



**NARA**  
The National Association of  
Rehabilitation Providers and Agencies

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# 2021 Conference, Webinar and Other Marketing Opportunities

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*Since 1978, the National Association of Rehabilitation Providers and Agencies (NARA) has been a leader in the rehabilitation industry. Our members are organizations that provide physical, occupational and speech therapy across the continuum of care, as well as those who provide resource support to rehabilitation providers. The National Association of Rehabilitation Providers and Agencies members benefit from advocacy efforts for rehab providers and from educational opportunities that help providers understand the ever-changing landscape of legislative regulation for the rehabilitation, long-term care and physical therapy industries.*

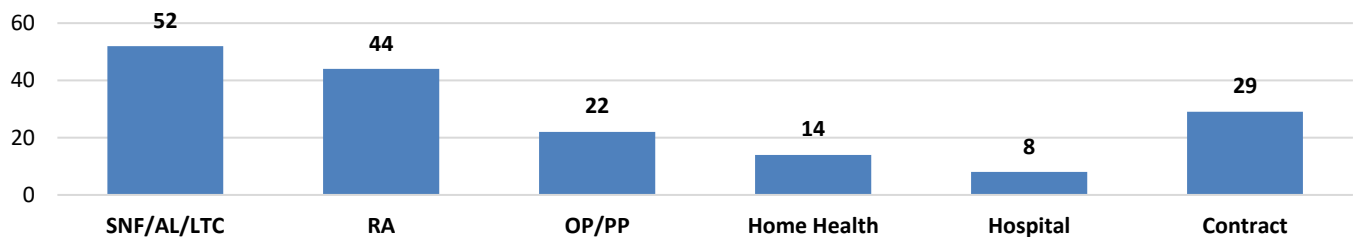
[www.naranet.org](http://www.naranet.org)



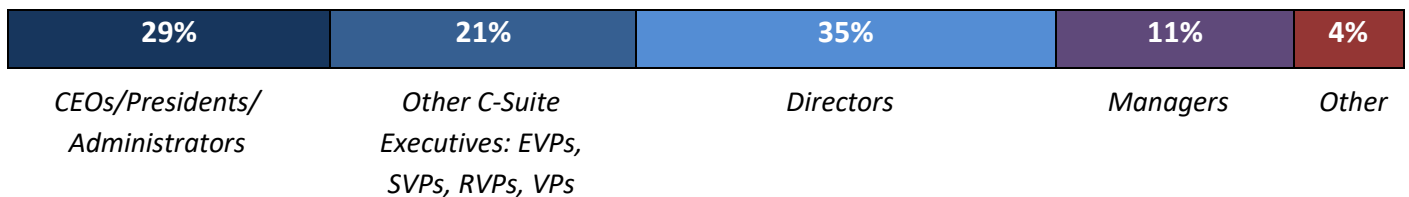
## About Our Members and Followers:

The National Association of Rehab Providers & Agencies members and followers are from leading rehab providers throughout the United States. Approximately 85% of them are the KEY DECISION MAKERS in their organizations or have significant influence over the types of products and services purchased on behalf of their organization. Most of our attendees began their careers as treating therapists and still treat patients from time to time. Service areas include outpatient, inpatient, skilled nursing and long-term care facilities, home health, schools and sports.

### Member Breakdown by Setting



### Member Demographics



### Social Media & Website Reach



- 1388 Followers (2/11/21)
- Typical Follower: Therapy Providers: CEOs, CFOs, Vice Presidents, Directors, Managers, Marketing, Auditors, Compliance, Treating Therapists, Solution Partners



- 819 Followers (2/11/21)
- Post Reach Average 906



- 288 Followers (2/11/21)
- Tweet Impressions Average: 3154



- Website: 1985 Unique Monthly Visitors
- 82% of Monthly Visitors are New

## Webinar Sponsorships

NARA hosts a variety of educational webinars throughout the year for therapy providers. Our webinars each draw on average between 150 – 300 therapy professionals including CEOs, COOs, CFOs, Vice Presidents, Directors, Managers, Treating Therapists and Solution Partners. They specialize in leadership, clinical, compliance, financial, reimbursement, human resources, marketing, outcomes/data, auditing and education in all therapy settings of various sizes.

