



**World Confederation
for Physical Therapy**

2009

Advertising | Sponsorship



What is WCPT?

Founded in 1951, the World Confederation for Physical Therapy (WCPT) is the sole international voice for physical therapy, representing more than 300,000 physical therapists worldwide through its 101 member organisations. The confederation operates as a non-profit organisation and is registered as a charity in the UK.

WCPT believes that every individual is entitled to the highest possible standard of culturally appropriate healthcare delivered in an atmosphere of trust and respect for human dignity, and underpinned by sound clinical reasoning and scientific evidence. It is committed to furthering the physical therapy profession and improving global health by:

- encouraging high standards of physical therapy research, education and practice
- supporting the exchange of information among WCPT regions and member organisations
- collaborating with national and international organisations

In the 1960s, WCPT consolidated its international position by attaining consultative status with the United Nations and official relationship with the World Health Organization.

Vision

Moving physical therapy forward

Why WCPT?	02
WCPT activities	03
Website: www.wcpt.org	04
WCPT publications	06
Awards programme	08
Photography competition	09
Terms and conditions	10
Advertising specifications	12
Contact	13

“WCPT is the sole international voice for physical therapy.”

Marilyn Moffat, WCPT President

Why WCPT?

Advertising with WCPT or sponsoring its activities offers companies the opportunity to support WCPT and the profession while gaining valuable exposure in the international physical therapy market place. WCPT is the sole international voice for physical therapy giving your organisation the opportunity to:



- access an international audience
- increase your global brand recognition
- gain access to over 300,000 physical therapists
- acquire brand affiliation with WCPT
- achieve extremely high logo/brand visibility on a website with over 50,000* hits per month (our web statistics represent only individuals, not web crawlers)



There are several advertising and sponsorship opportunities to suit your company's marketing plan and strategy, including:

- the WCPT website
- WCPT News
- WCPT e-update

* Source: GoogleAnalytics, April 2009

WCPT activities

WCPT undertakes a range of programmes and projects and supports international campaigns which promote the physical therapy profession and its contribution to global health. With access to an international audience, the confederation seeks to improve and promote the profession through a wide range of activities, including:

- the profession's largest international congress held every four years
- regular publications: WCPT News, WCPT e-update and Congress update
- World Physical Therapy Day
- awards programme
- photography competition



In addition, WCPT is actively involved in a number of initiatives to improve global health including:

- the positive practice environment campaign, addressing the health workforce crisis
- the development of PT education in countries where it does not exist
- the regulation of health professions
- direct access to physical therapy
- practice and education standards



“The WCPT advertising and sponsorship programme offers companies the unique opportunity to show their support of WCPT and the physical therapy profession, while gaining valuable exposure within the physical therapy market place.”

Brenda J Myers, WCPT Secretary General

Website: www.wcpt.org

Be part of WCPT's new user-friendly website, a primary international source of information about the physical therapy profession and WCPT.

Page views per month: 50,000*

With several advertising and sponsorship opportunities available within the WCPT website, www.wcpt.org can accommodate a wide range of marketing needs:

- provide unique access to an international audience
- increase your global brand recognition
- have direct access to over 300,000 physical therapists
- generate market awareness and drive new sales opportunities

* Source: GoogleAnalytics, April 2009

Sponsorship

3 month contract		£1,500
6 month contract	6 months for the price of 5	£2,500
annual contract	12 months for the price of 9	£4,500

Partner with WCPT and become the **exclusive** sponsor of the website with:

- "*your company name* is sponsor of the WCPT website" + your logo rotating amongst the images on all landing pages**
- 150 word write-up under 'Links' with logo and link
- use of a WCPT logo
- your brand achieving a unique affiliation with WCPT

Take advantage of this unique opportunity to increase your company's exposure, heighten your global brand recognition and drive your organisational sales.

