

Fall Conference
see inside for additional marketing opportunities

Tabletops

Tabletops will be placed where many activities take place prior to the CE course. Attendees will be incentivized to visit again at morning breaks, lunch, and afternoon breaks. In addition, we are tentatively planning a no-host bar and reception with the vendors before the banquet begins on Saturday.

Timeline:

Because we keep this show small, and to accommodate travel plans, we are offering a one OR two day trade show to better utilize your travel.

Set up – You may choose to be set up by the time registration begins, which is 7:15am, Oct. 22, 2011

Trade Show Hours – People will be incentivized to visit the trade show area, at breakfasts, morning break, lunch, afternoon breaks, and before the banquet. See final agenda at www.mapta.com

Tear Down – anytime after the reception, or you may choose to stay thru the end of the program on Sunday.

Lodging

For 2011, A block of rooms are held at the Holiday Inn Parkside, Missoula. Call 406-721-8550. Please ask for the “Montana Chapter APTA” special room rate of \$119.

Questions

Contact MAPTA, via email at mapta@mapta.com.

Tabletop Exhibits, \$150

- * Special acknowledgement from the podium
- * Signage highlighting sponsorship
- * Exhibit Table

Chapter Sponsorship: \$500

- * See Details and all benefits on reverse side!

Conference Sponsorship: \$100 per event

- * Breakfast buffet station
- * Include Literature on registration table
- * Coffee break
- * Other _____ (upon approval).

Choose to be:

- An exhibitor
- Large or small sponsor
- Newsletter advertiser
- General MAPTA sponsor

Visibility -Visit with progressive Physical Therapists who want to learn how your services and products may enhance their business.

Impact - Limited space is available, so your prompt response will enhance your opportunity to make an impact on your current and potential customers. Call us today!

On the 2011 Agenda:

1. Highly recognized and wordly renown speaker, Dr. Shirley Sahrman, PT, PhD, FAPTA : "Movement System Syndromes of the Neck and Shoulder: Interactions and Best Available Evidence"

2. 2011 Fun Activities

- MAPTA Fundraiser for ROC Wheels
- Activities on one's own in and around Downtown Missoula

3. Networking and Business

- Roundtable Discussions
- Tabletop Display Hall
- MAPTA Business Meeting

www.mapta.com
maptaed@mapta.com

APTA
 American Physical Therapy Association
 Montana Chapter
 PO Box 8575
 Missoula MT 59807

An Invitation to our Allied Industry Partners

MT Chapter of APTA Presents

Fall Conference & Trade Show

MONTANA
Welcomes
Dr. Sahrman

- Catherine Worthingham
Fellow of the APTA
- APTA's Lucy Blair
Service Award
- Marion Williams
Research Award
- Kendall Practice Award
- Mary MacMillan Lecture
Award
- John H.P. Maley Lecture
Award
- Distinguished Faculty
Award from Washington
University
- WU School of Medicine's
Inaugural Distinguished
Clinician Award
- Bowling-Erhard
Orthopedic Clinical
Practice Award
- Past Member of APTA
Board of Directors
- Past President Missouri
Chapter APTA
- Keynote speaker:
• World Confederation



Dr. Shirley Sahrman, Part

Fall Conference and ROC Wheels Fundraiser
Oct. 22-23, 2011
 Holiday Inn Downtown at the Park
 Missoula MT

Movement System Syndromes of the Shoulder and Neck

12 Contact Hours/ 1.2 CEs
Course Description:
 This course will provide a review and update of the concepts and principle of Movement System Syndromes (MSS) and their relationship to musculoskeletal pain syndromes. The course will use lecture and demonstrations for instruction in the underlying kinshipathology and in the examination and treatment of the syndromes. The underlying concept is that the repeated movements of daily activities contributes to tissue and motor control adaptations that causes a joint to move readily in a specific direction. The basic premise being that the body takes the path of least resistance for movement. The repeated motions in the offending direction causes tissue microtrauma and eventu-

signs, symptoms, contributing factors of the syndromes and describe an appropriate treatment program.

