



**AMERICAN COLLEGE
of SPORTS MEDICINE®**

Workshop Application to Host

ACSM Certified Health Fitness Specialist®

ACSM Certified Exercise Specialist®

& Information on the ACSM Certified Personal Trainer
Workshop Opportunities

January 1, 2009-December 31, 2009
(For all sites interested in hosting during the 2009 calendar year)



LEADING THE WAY

**ACSM
CERTIFIED**



Accredited

Thank you for your interest in hosting an ACSM workshop. There is no fee for becoming a workshop site, but much to gain in terms of offering a high standard of quality education to health/fitness and/or clinical professionals in your area and nationwide. ACSM exams are challenging and many potential candidates desire advance preparation in a workshop environment. Additionally, current ACSM professionals may utilize the workshop to refresh their skills while earning continuing education credits (CECs). ACSM workshop host sites reflect the gold standard that ACSM is known for. Below you will find steps to becoming a new host site or renewing your site for 2008.

New Sites

Option 1: Become a host site under **Model 1**

- Complete **Appendix A&B** after reading workshop requirements **pp. 4-11**
- Order Marketing Materials by completing **Appendix D**

Option 2: Become a host site under **Model 2**

- Complete **Appendix C**, a contract will be developed thereafter

Renewal Sites

Option 1: Renew site under **Model 1**

- Complete **Appendix B** after reading workshop requirements **pp. 4-11**
- Order Marketing Materials by completing **Appendix D**

Option 2: Become a host site under **Model 2**

- Complete **Appendix C**, a contract will be developed thereafter

***Order Marketing Materials by completing Appendix D**

Model 1 - A host site is responsible for:

1. Identifying presenters & practicum leaders (see pp 7-8)
2. Budgeting for all costs (i.e. presenter fees, facility fees)
3. Communicating with registered participants; participant rosters distributed by ACSM
4. Responsible for all equipment and facility fees (if applicable)
5. Marketing workshop to potential candidates in their area

Site receives monetary payback according to the scale below:

- \$150/person for 1-12 participants**
- \$162.50/person for 13-19 participants**
- \$181.25/person for 20+ participants**

***NOTE:** Site must host workshop with a minimum of 8 individuals
If 6 individuals are registered 20 days in advance of the start of the workshop, ACSM will cover the payback for 2 individuals equaling a payback of \$1200.*

Model 2 - A host site is responsible for:

1. Coordinating with ACSM to offer workshop at desired dates and times
2. Offering facility and necessary equipment for workshop at no charge (pp 8-9)

Sites will receive 2 complimentary workshop registrations

***NOTE:** Site must run a workshop with a minimum of 6 individuals
If registration is less than 6 individuals, 7 days prior to the start of the workshop, the workshop will be cancelled.*

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I. DESCRIPTION OF CREDENTIAL LEVELS

There are specific eligibility requirements for each level of certification. Candidates must possess the appropriate knowledge, skills, and abilities (KSAs) specific to the level of certification being pursued in addition to the requirements listed below (See the corresponding KSAs in the current edition of *ACSM's Guidelines for Exercise Testing and Prescription*, published by Lippincott, Williams & Wilkins; www.lww.com).

- A. ACSM Certified Personal TrainerSM - A high school diploma or equivalent, at least 18 years of age, AND Current Adult CPR certification that has a practical skills examination component (such as the American Heart Association or the American Red Cross). ACSM utilizes Fitness Resource Associates for the administration of the ACSM Certified Personal Trainer Workshops. If you are interested in serving as a host site, and/or would like to be considered as an instructor for an ACSM Certified Personal Trainer Workshop, please contact Fitness Resource Associates by calling (781) 449-7372, or e-mail info@frausa.com for additional information.
- B. ACSM Certified Health Fitness Specialist[®] - An Associate's Degree, Bachelor's Degree, or Master's Degree in a health-related field from a regionally accredited college/university (one is eligible to sit for the exam if the candidate is in the last term of their degree program) AND current Adult/Child CPR Certification from any established organization or agency that has a practical skills examination component.
- C. ACSM Certified Clinical Exercise Specialist[®] - Bachelor's Degree, or Master's Degree in an allied health field, minimum of 600 hours of practical experience in a clinical exercise program (e.g. cardiac/pulmonary rehabilitation programs, exercise testing, exercise prescription, electrocardiography, patient education and counseling, disease management of cardiac, pulmonary, and metabolic diseases, and emergency management) AND current certification in Basic Life Support (BLS).
- D. ACSM Registered Clinical Exercise Physiologist[®] - Master's Degree in exercise science, exercise physiology, or kinesiology. A current certification as a Basic Life Support (BLS) provider or CPR for the Professional Rescuer, AND one of the following: ACSM Exercise Specialist OR 600 hours of clinical experience.