** This excludes the landing page within the Congress section of the website as *World Physical Therapy 2011* will have a separate sponsorship programme

Advertising

Rotating advert with link

monthly contract		£95
6 month contract	6 months for the price of 5	£475
annual contract	12 months for the price of 9	£855
set up charge	free for annual contracts	£60

Adverts appear on all pages except home and landing pages
120w x150h pixels



Static advert with link

monthly contract		£300
6 month contract	6 months for the price of 5	£1,500
annual contract	12 months for the price of 9	£2,700
set up charge	free for annual contracts	£60

Advert to appear on all pages except home and landing pages
120w x 150h pixels



Banner advert

monthly contract		£175
6 month contract	6 months for the price of 5	£875
annual contract	12 months for the price of 9	£1,575
set up charge	free for annual contracts	£60

Position for 2 static banner adverts. Appear on home and all landing pages.
234w x 60h pixels



WCPT publications

WCPT News

WCPT News, the only international physical therapy publication with a worldwide view.

Published: quarterly

Circulation: 5,000

Published four times a year, WCPT News is emailed to over 5,000 individuals as well as WCPT's regions, subgroups and 101 member organisations. For more than 16 years it has been sent to physical therapists around the world with stories and articles of international appeal. The current issue and back issues may additionally be viewed on the website with the publication of new editions highlighted on the home page.

Become the **exclusive** sponsor of WCPT News:

- "your company logo is the sponsor of WCPT News" with link alongside the lead article on the website and within emailer
- have up to 4 adverts within each issue
- 100 words describing your company along with your logo and a direct link to your website from the 'Links' section of the WCPT website
- "your company name is sponsor of WCPT News" within feature box on WCPT News front page on the WCPT website (only available if sponsoring at least 2 consecutive issues), see <http://www.wcpt.org/wcptnews>



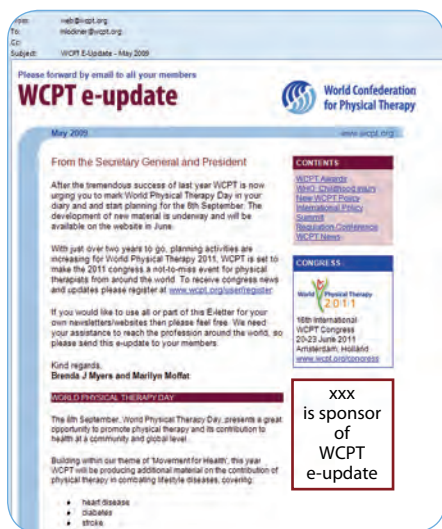
1 issue		£700
2 consecutive issues	10% discount	£1,260
3 consecutive issues	15% discount	£1,785
4 consecutive issues	20% discount	£2,240

WCPT e-update

WCPT’s monthly newsletter delivering brief updates and information.

Published: monthly

Circulation: 5,000



WCPT’s monthly publication highlights the confederation’s current projects along with international physical therapy related initiatives. It is emailed directly to over 5,000 physical therapists as well as WCPT’s regions, subgroups and 101 member organisations.

Become the **exclusive** sponsor of WCPT e-update:

- “*your company logo* is the sponsor of WCPT e-update” with a link on every e-update (see <http://www.wcpt.org/eupdate>)
- sent directly to over 5,000 physical therapists’ inboxes
- “*your company logo* is the sponsor of WCPT e-update” with a link, within feature box on the e-update front page of the WCPT website
- 100 words describing your company along with your logo and a direct link to your website from the ‘Links’ section of the WCPT website

6 month contract		£1,500
12 month contract	£500 discount	£2,500

Awards programme

The WCPT awards programme recognises physical therapists and leaders within rehabilitation who have made an outstanding contribution to the profession and/or global health at an international level.



The awards ceremony is usually held at WCPT's international congress every four years. The next congress, World Physical Therapy 2011, is to take place in Amsterdam, Holland, 20-23 June 2011.

Sponsorship of the WCPT awards programme offers a significant opportunity for an organisation to become WCPT's high profile partner in this important four-yearly event. Support of the programme will enable WCPT to offer financial assistance for recipients from low-resource countries to attend the awards ceremony.

