first come, first choice)	✓	✓				
Limb Loss Education Day Benefits						
Free (1) tabletop exhibit with signage (in person)	✓	✓	✓	✓	✓	50% off
Free (1) branded networking table (virtual)	✓	✓	✓	✓	✓	50% off
Recognition on slides (virtual)	Logo	Logo	Logo	Name	Name	
Recognition in LLED program (in person and virtual)	Logo	Logo	Logo	Name	Name	
Branded giveaway for attendee swag bag (in person)	5 items	4 items	3 items	2 items	1 item	
Recognition in attendee wrap-up email with link of your choice	Logo	Logo	Name	Name		
Verbal recognition during welcome event (in person and virtual)	✓	✓				

*Contract must be signed by November 1, 2020 to guarantee this benefit

**Guidelines and approval apply

***Additional booths will be billed at member rates in the exhibitor prospectus

****New benefit

National Conference Sponsorship & Exhibits

As the only national event designed specifically for people living with limb loss and limb difference, our National Conference lets you connect and engage with the community. Our conference is the largest gathering of our community members. Our 2021 National Conference will have a virtual and in-person component, if we can do so safely.

Location: Chicago, Illinois

Online Platform: To be announced in 2021

Key Dates: To be announced in 2021

Schedule: To be announced in 2021

Attendee Profile. Who Will You Reach!

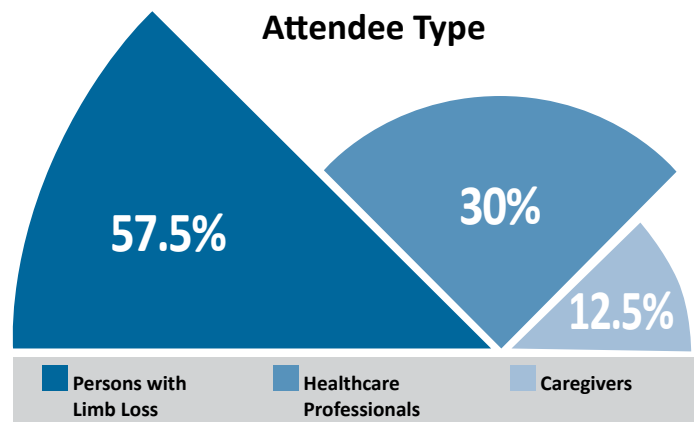
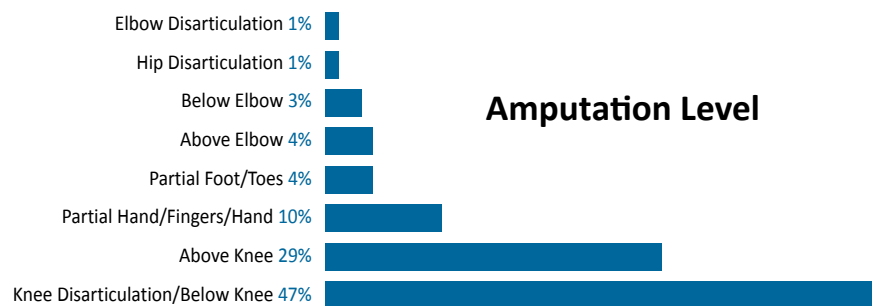


Exhibit Hall was second only to networking as a reason to attend the Amputee Coalition National Conference.

94.4%

were satisfied
or very satisfied
with the
Conference

97.3%

would
recommend the
Conference

93.7%

were satisfied
or very satisfied
with the quality
of the sessions

82%+

spent 2 or more
hours in the
Exhibit Hall

60%

first time
attendees

Exhibit Booth Packages

In-Person

Booth Benefits	First Booth* \$2,250	Additional Booth* \$1,800	Nonprofit** \$500
8'X10' booth	✓		
6' draped and skirted table	✓	✓	✓
2 chairs	✓	✓	✓
8' back drape	✓		
3' side drapes' company ID sign	✓		✓
Complimentary full-conference registrations	2	1	1
Exhibit hall-only registrations	2	1	1
Link with company description on Amputee Coalition Web Site	✓		✓
Listing in Conference program with company description (50 words or less)	✓		✓
National Sponsors followed by first-come, first-serve selection process	✓		
Space to be assigned by Amputee Coalition			✓

* National Sponsors receive a discount on booth space. See page 8 for discount booth rates.

