



Print Advertising

Special Interest Section Quarterly Newsletters

Get niche-specific and reach OT market segments!

Your company is listed as the sponsor on the front cover, and your 1/4 page ad will appear in print as well as online for all AOTA members to access. Only one ad per newsletter is published, making this exclusive for you.

Choose from these *SIS Quarterly Newsletters*

- Administration & Management
Exclusive rate: \$350
- Developmental Disabilities
Exclusive rate: \$500
- Early Intervention & School Systems
Exclusive rate: \$800
- Education
Exclusive rate: \$400
- Gerontology
Exclusive rate: \$600
- Home & Community Health
Exclusive rate: \$400
- Mental Health
Exclusive rate: \$450
- Physical Disabilities
Exclusive rate: \$800
- Sensory Integration
Exclusive rate: \$800
- Technology
Exclusive rate: \$300
- Work & Industry
Exclusive rate: \$250

Space and Materials Deadlines

Issue Month	Space Deadline	Artwork Deadline	Mail Date
March	January 28	February 4	March 4
June	April 29	May 6	June 2
September	August 5	August 12	September 4
December	October 21	October 28	November 30

Special Interest Section Quarterly
Mental Health
Sponsored in part by BrainTrain, Inc.
Volume 31, Number 1 • March 2008
Published by The American Occupational Therapy Association, Inc.

Reflections on My Ongoing and Extraordinary Journey in Mental Health Practice

■ Panolopa A. Moya, EdD, OTR/L, BCMA-FACTA

I began my mental health practice in 1976 at Central State Hospital in Lancaster, Kentucky. I was one of only a few in my occupational therapy class who chose occupational therapy as a career because of an interest in working with persons with serious mental illness. Throughout my early career, the works of Carl Fisher, Anne Casvin Kline, and James O'Brien were my guides. I was deeply committed to the therapeutic power of activity, focusing on the areas of work, self-care, and leisure.

When I first arrived on my job at the state hospital, occupational therapy had little impact from the other staff members and was seen as a "discipline." Often I was called the "crazy lady" and given very little about "understanding" behavior. Eventually, the others began to respect me as a person and then they realized that I did indeed do the activities important to them. Little by little, in many settings, the staff began taking the information I provided about behavior and cognitive processing ability when the client was challenged with a range of complex occupational activity. No one had the information because they focused on symptoms, whereas I focused on the client's strengths and abilities that enabled them to function in daily life. However, I was not out in the community with the clients, so I lacked critical information about occupational performance. Therefore, my help often did not translate into community solutions to support clients' improved mental health status.

It is not to be noted that our own profession's behavior had its practice area. Our fellow occupational therapy colleagues during this period often saw them as a workplace, not as a practice area as having to take these jobs because we could not do anything else. Once during a fallbook meeting at a university from which I took students, an occupational therapist asked me how I kept up in occupational therapy given that I worked with persons with mental illness. Like me, clients, we too suffered from a kind of stigma, although certainly not as severe.

I knew the potential of having this area of practice where behavior rules changed and empowerment was lacking in the compliant and community mental health arena to which clients began receiving most of their services. Advocacy for occupational therapy mental health services with federal and state policy seemed necessary. When behavior in mental health was no longer required and entry-level curricula started incorporating the professional role of general occupational therapy practice as a substitute for learning about mental health practice, I knew we were in trouble.

The positive aspect of this experience is that my passion for mental health practice in occupational therapy has increased. I have experienced firsthand how meaningful occupational experiences change the lives of persons with mental health problems. I am encouraged by the recovery movement and consumers and their families taking charge of intervention, no longer tolerating the discrimination existing within social policy. I know that occupational therapy can play a strong role in

prevention of the serious occupational performance consequences of untreated or undertreated mental health problems. Through our focus on the dynamics of the interaction among the environment, person, and occupation, occupational therapy has much to contribute in reducing the escalating errors related to daily life. We are an untapped resource for developing evidence-based programs that make a difference in successful and inclusive participation of all persons in community life. Our concepts and ideas are overlooked in funding for research not only because of our lack of advocacy, but also because we have not presented enough occupational therapy practitioners to become education and scientists in mental health practice.

