CONFERENCE SPONSORSHIP APPLICATION AND CONTRACT

AOTA'S ANNUAL CONFERENCE & EXPO
San Diego, CA • APRIL 25–27, 2013 DEADLINE: DECEMBER 7, 2012

Complete all sections of this application. Sign and return the application with credit card information or check made payable to AOTA. Total payment must accompany your sponsorship application. A 100% cancellation fee applies to all canceled sponsorships.

I. Sponsorship Contact Information

Company Name: _____

Contact: _____

Address: _____

City: _____

State/Province: _____ ZIP/Postal Code: _____ Country: _____

Phone: _____ Fax: _____

E-mail: _____ Web site: _____

II. Sponsorship Opportunities (descriptions provided on page 2)

BRONZE LEVEL

___ AudioVisual—$1,000

___ Conference Photo Gallery—$1,000

___ Cyber Café—$1,500

___ Food and Drink Stations—$2,000

___ Housing and Conference Itinerary Builder Web Sites—$2,500

___ Speaker's Concierge—$1,500

___ Tech Day—$2,000

SILVER LEVEL

___ Assembly of Student Delegates' Meeting—$5,000

___ Conference Tote Bag Stuffer—$4,000

___ Exhibit Hall Pocket Guide—$4,000

___ Poster Sessions—$3,000

___ Program Directors' Meeting—$3,000

___ SIS Network Reception—$3,000

___ Student Mixer—$4,000

GOLD LEVEL

___ Awards Reception—$5,000

___ Conference Program Announcement—$6,500

___ Conference Program Guide—$6,000

___ Hotel Room Entry Key—$9,000

___ Lanyard—$6,000

___ Presidential Address—$7,000

___ On-Site Registration—$6,000

PLATINUM LEVEL

___ Conference Tote Bag—~~$15,000~~ SOLD

___ First Timers' Reception—~~$12,000~~ SOLD

___ Opening Night Reception—$12,000

___ Welcome Ceremony—$20,000

III. Payment Method

❑ Check (Make payable to AOTA) ❑ Invoice

❑ MasterCard ❑ Visa ❑ Amex

Card Number: _____ Expiration Date: _____

Name as it appears on card: _____

Signature: _____

Please complete form and fax to AOTA at 301.656.4890. Send artwork to sales@aota.org

Phone 800.877.1383, ext. 2861 • Fax 301.656.4890 • E-mail sales@aota.org

Please note any participant in the Sponsorship agrees to indemnify, hold harmless, and defend (and pay any and all other expenses and attorney's fees, in connection therewith) AOTA or its agent from and against any and all liability, loss, claims, and/or actions arising out of or relating to any alleged unauthorized use of any patent, trademark, design, or copyright provided to AOTA to use in connection with this Sponsorship activity.

Signature: _____ Date: _____

CONFERENCE SPONSORSHIP DESCRIPTIONS

AOTA® The American Occupational Therapy Association, Inc.

BRONZE LEVEL

AudioVisual

The AudioVisual sponsorship allows you to have longer exposure to the entire occupational therapy audience.

- Signage in four high-traffic areas of the Annual Conference

Conference Photo Gallery

Annual Conference attendees love to look at photos of the Conference. The Gallery will be available from conference through the remainder of the year.

- Company logo with direct link to your Web site.

Cyber Café

Connect with attendees in this high-traffic area of the Member Resource Center.

- Signage on large meter boards at the café and on computer monitors.

Food and Drink Stations

Throughout the day, attendees are invited to enjoy refreshments between sessions in the Exhibit Hall.

- Signage at the refreshment break stations with your company's logo and booth number

Housing & Conference Itinerary Builder Web Sites

Get the attention of attendees early! Advertising button will be available from December through beginning of April (closing date may vary) on Housing Reservation Web pages.

- Company 150w x 78h pixel button with direct link to your Web site.

Speaker's Concierge

Take advantage of this sponsorship to make sure your brand stands out in front leaders in the occupational therapy profession.

- Logo included on multiple electronic communications with speakers
- Button linked to your web site on Speaker Information web page

Tech Day

Sponsor sessions that provide attendees with a hands-on, interactive exploration of high- and low-technology products that can enhance client participation in occupations across the lifespan. Approximately 1,500 participants.

- Signage at each of the Tech Day session
- Logo included on Tech Day pages of Program Announcement and Conference Program Guide

SILVER LEVEL

Assembly of Student Delegates' Meeting

Reach the next generation of leaders when they are most impressionable! Approximately 150 in attendance.