Your company's sponsorship will include:

- a 100 word write-up on your company with a logo and link within the 'Links' section of the WCPT website
- "*your company name* is sponsor of WCPT Awards" within feature box on the Awards front page on the WCPT website
- "*your company name* is sponsor of WCPT Awards" within all related press releases
- "*your company name* is sponsor of WCPT Awards" on signage at the ceremony
- "*your company name* is sponsor of WCPT Awards" on the programme and any other promotional material which may be available during the awards' ceremony
- use of a WCPT sponsor logo
- other opportunities to enhance the sponsor's profile may be available

Contract valid for duration of 2011 Awards programme	£5,000
--	--------

Photography competition

Following the recent success of WCPT's first-ever photography competition, the confederation is now seeking a sponsor for its next competition.

This is an exciting opportunity to become involved in a high profile event, attracting significant media attention within the profession. The competition is expected to be launched in 2010, with the winners announced prior to or at WCPT's forthcoming congress, World Physical Therapy 2011, to take place in Amsterdam, Holland, 20-23 June 2011.

Sponsorship will include:

- a 100 word write-up on your company with a logo and link within the 'Links' section of the WCPT website
- "your company name is sponsor of WCPT photography competition" within the feature box on the photography competition page on the WCPT website
- "your company name is sponsor of WCPT photography competition" within all related press releases
- the support of your company's sponsorship will be acknowledged whenever the competition is mentioned within WCPT e-update or WCPT News
- use of a WCPT sponsor logo
- opportunity to be a sponsor of a photography and art exhibition at World Physical Therapy 2011 may be available



To view the overall winner and runners-up of the 2008 photography competition please view <http://www.wcpt.org/node/30322>

Contract valid for duration of 2010/11 photography competition

£2,500

Terms & Conditions

Receipt of this document does not constitute an agreement with WCPT. WCPT operates a values based policy and all parties wishing to enter into an advertising and/or sponsorship agreement will be subject to scrutiny.

These Standard Terms and Conditions for Sponsors and Advertisers are incorporated into the Advertising and Sponsorship Agreement ("Agreement") between WCPT ("WCPT") and the entity placing the order for advertising ("Client").

All bookings, orders or other requests by the Client for advertising and/or sponsorship are governed by these Standard Terms and Conditions for Sponsors and Advertisers. No other conditions, provisions or terms of any sort appearing in any documents or communications made in connection with any order will be binding on WCPT whether in conflict with or in addition to these Standard Terms and Conditions for Sponsors and Advertisers.

Orders which quote rates other than WCPT's then current published rates will not be binding on WCPT (unless approved by WCPT in writing), and will be deemed requests for advertising on the terms of this Agreement at WCPT's then current rates.

The Client must submit to WCPT all finalised advertising material (including any content for integration into the WCPT network) no later than five working days prior to the date on which the advertising/sponsorship campaign is scheduled to commence.

All costs must be paid in advance of the campaign and WCPT will not be required to fulfil any of its obligations under this Agreement until such payment has been properly executed by the Client.

Any offer by WCPT to publish advertisements for the Client is made on these Standard Terms and Conditions for Sponsorship and Advertisers only, and the placement or other communication of an order for sponsorship, advertising or content integration with WCPT will constitute the Client's unconditional acceptance of these Standard Terms and Conditions for Sponsorship and Advertisers.

WCPT reserves the right to reject or cancel any sponsorship or advertising at any time in its sole discretion (including at any time after the commencement date). Any failure by WCPT to publish any requested advertisement or to integrate any particular item of content will be deemed to constitute a rejection of the order for such advertisement, but does not constitute a breach of contract or otherwise entitle the Client to any legal remedy.

All relevant material must be supplied in the manner and in the format WCPT specifies. WCPT will not be required to publish any advertisement nor will it be liable for any form of loss, damage, liability or expense resulting from any delay or error in any publication.

Amendments or alterations to an existing advert will incur an additional set up fee at WCPT's then current rates.

The Client represents and warrants to WCPT that it is fully authorised to publish the entire contents and subject matter of all advertisements submitted to WCPT (including, without limitation, all text, graphics, icons, photographs, materials provided to WCPT for production purposes, URLs, and sites to which URLs are to be linked), and that all such contents and subject matter will comply with all applicable laws, regulations and relevant industry codes. If the relevant advertisement includes any information on a competition or promotion, the Client: i) acknowledges and agrees that WCPT is not the promoter, ii) will ensure that the advertisement does not imply that WCPT is the promoter, iii) will ensure that the correct identity of the promoter is set out on the website represented by the hyperlink embedded in the advertisement, and iv) will ensure that all applicable permits have been obtained, and all applicable regulations governing the conduct of the relevant competition/promotion have been complied with.