II. ACSM PERSONNEL

A. National Office Staff

1. National Director of Certification and Registry Programs
2. Assistant Director of Certification
3. Certification Program Coordinator
4. Certification Program Assistant

B. Certification and Registry Committee Members

1. Committee on Certification and Registry Boards (CCRB)
2. CCRB Chair
3. CCRB Executive Council
4. Credentialing Group Chair (CC)
5. Account Representative (AR)

C. Workshop Site Personnel

1. Workshop Director (WD)
2. Lecturer (may also be a practicum leader)
3. Practicum Leader (PL; may also be a lecturer)
4. Quality Observer (QO)
5. Support Staff (as needed)

III. GENERAL INFORMATION

A. Workshop Duration – Workshops for the ACSM HFS and CES are two days in duration; Workshops for the ACSM Certified Personal TrainerSM are delivered in both a three-day and one-day format.

B. Optional, one-day CEC Course – For 2008, an optional full, single-day continuing education opportunity will be made available for attendees, which could coincide with an ACSM workshop as a final day of coursework. Sites are also encouraged to offer the CEC course as a standalone offering. In an identical fashion to the workshop, the site is responsible for all aspects of logistics and delivery of this CEC course. All teaching materials will be provided by the ACSM CCRB.

C. Host Site Approval - The number and distribution of workshop sites will be based on the applications to host received and approved by the CCRB and those sites recruited to meet the needs of exercise professionals and candidates.

1. Three copies of the **Application to Host** (Appendix A&B). Applications may take up to 4-6 weeks to review. Applications submitted prior to the application deadline will receive priority reviews, so please submit the application as soon as the desired workshop date is known. **The application must be submitted by August 11, 2008.**
2. Decisions will be made collectively by the CCRB Chair, ACSM National Director, and appropriate CC and AR. The ACSM National Office will notify the workshop director/site contact of the decision. A site is not approved until official notice is given in writing by the ACSM National Office.
3. Sites are encouraged to host multiple times a year to gain exposure and increase accessibility for participation. ACSM will identify areas where multiple offerings would be beneficial and work with those workshop sites to host multiple times a year.

D. Fees

*****International sites please refer to the International Certification Management Plan.*****

1. A fee has been established for workshop participants as specified by the ACSM National Office. Reduced fees are established by the ACSM National Office and include, but are not limited to:
 - a. Early-Bird Discount (\$25 off, 45 days in advance)
 - b. ACSM Certified Professional (\$195)
 - c. ACSM University Connection Endorsed Programs (\$150)
 - d. Workshop and Exam Combo
 1. HFS exam & workshop for ACSM member (\$439)
 2. HFS exam & workshop for non-member (\$499)
 3. CES exam & workshop for ACSM member (\$459)
 4. CES exam & workshop for non-member (\$519)
2. Absolutely no workshop attendees will be allowed to attend the workshop without paying the appropriate fees. ACSM will accept registration on-line up to the day before the workshop if the site chooses.
3. All workshops must be financially self-sustaining.
4. ACSM does not establish the workshop payback fees for third-party contractors (e.g., lecturers, practicum leaders, etc). Such payment for services is left to the discretion of each site.
5. Each host site will receive a payback for each candidate enrolled at their site. (see current payback schedule below).

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Payback Amount (per HFS or CES workshop attendee):

Payback Amount (the Early-Bird Discount only applies to Regular Attendees)	Workshop Fees	Payback Amount for Workshop Only (2 days)	1-Day CEC Course Fees (ACSM CEC charge included)	Payback Amount for CEC (1-day only)	Combined Workshop & CEC course fees	Payback amount for 3-day attendees (both workshop and CEC)
Regular	\$250 (see sliding scale on p 2)	\$150	\$140	\$80	\$329	\$220
Early-Bird (45 days in advance) 2 day	\$225	\$150	N/A	\$80	N/A	\$220
ACSM UC-Endorsed Students	\$150	\$100	\$90	\$50	\$215	\$125
ACSM Certified Professional	\$195	\$150	\$140	\$80	N/A	\$220
Exam and Workshop Combo	See page 5	\$150	\$140	\$80	N/A	\$220

