



**AOA**  
**INSPIRE**  
Annual Conference  
& Expo

# Boston

THE  
BIGGEST  
ANNUAL  
OT EVENT

## EXHIBITOR AND SPONSOR PROSPECTUS

**AOTA INSPIRE 2027**  
Annual Conference & Expo

April 8–10, 2027 | Boston, MA  
Thomas Michael Menino Convention and Exhibition Center  
415 Summer Street, Boston, MA • Exhibit Hall A



# Connect to the world's largest gathering of occupational therapy professionals



AOTA INSPIRE is the premier event for access to more than 8,000 occupational therapy professionals and students who gather to recharge their energy, sharpen their minds, and face the future with confidence.

## AOTA INSPIRE BRINGS THE DECISIONMAKERS TO YOU:

**8,000+**  
Attendees

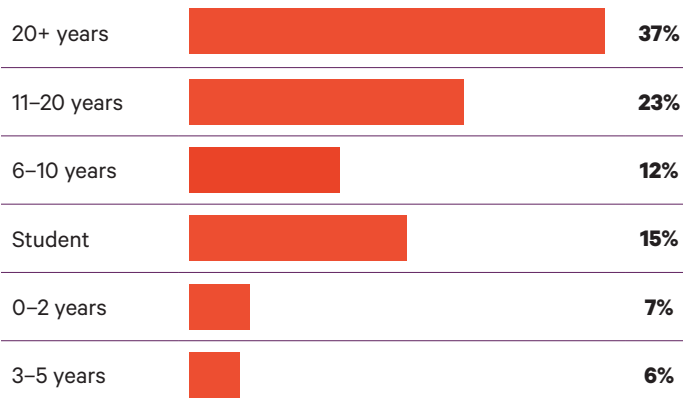
**35,000+**  
Net Sq Ft Exhibit Space

**280+**  
Exhibiting Companies

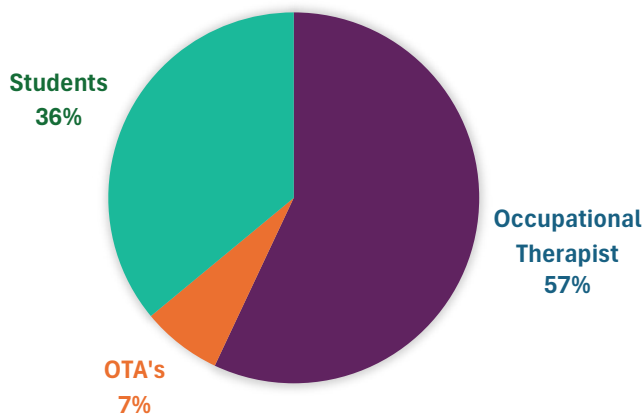
**86%**  
Would Recommend  
INSPIRE

- 8,000 researchers, practitioners, educators, administrators, and students
- More than 280 exhibiting companies
- More than 35,000 net square feet of exhibiting space
- Exhibitor Sponsored Seminars on the show floor to demonstrate expertise
- Creative branding opportunities

