

# Maximize Your Company's Presence in Colorado Springs

## THE POWER OF PEAKS & PARTNERSHIPS



PTDA 2026 Industry Summit **October 28-30** Colorado Springs

## SPONSORSHIP OPPORTUNITIES

**Reserve your sponsorship by September 25.**

More than 450 executive decision-makers plan to attend the PTDA 2026 Industry Summit. Eager to find new suppliers, expand sales channels and build networks of solutions-providers, securing a sponsorship is an ideal way to grab their attention.

Designed to meet every price point, an Industry Summit sponsorship:

- Boosts your brand and company recognition.
- Supports PTDA in delivering top-notch programming and targeted solutions for your most pressing needs.
- Demonstrates your commitment to the PT/MC industry and your association.

Select from a large selection of sponsorship options, including the chance to be the exclusive sponsor for maximum visibility. Reserve your sponsorship by September 25, 2026 to stand out from the competition.

**All PTDA 2026 Industry Summit sponsors will receive recognition on:**

- Industry Summit Daily Email (*in section specific to event sponsored*)
- PTDA website
- Signage with logo in the PTDA Registration Area
- Member communications (*Transmissions® and/or Spotlight*)





## EXCLUSIVE SPONSORSHIPS

Truly stand out with an Exclusive Sponsorship. Each sponsorship below is only available to one company on a first-come, first-served basis.

### HOTEL ROOM KEYCARDS

**\$18,000 Exclusive**

*Additional benefits include your company name and/or logo:*

- On one side of hotel room keycards designed by PTDA
- In the remarks and multi-media presentation at the Annual Business Meeting

### INDUSTRY SUMMIT LED WALL

**\$10,000 for both days (exclusive) or  
\$6,000 per day (limited to one each)**

Make a statement on the 10' x 15' LED display which greets attendees as they enter Broadmoor Hall, the location of the Annual Business Meeting, MD-IDEX and more.

*Additional benefits include your company name and/or logo:*

- Spotlighted on a dedicated slide featured for 15 seconds every third rotation among PTDA promotional slides.

### MEETING WI-FI

**\$5,000 Exclusive**

You choose the SSID and login password (could be your company name)

*Additional benefits include your company name and/or logo:*

- On signage at the PTDA registration desk
- In the remarks and multi-media presentation at the Annual Business Meeting

### POCKET PROGRAM

**\$3,000**

*Additional benefits include your company name and/or logo:*

- On pocket programs distributed at the PTDA Registration Desk detailing the full schedule of events.

### MOBILE DEVICE CHARGING STATION

**\$2,500**

*Additional benefits include your company name and/or logo:*

- On charging table located in high traffic area
- On signage at registration desk



## LIMITED TIME EXCLUSIVE SPONSORSHIPS

These sponsorships can be exclusive—but only if you claim it first! See details below.

### OPENING KEYNOTE:

**Bernard Baumohl, The Economic  
Outlook Group**

**Thursday, October 29 | 8:30 – 9:30 a.m.**

**\$3,000 (Limited to 5 Sponsors) or \$15,000 Exclusive** 3 remaining

*Additional benefits include your company name and/or logo:*

- On PowerPoint slide at the Opening Keynote

If you sign on as the exclusive sponsor (for \$15,000), along with the additional benefits above, a representative from your company will have the opportunity to present a scripted introduction and one reserved table with seating for 8.

### CLOSING KEYNOTE:

**Mike Singletary, Legendary Former  
Chicago Bears Linebacker**

**Friday, October 30 | 9:00 – 10:00 a.m.**

**\$3,000 (Limited to 5 Sponsors) or \$15,000 Exclusive**

*Additional benefits include your company name and/or logo:*

- On PowerPoint slide at the Closing Keynote

If you sign on as the exclusive sponsor (for \$15,000), along with the additional benefits above, a representative from your company will have the opportunity to present a scripted introduction and one reserved table with seating for 8, who will enjoy a photo opportunity with Mike Singletary following the presentation.