E. Disability Policy

1. The Americans with Disabilities Act (ADA) of 1990 (PL 101-336) is a sweeping civil rights law which is intended to eliminate discrimination against people with disabilities in all aspects of life. The American College of Sports Medicine examination program embraces the law in both letter and spirit.
2. ACSM requests that candidates with disabilities note it on the workshop application. ACSM will then request specific information regarding the accommodations being requesting. Once received and subsequently approved, the special accommodations will be listed on the weekly site roster that is sent from the National Office to the Workshop Director.
3. When the special accommodations are identified, the Workshop Director (WD) must contact the candidate to review and confirm the accommodations being requested.
4. After a person with a disability self-identifies on the application and is contacted by the WD, the AR must be contacted to determine the reasonable accommodation. Decisions regarding reasonable accommodations will be made on a case-by-case basis by the AR. The AR may determine the level of reasonable accommodation in consultation with the WD, CCRB Chair and ACSM Manager of Certification. However, any deviation from the Workshop Management Plan (e.g. equipment modification, etc.) must receive prior approval by the assigned AR.

IV. HOST SITE REQUIREMENTS

A. Personnel: Descriptions, Qualifications and Responsibilities

1. Workshop Director (WD) Description and Qualifications

- a. The WD is responsible for the overall success of the ACSM workshop. The WD must be familiar with ACSM guidelines and be capable of running a multiple day workshop. **Note: All mailings from the ACSM National Office are sent to the WD.**
- b. The WD for an CES workshop must have current ACSM certification as a Program Director, Registered Clinical Exercise Physiologist, or Clinical Exercise Specialist, and have successfully completed an ACSM Workshop Training Experience* within the past two years.
- c. The WD for an HFS workshop must have current ACSM certification as a Health/Fitness Director, Health Fitness Specialist, Program Director, Registered Clinical Exercise Physiologist, or Clinical Exercise Specialist and have successfully completed an ACSM Workshop Training Experience* within the past two years.

* **“Training Experience” is defined as active participation in at least one of the following: 1) Assisting a current Workshop Director with all preparatory aspects of the workshop process and active participation in the same workshop or 2) Participate in a Workshop Director Training Opportunity.**

- d. The WD should be a current professional member of ACSM or the ACSM Health & Fitness Alliance.

PLEASE NOTE: Workshop Directors CANNOT receive CECs for their involvement in the administrative process of hosting a workshop, unless they also serve as a Lecturer and/or practicum leader, both of whom are able to receive CECs for their involvement in the workshop process. Workshop directors will formally document for the practicum leaders and lecturers the number of CECs they would receive for assisting with that workshop.*

2. Workshop Director Responsibilities

Prior to Workshop

- a. The WD shall hire the appropriate faculty and staff to lecture and supervise practicum sessions.
- b. The WD shall promote the workshop to potential participants in their regional area. Promotional materials will be sent by the ACSM National Office.
- c. The WD will carry out advanced planning and correspondence with personnel including candidates, lecturers, practicum leaders, and other support personnel as needed. Site rosters will be delivered to the WD weekly starting approximately three months prior to the scheduled event or once the first candidate has registered.
- d. The WD will organize the facilities, equipment, and supplies.
- e. The WD will provide administrative support during the workshop to lecturers and practicum leaders as needed.
- f. The WD will schedule a meeting with the practicum leader prior to the practicum component of the workshop in order to do a practice run of the stations.
- g. The following items will be sent to the WD two weeks before the workshop start date.
 - CEC Verification Form
 - Evaluations with scantron forms

Concluding the workshop

- a. Upon completion of the workshop, the WD is required to submit the workshop final report and return remaining workshop study guides within 30 days of the workshop.
- b. No payback money from ACSM will be disbursed until a complete final report is received from the Workshop Director and Quality Observer (if required).

3. Workshop Lecturers

- a. It is desirable to have, where appropriate, workshop staff with teaching and/or supervisory experience in working with exercising adults (e.g., exercise physiology, exercise testing, exercise leadership, conducting exercise programs, etc.).
- b. At least 25% of the workshop faculty should be currently ACSM certified at or above the level of the workshop (e.g., HFI, ES, RCEP, HFD, or PD for the HFI workshop, ES, RCEP, or PD for ES workshop).
- c. It is strongly recommended that a person or persons with clinical experience (physician, nurse, exercise physiologist, etc.) be involved at the planning level and the delivery of specific lectures.
- d. Lecturers must be thoroughly familiar with the current edition of the *ACSM's Guidelines for Exercise Testing and Prescription*. Lecture material must adhere to the *Guidelines* and the appropriate workshop standards.

