



**AACPDM**

**75<sup>th</sup> ANNUAL MEETING**



*Diamond Jubilee Meeting*

**JOIN US  
VIRTUALLY  
OCTOBER 6-9, 2021**



**SPONSORSHIP PROSPECTUS  
VIRTUAL OPTIONS**



# AACPDM

## PRESIDENT

**Susan Sienko, PhD**  
Shriners Hospitals for Children  
Portland, OR

## 1ST VICE PRESIDENT

**Tom F. Novacheck, MD**  
Gillette Children's Specialty Healthcare  
St. Paul, MN

## 2ND VICE PRESIDENT

**Lesley Pritchard PT, PhD**  
University of Alberta  
Edmonton, AB

## TREASURER

**Francisco Valencia, MD**  
University Orthopedic Specialists  
Tucson, AZ

## SECRETARY

**Joshua Hyman, MD**  
Children's Hospital of New York-Presbyterian  
New York, NY

## PAST PRESIDENT (2019-2020)

**Mauricio R. Delgado, MD**  
UT Southwestern Medical Center  
Dallas, TX

## PAST PRESIDENT (2018-2019)

**Jilda Vargus-Adams, MD MSc**  
Cincinnati Children's Hospital Medical Center  
Cincinnati, OH

## DIRECTORS AT LARGE

**Kristie Bjornson, PT, PhD, MS**  
Seattle Children's Research Institute  
Seattle, WA

## Paige Church, MD

University of Toronto  
Toronto, ON

**Jan Willem Gorter, MD PhD FRCP(C)**  
McMaster University  
Hamilton, ON

**Mary Jo Cooley Hidecker, PhD, CCC-A/SLP**  
University of Kentucky  
Lexington KY

**Lisa Letzkus, PhD, RN, CPNP-AC**  
University of Virginia Children's Hospital  
Charlottesville, VA

**Christopher Lunsford, MD**  
Duke University Health System  
Durham, NC

**Golda Milo-Manson, MD MHSc**  
Holland Bloorview Kids Rehabilitation Hospital  
Toronto, ON

**Theresa Sukal Moulton, DPT, PhD**  
Northwestern University  
Chicago, IL

Dear Industry and Institution Professionals:

The past year has challenged everyone; however, the American Academy for Cerebral Palsy and Developmental Medicine (AACPDM) looks forward to our very special diamond jubilee, 75th Annual Meeting! "On y Va!" the French phrase meaning "Let's Go!" embodies how AACPDM is ready to emerge from these difficult times, together.

Although the meeting will be held virtually, the 2021 Scientific Program Committee continues to plan the meeting in ways to accommodate and engage sponsors, exhibitors and speakers who are able to join us.

We invite your organization to partner with the AACPDM to meet a dynamic, multi-disciplinary group of decision makers through our diamond jubilee Virtual Sponsorship opportunities. This is the only meeting where you can reach a physical therapist who heads a program at a major hospital, the chief physician of the neuromotor program at the hospital, an occupational therapist who purchases equipment for a clinic, and a neurologist, physiatrist, or developmental pediatrician who researches the effectiveness of a new drug therapy.

Over 1,200 professionals from various disciplines attended last year's meeting, including professionals from more than 53 countries across North and South America, Europe, Asia, Africa, and Australia. The AACPDM Annual Meeting provides a unique opportunity to bring together so many specialists from around the world. 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.

- Special 2021 virtual opportunities include:
- Virtual Poster Exhibit Hall Sponsorship
- Research Grant Opportunities
- Sponsorship of Virtual Registration Swag Bag
- Sponsored Breaks

\*Additional information available on page 4

We look forward to your participation. Reserve your virtual sponsorship and exhibitor selections now! For further information on this year's meeting that offers an exciting virtual program, please visit [www.aacpdm.org](http://www.aacpdm.org).

Best Regards,



Tom Novacheck, MD  
First Vice President



Anna McCormick, MD



Julieanne Sees, DO, FAAOS, FAOA  
Scientific Program Committee Co-Chairs

## TABLE OF CONTENTS

Invitation to Participate	2
Supporter Opportunities	4
Exhibit Information	6
Advertising Opportunities	7
Exhibit Rules and Guidelines	9
Application Information	10

555 East Wells Street, Suite 1100, Milwaukee, WI 53202  
meetings@aacpdm.org | +1 (414) 918-3014 | [www.aacpdm.org](http://www.aacpdm.org)

## ABOUT AACPDM

The American Academy for Cerebral Palsy and Developmental Medicine (AAPDM) 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 75th 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.