## LIMITED SPONSORSHIPS

With something to fit every budget, here's your chance to get recognition at multiple events on multiple days. Mix and match to build awareness of your company and your brands.

### WOMEN IN THE INDUSTRY SOCIAL HOUR

**Wednesday, October 28 | 4:00 – 5:00 p.m.**

**\$1,000** (Limited to 5 Sponsors) **3 remaining**

Additional benefits include the opportunity to attend the event and your company name/logo on signage at the event.

### FIRST TIMER EVENT

**Wednesday, October 28 | 5:00 – 6:00 p.m.**

**\$1,000** (Limited to 5 Sponsors - ~~4 remaining~~) **2 remaining**

Additional benefits include the opportunity to attend the event and your company name/logo on signage at the event.

### WELCOME EVENT: PINTS, PEAKS & PARTNERSHIPS

**Wednesday, October 28 | 6:00 – 8:30 p.m.**

**\$3,000** (Limited to 5 Sponsors - 1 remaining)

Additional benefits include your company name and/or logo:

- On signage at the event

### THURSDAY NETWORKING BREAKFAST

**Thursday, October 29 | 7:30 – 8:00 a.m.**

**\$3,000** (Limited to 5 Sponsors - ~~4 remaining~~) **3 remaining**

Additional benefits include your company name and/or logo:

- On signage at the breakfast

### THURSDAY NETWORKING LUNCH

**Thursday, October 28 | 12:00 – 1:00 p.m.**

**\$3,000** (Limited to 5 Sponsors) **2 remaining**

Additional benefits include your company name and/or logo:

- On signage during the lunch

### PANEL: STATE OF THE PT/MC INDUSTRY: LEADERSHIP INSIGHTS

**Thursday, October 29 | 1:00 – 2:00 p.m.**

**\$2,500** (Limited to 5 Sponsors) **Just 1 remaining**

Additional benefits include your company name and/or logo:

- On a PowerPoint at the start of the session

### FRIDAY NETWORKING BREAKFAST

**Friday, October 30 | 8:00 – 9:00 a.m.**

**\$3,000** (Limited to 5 Sponsors - ~~4 remaining~~) **3 remaining**

Additional benefits include your company name and/or logo:

- On a PowerPoint at the breakfast

### MD-IDEX REFRESHMENTS

**Thursday, October 29**

**10:00 a.m. – 12:00 p.m.** (Beverages only) and  
**2:00 – 4:00 p.m.** (Hosted bar and snacks)

**\$1,000** (Limited to 5 Sponsors - ~~2 remaining~~)

Additional benefits include your company name and/or logo:

- On signage near registration station

### FAMILY-OWNED BUSINESS LEADERS ROUNDTABLE

**Friday, October 30 | 10:00 – 11:30 a.m.**

**\$1,000** (Limited to 5 Sponsors - ~~4 remaining~~) **3 remaining**

Additional benefits include the opportunity to attend the event and your company name/logo on table tents at the event.

### INDUSTRY SUMMIT DAILY EMAILS

**\$1,000** (2 available; Tuesday and Wednesday)

Daily Emails are sent to all attendees and provide up to the minute information on each day's activities and upcoming events.

Additional benefits include your company name and/or logo:

- At the top of company daily emails sent to Industry Summit delegates Wednesday through Saturday; day choice first-come, first-served.

### KNOW BEFORE YOU GO EMAIL

**\$750** (Limited to 1 Sponsor per day)

Know Before You Go email is sent to all attendees in advance of the industry summit and provides sought-after information.

