

PEDIATRIC SPINAL CORD INJURY/DYSFUNCTION

# Howard H. Steel 2021 CONFERENCE

LOEWS PORTOFINO • UNIVERSAL STUDIOS  
ORLANDO, FLORIDA

DECEMBER 8-11



PARTNER  
PROSPECTUS



**STEEL ASSEMBLY**  
PEDIATRIC SPINAL CORD INJURY & DYSFUNCTION

# You're Invited!

The Steel Assembly is pleased to invite your organization to increase its visibility and strengthen relationships with leaders in SCI. Industry support is key to the success of this conference and demonstrates your commitment to improving patient care.

Show your support of SCI education and participate in the Howard H. Steel Conference on Pediatric Spinal Cord Injury/Dysfunction!

## Meeting Program

The Howard H. Steel Conference on Pediatric Spinal Cord Injury/Dysfunction uniquely integrates disciplines germane to SCI research, medicine, rehabilitation and community-based care by offering a broad perspective of topics in workshop, instructional course, oral and scientific poster formats.

## Target Audience

The Howard H. Steel Conference on Pediatric Spinal Cord Injury/Dysfunction includes healthcare professionals representing a variety of specialties involved in the management of spinal cord injury/disorder (SCI/D). Professionals attending include, but are not limited to pediatric physicians, basic scientists and clinical researchers, physician assistants, nurses, psychologists, social workers, rehabilitation counselors, physical and occupational therapists, as well as residents, fellows, and students from various professions. We anticipate about 150-200 attendees at the Annual Meeting.

## Mission

To advance best practice in pediatric spinal cord injury and dysfunction (SCI/D) across the globe.

To exchange and disseminate knowledge, education, and research to professionals and those affected by pediatric SCI/D.

## About

Steel Assembly is an affiliate of The American Spinal Injury Association (ASIA).

Steel Assembly is an organization of health care, rehabilitation and social service professionals with expertise in pediatric SCI/D, who provide education and training to professionals on pediatric spinal cord injury/dysfunction (SCI/D), and who establish evidence-informed standards for pediatric SCI research and care.



**STEEL ASSEMBLY**

PEDIATRIC SPINAL CORD INJURY & DYSFUNCTION

**December 8 - 11, 2021**

**Loews Portofina Bay Hotel at Universal Studios  
Orlando, Florida**

## Partner Packages

### Diamond Partner \$25,000

#### Conference Benefits

- Remarks at opening session
- Participation in the 2021 Partner Leadership Forum – Time to be determined
- Tabletop exhibit - 10' x 10' island exhibit space; includes one 6 ft table and two chairs
- Named Sponsor of the Opening Welcome Reception
- Top-level acknowledgment on the conference website and mobile meeting guide
- Invited to provide a company description (up to 350-words)
- Invited to provide your company brand block which will be linked to your company website
- Top-level acknowledgment on meeting signage and conference slides run between sessions
- One full page color advertisement in meeting program
- Front inside page (if available) Ad specs: 8.5 x 11 plus 1/8", bleed on all sides, CMYK color mode, 300 dpi resolution, print ready pdf format
- Partner's brand block on inside cover of the printed program
- Four complimentary meeting registrations
- One broadcast email to the pre-registration list to create awareness prior to the conference

#### Other Education, Marketing, and Member Communication Benefits

- Special recognition on homepage
- 10 complimentary online educational learning registrations
- Full year placement of Partner's brand block on website with a link to company website
- Six broadcast emails, Facebook, twitter, or job posting announcements broadcasted to members during the one-year partnership period (Communication provided to office for pre-approval. Allow up to seven business days for review - approved communication broadcasted by the office)