The Client agrees unconditionally to indemnify WCPT and hold WCPT harmless (including all of its officers, agents employees and affiliates) from and against any and all loss, damage, liability and expense (including all reasonable legal fees) suffered or incurred by reason of any claims, proceedings or suits based on or arising out of the publication of, or any act or omission in relation to, the advertisements, including but not limited to claims related to defamation, contempt of court, rights of publicity and/or privacy, copyright infringement, trade mark infringement, misleading or deceptive conduct and any failure to comply with or fulfil any representations, warranties or agreements made in the relevant advertisement or on any website represented by a URL shown or embedded in the relevant advertisement or any object in such advertisement.

All order provisions regarding positioning of advertisements will be treated as requests which will be fulfilled at WCPT's sole discretion. Advertisements that simulate WCPT's editorial matter in appearance or style, or that are not readily identifiable as advertisements, are not acceptable. WCPT may in its sole discretion label any advertisement as an "advertisement" for clarification and may stipulate other conditions to ensure that it is clear that the advertisement is not WCPT editorial matter.

All of WCPT's sponsorship, advertising and production rates are subject to change at WCPT's sole discretion. WCPT will use its commercially reasonable efforts to announce all advertising and production rate changes at least thirty (30) days in advance of their effective date. In the event WCPT makes a rate change in respect of a period (or any portion thereof) for which the Client has placed an order for advertising with WCPT and upon subsequent notice to WCPT by the Client that the Client wishes to cancel its order (or relevant portion) due to such rate change, WCPT will have the option of either: i) allowing the Client to

cancel that portion of its order affected by the rate change in which case the order will be cancelled within thirty (30) days of receipt by WCPT of the relevant notice from the Client, or ii) acknowledging that the lower rate will apply for the remainder of the then current term of the Advertising Agreement after which time, if the agreement is extended or renewed, all rates will be adjusted in accordance with WCPT's then current advertising and production rates and amended thereafter as notified by WCPT from time to time.

The Client acknowledges, warrants and undertakes that any and all commercial terms offered to them in respect of any documentation comprising this Agreement is Confidential Information and shall not be disclosed to any third party without the prior written consent of WCPT. In the event that the Client breaches their confidentiality obligations to WCPT, WCPT reserves the right to cancel this Agreement forthwith, and to pursue the Client for all equitable relief including damages.

The Client warrants and represents to WCPT that each website represented by any URL shown or embedded in any relevant advertisement or any object in any advertisement: (i) is controlled and operated by the Client, its independent contractors or a client of the Client (in the event the Client is an advertising agency applying on behalf of its own client), (ii) will be functional and accessible at all times, (iii) will at all times operate in compliance with all applicable laws, regulations and relevant industry codes, and (iv) is suitable in all respects including subject matter to be linked to from the WCPT website containing the advertisement. WCPT may test all relevant URLs, and may remove any URLs which in WCPT's sole unfettered opinion fail to comply with the any of the above requirements at any time.

By submitting an Advertising or Sponsorship order to WCPT, the Client agrees to be liable for all relevant fees and costs of such order. The Agreement commences on the date indicated in the relevant order and agreed by WCPT in writing.

WCPT or the Client may terminate the Agreement at any time on 30 days' notice on a 3-12 month Agreement. No termination or expiration of the Agreement will terminate or otherwise affect the warranties and indemnities provided by the Client herein or the Director's Guarantee and Indemnity which will continue in respect of this Agreement and any subsequent and/or other advertising agreement between the parties, and all such warranties and indemnities and the Director's Guarantee and Indemnity will survive and remain in full force and effect in respect of the performance of all of the Client's relevant obligations.

