

**ACRM**

AMERICAN CONGRESS OF  
REHABILITATION MEDICINE



# Annual Conference – Online Program Advertising

23JAN2024

## OVERVIEW

The **ACRM Annual Conference Online Program** is the hub of the entire **IN-PERSON** program — where the educational content and event activities are searchable by keyword, session type, topic/focus area, presenter name and more filters.

The entire **Online Program** — the home page and the sub-pages — are open and **FREE to the world**, while the actual presentation content is available only for paid attendees. To search for presentations, exhibitors, speakers, community meetings, special events and more you must access the Online Program.

## BENEFITS

- Advertising in the ACRM Annual Conference **Online Program**:
  - **solidifies your place in the field of PM&R** and among key opinion leaders and experts in the field of rehabilitation research and the translation to clinical practice.
  - **allows you to reach the global rehabilitation community** — while they are actively looking for relevant information.
- **LONGEVITY** — The **Online Program** receives meaningful traffic leading up to, during, and after the conference is over through the remainder of the year.
  - Attendees are encouraged to engage with the content and continue to earn CME/CEUs.

## HOW THIS WORKS

- Ads are sold for the duration of the event.
- The sooner you purchase and place your ad, the more impressions and click-throughs.

[ACRM.org/OPAdv](https://www.acrm.org/OPAdv)

- The best traffic is the **WEEK of the Conference** and the four weeks leading up to the event.
- For maximum views & exposure, purchase your ad spot early.
  - We recommend before the beginning of summer.
  - Sooner is even better for your campaign.
- Slider positions automatically rotate after 5-8 seconds

## MARKETING

### ADVERTISING OPPORTUNITIES

- On the home page of the Online Program (eventScribe)
  - **Leaderboard** — top center slider (1200p x 200p)
  - **Skyscraper** — right banner slider (320p x 1200p)
  - **Square** — center (right) (473p x 420p)
- LEFT sidebar — **on EVERY page** of the Online Program (eventScribe)
  - **Left sidebar Square** — top (300p x 300p) On the home page, and every page, of the Online Program (eventScribe)
  - **Left sidebar Square** — second (300p x 300p) On the home page, and every page, of the Online Program (eventScribe). Not rotating.

### INVESTMENT OPPORTUNITIES FOR 2024

\*all prices are subject to change without notice

- On the home page of the Online Program (eventScribe)
  - Leaderboard** — top center **slider** (rotation):
    - **First position: \$5,999**
    - **Second position: \$4,999**
    - **Third position: \$3,999**
  - Skyscraper** — right banner **slider**:
    - **First position: \$5,999**
    - **Second position: \$4,999**
    - **Third position: \$3,999**
  - Square** — center (right, if available): **\$4,999**
- LEFT sidebar — **on EVERY page** of the Online Program (eventScribe)
  - Left sidebar Square slider** — top
    - **First position: \$5,999**
    - **Second position: \$4,999**
    - **Third position: \$3,999**
  - Left sidebar Square** — second: **\$4,999**



## Ask about 3-slider bundle SPECIAL OFFER

- Make a huge splash — Own the entry page to the ACRM Annual Conference and purchase all 3 home page sliders

## NOTE

\*All artwork should be 200 ppi.

\*All submitted advertising content is subject to ACRM approval\*

\*\*ACRM will place an 'advertisement' disclaimer on all ads\*\*

## TURBO BOOST YOUR PRODUCT OR SERVICE

*Extra amplification?* Want to do something more? Let us know what you are thinking, and we will help build a custom program for you. For example, potential boosts might include — dedicated eblasts to ACRM's exclusive email list, additional social media boosting including sponsored stories (Instagram and Facebook), sponsored social media posts, etc.

## CONTACT OPTIONS

- Email [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) or complete this inquiry form: [www.ACRM.org/salesform](http://www.ACRM.org/salesform)
- Call [+1.703.435.5335](tel:+17034355335)

We are here to help you exceed your marketing goals & become a household name in the rehabilitation research world.