4. Workshop Practicum Leaders

- a. Practicum leaders must be thoroughly familiar with the current edition of the *ACSM's Guidelines for Exercise Testing and Prescription*. Material must adhere to the *Guidelines* and

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- workshop outlines.
- b. At least 50% of those conducting the practical sessions should be currently ACSM certified at or above the level of the workshop (e.g., HFS, CES, RCEP, HFD, or PD for the HFS workshop, CES, RCEP, or PD for CES workshop).
 - c. Each workshop practicum station should be supervised by one staff member who is currently ACSM certified at or above the level of the workshop (e.g., HFS or CES for HFS workshop, CES or PD for CES workshop) or by an individual with an equivalent level of competency.

5. Quality Observer (QO) Qualifications & Frequency of Observation

New ACSM Workshop sites, at the discretion of the CCRB Executive Council, may be required to utilize a QO that is approved by the CCRB. Expenses and honoraria are the responsibility of the host site.

- a. The QO must be currently ACSM certified and have experience with the ACSM workshop process (e.g., workshop lecturer, CCRB member, etc).
- b. The QO should be a current member of ACSM or the ACSM Health & Fitness Alliance.
- c. Existing sites on probationary status are required to have an assigned QO. Expenses and honoraria are the responsibility of the host site. The recommended daily honorarium for a QO should not exceed \$100 per day.
- d. For quality assurance the CCRB may, on occasion, employ a QO for sites in good standing. Such sites will be notified in advance. In these cases, ACSM is responsible for the expenses and honoraria.

QO Responsibilities:

- e. Complete a QO Checklist (to be provided to the QO prior to the workshop) before leaving the site. The report should be sealed in an envelope and left with the WD to be included in the WD or final report.
- f. Observe as much of the workshop program as feasibly possible including lectures and practicum experiences.

B. ACSM Workshop Standards

1. Workshop Facilities & Equipment

- a. The host site must have ample seating in classroom format for the lecture portion of the workshop which ideally includes a computer with CD-Rom capabilities and a projection system. All sites will receive a CD with PowerPoint slides designed to coincide with the lecture.
- b. Following is a list of recommended equipment for the practicum portion of the workshop.

Health/Fitness Instructor	Exercise Specialist
1 piece of equipment per 3 attendees unless otherwise specified	**1 piece of equipment per 3 attendees unless otherwise specified**
Calibrated friction brake ergometers Lange or Harpenden Skinfold calipers (1 per 4 attendees) Barbell and free weights Teaching Stethoscopes Regular Stethoscopes Mercury or Aneroid Sphygmomanometers-various sizes (small, standard, large) Gulick (or similar) tension regulated tape (1 per 4 attendees) RPE scales (1 per bike station) Clocks with sweep hand or stop watches (1 per bike station) Sit and Reach Box	12-lead ECG with monitor Emergency equipment/supplies including defibrillator and code cart with medications Stethoscope and portable sphygmomanometer Metabolic cart Motorized treadmill with low-level capacity Stationary cycle ergometer with workload indicator (1-2 per workshop); ECG rhythm simulator (1-2 per workshop) OPTIONAL: cardiovascular equipment includes elliptical machine, arm crank ergometer, and rower); resistive training stations (free weights, elastic bands/tubing and/or pin select equipment)

c. Ideal workshop faculty to participant ratio should not exceed 1:6 for the practical sessions.

2. Workshop Participant Requirements

- a. There are no prerequisites for the workshop. Participants should understand that the workshop is not intended to provide the full experience and knowledge necessary for an ACSM certification examination.
- b. It is ideal that participants possess a basic knowledge of functional anatomy/physiology and basic exercise physiology. Experience in exercise principles and programming is highly recommended. The workshop serves to review, supplement, and strengthen the background of the participant.
- c. Participants should have prior experience and competence in monitoring heart rate and blood pressure both at rest and during exercise. Experience in leading an exercise session and basic counseling skills are also desired prior to attendance.
- d. Participants should be familiar (certification preferred) with current CPR and obstructed airway procedures for adults.