My dream for our destiny is that we clearly articulate and organize our work so that our profession through such an agent of small-scale, but particularly with the understanding that mental health is possible for everyone regardless of the presence of a diagnosed mental illness or severe environmental barriers. We can generate the understanding in society that mental health is using one's potential, abilities, and resources to master challenges in performance within various environments. As members of the American Occupational Therapy Association, we must ask one another important questions as we work toward improving not only our services in mental health, but also the fragmented system of services.

Supporting a Vision of Occupational Therapy in Mental Health

The American Occupational Therapy Association (AOTA) Occupational Therapy in 2017 seeks to produce occupational therapy as a leading force in 21st century health care that meets society's health and participation needs. To help make the vision a reality and because the profession's visibility among consumers and the public, AOTA has begun to organize its work around six broad practice areas: (a) history and practice; (b) practice setting; (c) mental health; (d) health and wellness (at work and industry); (e) rehabilitation, disability, and participation. The issue of the Mental Health Special Interest Section (SIS) Quarterly focuses on the major categories that AOTA supports in the mental health arena. In the first article, AOTA President Penelope Murray reflects on her journey in mental health practice and asks important questions that practitioners should discuss as we work toward improving mental health practice and the fragmented system of service delivery. In the second article, Victoria Schneider reflects on her passion of the AOTA Board Committee on Mental Health members.

Brian Holmquist, MOT, OTR, MHSST Quarterly Editor

1/4-page Ad Specifications

Format and resolution:

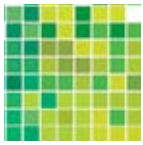
EPS, PDF, or TIF,
300 dpi or higher

Dimensions:

3.662 in. x 4.5 in.

Color:

Cyan and black only



Online Advertising

OTJobLink and AOTA's 1-Minute Update

AOTA's **www.OTJobLink.org**

79,300 hits and 10,800 visits every month!*

OTJobLink.org is the premier resource for online recruitment of occupational therapists and occupational therapy assistants. With job searches and résumé posting open to all occupational therapy professionals, advertising your positions on www.OTJobLink.org will ensure your immediate access to the most qualified occupational therapy professionals.

*Figures are based on January–June 2008 data.

As a registered, active employer, you can

- View résumés
- Search for candidates by location, practice area, salary, experience level, and more
- Receive an e-mail when there is a match!

Rate: \$300

All active job postings include

- Company logo
- Unlimited indexed description
- Résumé search
- One 30-day posting.

Feature your job for an additional \$150.

Need more information?

Call 800-877-1383, ext. 2861, to speak to our staff about customizing an OTJobLink.org online posting package to meet your specific hiring needs and maximize your recruitment budget.

Web buttons and banners are also available on www.OTjobLink.org. See page 13.

AOTA's 1-Minute Update Broadcast E-mail

It's News That Members Read—and Use!

Broadcast your latest job opening, continuing education offering, or product launch in AOTA's electronic newsletter! A broadcast e-mail occurs biweekly, providing highlights of news, advocacy, and trends to thousands of AOTA members.

An EXCLUSIVE Sponsorship

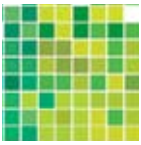
Get a Web link at the top of the e-mail, a 30-word description, and a graphic (96 w x 135 h pixels) for only \$1,650 per broadcast e-mail. Issues and deadlines are listed so you can plan ahead.

What Readers Say

"I love the 1-Minute Update with links to important information. This has changed the knowledge base tremendously. Even my assistant reads the whole thing."

—From Stratton Publishing & Marketing survey

Issue	Deadline	Issue	Deadline
January 20	January 13	July 20	July 14
February 2	January 27	August 3	July 28
February 17	February 10	August 17	August 11
March 2	February 24	August 31	August 25
March 16	March 10	September 14	September 8
March 30	March 24	September 28	September 22
April 13	April 7	October 13	October 6
April 27	April 21	October 26	October 20
May 11	May 5	November 9	November 3
May 26	May 19	November 23	November 17
June 8	June 2	December 7	December 1
June 22	June 16	December 21	December 15
July 6	June 30		



Web Buttons and Banners

Over 1,387,000 visits a year!

Advertise with a button or banner ad on AOTA's Web site.