### Titanium Partner \$20,000

#### Conference Benefits

- Remarks at opening of a pre-determined general session
- Participation in the 2021 Partner Leadership Forum – Time to be determined
- Tabletop exhibit - 10' x 10' island exhibit space; includes one 6 ft table and two chairs
- Acknowledgment on the conference website and mobile meeting guide
- Invited to provide a company description (up to 300-words)
- Invited to provide your company brand block which will be linked to your company website
- Acknowledgment on meeting signage and conference slides run between sessions
- One full page color advertisement in meeting program (Inside back cover page (if available) Ad specs: 8.5 x 11 plus 1/8", bleed on all sides, CMYK color mode, 300 dpi resolution, print ready pdf format)
- Three complimentary meeting registrations

#### Other Education, Marketing, and Member Communication Benefits

- Special recognition on homepage of website
- Seven complimentary online educational learning registrations
- Full year placement of Partner's brand block & link to website on website
- Five broadcast emails, Facebook, twitter, or job posting announcements broadcasted to members during the one-year partnership period (Communication provided to office for pre-approval. Allow up to seven business days for review - approved communication broadcasted by the office)

## Platinum Partner \$15,000

### Conference Benefits

- Remarks at opening of a pre-determined general session
- Participation in the 2021 Partner Leadership Forum – Time to be determined
- Tabletop exhibit - 8' x 8' island exhibit space; includes one 6 ft table and two chairs
- Acknowledgment on the conference website and mobile meeting guide
- Invited to provide a company description (up to 250-words)
- Invited to provide your company brand block which will be linked to your company website
- Acknowledgment on meeting signage and conference slides run between sessions
- One full page color advertisement in meeting program (Ad specs: 8.5 x 11 plus 1/8", bleed on all sides, CMYK color mode, 300 dpi resolution, print ready pdf format)
- Two complimentary meeting registrations

### Other Education, Marketing, and Member Communication Benefits

- Special recognition on homepage of website
- Five complimentary online educational learning registrations
- Full year placement of Partner's brand block & link to website
- Three broadcast emails, Facebook, twitter, or job posting announcements broadcasted to members during the one-year partnership period (Communication provided to office for pre-approval. Allow up to seven business days for review - approved communication broadcasted)

## Lunch Symposium Sponsor \$15,000

- 60-minute presentation (non-CME)
- Recognition during mutually agreed upon session (day/time) during the conference
- Recognition in the mobile meeting guide and on the conference website
- Identified as the Partner in the conference program and on signage at the venue

- One broadcast email to the pre-registration list to create awareness prior to the conference (The email communication must be provided in html format for approval before it will be sent to the registrants. The approved email broadcast will be sent by the Steel Assembly office)
- The symposium sponsor is responsible for all aspects associated with the planning, promotion, and management of the event and for payment of all related costs, including the cost of catering the event
- Sponsor is required to submit the symposium program for review and approval by the Steel Assembly Executive Director

## Gold Partner \$10,000

### Conference Benefits

- Remarks at opening of a pre-determined general session
- Participation in the 2021 Partner Leadership Forum – Time to be determined
- Tabletop exhibit space (8' x 8' area); includes one 6 ft table and two chairs
- Acknowledgment on the conference website and mobile meeting guide
- Invited to provide a company description (up to 200-words)
- Invited to provide your company brand block which will be linked to your company website
- Acknowledgement on meeting signage and conference slides run between sessions
- One full page color advertisement in meeting program (Ad specs: 8.5 x 11 plus 1/8", bleed on all sides, CMYK color mode, 300 dpi resolution, print ready pdf format)
- Two complimentary meeting registrations

### Other Education, Marketing, and Member Communication Benefits

- Special recognition on homepage of website
- Two complimentary online educational learning registrations
- Full year placement of Partner's brand block & link to website on website
- Two broadcast emails, Facebook, twitter, or job posting announcements broadcasted to members during the one-year partnership period (Communication provided to office for pre-approval. Allow up to seven business days for review. Approved communication broadcasted by the office.)