** Custom pricing for nonprofits interested in multiple booths. Contact the Amputee Coalition if interested.

Due to space constraints, we have a limited number of table tops available and placement may be outside the hall

Virtual (subject to minor changes depending on platform chosen)

Booth Benefits	Booth Tier 3 \$2,500	Booth Tier 2 \$2,000	Booth Tier 1 \$1,500	Nonprofit \$250
Customize your company page to match your brand with logo/header image or brief video. Build participating staff profiles.	✓	✓	✓	✓
Company logo and description in exhibitor listings	✓	✓	✓	✓
Searchable parameters for attendees (filters for what you provide)	✓	✓	✓	✓
One-on-one video chat ability with attendees — easily initiate video chat conversations and schedule qualified meetings	✓	✓	✓	✓
Chat log for people who engaged with your booth during exhibit hall hours/appointment times	✓	✓	✓	✓
Basic analytic of number of views, appointments and contact made	✓	✓	✓	✓
Ability to upload mini video to your booth and conduct polls during exhibit hall hours	✓	✓		
Dedicated, branded table for your organization to interact with attendees in the Networking Lounge	✓	✓		
Smart Lead Capture: capture contact information, contextualize meetings, and even schedule follow-ups through your preferred CRM	✓			
Live in booth product demo via live stream during exhibit hall hours	✓			
Extended Appointment Times: ability to meet with attendees outside allotted exhibit hall times	✓			
Analytics to include specific viewers to page or session	✓			
Products display in product expo/booth	Unlimited	4	2	1
Registrations included	5	3	2	1
Extra registration cost	\$75	\$75	\$75	\$50

Exclusive Sponsorship Opportunities

What You Get	Type	Cost	Deadline
Mobile App: This exclusive sponsorship includes a rotating banner advertisement on home screen of conference mobile app, one (1) permanent icon logo on home screen of conference mobile app, and 1 push notification per day sent to all conference attendees via the mobile app. Recognition on all conference materials and mobile app signage and much more.	In-person	\$10,000	TBA
Wi-Fi: Branded log-in/splash page used by all attendees to log into the wi-fi.	In-person	\$10,000	TBA
Badge Holder/Lanyard: Every attendee gets one! It's a badge holder, lanyard and wallet, all in one! The badge holder features a Velcro pouch, a zippered pocket, and room for pens and business cards with your logo displayed prominently at the top.	In-person	\$5,000	TBA
National Conference Welcome Bag: As they register, every attendee will walk away with a reusable, convenient bag with your logo on one side.	In-person	\$4,000	TBA
Affiliate Event: Host and plan your own outing or reception outside conference hours, and we will include your event information in the program, and provide a list of opted-in attendees to advertise to (pending approval)	Both	\$3,000	TBA
Technology Session: These sessions allow your company to present your latest products and service directly to consumers. Be the presenter and provide education and information on new and emerging products and services from your company! These popular sponsored sessions are offered on a first-come, first-served basis.	Both	\$1,500 each	TBA
Networking Lounge Table: A dedicated, branded table in the Networking Lounge for you to interact with attendees.	Virtual	\$1,000	TBA
"Waiting Room" Advertisement: Video played while attendees are waiting to access a session.	Virtual	\$500	TBA



Final Program Advertising

Be in the one and only conference publication! Get a premium spot. The final program will include all information about sessions, times for events, floor plans for the hotel, and information about exhibitors and speakers! Every attendee gets one, and it will be their lifeline for the duration of the conference.

Inside Back Cover	\$1,000
Full-Page Ad	\$750
1/2 Page	\$500
1/4 Page	\$300

Advertising artwork due **TBD** .
Sponsorship and artwork due **TBD**.

Sponsor a Limb Loss Education Day

Get Personal

Attending an LLED is personal and local. Our virtual events will be oriented around causation, while our in-person events will help community members connect in their area. People are dedicating a day to finding support and information, and your company is a key part of all that happens!