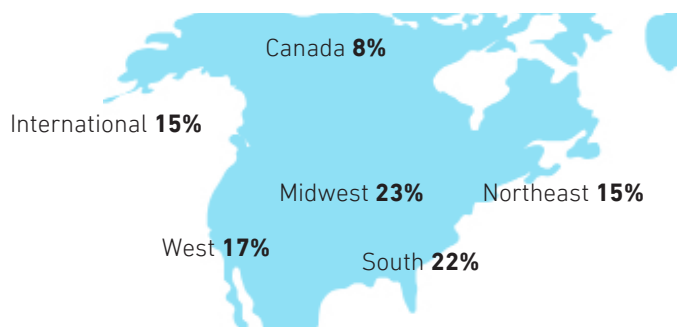
## TARGET AUDIENCE

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

- Pediatricians, surgeons, physicians, 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.*

## ANNUAL MEETING ATTENDANCE HISTORY



- 2020 – 74th Annual Meeting, Virtual **1,228**
- 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**





## 2021 SUPPORTER BENEFITS AND LEVELS

<b>VIRTUAL BENEFITS</b> <i>Details on page 4</i>	<b>Premium \$50,000 Level A</b>	<b>Platinum \$25,000 Level B</b>	<b>Gold \$15,000 Level C</b>	<b>Silver \$10,000 Level C</b>	<b>Bronze \$5,000 Level D</b>
Your company name, logo, description, and URL link on the Annual Meeting website and all event sponsorship material. <i>Logo/name size and placement will depend on sponsorship level.</i>	✓	✓	✓	✓	✓
Inclusion of your company name and 100-word description in final program.	✓	✓	✓	✓	✓
Advertisement in final electronic program. <i>See page 6 for ad specifications.</i>	Full page, 4-color ad	Half page, 4-color ad	N/A	N/A	N/A
Electronic coupon or brochure to be included in the attendee Virtual Registration Swag bags. <i>Logo/name size and placement will depend on sponsorship level.</i>	✓	✓	✓	✓	N/A
Complimentary Exhibit Booth. <i>Applies to a single booth space.</i>	✓	✓	N/A	N/A	N/A
Complimentary Delegate Registrations. <i>Delegates have access to all scientific sessions (pre-conference courses available for an additional cost), instructional courses, social events, poster gallery and exhibit hall. Each level also has the opportunity to purchase additional delegate registrations at basic member rate.</i>	6	4	3	2	2



## SUPPORTER SPECIAL OPPORTUNITIES

LEVELS	SPECIAL OPPORTUNITIES
<b>Level A Premium</b>	<b>A1. Pick-Two</b> Select any two options from Level B or three options from Level C below.
	<b>A2. Virtual Accessibility Sponsor</b> Online events must be accessible too, and your sponsorship of this important option will help offer closed captioning and other essential tools for all attendees. Your company logo will be displayed to highlight your sponsorship in various ways throughout the annual meeting process.
<b>Level B Platinum</b>	<b>B1. Webinar</b> Your company can host a virtual product theater for attendees and AACPDM members in the eight weeks leading up to the Annual Meeting. Your company will acquire the list of registered attendees.
	<b>B2. Branded Virtual Waiting Room</b> 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.
	<b>B3. Research Grant Opportunities</b> 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!
<b>Level C Gold or Silver</b>	<b>C1. Virtual Registration Swag Bag</b> Our attendees will be delighted to receive a virtual registration swag bag! 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.
	<b>C2. Sponsored Break</b> 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.
	<b>C3. Virtual Poster Crawl</b> A great networking opportunity! The virtual postal crawl features leaders highlighting top scoring posters and leading interactive Q&A. This sponsorship opportunity will make a lasting impression while facilitating new learning.
	<b>C4. Sponsor a Plenary Session Speaker</b> Support the mission of AACPDM and the annual meeting by sponsoring a plenary session speaker, reaching an estimated 950 attendees. Contact the AACPDM office to discuss details and branding.
<b>Level D Bronze</b>	<b>D1. Exhibit Booth</b> The virtual exhibit hall is an excellent opportunity to reach and connect with all attendees of the 75th Annual Meeting. The Bronze option offers one booth space that includes the full list of all consenting participants that visited your booth.
	<b>D2. Swag Bag</b> You company can add a coupon that provides special offers and personalized information for attendees! The contents of the virtual swag bag are similar to what might be found in a traditional event bag.
	<b>D3. Mobile App</b> 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), <b>OR</b> - Mobile app push notification (one per day per sponsor)

### 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](mailto:meetings@aacpdm.org) to discuss details.

AACPDM encourages new and unique sponsorships and we look forward to creating something for your organization.

**[Visit the on-line application form to reserve your selection today!](#)**

## EXHIBITING AT AACPDM

The virtual exhibit hall is an excellent opportunity to reach and connect with all attendees of the 75th 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 virtual exhibit booth includes the following benefits that you can upload:

- 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.
- Optional one-on-one chat capabilities to create engagement for your booth visitors. AACPDM will publicize suggested chat times with participants to encourage engagement.
- 50-word company description in the final program.
- Two exhibitor delegate registrations. Delegates have access to all scientific sessions (pre-conference courses available for an additional cost), instructional courses, social events, poster gallery and exhibit hall.

Price: \$1,500.00 per space.

An application with full payment is due on **July 15, 2021**.