Deadlines

3-Month Period	Space Deadline	Artwork Deadline
January–March	November 21, 2008	December 5, 2008
April–June	February 27	March 6
July–September	May 29	June 5
October–December	August 28, 2009	September 4



Rates

Location	Button Ad Quarterly	Banner Ad Quarterly
AOTA Home Page	\$4,500*	N/A
OTJobLink.org	\$1,995	\$3,500
AOTA Member Login	\$1,600	N/A
Practitioners	\$1,600	N/A
Conference Photo Gallery	\$1,500**	N/A
Students	\$1,400	N/A
Consumer Information	\$1,195	N/A
Continuing Education	\$1,195	N/A
Older Driver	\$ 995	N/A
Educators	\$ 825	N/A
Membership Information	\$ 795	N/A

* Standard files only

Conference Photo Gallery Web Buttons

Deadline: April 10, 2009

Annual Conference attendees love to look at photos of the Conference. Place your company logo in the online Conference Photo Gallery, and have it directly link to your Web site, giving thousands of occupational therapy practitioners, educators, and students immediate access to your products, services, and job opportunities.

**There are 4 sponsorships available at \$1,500 each. The Gallery will be available from early-May 2009 through the remainder of the calendar year.

Sizes

Button: 150 w x 78 h pixels (72 dpi) Banner: 430 w x 78 h pixels (72 dpi)

Formats

Standard JPG and GIF files and animated GIF files are accepted. No Flash files. Maximum file size is 35 KB.



Conference & Expo Sponsorship

Deadline: December 17, 2008 AOTA Annual Conference & Expo, Houston, TX, April 23–25, 2009



AOTA
Corporate Sponsors

Each level of conference sponsorship provides specific, value-added exposure and market differentiation to the occupational therapy market and is designed to ensure high visibility and company brand awareness. Having four levels of sponsorship to choose from makes it easier to meet your budget demands and your marketing goals. See pages 16–19 to find your best conference sponsorship.

BRONZE LEVEL BENEFITS

- Additional booth points toward booth selection (1 pt.)
- Recognition in the *Conference Program Guide**
- Recognition in the *Exhibit Hall Pocket Guide**
- Recognition in the Pre-Conference, Conference, and Post-Conference issues of *OT Practice* magazine*
- Signage in the Exhibit Hall entrance and the Exhibit Hall Member Resource Center*
- Recognition in the Welcome Ceremony screen*
- Ribbons for staff badges

*Bronze level sponsors will receive their company name listed as recognition. Silver, Gold, and Platinum level sponsors will receive their company logo listed as recognition.

Bronze Level Opportunities

AudioVisual \$1,000

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

Cyber Café \$1,500 (Exclusive rate—\$6,000)

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

- Signage on large meter boards at the Café

Food and Drink Stations \$2,000

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

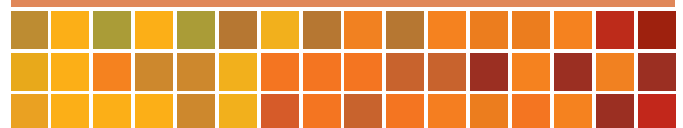
SIS Network Reception \$2,000 (1 remaining)

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
- Network with the guests
- Signage at the reception

"The marketing opportunities offered by AOTA were responsible for one of the most successful product launches in our company's history. Through display advertising in *OT Practice*, booth space at the Annual Conference, an Exhibitor-Sponsored Seminar, and Conference sponsorship we were able to build a palpable buzz about our new product the Sensory Processing Measure (SPM). When we want to market to occupational therapists, we look to AOTA first."

—Brian Thomas, Marketing Manager
Western Psychological Services





Conference & Expo Sponsorship

SILVER LEVEL BENEFITS

- Additional booth points toward booth selection (3 pts.)
- Recognition in the *Conference Program Guide**
- Recognition in the *Exhibit Hall Pocket Guide**
- Recognition in the Pre-Conference, Conference, and Post-Conference issues of *OT Practice* magazine*
- Signage in the Exhibit Hall entrance and the Exhibit Hall Member Resource Center*
- Recognition in the Welcome Ceremony screen*
- Ribbons for staff badges
- Invitation to VIP Reception

*Bronze level sponsors will receive their company name listed as recognition. Silver, Gold, and Platinum level sponsors will receive their company logo listed as recognition.