Event Sponsor*: \$3,000

In-person and Virtual

- Acknowledgment of Event Sponsorship on Amputee Coalition Limb Loss Education Day Web and social media event pages for the specified LLED
- Logo placed on signage and program for the event
- Representative may welcome participants on behalf of company during the opening and closing
- Include flyer/giveaway (in-person) or one-time email to attendee list (virtual)
- Complimentary exhibit

Lunch Sponsor*: \$1,000

In-person only

- Acknowledgment of Lunch Sponsorship on Amputee Coalition Limb Loss Education Day Web page for individual LLED lunch
- Logo placed on a 8.5 x 11 lunch sign and the program for the event
- Representative may welcome participants on behalf of company during lunch
- Opportunity to include flyer or giveaway in LLED Welcome Bag

* Limited to 1; can be a shared sponsorship for interested parties



Showcase

- Company: \$250
- Nonprofit: \$50
- Social Media Recognition
- Two registrations
- In-person:
 - Six-foot table & two chairs
 - Lunch
- Virtual
 - Interactive Digital Space
 - Data analytics

All agreements must be approved, signed, and payment received five business days prior to the event. Contact Ryan McHugh at rmchugh@amputee-coalition.org or 703-330-1699 x8139.

Join the Corporate Council

The Amputee Coalition's Corporate Council is a group of thought leaders and organizations working in the healthcare and disability space. Members may include associations representing professionals & industry, health care organizations, health plans, pharmaceutical companies, research institutions, healthcare professionals, manufacturers, and more.

Why join our Corporate Council?

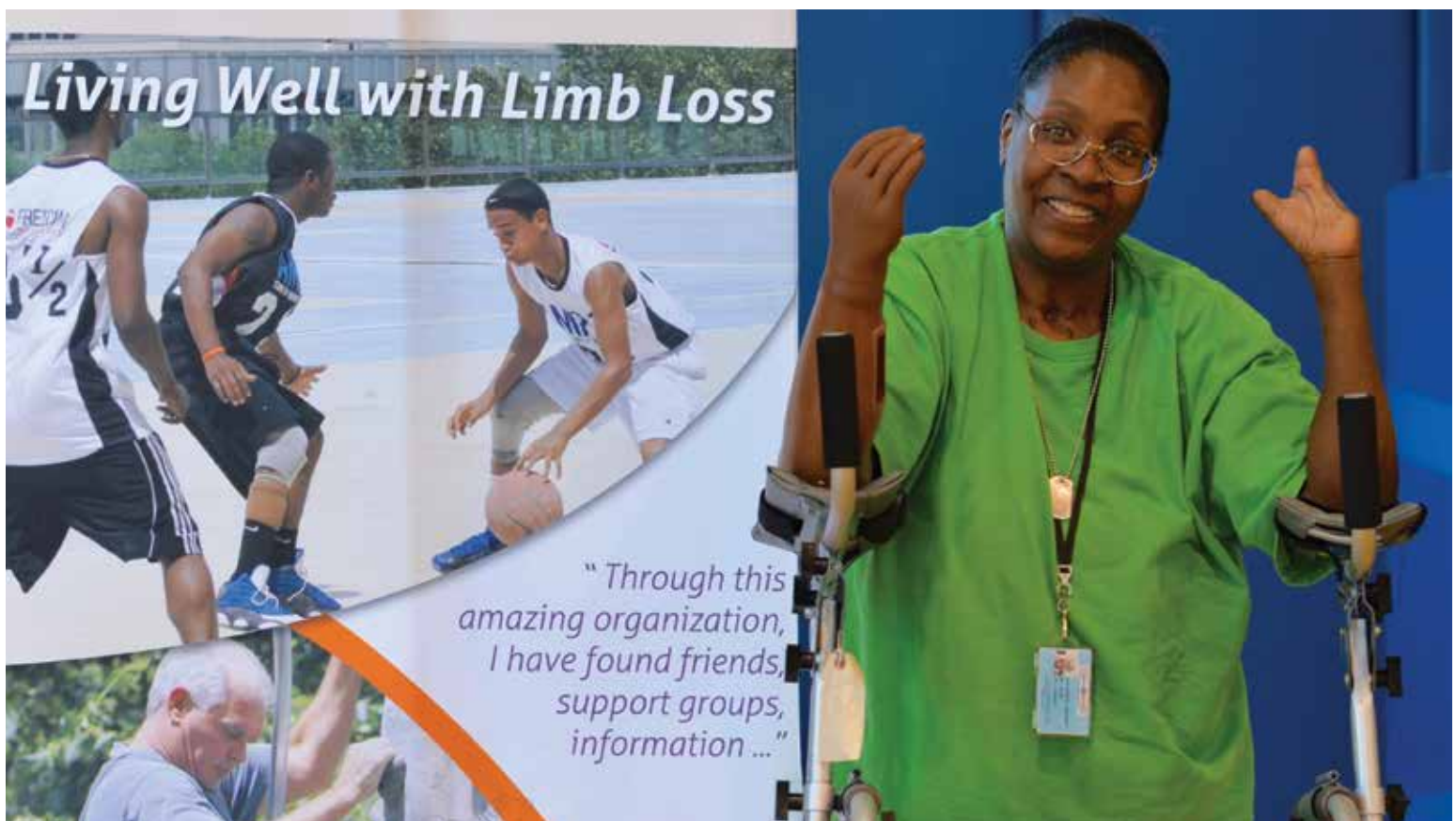
- You become a part of the Amputee Coalition — the only national organization representing and advocating for people with limb loss and limb difference.
- You access year-round opportunities to engage and connect with limb loss and limb difference community members, helping to identify new business opportunities, forge partnerships, and receive consumer feedback.
- You participate in regular discussions with Amputee Coalition leadership that help you stay current on policy developments in the sector.