## Silver Partner \$5,000

### Conference Benefits

- Tabletop exhibit space (8' x 8' area); includes one 6 ft table and two chairs
- Acknowledgement on the conference website and mobile meeting guide
- Invited to provide a company description (up to 150-words)
- Invited to provide your company brand block which will be linked to your company website
- Acknowledgement on meeting signage and conference slides run between sessions
- One half page color advertisement in meeting program (Ad specs: 7.5" x 4.875", no bleed CMYK color mode, 300 dpi resolution, print ready pdf format)
- One complimentary meeting registration

### Other Education, Marketing, and Member Communication Benefits

- Special recognition on homepage of website
- Three-month placement of Partner's brand block & link to website on website
- One email broadcast to members during the one-year partnership period (The email communication must be provided in html format for approval prior to distribution. The approved email blast will be sent by the office.)

## Wi-Fi Sponsor \$5,000

- **Exclusive sponsorship!**
- Custom splash page with sponsor branding
- Recognition in the mobile meeting guide and on the Steel Assembly 2021 conference website with your organization's profile (100-word description) and brand block with a link to your site
- Identified as the sponsor in the conference program and on sponsor signage at the venue

## Scientific Poster Sponsor \$3,500

Accepted abstracts submitted for the Annual Scientific Meeting are presented in the poster viewing area of the conference. Show your support by being a sponsor of the poster sessions.

- Recognition in the mobile meeting guide and on the conference website
- Identified as the sponsor in the conference program and on sponsor signage at the venue

## Mobile Meeting Guide Sponsor \$3,500

- **Exclusive sponsorship!**
- Sponsor listing on the mobile meeting guide and the conference website with your organization's profile (100-word description) and brand block with a link to your site
- Identified as the sponsor in the conference program and on sponsor signage at the venue

## Conference Charging Station Sponsor \$3,500

The sponsorship allows you to brand the charging station used throughout the conference giving you frequent visibility among attendees.

- **Exclusive sponsorship!**
- Custom wrap with sponsor branding
- Sponsor listing on the mobile meeting guide and the conference website with your organization's profile (100-word description) and brand block with a link to your site
- Identified as the sponsor in the conference program and on sponsor signage at the venue

## Sponsor a Student/Fellow/Intern to Attend Steel Assembly Meeting \$2,500

Steel Assembly is an organization which provides tailored programming to attract, mentor, support and train those individuals, from across disciplines, who are just entering the field of pediatric spinal cord injury rehabilitation. We, in turn, encourage you to take advantage of the unique opportunity to sponsor one of these professionals as she or he is beginning his or her spinal cord injury career by attending the Steel Assembly annual conference. The sponsor fee covers the travel, lodging, and registration expense for the conference.

## Delegate Bag Sponsor \$500

- Sponsor provides delegate bags for meeting attendees (Ship to the Steel Assembly office.)
- Coordination and expenses for the delegate bags are the responsibility of the sponsor
- Sponsor can include company/ organization brand block on the bag on one side/ASIA brand block on the other side)
- Sponsor recognition in the mobile meeting guide, on the conference website, and on signage at the venue

## Exhibit Application Procedures

### Hotel Reservations

Loews Portofina Bay Hotel at Universal Studios

**Room Rates** \$209 single/double  
\$234 triple  
\$259 quad plus tax

5601 Universal Boulevard

Orlando, FL 32819

A reservations link with group discount information will be available on the Steel Assembly website.

### Cancellation Policy

Written cancellations received in the Steel Assembly office by September 31, 2021 will receive a 50% refund. There are no refunds for cancellations received on/after October 1, 2021.

*The Steel Assembly W-9 is available upon request. Contact Kim Ruff at [Kim@Steelassembly.org](mailto:Kim@Steelassembly.org).*

### Payment

Purchase and payment can be made on-line by visiting the Steel Assembly web page ([steelassembly.org](http://steelassembly.org)).