Silver Level Opportunities

Assembly of Student Delegates' Meeting \$4,000

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
- Continental breakfast
- Signage at the meeting

Conference Tote Bag Stuffer \$4,000

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 \$3,000 (Exclusive)

Attendees reference the *Pocket Guide* to smoothly maneuver their way through the Exhibit Hall. Multiple exposures to approximately 3,800 attendees await you!

- Your company's advertisement on the back cover

First Timer's Reception \$5,000 (1 remaining)

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

Program Directors' Meeting \$3,000

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
- Your company's logo on the agenda
- Signage at the meeting

Scooter Transportation No cost. Provide product.

Show off your product not just in the Exhibit Hall but all over the Conference! Scooters are needed to transport approximately 15–20 attendees.

- Signage at the Scooter sign-up area
- Recognition each time your scooter is used

Student Mixer \$4,000

Take the opportunity to mix and mingle with the current generation of occupational therapy students. Approximately 250–300 in attendance.

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

A 100% cancellation fee applies for all Sponsorship & Meetings items summarized on page 3.



Conference & Expo Sponsorship

GOLD LEVEL BENEFITS

- Additional booth points toward booth selection (5 pts.)
- Recognition in the *Conference Program Guide**
- Recognition in the *Exhibit Hall Pocket Guide**
- Recognition in the Pre-Conference, Conference, and Post-Conference issues of *OT Practice* magazine*
- Signage in the Exhibit Hall entrance and the Exhibit Hall Member Resource Center*
- Recognition in the Welcome Ceremony screen*
- Ribbons for staff badges
- Invitation to VIP Reception
- Pre- and post-show registered attendee mailing lists in electronic format
- Logo in the *Exhibit Hall Pocket Guide*

*Bronze level sponsors will receive their company name listed as recognition. Silver, Gold, and Platinum level sponsors will receive their company logo listed as recognition.

Gold Level Opportunities

Awards Reception \$6,000

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 \$6,500 (SOLD)

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 \$6,000 (SOLD)

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 a link to your Web site

Hotel Room Entry Key \$9,000 (SOLD)

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 \$6,000 (SOLD)

Supply each Conference attendee with an attractive lanyard that conveniently hangs around the neck. The attendee's badge can be easily attached to the neck strap, providing easy access for Conference tickets and session scanning, a room key, and business cards.

- Your company's logo on the neck strap

Pen \$6,000

This must-have is handy for taking notes and jotting down important reminders at the Conference and back home or at work.

- Your company's name or logo (as space permits) on a pen to an estimated 3,800 attendees

Presidential Address \$7,000

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 and its 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



Conference & Expo Sponsorship

PLATINUM LEVEL BENEFITS

- Additional booth points toward booth selection (7 pts.)
- Recognition in the *Conference Program Guide**
- Recognition in the *Exhibit Hall Pocket Guide**
- Recognition in the Pre-Conference, Conference, and Post-Conference issues of *OT Practice* magazine*
- Signage in the Exhibit Hall entrance and the Exhibit Hall Member Resource Center*
- Recognition in the Welcome Ceremony screen*
- Ribbons for staff badges
- Invitation to VIP Reception
- Pre- and post-show registered attendee mailing lists in electronic format
- Logo in the *Exhibit Hall Pocket Guide*
- Press releases (2) in the “Products and Practice” section of *OT Practice*
- *OT Practice Buyer’s Guide* listing with highlight, description, logo, and Web link
- Premium placement of advertisements in *OT Practice* (upon availability)

*Bronze level sponsors will receive their company name listed as recognition. Silver, Gold, and Platinum level sponsors will receive their company logo listed as recognition.



Platinum Level Opportunities

Conference Tote Bag \$15,000 (SOLD)

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

Massage Station \$15,000

Reach out and touch attendees through the gift of massage. They’ll absolutely love you!

- 10' x 10' space set up with massage professionals
- Inclusion of your company’s literature in the Conference tote bag
- Signage at the event

Opening Night Reception \$12,000 (SOLD)

Tap into the high energy of the first night of Conference with your exclusive sponsorship of this lively event! This is one of the most popular events at the Conference.

- 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 \$17,750 (SOLD)

The perfect event to show your company’s exclusive support of AOTA and its members. The Ceremony is well attended, averaging 3,800.

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

A 100% cancellation fee applies for all Sponsorship & Meetings items summarized on page 3.