The Corporate Council will convene a diverse set of perspectives to identify common interests and areas for possible collaboration, helping to lay a foundation of support for the Amputee Coalition's work in health advocacy.

Membership: \$20,000 annually (begins on January 1st)

Your Benefits & Access:

- Quarterly membership meetings with Amputee Coalition leaders, with input on agenda items
- Bi-annual 1:1 phone call with Amputee Coalition CEO
- Invitation to attend and acknowledgment at the annual Advocacy Forum
- Early access to potential partnership on special projects with the Amputee Coalition
- Recognition with hyperlinked logo on the Amputee Coalition's website
- Recognition in the March/April *inMotion* magazine
- Subscription to our quarterly *On the Move* eNewsletter



Paddy Rossbach Youth Camp

Since 2000, the Paddy Rossbach Youth Camp has served kids age 10 to 17. In 2015, we added the Leadership Camp to help 18- and 19-year-olds acquire life skills as they transition to adulthood. Leadership Campers also serve as mentors, providing guidance and support that only others living with limb loss or difference really understand.

Youth camp is free to every participant — even their travel costs to camp are covered. Our goal is to provide a traditional summer camp experience for kids living with limb loss and limb difference. Campers tell us the friendships and role models are the most important part of camp. Camp is about building a network of individuals dealing with the same challenges as you. A network that you rely on beyond the one week at camp. A network that becomes like family. You can help make this possible.

Supporter Levels

Explorers support a ½ day's worth of camp activities for 200 campers this year.

Scouts offset the costs to allow one amazing kid to participate in camp.

Camp Sponsorship Benefits	Explorer (\$7,500)	Scout (\$2,000)
Recognition on camp website with link	✓	✓
Recognition on camp banner	✓	
Recognition on camp t-shirt	✓	
Branded giveaway in camper package (in-person only)	✓	
Social media shout-outs	✓	✓
Recognition in pre-camp emails to parents	✓	✓
Listed in <i>On the Move</i> and Youth eNewsletter camp wrap-up articles	✓	✓
Recognition in emails to parents before, during, and after camp	✓	
Recognition during key camp activities including the Closing Ceremony	✓	
Exclusive recognition on one-day of camp (first come, first choice)	✓	

NOTE: Diamond and Platinum National Sponsors already receive all Explorer Level benefits. Gold National Sponsors already receive Scout Level benefits



Activity

Yoga Sessions
Dance Lessons
Movie Nights
STEAM Activities
Virtual Escape Rooms
Scavenger Hunt
Herb Garden

Connection

Icebreakers
Cabin Breakout Time
Group Challenges
Level Specific
Breakout Sessions
Lean on Me Circle



Support

Trained Staff and Counselors
Guided Discussions on Health, Well-Being, and Community Living Skills
Education & Career Path Coaching

"Your donation impacts the lives of so many young people, including myself. You help bring us together and develop life-changing relationships that make us the people we are today."

