



Calling All Physical Therapy Students!

PPS is sponsoring a Student Business Concept Contest for all PT students in their last year of PT school. This is *your* opportunity to win the prize package listed below, (a \$2,000 value), to attend the Private Practice Section (PPS) 2012 Annual Conference & Exposition in Las Vegas, Nevada, October 24th-27th, 2012.

PPS Annual Conference attendees participate in quality, business focused, educational programming. Take advantage of unparalleled networking opportunities! Visit the PPS website at www.ppsapta.org to learn more about the section.

Two winners of the essay contest will each receive:

- Complimentary conference registration
- Hotel accommodations for three nights
- Up to \$500 toward air fare
- FREE 1 year membership in the Private Practice Section upon graduation
- Recognition at conference

To **enter** the contest submit an original business idea (product, service or concept) that is a viable business option for private practitioners or is something that can help private practitioners advance PT practice in their local regions.

Submissions should include:

- Description of the product, service or concept
- Rationale for the need for this idea
- Target Market
- Basic Marketing plan
- Basic Performa for implementation

Submissions can be individual or in groups of 2 students willing to share a room. Contestant winners are expected to moderate 2 sessions of their choice as a volunteer for the conference. This volunteer opportunity is also a way to network and increase exposure to PPS members. The **deadline for entries is July 1st, 2012**. Winner will need to accept by September 1st, 2012. Submit your entry in one of three ways: fax: 703-299-2411, email: lauriekendall-ellis@apta.org or mail: PPS/APTA, 1055 N Fairfax St, Ste 100, Alexandria, VA 22314.