Course Objectives:
 Upon completion of this course the participant will be able to:

1. Describe the tissue and motor control adaptations induced by repeated movements and sustained postures.
2. Discuss how these adaptations cause musculoskeletal pain syndromes.
3. Describe scapular movement system syndromes and the contributing factors
4. Describe humeral movement system syndromes and the contributing factors

Also includes: *Wheelin', Dealin', & Wine-in' at Ten Spoon Winery, with musicians "Silk Stockings"*

2011: Including ROC Wheels Silent Auction and Fundraiser
October 22-23, 2011
 Holiday Inn Parkside Missoula

2012 - September in Missoula!
2013 - September in Missoula!
 Beyond 2013 - yep, September in Missoula!

Also includes:
Year-Round Marketing Opportunities

MAPTA General Marketing Opportunities (Conference Opportunities on reverse side)

MAPTA Sponsor - 12 months of benefits - \$500

As a sponsor of the Montana Chapter of the American Physical Therapy Association (MAPTA) you are provided direct access to the physical therapy members of the American Physical Therapy Association in the state of Montana. These members include directors of physical therapy programs, owners of physical therapy practices, practicing physical therapists, students, educators and physical therapists involved in legislative issues. The Chapter Newsletter Under the Big Sky is distributed to all members three times per year. The MAPTA website provides sponsor logos with exposure to members and non-members alike. The MAPTA website also has a job posting site providing access to employment opportunities.

MAPTA sponsors will receive:

- ✓ Your company logo on our web page with a link to your web page for a full year. (not available without sponsorship)
- ✓ One quarter page ad in our newsletter Under the Big Sky for one year. (\$135 value)
- ✓ One complete packet of MAPTA member labels. (\$50 value)
- ✓ Exhibit space at our Fall Annual meeting (min \$200 value)
- ✓ Opportunity to provide a brief introduction about your company at the Fall Annual meeting (not available without sponsorship)

Newsletter Advertising

The MAPTA Newsletter, Under the Big Sky, is published 3 times annually and distributed to more than 450 physical therapy professionals in Montana. Over 900 mailed in September..

Deadlines are:

March 1	April Issue
July 1	August Issue
November 1	December Issue

Advertising Rates

Full Page	9 1/2" high x 7" wide	\$120/issue
Half Page	4 1/2" high x 7 1/4" wide	\$90
	9 1/4" high x 3 1/2" wide	\$90
1/4 Page	4 1/2" high x 3 1/2" wide	\$50
	2 1/4" high x 7 1/4" wide	\$50
1/8 Page	2" high x 3 1/2" wide	\$30

Advertising Discounts

5% discount if advertise in two issues in the calendar year;
10% discount if advertise in three issues in the calendar year;
Payment sent in advance, each issue is fully refundable if ad needs to be cancelled.

Direct Mail - \$50

One complete packet of MAPTA member labels.

Classified Ad - \$125 member/\$175 non-member

Classified Ads will be posted online for 4 months and printed in one newsletter (produced every 4 months). Fee: \$125 for APTA members, \$175 for non-members. Ads can be changed for a 10% change fee. To submit: send information via email to mapta@mapta.com . AND your payment, checks only, with signed disclaimer from the www.mapta.com.

Marketing Sign Up

Company Name

Contact Name

Address

City/ST/Zip

Phone

Email

Sponsor - \$500

Please provide electronic copy of logo and website address you would like us to link; quarter page ad as specified to the left;

Tabletop Only

Please email any special needs

Conference Sponsorship

Please email or send your request in writing with payment.

Other

Please provide your idea for sponsorship. We are open to new thoughts upon approval.

Direct Mail - \$50

Labels will be mailed to address above

Classified Ad - \$125/\$175

Please provide ad via email and waiver with payment via mail

Newsletter Advertisement

Please provide ad and payment prior to deadlines as specified to the left

Please remit payment (check only) and necessary documentation to MAPTA:
PO Box 8575 | Missoula MT 59802 | mapta@mapta.com