Additional benefits include your company name and/or logo:

- Your logo and company name with link to your website on the Know Before You Go email distributed to attendees



# GOLF OUTING SPONSORSHIPS

**Wednesday, October 28**

8:30 a.m. Buffet Breakfast and Check-in

10:00 a.m. Shotgun Start

Support the PTDA Foundation with a sponsorship of the golf outing fundraiser. With exposure to a maximum of 144 Industry Summit golfers, all PTDA Foundation Golf Outing Sponsors receive recognition on:

- Industry Summit Daily Email (*in golf outing section*)
- PTDA website
- Signage with logo in the PTDA Registration Area and at the golf course
- PTDA member communications (*Transmissions®* and/or *Spotlight*)

Sponsorships and proceeds from the outing will go directly to the PTDA Foundation. **All sponsorships (except hole sponsorships) are exclusive—only one company may sponsor.**



| EXCLUSIVE OPPORTUNITIES                                                                                                                                                                                                                                                                                                                                                                          | EXTRAS                                                                                                   | INVESTMENT   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|--------------|
| <b>Golf Cart Sponsor</b>                                                                                                                                                                                                                                                                                                                                                                         | Logo on placard in every cart.                                                                           | \$5,000      |
| <b>Hole-in-One Contest</b>                                                                                                                                                                                                                                                                                                                                                                       | Logo on golfer instructions placed in each cart                                                          | \$1,500      |
| <b>Longest Drive Contest</b>                                                                                                                                                                                                                                                                                                                                                                     | Logo on golfer instructions placed in each cart                                                          | \$1,000      |
| <b>Longest Putt Contest</b>                                                                                                                                                                                                                                                                                                                                                                      | Logo on golfer instructions placed in each cart                                                          | \$1,000      |
| <b>Closest to the Pin Contest</b>                                                                                                                                                                                                                                                                                                                                                                | Logo on golfer instructions placed in each cart                                                          | \$1,000      |
| <b>Score Cards</b>                                                                                                                                                                                                                                                                                                                                                                               | Logo on the score cards                                                                                  | \$1,000      |
| <b>Beverage Service/Cart</b>                                                                                                                                                                                                                                                                                                                                                                     | Logo on signage at the beverage station or beverage cart                                                 | \$1,000      |
| <b>Buffet Breakfast</b>                                                                                                                                                                                                                                                                                                                                                                          | Logo on signage at the breakfast                                                                         | \$1,000      |
| <b>Grab-and-Go Lunch at the Course</b>                                                                                                                                                                                                                                                                                                                                                           | Logo on signage at the lunch                                                                             | \$1,000      |
| LIMITED OPPORTUNITIES                                                                                                                                                                                                                                                                                                                                                                            | EXTRAS                                                                                                   | INVESTMENT   |
| <b>Hole Only</b> <i>Limited to 14 Sponsors</i>                                                                                                                                                                                                                                                                                                                                                   | Logo on golfer instructions placed in each cart                                                          | \$500        |
| <b>Golf Registration Desk Giveaways</b><br>Golf Balls, Club Covers,<br>Golf Towels, Shoe Bags                                                                                                                                                                                                                                                                                                    | Distribute one of these company-logo items at golf registration ( <i>144 items supplied by sponsor</i> ) | \$1,000 each |
| <p><i>Note: Items may not be placed on cart, must be distributed at golf registration. Additional items subject to approval by the PTDA Foundation. Items not purchased through The Broadmoor will require the sponsor to pay to The Broadmoor a 15% outside merchandise fee, based on the retail value of the item. Items must be approved by the PTDA Foundation and by The Broadmoor.</i></p> |                                                                                                          |              |



# SPONSORSHIP APPLICATION

PTDA 2026  
Industry Summit

October 28-30, 2026 | Colorado Springs, CO

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

Contact Name \_\_\_\_\_

Contact E-mail \_\_\_\_\_

Contact Phone Number \_\_\_\_\_

Please indicate which sponsorship you are requesting. There is no limit to the number of sponsorships each PTDA member may reserve. If the sponsorship you request is no longer available, you will be contacted by PTDA's staff regarding alternate choices.

