



# 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

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## 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.

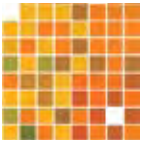
- Signage at the Scooter sign-up area
- Recognition each time your scooter is used

### 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*

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## 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

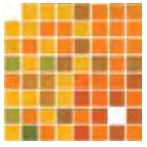
This must-have is handy for taking notes and jotting down important reminders at the Conference and back home or at work.

- 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)

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## 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

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