



Rehabilitation Engineering and Assistive Technology Society of North America

MEDIA PLANNER

Digital Advertising Continuing Education Conference

For all opportunities, contact:

RESNA Marketing

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Why RESNA?

RESNA, the Rehabilitation Engineering & Assistive Technology Society of North America, is the premier professional organization dedicated to promoting the health and well-being of people with disabilities through increasing access to technology solutions.

RESNA advances the field by offering certification, continuing education, and professional development; developing assistive technology standards; promoting research and public policy; and sponsoring forums for the exchange of information and ideas to meet the needs of our multidisciplinary constituency.

RESNA is a professional membership organization of rehabilitation engineers, assistive technologists, clinicians (physical therapists, occupational therapists, speech-language therapists), researchers, educators, suppliers, and manufacturers.

In addition to membership, RESNA also offers two prestigious certification programs in assistive technology. Approximately 4,000 individuals have been certified as either an ATP (Assistive Technology Professional) or an ATP/SMS (Assistive Technology Professional/Seating and Mobility Specialist).

RESNA professionals recommend technology solutions to individuals with disabilities. Medicare, some state Medicaid programs, and many private insurers require RESNA-certified professionals to evaluate the technology needs of individuals with disabilities prior to purchase approval of technologies.

RESNA is a recognized thought leader in assistive technology policy, provision, and service delivery, and is also a respected and IACET-certified continuing education provider for assistive technology professionals.

By advertising with RESNA, you are associating your company with a proven quality brand, as well as reaching the most respected and recognized professionals in the field.



Digital Advertising

RESNA Newsbriefs

RESNA Newsbriefs is a weekly digital newsletter sent to thousands of RESNA members and RESNA-affiliated professionals featuring news highlights, new product information, trends, legislative updates, and organizational news. All subscribers opt-in to the newsletter, so you can rest assured that your ad will reach an interested and engaged reader.

There are several different advertising packages designed to fit every budget. Creative services, including graphic design, are offered at no additional cost through RESNA's trusted vendor, Multibriefs.

For the latest pricing and subscriber information, please see the [Newsbriefs Media Kit](#).

Website Advertising

RESNA's website, www.resna.org, is the ideal place to market your products and services to assistive technology decision makers. Your web banner can appear on multiple pages in an entire website section (such as Certification), or on a specific page (such as Certification: Preparing for the Exam). All ads must be approved by RESNA.

Location	Section Rates (6 months)	Individual Page Rates (6 months)
Certification Section	\$3,000	\$1,500
Professional Development	\$2,000	\$1,000
Knowledge Center	\$1,500	\$750

Banner Ad Specifications

- 360 x 300 pixels
- JPEG preferred
- File size should be under 40kb
- For accessibility reasons, the color contrast ratio between text and background should be at least 4.5 to 1; also supply alt text for the ad and URL link
- No Flash



RESNA Job Board

The RESNA Job Board is a one-stop shop for rehabilitation engineers and assistive technology professionals looking for jobs. By advertising on the Job Board, you ensure that you are reaching qualified assistive technology professionals. All job postings are also promoted for free on RESNA's social media platforms: Facebook, LinkedIn, Twitter, and Google Plus.

Employer Benefits:

- Targeted advertising exposure
- Easy online job listing management
- Resume search included with job posting
- Automatic email notifications when job seekers match YOUR criteria
- Free social media promotion on Facebook, LinkedIn, Twitter, and Google Plus

Rates

Single 30-day posting	\$250
Three 30-day postings	\$675
Five 30-day postings	\$1,062.50
Featured Employer	\$100 additional per posting

Other packages are available to fit any size budget. All orders are done on-line through RESNA's trusted vendor, Boxwood Technologies. Please see careers.resna.org for details.

Continuing Education

RESNA offers a full calendar of continuing educational opportunities for assistive technology professionals, including in-person instructional courses and webinars. All continuing education includes the opportunity for participants to earn Continuing Education Units (CEUs).

Sponsors receive logo and name recognition on advance promotion, the event webpage, and during the educational offering. Contact RESNA Marketing for more details.

Courses

Fundamentals in Assistive Technology

RESNA's signature course for those new to the field or professionals who wish to broaden their knowledge base.

Advanced Seating & Mobility Workshop

A two-day, in-person advanced course for seating and mobility professionals.



Webinars

RESNA offers an average of two webinars a month on topics of interest to members and certified professionals on these and other topics:

- AT Fundamentals
- AT in Education
- Computer Access
- Job Accommodations
- Seating and Mobility

Sponsorships are available for single webinars and webinar series.

Product Demonstration Webinars

Have a new product or a new feature you'd like to introduce to members and certified professionals? Let us work with you to schedule your own, exclusive one-hour webinar. RESNA will do all of the marketing and promotion of the webinar, so you can get your product in front of the assistive technology professionals that matter to you. Limited slots available.

CEU Providers

RESNA offers qualified assistive technology providers the opportunity to offer RESNA CEUs for training opportunities such as conferences, courses, and webinars. Rates vary depending on whether the provider is a RESNA member or a non-member, and the type of training being offered. Visit www.resna.org/ceu-provider for details.

Rates

Fundamentals Course	\$3,000
Advanced Seating	\$3,000
Single Webinar	\$500
Webinar Series (up to 3 webinars)	\$1,500
Product Demos	\$2,000
CEU Provider	\$75-\$150 for a single training; varies for multiple sessions or conferences



Conference

AT Innovations Across the Lifespan

June 28-30, 2016

Hilton Riverside, New Orleans, LA

RESNA's 2017 Annual Conference will take place June 28-30 at the Hilton Riverside New Orleans. We hope you will join us in the 'Big Easy' for this important gathering of AT professionals and other stakeholders. The theme for 2017 is AT Innovation Across the Lifespan, which acknowledges the fast pace of change in our field and the growing need for assistive technology for an aging population

RESNA's Annual Conference is a unique, international gathering of multi-disciplinary professionals from around the world. Sponsors, exhibitors, and advertisers have the opportunity to demonstrate their products and services to some of the best and most experienced people in the field.

Conference attendees are key decision makers who influence purchasing decisions at their universities, clinics, and private practices. They form an active international network that quickly spreads the word about products, services and new technologies.

RESNA is where conversations happen and connections are made.

New opportunities are available every year, as well as customized packages.

Packages include:

- Conference Sponsorships
- Exhibit Booths
- Special Event Sponsorships
- Speaking Opportunities
- Product Demonstrations
- Program and Website Advertising

Check out this year's packages and opportunities at <http://www.resna.org/news-events/annual-meeting/resna-2017-annual-conference> or contact:

conference@resna.org

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Other Opportunities

List Rental

Want to reach RESNA members and certified professionals directly? We offer tailored mailing lists according to your needs. You may specify certification, member type, Special Interest Section, Professional Specialty Group, and geographical area.

Discounts are available for RESNA members. Prices are subject to change without notice. Please note, we do not rent e-mail addresses.

Student Competitions

Influence the next generation of assistive technology professionals! RESNA conducts an annual Student Assistive Technology Design Competition and Student Scientific Paper Competition every year. Sponsorships include:

- Logo and name recognition on all marketing materials and webpages
- Signage at the Annual Conference during competition events
- Recognition at the Annual Awards Luncheon

Sponsorships start at \$5,000. Please contact RESNA Marketing for more information.