- Acknowledgment of your company's representatives
- A table to greet attendees and display your corporate material
- Signage at the meeting

Conference Tote Bag Stuffer

With every attendee receiving a tote bag, you're guaranteed to make an impression!

- Inclusion of your company's literature in the Conference tote bag (no food or drink)

Exhibit Hall Pocket Guide

Attendees reference the Pocket Guide to smoothly maneuver their way through the Exhibit Hall. It is included in the Conference tote bag for all attendees. Multiple exposures to approximately 4,000 attendees await you!

- Your company's advertisement on the back cover

Poster Sessions

The poster sessions are a highlight for interaction between presenters and attendees that generate a buzz of excitement in both the Expo Hall and Convention Center. Approximately six Poster Sessions with 800–1000 attendees at each session.

- Inclusion of your company's logo on signage at entrance of poster sessions
- Inclusion of your company's logo on the Poster Session Instruction sheet distributed to all poster session attendees.

Program Directors' Meeting

Steer top educators toward your products and services. Approximately 150 attendees.

- Acknowledgment of your company's representatives
- A table to greet attendees and display your corporate material
- Light hors d'oeuvres and a cash bar
- Signage at the meeting

SIS Network Reception

Streamline your target to a smaller, more specific audience, including SIS leadership.

- Acknowledgment of your company's representatives
- A table to greet attendees and display your corporate material
- Signage at the reception

Student Mixer

Take the opportunity to mix and mingle with the current generation of occupational therapy students. Over 500 attendees.

- A table to greet attendees and display your corporate material
- Signage at the event

GOLD LEVEL

Awards Reception

With approximately 300 attendees, this reception is always well-attended by prominent AOTA members.

- Acknowledgment of your company and its representatives
- Your company's advertisement on the back cover of the awards program
- A table to greet attendees and display your corporate material
- Signage at the event

Conference Program Announcement

Tens of thousands receive the Announcement in their mailboxes, giving them a preview of the educational sessions and registration materials.

- Your company's advertisement on the back cover of the Announcement

Conference Program Guide

Registered attendees use the Guide to help them plan their days at Conference.

- Your company's full page advertisement in the Guide
- Your company's logo on the Table of Contents page
- Your company's logo in the online Guide with Web link to your Web site

Hotel Room Entry Key

Make your company visible to all attendees each time they reach for their key!

- Premium exposure throughout the week with your company's logo, booth number, and Web site on each hotel room entry key distributed to attendees at check-in

Lanyard

Supply each Conference attendee with an attractive lanyard that conveniently hangs around the neck.

- Your company's logo on the neck strap

Presidential Address

Attendees want to hear what the AOTA President has to say! Attendance is expected to be 1,500–2,000 for this empowering professional lecture.

- Acknowledgment of your company's representatives
- Your company's logo and booth number on the projection screen
- A table to greet attendees and display your corporate material
- Signage at the event

On-Site Registration

A high-visibility sponsorship option which puts your brand in front of all event registrants when they register onsite to receive their badge and Conference tote bag. Exclusive opportunity!

- Logo on registration counters
- Inclusion of your company's literature in the Conference tote bags

PLATINUM LEVEL

Conference Tote Bag

This high-quality tote is handed out to all registered conference attendees and contains vital handouts.

- Your company's logo on each bag
- Inclusion of your company's literature in the Conference tote bag

First Timer's Reception

The First Timer's Reception allows you to streamline your target to a smaller, fresh, more specific audience of first-time conference attendees. Approximately 400 attendees are expected.

- Acknowledgment of your company's representatives
- A table to greet attendees and display your corporate material
- Signage at the reception

Opening Night Reception

Tap into the high energy of the first night of Conference with your exclusive sponsorship of this lively event!

- Your company's logo and booth number on napkins
- Announcement in the Exhibit Hall recognizing and thanking you as the sponsor
- Inclusion of your company's literature in the Conference tote bag
- Signage at the event

Welcome Ceremony

The perfect event to show your company's exclusive support of AOTA and its members. The Ceremony is well attended, averaging 4,000.

- Acknowledgment of your company's representatives at the event
- Inclusion of your company's literature in the Conference tote bag
- Signage at the event

OTHER OPPORTUNITIES

AOTA welcomes new ideas for corporate sponsorships and will be happy to work with you to develop a specific concept or activity.

Please contact Tracy Hammond, AOTA Sales Manager, at 800.877.1383, ext. 2861, or thammond@aota.org to discuss new opportunities.