~ Kalley Alane Stevens, former camper

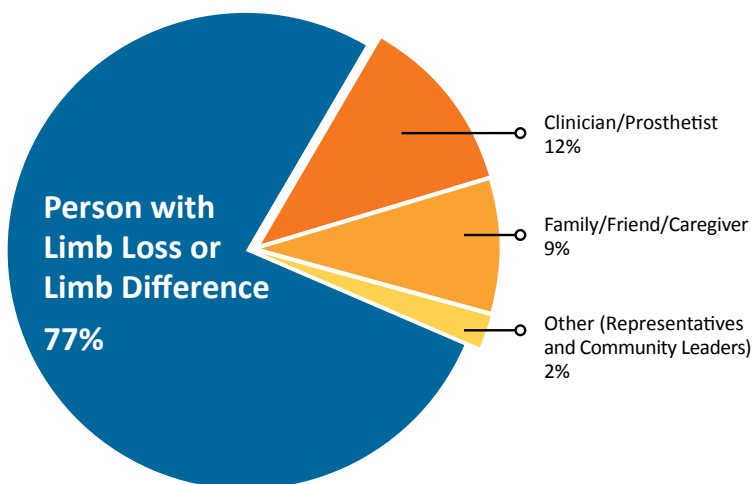
Media Advertising

People with limb loss or limb difference are the sole focus of the Amputee Coalition. Our mission includes empowering people through support, advocacy and education, which is the center of *inMotion* magazine and our quarterly eNewsletter, *On the Move*.

Our publications reach tens of thousands of people every year with inspiring stories and timely and trusted information.

These monthly connections to the community are a pivotal part of providing support to help people live life well.

We invite you to consider advertising as a way to align your message with the Nation's leading resource for the limb loss and limb difference community.



Who Reads Our Publications?



"One of the things I like most about inMotion magazine are the advertisements highlighting products I didn't know about."

~ Sharon, *inMotion* reader

"I'm grateful for everything I've learned from reading inMotion on overcoming obstacles, technology available, and dealing with common health-related issues."

~ John, *inMotion* reader

Plan for Results

Every issue of *inMotion* is designed to introduce people to new resources, to provide support and education, and to empower readers to take charge of their lives. Our topics cover all levels and types of limb difference and include sections like:

- Living with Limb Loss and Limb Difference
- Family and Community
- Service to Others
- Health and Wellness
- Technology
- Outlook

Popular Stories

- Pain Cessation Alternatives and Opioid Dependency
- The Community's Struggle With Insurance Issues
- Advocacy: The Voice of the Limb Loss/Limb Difference Community
- Living Life to Its Fullest; Stories of Success



Amplify Through Social Media

We post stories on social media as well, which adds even more people to our readers!



What do we say?

inMotion is the trusted source for information about living well with limb loss and limb difference. Written and produced by content experts, professional writers and our staff, we listen to the questions and conversations posed by the community to make sure every issue is a page-turner.



Getting Looks

207,955 *inMotion* pages were viewed online in the past 12 months.

On the Move

Sent quarterly to more than 39,000 valid email addresses.

Count your clicks and create specialized content or testing to draw in readers.