Additional information on the application process is located on page 10. You can apply online by clicking this link:

<https://aacpdm.execinc.com/edibo/AM21ExhibitorApp>

Non-profit organizations please contact AACPDM at 414-918-3014 or via email at [meetings@aacpdm.org](mailto:meetings@aacpdm.org).

### Post-Event Data

- You will receive the full list of all consenting participants that visited your booth.

### Application Review

AACPDM will review all exhibit applications to determine if they satisfy basic criteria such as:

- Do the product/services described specifically relate to the professional disciplines of our academy?  
and
- Are the exhibit is of informational value to AACPDM Annual Meeting delegates.

## THANK YOU TO OUR 2019 AND 2020 EXHIBITORS

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

## ADDITIONAL EXPOSURE OPPORTUNITIES

AACPDM is excited to announce two opportunities for your organization to support the 75th AACPDM Annual Meeting and gain additional exposure! Please complete the online application by clicking this link:

<https://aacpdm.execinc.com/edibo/AM21ExhibitorApp>

### Advertising in the Final Program

The on-line booklet-style final program will be distributed to all 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
- Half page, 4-color \$1,000.00
- PDF Ad Submission Deadline: July 15, 2021
- Distribution: Estimated 1,200 Programs

Distribution Date: October 6-9, 2021 (during 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@aacpdm.org](mailto:meetings@aacpdm.org) by the applicable deadline.

**Specifications:** emailed to the AACPDM National Office no later than July 15, 2021. Please email materials to [meetings@aacpdm.org](mailto:meetings@aacpdm.org).

#### Note to Premium and Platinum Level Sponsors:

Premium level sponsors receive a full page ad with sponsorship.

Platinum level sponsors automatically receive a half page ad with sponsorship.

*Please follow the specifications for print ads accordingly.  
Thank you for your support!*



**Dates To Remember**

**April 1, 2021** Exhibitor and Sponsorship Online registration opens. Reserve your space early!

**July 15, 2021** Exhibit Booth deadline

**July 15, 2021** Deadline for printed advertising in final program (Please contact **meetings@aacpdm.org** or 414-918-3014 for availability)

**October 6-9, 2021** 75<sup>th</sup> AACPDM Annual Meeting

**VIRTUAL SCAVENGER HUNT**

Encourage attendee engagement by sponsoring part of the virtual scavenger hunt! While visiting virtual exhibit booths, attendees will have the opportunity to fill out questions submitted about participating booths. Prizes will be awarded to the meeting attendee(s) who visit the most booths.

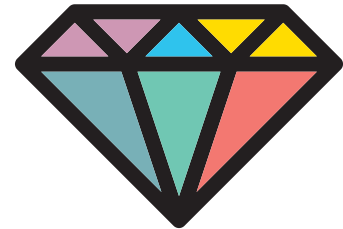
\*This has been offered in previous years as the Visit and Win Game in the exhibit hall.



**AACPDM**

**75<sup>th</sup> ANNUAL MEETING**

75th Annual  
Diamond Jubilee  
Meeting





## 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. 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 before August 1, 2021, a refund of 80% will be returned to the company.
- b. If written cancellation of space is received on or after August 1, 2021, but before August 15, 2021, a refund of 25% will be returned to the company.
- c. No refunds will be made for cancellations after August 16, 2021.
- d. Space may be resold or reassigned without obligation on the part of AACPDM for any refund whatsoever.

## 4. 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.

## 5. Purpose

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

## 6. Rules Governing Exhibitors

- a. It is mutually agreed that it is the duty and responsibility of each exhibitor to upload and put the company exhibit into place before 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.
- c. Distribution by exhibitors of any printed material, 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, 2021**.
- f. Prizes, awards, lotteries, drawings or contests by exhibitors are authorized only by AACPDM and must be approved by **July 15, 2021**.
- g. 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.
- h. 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 to display their products or services.
- i. Exhibitors must clearly mark the FDA status of each device exhibited.

## 7. Selling Restrictions

Your company is allowed to take orders in the Virtual Exhibit Hall; 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.



Please visit our electronic application form here:

<https://aacpdm.execinc.com/edibo/AM21ExhibitorApp>.

## Getting Started with your Support/Exhibitor Selection

**Step 1:** Submit your exhibit & support application online by clicking on the orange "Click Here to Submit" button.

**Step 2:** If you already have an existing account for the AACPDM website, please log in using your credentials.

If you do not have an existing account for the AACPDM website, then select the option "I am not a member of AACPDM and do not have an account on the AACPDM web site." You will be prompted to enter your email address and you will be sent an activation link to set up your account.

**Step 3:** Once logged in to the exhibit & support application portal, please fill out your company information. Choose your support level and opportunities and/or purchase an exhibit booth space.

**Step 4:** Enter your payment information or download/print out an invoice.

If you work for a non-profit organization and wish to exhibit at the AACPDM Annual Meeting, please contact the AACPDM office at 414-918-3014 or via email at [meetings@aacpdm.org](mailto:meetings@aacpdm.org).

Exhibit and support applications are due with full payment by **July 15, 2021**.