



Be the Go-To for their Solutions

You are the go-to person in your field, the one people seek out for advice, guidance and answers. You are the one with solutions. Come to the 2019 PATH Intl. Conference and share your expertise, products and services in our Go-To Solutions Center.

The PATH Intl. Conference and Annual Meeting is the largest event in equine-assisted activities and therapies. The 2019 conference will feature an impressive array of educational sessions presented by industry experts. Ample time is given and encouraged for attendees to interact with solution experts in the Go-To Solutions Center, including a party on opening night. This is **your** chance to shine. Meet center decision-makers face to face while you network with current customers and friends. This is an outstanding opportunity for you to reach this niche market in one event. Join us, and be the go-to for their solutions.

2019 PATH Intl. Conference and Annual Meeting

**November 8-10, 2019
Denver, CO**

Get your product or service in front of PATH Intl. Members now and be part of a growing and expansive field!



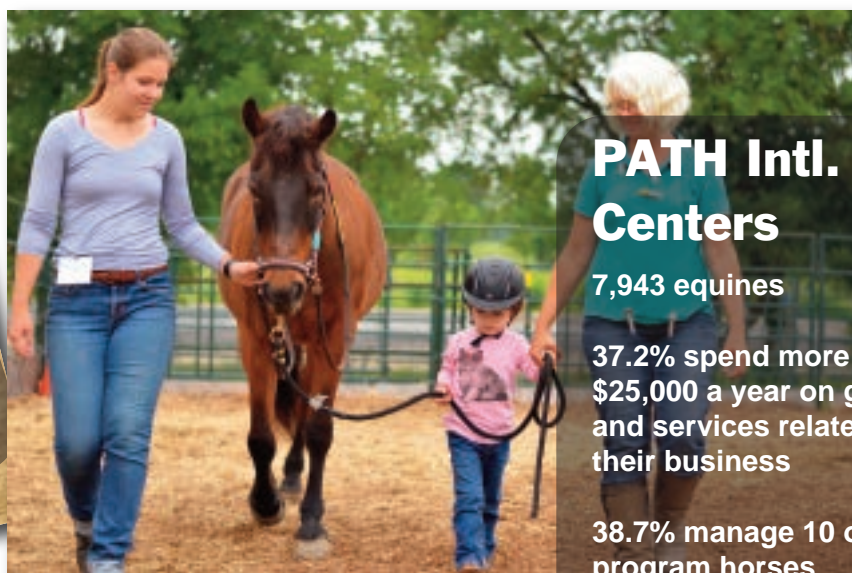
About PATH Intl.

PATH Intl. establishes the safety standards and best practices to promote ideal outcomes for both humans and equines in equine-assisted activities and therapies.

At PATH Intl. Member Centers, Certified Professionals help participants with special needs find health, strength and well-being through partnership with horses. The PATH Intl. Conference provides continuing education and fresh ideas for certified instructors

and professionals, innovative thinking and networking for administrators, and industry updates for all those involved in EAAT. Join PATH Intl. in this exciting work. **Exhibit at the conference and connect with those who change lives through the power of the horse.**

84% of PATH Intl. Members have a definite affinity for and would purchase from businesses that support PATH Intl. That makes being a part of the Go-To Solutions Center a win-win for PATH Intl. Members and your business.



PATH Intl. Centers

7,943 equines

37.2% spend more than \$25,000 a year on goods and services related to their business

38.7% manage 10 or more program horses

75% of the time, center employees are asked to recommend a product or service

Shouldn't you be reaching these members?

The Westin Westminster - An Ideal Solution



Ideally positioned 15 minutes from both Denver and Boulder, the Westin Westminster recently underwent a full renovation that was completed in May 2018. The on-property Kachina Grill features southwestern cuisine for breakfast, lunch and dinner. The Westin Fitness Studio is available for guests 24/7. An indoor pool and sunset deck will help you relax no matter the weather outside. See photos at marriott.com/hotels/travel/denww-the-westin-westminster.

**10600 Westminster Blvd | Westminster, CO 80020
(303) 410-5000**

Through special deals for solution experts, reach not only conference attendees but the entire PATH Intl. membership before and after the conference.



Benefits

At the conference:

- One 8' x 10' draped space with 6 foot table and 2 chairs, admission for two representatives to the Go-To Solutions Center, and ID sign (\$150)
- Listing in the exhibitor section of the online room locator (\$100)
- Linked listing with logo and profile page in the PATH Intl. Conference app
- 25% discount on one conference registration (up to \$182, depending on registration)
- Opportunity to include promotional piece in conference registration bags (value added)
- Exposure to hundreds of conference attendees at the solutions center party on Friday night and other networking opportunities (priceless)

Pricing

Last year's exhibitors	\$800*
Reserve by May 15	\$900*
After May 15	\$1,000*

PATH Intl. Members receive an additional \$100 discount

*Price does not include electricity or wi-fi. A form for those items will be sent later as details are confirmed with the host site hotel.