Sponsors receive significant recognition before, during and after the webinar. Your logo will be displayed on all marketing ads through social media and email to over 2,000 members and non-members. Sponsored webinars are provided complimentary to both members and non-members. These webinars are recorded and shared with all participants and stored on the NARA Member Portal for members to access at anytime.

Webinar Sponsorship with CEUs .....	\$1,000.00
Webinar Sponsorship without CEUs.....	\$750.00

### Sponsorship Benefits:

- Clickable logo displayed on webinar page of website
- Logo on attendee registration page
- Logo on PowerPoint slides and slide handout
- Recognition of sponsorship by moderator at the beginning and end of the webinar
- Logo on email marketing to member and non-member lists
- Logo and tag on ads for 2 social media posts (tag when available)
- Link to the webinar will be provided to the sponsor to share

### Calendar of Webinars:

- **April 7:** Dementia Patients: Recognizing the Effects of COVID-19 – Speaker: Dr. David Hutchings
- **April 22:** Translating Your Services and Rehab Skills into Home Health – Speaker: Dawn Greaves, PT, DPT, Aegis Therapies
- **June 1:** Solutions to Wellness Programming Challenges During and After COVID-19, Speaker: Brittany Austin, MBA, Functional Pathways
- **June 16:** Dementia Patients: Treating Effects of COVID-19, Speaker: Dr. David Hutchings
- **June 23:** Using Technology to Make Business Operations Efficient in a Remote World – Speaker: Kevin Christenson and Stephen Hunter, DPT, OCS, Intermountain Healthcare
- **July 15:** The Path to Payment - How to Ensure Payment for Your Care Delivery, Speaker: Bryanne Johnson, Lincoln Reimbursement Solutions, LLC.
- **July 21:** Compliant Coding for Speech Services Under PDPM, Speakers: Renee Kinder, Broad River Rehab and Rachel Lux, Independence Rehab
- **August (TBD):** Why an Age Friendly Health System, Speaker: Garry Pezzano
- **August 19:** Restarting Your Student Programs, Speaker: Laura A. Sostre, OTR, MPH, Encore Rehabilitation
- **September 23:** Falls Prevention: Advocacy and Program Assessment, Speaker: Beth Payne, OT, Independence Rehab
- **November (TBD):** What Happens Once the PHE Ends? (Compliance), Speaker: Nancy Beckley, MS, MBA, CHC, Nancy Beckley & Associates

Additional Webinars to be Added. Contact NARA for an updated list at [nara.admin@naranet.org](mailto:nara.admin@naranet.org)

## Conference Sponsorships

NARA hosts 2 annual conferences each year – one in May and one in October. The Spring Conference is typically held in Washington DC but for 2021 we will once again be hosting it virtually. The Fall Conference is for 2021 is scheduled to be held in Harrah’s in Las Vegas. Our dates for these conferences are:

- Spring Virtual Conference 2021 – May 6, May 13, and May 20 from 11:00am – 2:30pm EST
- Fall Conference 2021 – October 13 -16, 2021