- ☐ **Hotel Room Keycards** (\$18,000)
- ☒ **LED Wall** (\$6,000 or \$10,000) **SOLD OUT**
- ☒ **Meeting Wi-Fi** (\$5,000) **SOLD OUT**
- ☒ **Pocket Program** (\$3,000) **Sold out**
- ☐ **Mobile Device Charging Station** (\$2,500)
- ☐ **Opening Keynote: Bernard Baumohl**  
(\$3,000 or \$15,000 Exclusive)
- ☐ **Closing Keynote: Mike Singletary**  
(\$3,000 or \$15,000 Exclusive)
- ☐ **Panel: State of the PT/MC Industry:  
Leadership Insights** (\$2,500)
- ☐ **Welcome Event: Pints, Peaks &  
Partnerships** (\$3,000)

- ☐ **Thursday Networking Breakfast** (\$3,000)
- ☐ **Thursday Networking Lunch** (\$3,000)
- ☐ **Friday Networking Breakfast** (\$3,000)
- ☒ **Industry Summit Daily Emails** (\$1,000)
  - ☒ **Tuesday**
  - ☒ **Wednesday**
  - ☒ **Thursday** **SOLD OUT**
  - ☒ **Friday** **SOLD OUT**
- ☐ **Women in the Industry Social Hour** (\$1,000)
- ☐ **First Timer Event** (\$1,000)
- ☐ **Family-Owned Business Leaders  
Roundtable** (\$1,000)
- ☒ **MD-IDEA Refreshments** (\$1,000) **Sold out**
- ☒ **Know Before You Go Email** (\$750) **Sold out**

## PTDA Foundation Golf Outing Sponsorships

- ☐ **Cart Sponsor** (\$5,000)
- ☐ **Hole-in-One Contest** (\$1,500)
- ☐ **Longest Drive Contest** (\$1,000)
- ☐ **Longest Putt Contest** (\$1,000)
- ☐ **Closest to the Pin Contest** (\$1,000)
- ☐ **Golf Giveaway** (\$1,000)  
Item \_\_\_\_\_
- ☐ **Score Cards** (\$1,000)
- ☐ **Beverage Service/Cart** (\$1,000)
- ☐ **Buffet Breakfast** (\$1,000)
- ☐ **Grab-and-Go Lunch** (\$1,000)
- ☐ **Hole Sponsor** (\$500)

**Commitment Agreement:** I have read the PTDA Distributor, Manufacturer and Associate Member Sponsorship Policies and the PTDA Entertainment Policy. I understand sponsorships are awarded on a first-come, first-served basis based on the receipt of full payment of the sponsorship fee and that sponsorships are non-refundable after September 25, 2026.

Signature \_\_\_\_\_

Date \_\_\_\_\_

Your sponsorship is considered unsold until signed application and payment is received by PTDA. Upon receipt of application and payment in full, you will receive an e-mail confirming your sponsorship.

Please return a copy of this form with payment as soon as possible but before **September 25, 2026** to [ptda@ptda.org](mailto:ptda@ptda.org) or mail to PTDA, 134 N. LaSalle St., Suite 840, Chicago, IL 60602.

**Questions?** Email us at [ptda@ptda.org](mailto:ptda@ptda.org) or call +1.312.516.2100.

## Payment Information

- ☐ I have enclosed a check for US\$ \_\_\_\_\_
- ☐ I have submitted an ACH payment for US\$ \_\_\_\_\_  
Access PTDA's ACH information at [ptda.org/ACH](http://ptda.org/ACH).
- ☐ Please charge US\$ \_\_\_\_\_ to my:
  - ☐ VISA
  - ☐ MasterCard
  - ☐ American Express

Card No. \_\_\_\_\_

CSC \_\_\_\_\_

Exp. Date \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Cardholder Address \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

*Credit card payments will be charged in U.S. dollars but will appear on your credit card statement in your local currency.*