Extended reach before and after the conference:

- Linked listing on PATH Intl. website exhibitor page (\$500 value)
- Listing in *PATH Intl. eNews* and conference eblasts prior to the conference (value added)
- 50% discount on one advertisement in the Winter 2020 issue of *PATH Intl. Strides* (up to \$350, depending on ad size) and 25% discount on one advertisement in any of the three remaining 2020 issues.

Extend your reach, booth discounts and benefits by becoming a PATH Intl. Sponsor. Learn more here:
<https://www.pathintl.org/path-intl-conferences/become-a-sponsor>

Yes! Sign me up for _____ booth(s)!

Company Name _____

Contact Name _____

Address _____

City _____ ST _____ Zip _____

Phone _____ Email _____

Payment

Amount \$ _____

☐ Check (make payable to PATH Intl.)

☐ Visa

☐ MasterCard

☐ American Express

☐ Discover

Account # _____

Exp. Date _____ CVV# _____

Signature _____

Please return to:

Cher Smith

PATH Intl.

PO Box 33150

Denver, CO 80233

Or fax to (303) 252-4610

Or email to csmith@pathintl.org

Want More Exposure? Be a PATH Intl. Conference Champion

What is a champion?

Boxing had Muhammad Ali. Baseball had the Yankees. Literature has Atticus Finch.
PATH Intl. has YOU!



A champion is someone who has surpassed all rivals. But a champion is also someone who is a supporter, who advocates for a cause, someone who is a prime mover on someone else's behalf. When you become a PATH Intl. Conference Champion, you are pushing forward the cause of PATH Intl. -- providing equine-assisted activities and therapies for those with special needs. You are ensuring that instructors get continuing education and that centers get resources and networking to be sustainable businesses.

How can you be a champion? By funding one or more of the conference opportunities listed below.



General Benefits

- Linked listing on PATH Intl. conference website champions page
- Logo on PATH Intl. conference app
- Listing in conference room locator
- Listing in *PATH Intl. eNews* and conference eblasts prior to the conference
- 25% discount on an advertisement in any 2020 issue of *PATH Intl. Strides*
- For customized benefits, see the opportunities listed below

Questions or ready to sign up for a
PATH Intl. Champions Package?

Contact Cher Smith
csmith@pathintl.org



Champion

Conference Water Bottle

Cost: \$2,000

A giveaway and takeaway!

Take your branding to a new level by sponsoring our conference water bottles, given to all registered attendees.

Customized Benefits

- ♦ Logo on bottle
- ♦ Ability to exclusively distribute bottle at booth or in registration bags
- ♦ Custom message on PATH Intl. social media channels (Facebook, Twitter, Instagram)
- ♦ Logo impression on sponsor scroll



Conference Badges

Cost: \$2,000

Sponsor our conference badges and receive logo impressions on the badge and at registration.

Customized Benefits

- ♦ Logo on badge
- ♦ Logo on signage at registration
- ♦ Custom message on PATH Intl. social media channels (Facebook, Twitter, Instagram)
- ♦ Logo impression on sponsor scroll



Conference Lanyards

Cost: \$2,000

Sponsor our conference lanyards and receive logo impressions on the lanyard and at registration.

Customized Benefits

- ♦ Logo on lanyard
- ♦ Logo on signage at registration
- ♦ Custom message on PATH Intl. social media channels (Facebook, Twitter, Instagram)
- ♦ Logo impression on sponsor scroll





Snack Bags

Cost: \$2,000

Be a snack bag champion and give attendees a commemorative souvenir bag customized with your logo.

Customized Benefits

- ♦ Logo on souvenir bag
- ♦ Custom message on PATH Intl. social media channels (Facebook, Twitter, Instagram)
- ♦ Logo impression on sponsor scroll

Beverage Station Champion

Cost: \$2,000

Sponsor our coffee breaks and have your logo be recognized on special signage.

Customized Benefits

- ♦ Logo on badge
- ♦ Logo on signage at registration
- ♦ Custom message on PATH Intl. social media channels (Facebook, Twitter, Instagram)
- ♦ Logo impression on sponsor scroll



PATH Intl. Anniversary Lapel Pin

Cost: \$3,000

A great way to support PATH Intl. and promote engagement at the conference! Help us celebrate 50 years of equine-assisted activities and therapies.

Customized Benefits

- ♦ Logo on the pin's casing
- ♦ Ability to exclusively distribute the pin at your booth or registration
- ♦ Logo on signage at registration
- ♦ Custom message on PATH Intl. social media channels (Facebook, Twitter, Instagram)
- ♦ Logo impression on sponsor scroll

Be a Star! Photo Booth

Cost: \$3,500

Attendees will have a ball hamming it up at the exhibitor party in our photo booth. Your logo will be displayed at the station and on the photos.