Deadline: December 17, 2008 AOTA Annual Conference & Expo, Houston, TX, April 23–25, 2009



Special Sponsorship Opportunities

Exhibitor-Sponsored Seminars

Limited availability!

.75 contact hours will be given to attendees for Exhibitor-Sponsored Seminars at the 2009 Annual Conference & Expo.

Prime presentation space equipped with one microphone is available at a net rate of \$1,195 per seminar to confirmed exhibitors on a first-come, first-served basis. Seminars must be reviewed by AOTA to be accepted into the program to ensure they are occupational therapy-related and educational in nature. No agency commission is available.

Deadline: September 12, 2008

“AOTA gives exhibitors many exciting promotional opportunities to help promote our technologies. We were very pleased with the attendance at our 45-minute Exhibitor-Sponsored Seminar, plus it generated additional interest at our booth.”

—Denise Brouhard
Associate Marketing Manager, Bioness, Inc.



Occupational Therapy Month

Sponsorship cost for April 2009 \$6,500

The OT Month campaign provides immediate visibility by promoting awareness of your company nationally.

Your company's logo will appear as the exclusive supporter of the OT Month campaign in

- 4-color *OT Practice* OT Month display advertising developed by AOTA in 1/2 page (or larger) at least once each in February, March, and April
- A button ad on the OT Month Web site, linked to your company's Web page
- A press release sent to state OT associations
- The *1-Minute Update* in April 2009.

Program Directors' Meeting

Sponsorship cost for fall 2009 \$3,000

Steer top educators toward your products and services. Approximately 140 attendees.

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

The Program Directors' Meeting also is held in the spring at the Annual Conference & Expo. See page 17 for details.



“Involvement with the AOTA Student Programs, (Student Mixer, Student Conclave) has enabled RehabCare to connect with many more students than we normally would have the opportunity to do. Each of the Student Mixers has provided us with a great casual atmosphere to meet, talk with students, and have fun at the same time”.

—Barbara E. Wallace, Assistant Vice President
Campus Relations, RehabCare Group, Inc.



AOTA/NBCOT Student Conclave

2nd Annual
AOTA/NBCOT National Student Conclave
November 14–16, 2008
The Westin Chicago North Shore
Wheeling, IL (suburban Chicago)

Tabletop Exhibits \$795

Limited tabletop exhibit space is available.
No agency commission is available.

Exhibitor Schedule

Friday, November 14

3:00 p.m.–4:00 p.m. Set-up
4:00 p.m.–7:00 p.m. Exhibits open

Saturday, November 15

7:00 a.m.–8:00 a.m. Exhibits open
10:15 a.m.–11:00 a.m. Exhibits open
12:15 p.m.–1:45 p.m. Exhibits open with sponsored lunch for attendees
3:00 p.m.–3:45 p.m. Exhibits open
5:00 p.m.–6:30 p.m. Exhibits open

Sunday, November 16

7:30 a.m.–8:30 a.m. Exhibits open
10:30 a.m.–11 a.m. Exhibits open
12:00 p.m.–12:30 p.m. Exhibits open
12:30 p.m.–1:30 p.m. Break-down

Session Sponsorship

Aside from our sold lunch sponsorship (\$4,000), there are some additional sponsorship opportunities of the Conclave’s sessions. Topics and rates are as follows:

Children and Youth	\$1,500 (SOLD)
How To Land Your First Job	\$1,500 (SOLD)
Productive Aging	\$1,500
Transitioning From	
Student to Entry-Level Practitioner	\$1,500 (SOLD)
Rehabilitation	\$1,500 (SOLD)
Advocacy 101	\$1,500
Fieldwork	\$1,100
Health and Wellness	\$1,100
Reimbursement and Documentation	\$1,100
Work and Industry	\$ 850
Mental Health	\$ 850
Preparing for a Scientific Career	\$ 850
Preparing for Career in Academia	\$ 850

You will receive

- Your company logo in the *Guide*
- Your company logo on the first slide of the session’s PowerPoint presentation
- A “Thank You” mentioned by AOTA staff or the convener of the session
- A link to your Web site from the course information on the AOTA site (approximately mid-August through mid-December).

These sponsorships do *not* include a tabletop exhibit space.

Agency commission is available.