NOTE: For HFS and CES workshops, participants will receive a pre-workshop packet prior to the start of the workshop. This pre-workshop packet is designed to provide a focused review opportunity, as well as to facilitate discussion and interaction during the workshop sessions.

3. Workshop Program Content

- a. The workshop curriculum includes lectures, demonstrations and practicum experiences. A standardized workshop curriculum is critical to assure uniformity of program content among varied workshop sites.
- b. Sites must cover all of the information in the workshop outline and workshop manual adhering to the recommended times for each content area.
- c. Program content must focus on the KSAs for each level as outlined in the current edition of *ACSM's Guidelines for Exercise Testing and Prescription*.
- d. Total workshop time varies by level. Please refer to the chart below to find the minimum number of hours required by level. These times are approximate and are reflective of the 2008 workshop times.

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	Health/Fitness Instructor	Exercise Specialist
Lectures	8.5 hours	8.0 hours
Practicum Sessions	8.5 hours	6.0 hours
Total Hours/CECs	17.0 hours/16.0 CECs	14 hours/13.25 CECs

- d. Each workshop level has a suggested lecture order; however, the WD is free to deviate from such order.

4. Workshop Practicum Experiences

- a. Practicum sessions offer the opportunity to increase selected skills presented in workshop lectures.
- b. The minimum number of minutes should be devoted to the practicum sessions as previously identified.

APPENDIX A

2009 Initial Application to Host

Please include a Word document (1-2 pages) with the following items when submitting the initial proposal application.

- A completed copy of the 2009 ACSM Application to Host (**APPENDIX B**)
- A description of the need for the workshop in the geographical area
- The number of office/conference rooms, exercise areas, and testing rooms available
- A description of the emergency response system at the facility
- A description of administrative support and planned marketing
- A description of available housing, food, parking opportunities for attendees
- A list of all equipment available based on recommendations listed on page 8
- A list of workshop lecturers and practicum leaders including title, institutional affiliations, experience and training as ACSM workshop staff, along with ACSM credentials (if applicable)

2009 Renewal Application to Host

OPTION 1:

Please include a Word document (1-2 pages) with the following items below.

- A completed copy of the 2009 ACSM Application to Host (**APPENDIX B**)
- A brief description of the need for the workshop in the geographical area
- A description of planned marketing and workshop promotion
 - Visit <http://www.10stepmarketing.com/> for some free tips on creating a marketing plan
 - Utilize ACSM resources listed in **APPENDIX D**
- A listing of potential companies or universities in regional area that site can market to
- Number of times hosted since 2005
 - List ways you've marketed the workshop in the past 3 years
- Number of times workshop has been cancelled since 2005
 - If you've cancelled in the past 3 years, what have you done differently to encourage enrollment
- Optional: Make recommendations to ACSM for how to support you as a workshop site

OPTION 2:

I would like to be contacted about being a Model 2 site

- Complete **APPENDIX C**

OPTION 3:

I would like to be involved in ACSM workshops at a regional level instead of hosting independently

- Send an e-mail to rmolner@acsm.org and indicate your preferred ACSM region and any potential colleagues you recommend to work with from other institutions.

APPENDIX B

HOST APPLICATION – 2009
MODEL I
ACSM WORKSHOPS
Due Monday, August 11th, 2008

Mail application to: ACSM Certification Department, P.O. Box 1440, Indianapolis IN 46206-1440
OR Email application to: certification@acsm.org
OR Fax application to: 317-634-7817

Circle Appropriate Level:
ACSM Certified Health Fitness Specialist® ACSM Certified Clinical Exercise Specialist®

Host Institution: _____

City: _____ State: _____ Zip Code: _____

Address to Post on Website: Street _____ City _____ State _____

Workshop Director:
(This person will receive ALL correspondence. Please use a street address instead of a P.O. Box.)