### **NARA Virtual Spring Conference 2021** **Targeting Our Legislative and Regulatory Future**

Dates: May 6, May 13 and May 20

	<b>Bronze \$500</b>	<b>Silver \$1,500</b>	<b>Platinum \$3,000</b>	<b>Premier \$5,000</b>
Logo Included on Email Blast to Attendees	✓	✓	✓	✓
Clickable Logo on the Conference Website	✓	✓	✓	✓
Recognition in Opening Remarks	✓	✓	✓	✓
Logo and Company Description in Digital Conference Program	✓	✓	✓	✓
Attendee List with Contact Information 1 Week Prior to Conference		✓	✓	✓
Social Media Post – <i>Provided by Sponsor</i>		Up to 2	Up to 5	Up to 15
Conference Break Slide – <i>Provided by Sponsor</i>		✓	✓	✓
Dedicated Page on NARA Website for Video, Handouts and Calendly link – Direct link provided to attendees (available for duration of the conference +1 week after)		✓	✓	✓
1 Complimentary Registration for 3 Day Virtual Conference		✓		
Slider Ad on NARA Website Front Page – For 1 week			✓	
Password to enter the Webinar Sessions ( <i>only 3 available</i> )			✓	✓
2 Complimentary Registration for 3 Day Virtual Conference			✓	
Break Sponsor of Motivational Moments, Chair Yoga, Advocacy, Mindfulness Moment, etc.			✓	✓
Session Sponsor with Logo on Agenda				✓
Slider Ad on NARA Website Front Page – For 2 weeks				✓
3 Complimentary Registration for 3 Day Virtual Conference				✓

## Sponsorship & Advertising Opportunities Summary

<b>Annual Conference Sponsorships</b>		
Welcome Reception Headline Sponsor	\$ 6,000.00	1 Available per Conference
Platinum Level Sponsors	\$ 4,000.00	Multiple Available Per Conference
WiFi Sponsor	\$ 3,500.00	1 Per Live Conference
Pre-Conference Headline Sponsor	\$ 3,000.00	1 Available per Conference
Gold Level Sponsor	\$ 2,500.00	Multiple Available
Keynote Speaker Sponsor	\$ 2,000.00	1 Per Live Conference
Lanyard Sponsor	\$ 1,500.00	1 Per Live Conference
Charging Station Sponsor (1 per day)	\$ 1,250.00	Multiple Available
Silver Level Sponsor	\$ 1,000.00	Multiple Available
Speaker Sponsors (not keynote)	\$ 750.00	Multiple Available
Bronze Level Sponsor	\$ 500.00	Multiple Available
<b>Year Round Website Advertising</b>		
Front Page Website Slider Ad (938 x 414)	\$ 500.00	3 month period
Front Page Website Slider Ad (938 x 414)	\$ 800.00	6 month period
Front Page Website Slider Ad (938 x 414)	\$ 1,250.00	9 month period
Front Page Website Slider Ad (938 x 414)	\$ 1,600.00	12 month period
Webinars & Education Page Side Ad (300 x 1050)	\$ 350.00	3 month period
Webinars & Education Page Side Ad (300 x 1050)	\$ 650.00	6 month period
Webinars & Education Page Side Ad (300 x 1050)	\$ 850.00	9 month period
Webinars & Education Page Side Ad (300 x 1050)	\$ 1,000.00	12 month period

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**Sponsor Information**

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

Address: \_\_\_\_\_

State, City, Zip: \_\_\_\_\_

Website: \_\_\_\_\_

**Key Contact:**

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Method of Payment:  Visa  MasterCard  Discover  American Express  Check

*Checks should be made payable to NARA and mailed to NARA, 1201 Pennsylvania Avenue NW, Suite 800, Washington DC 20004*

By my signature below, I authorize NARA to charge the credit card provided below for the amount of the registrations as set forth on this form.

**Card Number:** \_\_\_\_\_ **Security Code:** \_\_\_\_\_

3-digit back of card for V, M, & D  
4-digit front of card for AMEX

**Name on Card:** \_\_\_\_\_

**Expiration Date:** \_\_\_\_\_ **Authorized Amount:** \$ \_\_\_\_\_

**Signature/Date:** \_\_\_\_\_

*Send completed form to NARA via fax (800) 716-1847 or email at [nara.admin@naranet.org](mailto:nara.admin@naranet.org)*

**Thank you for your continued support of NARA and NARA Programming!**