# PTDA/PTDA FOUNDATION SPONSORSHIP AND ENTERTAINMENT POLICIES

## PTDA Distributor, Manufacturer and Associate Member Sponsorship Policies

The following policies govern sponsorship during PTDA and PTDA Foundation events. The following applies to all PTDA Distributor, Manufacturer and Associate Members:

- All current PTDA Distributor, Manufacturer and Associate Members will be presented with a program of sponsorship opportunities by April 15, 2026.
- Privileges and benefits of sponsorship (including recognition) as well as sponsorship fees will be outlined in the event's sponsorship program. To fully participate in the privileges and benefits, a deadline is set in advance by the PTDA Board of Directors. For the PTDA 2025 Industry Summit, the deadline is September 25, 2026. While sponsorships may still be secured once the deadline has passed, there may be privileges and benefits that are no longer included.
- A company may be the exclusive sponsor of an event by (1) securing the sponsorship by paying the Exclusive Sponsorship fee listed in the package or by (2) purchasing all of the partial sponsorship opportunities available for that event if no Exclusive Sponsorship fee is listed (e.g., if the sponsorship is offered as \$250 with a limit of 5 sponsors, one company can secure an exclusive sponsorship by purchasing all 5 slots for \$1,250).
- Sponsorships will be reserved on a first-come, first-served basis beginning on April 15, 2026. Sponsorships will be considered "sold" when payment has been received and the commitment agreement has been signed. PTDA cannot guarantee sponsorship selection until payment has been made. A list of comparable alternatives will be provided should a company's first choice no longer be available.
- Sponsors may purchase an unlimited number of sponsorships. However, a purchase by one company of more than one partial sponsorship slot for an event (excluding an exclusive sponsorship) must wait until after August 24, 2026, to be confirmed for any additional partial slots. For example, Company A wishes to purchase two of the five sponsorships for the Keynote speaker. The first sponsorship slot for Company A will be confirmed upon receipt of payment. The second sponsorship slot for Company A for the Keynote speaker will not be confirmed until August 24, 2026.
- Only those sponsorship privileges stated in the event's sponsorship program are authorized—other promotions, such as distribution of collateral materials at a sponsored event or sponsor-provided signage, are not allowed.
- A \$1,000 room drop surcharge to PTDA, in addition to hotel charges, will apply to companies wishing to ask the hotel for a room drop. Only sponsors are allowed to take advantage of a room drop opportunity.
- Unless otherwise specified in the description of the sponsorship, sponsorship does not include a speaking opportunity or distribution of material from the sponsor.
- Should a sponsorship include a giveaway or product, items must be approved by PTDA. Literature is not considered a giveaway or product and therefore is not allowed. The cost of production and shipping of items to PTDA are the responsibility of the sponsor and are in addition to the sponsorship fee.
- Sponsorship fees are non-refundable after September 25, 2026.

PTDA reserves the right to:

- Deny sponsorship opportunities to a vendor or business (including members) of any PTDA event or activity that is contrary to the Association's mission and purposes or that competes with a product or service of the Association.
- Decline or remove any material that it deems to be defamatory, infringes on another's personal and property rights, or violates antitrust laws or other laws.
- Alter or substitute privileges and benefits of sponsorship as may be needed due to programmatic changes.

## PTDA Entertainment Policy

Hosting organized group business meetings or luncheons, hospitality suites, private events or other social events (either on-site or off-site) are not permitted during officially scheduled PTDA or PTDA Foundation functions. See schedule of events for officially scheduled functions.

No PTDA or PTDA Foundation functions have been scheduled during the evening of October 29 to allow for private events.

On October 29, private on-site events may be held after 4:00 p.m. local time; transportation to off-site events may begin after 7:00 p.m.

For information about available space at the host hotel on Friday evening and for food and beverage options, please contact us at [ptda@ptda.org](mailto:ptda@ptda.org).