Name: _____ Street Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: () _____ Fax: () _____ E-mail: _____

ACSM Member ID: _____

Proposed Dates for WORKSHOP: (2 days in length, please choose 3 different months)
Date Choice #1: ___/___/___ to ___/___/___ ; ___/___/___ to ___/___/___
Date Choice #2: ___/___/___ to ___/___/___ , ___/___/___ to ___/___/___
Date Choice #3: ___/___/___ to ___/___/___ , ___/___/___ to ___/___/___
Participant Minimum Enrollment: 8 Participant Maximum Enrollment: ____
(ACSM will cover the cost of 2 participants if 6 enrolled 20 days prior to the start of the workshop)
YES, we want to host the additional CEC (1-day) educational course immediately following our workshop. Ideally, the date should be held on the next day immediately following the conclusion of the workshop experience.
CEC Course Date Choice #1: ___/___/___ to ___/___/___ , ___/___/___ to ___/___/___
CEC Course Date Choice #2: ___/___/___ to ___/___/___ , ___/___/___ to ___/___/___
CEC Course Date Choice #3: ___/___/___ to ___/___/___ , ___/___/___ to ___/___/___
Participant Minimum Enrollment: 6 Participant Maximum Enrollment: ____
I have read, understand, and accept the information on hosting an ACSM workshop (Initial)

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APPENDIX C

HOST APPLICATION – 2009
MODEL II
ACSM WORKSHOPS
Due Monday, August 11th, 2008

Mail application to: ACSM Certification Department, P.O. Box 1440, Indianapolis IN 46206-1440
OR Email application to: certification@acsm.org
OR Fax application to: 317-634-7817

Circle Appropriate Level: ACSM Certified Health Fitness Specialist® ACSM Certified Clinical Exercise Specialist®

Host Institution: _____

City: _____ State: _____ Zip Code: _____

Address to Post on Website: Street _____ City _____ State _____

Workshop Director:
(This person will receive ALL correspondence. Please use a street address instead of a P.O. Box.)

Name: _____ Street Address: _____

City: _____ State: _____

Zip Code: _____

Telephone: () _____ Fax: () _____ E-mail: _____

ACSM Member ID: _____

Proposed Dates for **WORKSHOP: (2 days in length)**

Date Choice #1: ____/____/____ to ____/____/____
____/____/____ to ____/____/____
Date Choice #2: ____/____/____ to ____/____/____
____/____/____ to ____/____/____
Date Choice #3: ____/____/____ to ____/____/____
____/____/____ to ____/____/____

Participant **Maximum** Enrollment: _____
Participant **Minimum** Enrollment: **6**

____ **YES**, we want to host the additional CEC (1-day) educational course immediately following our workshop. Ideally, the date should be held on the next day immediately following the conclusion of the workshop experience.

CEC Course Date Choice #1: ____/____/____ to ____/____/____
____/____/____ to ____/____/____
CEC Course Date Choice #2: ____/____/____ to ____/____/____
____/____/____ to ____/____/____
CEC Course Date Choice #3: ____/____/____ to ____/____/____
____/____/____ to ____/____/____

Participant **Maximum** Enrollment: _____
Participant **Minimum** Enrollment: **6**

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APPENDIX D

2009 Workshop Order Form & Marketing Information

ACSM can provide the following to Host Sites at no cost:

- ACSM Certification Resource Center catalogs
- 4 – color Posters for host sites to post in facilities or neighboring facilities
- 4 – color brochures for host sites to distribute or send locally
- Segmented mailing labels to specific target groups in your region for sending brochures
- Promotional brochures and letters to be sent by ACSM to facilities in your area (please include a list of up to 40 names and addresses in an Excel spreadsheet)

Item	Quantity
4 – color poster (unlimited quantities available)	
4 – color brochure (unlimited quantities available)	
ACSM Certification Resource Catalogs (unlimited quantities available)	
Mailing address spreadsheet <input type="checkbox"/> Currently certified individuals State List (up to 5):	
<input type="checkbox"/> I would like ACSM to mail a letter and brochure to the facility addresses that I will provide to certification@acsm.org . Please allow 3 weeks for a mail drop.	

The following includes ACSM’s 2009 workshop marketing efforts:

- Direct promotion to national conference attendees where we exhibit (e.g., IHRSA, IDEA, Club Business, Athletic Business, etc.)
- Workshops will be listed in the following publications:
 - ACSM Certification Catalog (distribution = 10,000+)
 - ACSM’s Health & Fitness Journal (subscribers = 10,000+)
 - ACSM’s Certified News (subscribers = 15,000+)
- Workshops will be listed in ACSM’s Certified E-News (subscribers = 10,000+)
- Direct emails will be sent to our external opt-in list monthly through Pearson VUE (subscribers = 4,000+)
- Segmented, direct emails will be sent to specific target groups in particular regions (i.e. re-test candidates, current ACSM Certified Professionals, etc.)

Each site will automatically receive the following items prior to the workshop:

- A complete set of Power Point slides on CD
- Workshop Study Guides