Customized Benefits

- ♦ Logo on commemorative photo
- ♦ Logo on photo backdrop and signage
- ♦ Custom message on PATH Intl. social media channels (Facebook, Twitter, Instagram)
- ♦ Logo impression on sponsor scroll



Professional Headshot Station

Cost: \$3,500

Want to project a professional demeanor to clients and stop using your baby picture on social media? Then a good headshot is a must! Your logo will be prominently displayed at this station and on the customized email that will go to all those who receive photos.

Customized Benefits

- ♦ Logo on signage at station and on custom email for people to download their photos
- ♦ Custom message on PATH Intl. social media channels (Facebook, Twitter, Instagram)
- ♦ Logo impression on sponsor scroll

First-Time Conference Attendee Champion

Cost: \$2,500

Sponsoring this session will give you a unique experience to speak one-on-one with first-time conference attendees.

Customized Benefits

- ♦ Logo on first-time attendee presentation
- ♦ Opportunity to put information in the meeting room
- ♦ Custom message on PATH Intl. social media channels (Facebook, Twitter, Instagram)
- ♦ Logo impression on sponsor scroll



Meet the Board Reception

Cost: \$2,500

Attendees will enjoy cocktails and hors d'oeuvres as they have the ability to meet and interact with the PATH Intl. Board of Trustees.

Customized Benefits

- ♦ Logo on reception signage
- ♦ Custom message on PATH Intl. social media channels (Facebook, Twitter, Instagram)
- ♦ Logo impression on sponsor scroll



Conference Hotel Key Cards

Cost: \$3,000

Take your branding to a new level by sponsoring our conference hotel key cards, given to all registered attendees.

Customized Benefits

- ♦ Logo on key card
- ♦ Custom message on PATH Intl. social media channels (Facebook, Twitter, Instagram)
- ♦ Logo impression on sponsor scroll



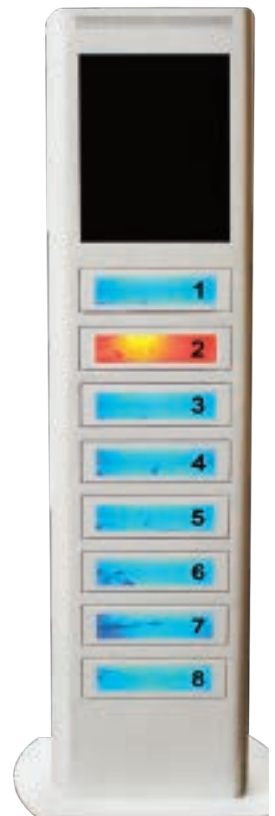
Cellular Charging Station

Cost: \$3,500

Branding visible to all as you sponsor our universal charging station for smartphones.

Customized Benefits

- ♦ Logo on kiosk
- ♦ Custom message on PATH Intl. social media channels (Facebook, Twitter, Instagram)
- ♦ Logo impression on sponsor scroll





PENDING
Call for Info

Preconference Workshops

Cost: \$4,500

Be the champion of our preconference education workshops, and you will have the opportunity to introduce all workshop speakers.

Customized Benefits

- ♦ Logo on the title slide of recorded workshop presentations
- ♦ Logo on preconference signage
- ♦ Custom message on PATH Intl. social media channels (Facebook, Twitter, Instagram)
- ♦ Logo impression on sponsor scroll

Live Polling Interactive Champion

Cost: \$3,000

Your logo will appear on the graphics display of our live polling interactive activity. There are approximately four questions per day throughout the general education sessions and events.

Customized Benefits

- ♦ Custom image on live polling graphics
- ♦ Mentions during daily updates and events
- ♦ Custom message on PATH Intl. social media channels (Facebook, Twitter, Instagram)
- ♦ Logo impression on sponsor scroll



Wifi

Cost: \$3,000

You will be at the top of everyone's "nice list" when you provide wifi for the conference. Receive numerous mentions during the general session, education sessions and events. You will have the opportunity to create a custom password people must type in to access the wireless network.

Customized Benefits

- ♦ Customized password
- ♦ Opportunity for flyer placed in registration bags
- ♦ Custom message on PATH Intl. social media channels (Facebook, Twitter, Instagram)
- ♦ Logo impression on sponsor scroll



Saturday Lunch

Cost: \$7,500

Provide sandwiches or boxed lunches in the exhibit hall on Saturday afternoon.

Customized Benefits

- ♦ Mentions during the conference
- ♦ Special advertisement in the printed room locator
- ♦ Signage in the exhibit hall during lunch
- ♦ Custom message on PATH Intl. social media channels (Facebook, Twitter, Instagram)
- ♦ Logo impression on sponsor scroll



Breakfast of Champions!

Cost: \$5,000

Sponsor the breakfasts on Saturday and Sunday and receive the opportunity for podium time for custom message.

Customized Benefits

- ♦ Opportunity to scroll customized presentation during meal
- ♦ Mentions during conference
- ♦ Podium announcements
- ♦ Signage at breakfasts
- ♦ Custom message on PATH Intl. social media channels (Facebook, Twitter, Instagram)
- ♦ Logo impression on sponsor scroll