2021 Media Specs, Rates and Dates

inMotion

2021 Rates

	1 Issue	3 issues	6 issues
2-Page Spread	\$4,250	\$4,000	\$3,750
Back Cover	\$4,000	\$3,750	\$3,500
Inside Front or Back Cover	\$3,750	\$3,500	\$3,250
Full Page	\$3,000	\$2,900	\$2,800
1/2 Page	\$2,000	\$1,900	\$1,800
1/3 Page	\$1,500	\$1,400	\$1,300
1/4 Page	\$1,000	\$950	\$900
1/6 Page	\$500	\$475	\$450

2021 Dates

Issue	Advertising Close	Materials Due
Jan/Feb	Nov 8, 2020	Nov 15, 2020
Mar/Apr	Jan 10, 2021	Jan 17, 2021
May/Jun	Mar 6, 2021	Mar 13, 2021
Jul/Aug	May 8, 2021	May 15, 2021
Sep/Oct	Jun 26, 2021	Jul 6, 2021
Nov/Dec	Sep 4, 2021	Sep 11, 2021

PLEASE NOTE: If an advertiser fails to provide material required to meet the deadlines for an issue in which they reserved space, the most recent published advertisement available will be repeated. If no advertisement is available, the advertiser agrees to pay for the space reserved.

Publication Trim Size

8.125" x 10.875"

Material Requirements

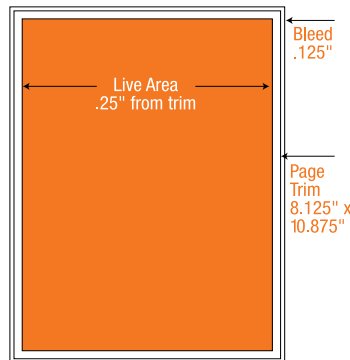
Email 300 DPI resolution digital ad files in CMYK PDF format to advertising@amputee-coalition.org. Be sure fonts are embedded, **type is .25" from trim**, include crop marks, and a .125 bleed on all sizes.

Artwork

All additional production costs will be billed separately to the advertiser. Minimum charge is \$100.

Fonts

Please make sure that black text in the original files is not saved as four-color process. When converting files to PDF, check the Preserve Black Objects selection in Adobe Acrobat Professional.



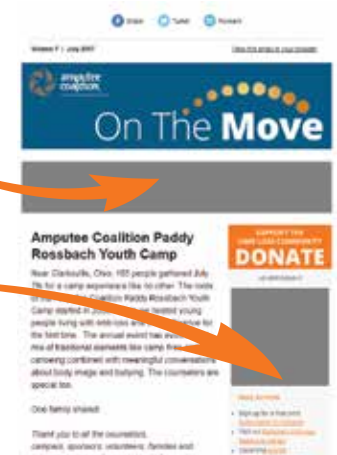
Ad Sizes

Page Unit	Width x Height
2-Page Spread (trim)*	16.25" x 10.875"
Full Page (trim)*	8.125" x 10.875"
Full Page (no bleed)	7.125" x 9.875"
1/2 Page Horizontal	7.125" x 4.85"
1/2 Page Vertical	3.5" x 9.875"
1/3 Page Vertical	2.25" x 9.875"
1/4 Page	3.47" x 4.85"
1/6 Page	2.25" x 4.85"

* All type **MUST** be .25" away from trim area. Crop marks and all other printer's marks **MUST** be .125" away from the artwork.

On the Move

Full-Width Banner		
Rate	Size	Specs
\$750 per edition	600 px X 100 px	JPEG format. To ensure readability, the height of the smallest lowercase letters in the ad should be at least 6 pixels tall.
Sidebar Ad		
Rate	Size	Specs
\$500 per edition	190 px X 190 px	JPEG format. To ensure readability, the height of the smallest lowercase letters in the ad should be at least 6 pixels tall.



Sizes for *On the Move* eNewsletter advertisements are subject to change as the Amputee Coalition may modify the format of the newsletter. Companies under contract will receive 30 days notice before any change in format takes effect to provide the Company the opportunity to submit a revised advertisement.

2020 National Sponsors

Join Our Community

DIAMOND SPONSOR



PLATINUM SPONSORS



VitalFitSRx

Clinical Skin Care Systems

GOLD SPONSORS

Blatchford



ottobock.

WillowWood

SILVER SPONSORS



Fillauer



BRONZE SPONSORS



PATRON SPONSORS

LAWALL
PROSTHETICS & ORTHOTICS



Scheck & Siress
Prosthetics. Orthotics.



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