The provisions of this paragraph are subject to the terms of the following paragraph regarding British consumer warranties. Any of WCPT's services which are the subject of these Standard Terms and Conditions for Sponsors and Advertisers are provided without warranties of any nature, and WCPT disclaims all

warranties, express or implied, including without limitation any implied warranties of merchantability and fitness for a particular purpose. In no event will WCPT be liable for any form of loss, damage, liability or expense whatsoever including but not limited to consequential, indirect, incidental, or special damages, damages for loss of profits, business interruption, loss of or unauthorised access to information, and the like, even if WCPT has been advised of the possibility of such damages.

In no event will WCPT be liable to the Client for an amount in excess of the total sterling amount actually received by WCPT from the Client for the relevant advertisement. The Client acknowledges that WCPT has not made any warranties in respect of any advertisement, the use of statistics or the level of impressions to be achieved. WCPT will use its reasonable commercial endeavours to achieve the level of impressions set out.

In consideration of WCPT's review for acceptance of any advertising for publication or content for integration, the Client agrees not to make promotional or merchandising reference to "WCPT" or any of WCPT's affiliates in any way except with the express written authorisation of WCPT in each instance.

These Standard Terms and Conditions for Sponsors and Advertisers embody the entire agreement between the parties and supersede all prior and contemporaneous agreements, arrangements and understandings between the parties with respect to its subject matter. All existing advertising agreements between the parties (if any) are by agreement of the parties hereby terminated and of no further legal effect except for any provisions in such agreements which are expressed to survive termination or expiration.

This agreement does not create a joint venture, partnership, employment, or agency relationship between WCPT and the Client. WCPT will not be taken to have waived or modified any terms of the Agreement except by an express statement in a document signed by a duly authorised representative of WCPT.

If any provision of these Standard Terms and Conditions for Web Advertisers is found invalid or unenforceable pursuant to judicial decree or decision, the remaining provisions will remain valid and enforceable, and the unenforceable provisions will be taken to be modified to the extent necessary to make them enforceable. WCPT may send electronic mail to the Client for any notices or notifications.

All notices to WCPT relating to any legal claims or matters must be made in writing to Secretariat, WCPT, Kensington Charity Centre, 4th Floor, Charles House, 375 Kensington High Street, London, W14 8QH, United Kingdom.

These Terms and Conditions are based on those developed by the World Federation of Occupational Therapy. WCPT would like to thank WFOT for permission to use its document.

Advertising Specifications

Specifications for digital and web adverts

- The preferred digital file formats are JPEG, GIF or PNG.
- Files should be provided with all fonts embedded.
- Adverts provided must not have transparent backgrounds.
- Maximum file size is 50KB.
- Files in application formats such as QuarkXpress, InDesign, or PageMaker are not accepted.
- Animated gifs are not accepted.
- Files are to be emailed to mlockner@wcpt.org.

Sponsors

All sponsors are to send a hi-res version of their logo in either JPEG, TIFF or AI format, along with required links and text. Artwork will then be developed by WCPT for client approval.

For further details on any sponsor artwork, please email mlockner@wcpt.org.

Cancellations

Once an order has been placed 30 days written notice must be given to end the agreement.

Artwork service

If you are unable to provide your own artwork, please send your logo, images, urls, links and text to be used and WCPT will develop your advert. For further details and costs please email mlockner@wcpt.org.

Contact

For information on all WCPT advertising and sponsorship opportunities, please contact:

Mia Lockner

Communications & Marketing Manager
World Confederation for Physical Therapy
Kensington Charity Centre
4th Floor Charles House
375 Kensington High Street
London W14 8QH
United Kingdom
T +44 (0)20 7471 6765
F +44 (0)20 7471 6766
email: mlockner@wcpt.org



World Physical Therapy
2|0|1|1
16th International WCPT Congress
20-23 June 2011 Amsterdam Holland
www.wcpt.org/congress

Join over 3,500 physical therapists from around the world at the 16th International Congress of WCPT.
Meet you there!

Exhibition | Sponsorship | Advertising

Discover the exciting exhibition, sponsorship and advertising opportunities at the profession's largest international congress.

Contact Mia Lockner for further details
mlockner@wcpt.org
T +44 (0)20 7471 6765