EASY INQUIRY FORM: [ACRM.org/SalesForm](http://ACRM.org/SalesForm) | [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) | [ACRM.org/365](http://ACRM.org/365)



***reaching millions in rehab***

***sponsorships | exhibiting | advertising***

ACRM INSTITUTIONAL SUPPORT PROGRAM

Online Program Advertising Example:



**ACRM**  
98<sup>th</sup> Annual Conference



**PROGRESS IN REHABILITATION RESEARCH**  
TRANSLATION TO CLINICAL PRACTICE  
**26 – 29 SEPTEMBER 2021**  
PRE-CON: 24 – 26 SEPT #ACRM2021

Bringing research  
to practice  
**FASTER**

HOME

ACRM.org Conference website

Searchable Program >

PRESENTERS >

SPONSOR NOW!

EXHIBIT NOW!

Exhibitors & Sponsors >

Community Group Meetings

Schedule AT-A-GLANCE

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**SQUARE**  
Left sidebar top slider  
300 x 300px

**SQUARE**  
Left sidebar second  
300 x 300px

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**ACRM**  
@ACRMtweets

What are the benefits of attending a virtual conference? Hear from last year's attendees! Christine MacDonell receives prestigious #ACRM Gold Key Award

The ACRM Awards Committee and Board of Governors are proud to honor Christine MacDonell, FACRM w/ the 2021 ACRM Gold Key Award in recognition of her lifetime service. Go to [acrm.org/about/awards/g...#CARF #rehabilitation](http://acrm.org/about/awards/g...#CARF #rehabilitation)

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**ACRM**  
@ACRMtweets

Integrative #Rehabilitation #Research #Mentoring & #CareerDevelopment Fellowship For early career clinical investigators from an



LEADERBOARD  
Top center slider  
1200 x 200px

YOUR AD HERE

**REGISTER**

SAVE up to 50%  
Early Bird rates  
END 30 JUNE

Pre-Conference

Instructional  
Courses

**SQUARE**  
Center right  
473 x 420px

YOUR AD HERE



PLENARY I  
MORGAN



PLENARY II  
KALPAKJIAN



PLENARY III  
SOTTO



PLENARY IV  
KAWAS

**FEATURED SESSION I**  
FEDERAL & PCORI FUNDING

**FEATURED SESSION II**  
TRISHA MEILI: Mind-Body Medicine;  
The Central Park Jogger's Healing to Wholeness

**SPECIAL SYMPOSIA**

How Music Helped Gabby Giffords Rediscover Her Voice

FEATURING  
**Gabrielle Giffords**  
Former Congresswoman & Co-Founder, Giffords

SUNDAY 26 SEPT  
CME/CEUS

**SPECIAL SYMPOSIA**

"Black Men Brain Health in the United States: From NFL Athlete to Old Age"

Robert W. Turner, II PhD, George Washington University School of Medicine and Health Sciences  
Patricia C. Heys, PhD, FGSA, FACRM, University of Colorado Anschutz Medical Campus  
Roland J. Thorpe, Jr. PhD, Johns Hopkins Center for Health Disparities Solutions

CME/CEUS

CALL FOR LATE-BREAKING PROPOSALS

SPECIAL SYMPOSIA

ACRM COMMUNITY GROUP MEETINGS

**SOCIAL NETWORKING**

FOR THE WHOLE REHAB TEAM

**THANK YOU**

SPONSORS, EXHIBITORS & INSTITUTIONAL SUPPORTERS

**SPONSOR, ADVERTISE, EXHIBIT—NOW!**

QUICK LAUNCH CAMPAIGNS

**FAQs & RESOURCES**

**CONTINUING EDUCATION CME/CEUs**

**PAPERS & POSTERS**

**ACRM LAUNCHPAD**

**ACRM EARLY CAREER DEVELOPMENT COURSE**

**ACRM LEADERSHIP DEVELOPMENT COURSE**

**SKYSCRAPER**  
Right banner slider  
320 x 1200px

Mobile file: 300 x 300 px

AD SPACE AVAILABLE

YOUR AD HERE

AD SPACE AVAILABLE

YOUR AD HERE

AD SPACE AVAILABLE

YOUR AD HERE

AD SPACE AVAILABLE

**NOTE!**  
These 2 square ads appear on EVERY page: site-wide throughout the Online Program

Contact: [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) | +1.703.435.5335 | [ACRM.org/sales](http://ACRM.org/sales)



**365**  
SALES TEAM

PROSPECTUS | 143