### Liability

Exhibitor assumes all risks and responsibilities for accidents, injuries or damages to person or property and agrees to indemnify and hold harmless the Steel Assembly, its officers, directors, trustees, employees, agents and contractors, from all claims, liabilities, losses, costs and expenses (including attorneys' fees) arising from or in connection with Exhibitor's participation in the Activity.

### Exhibit Space

**Exhibit Only: \$2,500 through September 31, 2021  
\$3,000 on/after October 1, 2021**

- One 6 ft tabletop, skirted and two chairs (about 8' x 8' area)
- Two exhibitor badges
- Pre and post conference attendee list
- Exhibitors are invited to all receptions.

**Exhibit space is assigned on a first come, first served basis.**

- Exhibit agreements must be submitted prior to exhibit space being assigned.
- To be listed in the printed materials, submit your exhibit agreement, including full payment, by October 1, 2021. Every effort will be made to accommodate special requests. Steel Assembly cannot guarantee preferences for exhibit space locations. Steel Assembly reserves the right to add, move or remove exhibit tables if necessary. The floor plan is subject to change.
- Steel Assembly exhibitor badge names and product or company descriptions are due by October 1, 2021.

### Post-conference Promotion

- Exhibitors will have their company profile, and brand block if added, posted on the conference website for one year after the conference

### Preconference Publicity

- Listing on the Steel Assembly Meeting website and mobile meeting guide with your organization's profile (100-word description)
- Recognition on conference slides run between sessions
- Recognition on the Exhibit Hall entrance signage

### Exhibit Space and Full Inside-Page Ad in Meeting Program

**\$3,500 through September 31, 2021  
\$4,000 on/after October 1, 2021**

- Same exhibit package as above
- Full-page ad in meeting program (8.5 x 11 plus 1/8", bleed on all sides, CMYK color mode, 300 dpi resolution, print ready pdf format)

### Shipping Information

Loews Portofina Bay Hotel at Universal Studios shipping information:

#### 2021 Howard H Steel Conference on Pediatric

Loews Portofino Bay Hotel  
5601 Universal Boulevard, Orlando, FL 32819

407-503-1000

HOLD FOR: (Recipient's Name)

**Program Ad Sizes**

**Full page**, 4-color advertisement, outside back cover of the printed program \$2,000

**Full page**, 4-color advertisement, inside page of the printed program \$1,500

**Half page**, 4-color advertisement inside page of the printed program \$750

**Ad Specs**

**Full Page:** 8.5 x 11 plus 1/8", bleed on all sides, CMYK color mode, 300 dpi resolution, print ready pdf format

**Half Page:** 7.5" x 4.875", no bleed CMYK color mode, 300 dpi resolution, print ready pdf format

Print ready PDFs per the above specifications are DUE BY October 1, 2021.

**Ads are emailed to Kim Ruff at [Kim@ Steelassembly.org](mailto:Kim@Steelassembly.org).**

**Pre-registration Email Broadcast \$500**

- The pre-registration email blast is available for one-time use
- Company creates the communication content
- It will be sent to the pre-registration list (accepted format is html)
- The email communication must be pre-approved before it will be sent to the registrants
- The email addresses are not shared with the purchaser
- The approved email broadcast will be sent by the Steel Assembly office

**Promotional Insert for Delegate Bag \$500**

- Single sheet
- Maximum size 8 ½ x 11
- Ship to the Steel Assembly office - Delivery deadline is October 1, 2021

**CHAIRS**

MJ Mulcahey, PhD, OTR/L

Kathy Zebracki, PhD

Randal Betz, MD

Lawrence Vogel, MD

**PROGRAM COMMITTEE**

Cristina Sadowsky, MD

Dana Johnson, DPT

Marika Augutis, PhD

Bethany Lipa, MD

Rebecca Martin, OTD

Shubhra "Sue" Mukherjee, MD



**STEEL ASSEMBLY**

PEDIATRIC SPINAL CORD INJURY & DYSFUNCTION