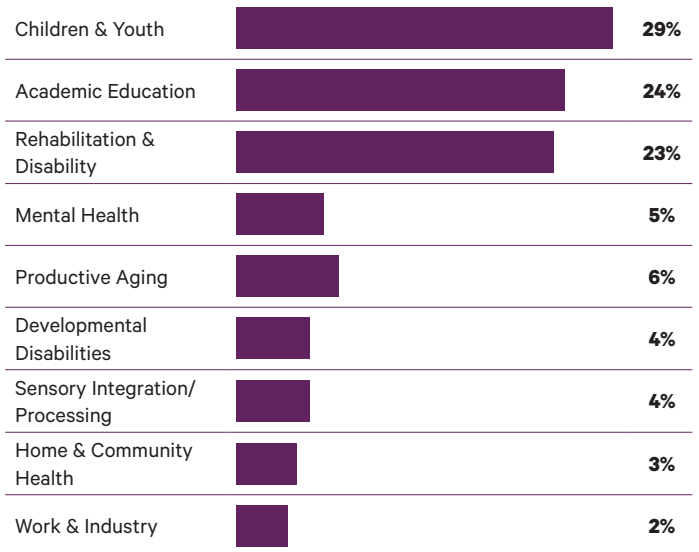
## YEARS OF PRACTICE



## 2025 ATTENDEE BREAKDOWN



## SPECIAL INTEREST SECTIONS



**85%**

of exhibitors were satisfied or extremely satisfied

**85%**

of exhibitors are likely to exhibit at INSPIRE again

**30%+**

of attendees are first-timers every year

# AOTA INSPIRE Exhibit Hall Fees and Floorplan

BOOTH TYPE	RATE PER 10' X 10'
Standard Booth	\$3,020
Corner Booth	\$3,170
Premium Booth	\$3,320
Small Business Booth*	\$1,830

\*To qualify for the Small Business Booth rate, supply proof from either the IRS or the taxing body from the state in which your company is registered or licensed along with this contract.

Standard, Corner, and Premium Exhibit Booths include: 8' High Back Wall Drape, 3' High Side Rail, (1) Booth ID Sign.

**Note: Booth space is not carpeted; floor is concrete. Floor covering is required by Show Management and may be ordered through AOTA's Exposition Decorator.**

## EXHIBITOR HALL HOURS AND SCHEDULE

### Tuesday, April 6, 2027

1:00 pm–5:00 pm	Exhibitor Move In for Island Booths Only
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### Wednesday, April 7, 2027

8:00 am–10:00 am	Exhibitor Move-in for Island Booths Only
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10:00 am–5:00 pm	Exhibitor Move-in
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### Thursday, April 8, 2027

8:00 am–10:00 am	Exhibitor Move-in (Crates must be removed by 10:00 am)
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12:00 pm	Exhibitors must take possession of booth space — Booth complete by 12:00 pm
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12:30 pm–5:00 pm	Expo Open
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### Friday, April 9, 2027

10:00 am–5:00 pm	Expo Open
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### Saturday, April 10, 2027

9:00 am–2:00 pm	Expo Open
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2:00 pm–6:00 pm	Exhibitor Move Out
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7:00 pm	Exhibit Hall must be clear.
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All times and dates are subject to change. AOTA reserves the right to refuse exhibit space to businesses that, in its judgment, do not comply with exhibitor criteria.

# Additional Exhibitor Information

## BOOTH LOCATION

Booth spaces are approved solely at the discretion of AOTA. AOTA is not responsible for booth assignments of competing companies.

## BOOTH STAFFING

Booths must be staffed at all times during published Exhibit Hall hours. Early departure or absence will result in a penalty of no less than \$3,020 and may result in being prohibited from participating in future AOTA events.

## ADDITIONAL BADGES AND LIMITS

All exhibit staff must wear a badge to access the Exhibit Hall. Complimentary badges per 100 sq ft:

- 1 full Conference badge per 100 square feet
- 5 Exhibit Hall Only badges per 100 square feet of booth space

Additional Exhibit Hall and full Conference badges may be purchased on the AOTA INSPIRE website.

## HOUSING AND TRAVEL

AOTA encourages you to book hotel reservations early. Rates will be available on the AOTA INSPIRE website in late October 2026. The official INSPIRE 2027 hotel is the Westin Boston Seaport District, directly connected to the Boston Convention & Exhibition Center.

THIS IS WHAT  
INSPIRED  
LOOKS LIKE!



# Exhibitor-Sponsored Seminars Seminars

Exhibitor-Sponsored Seminars are only available to registered exhibitors.

## \$2,400 PER SEMINAR

Reservation Deadline: January 8, 2027

Logo and Description Deadline: February 8, 2027

Expand your booth presence by leading a 45-minute session on the Expo floor. Showcase the occupational therapy applications of your products or services in an educational setting. Engage current and potential customers with hands-on demonstrations and in-depth product information.

### What's Included:

- Conducted on the Expo floor during show hours
- Held in an open, theater-style setting
- Set up with a table, microphone, podium, LCD projector, screen, chairs, and pipe and drape
- Attendance qualifies for .75 contact hours (.75 NBCOT PDU)
- 45 minutes in length
- Posted with your logo on Conference signage
- Publicized in the event app and event marketing materials
- Pre-attendee mailing list included with purchase



Attendees at AOTA INSPIRE 2026 had a great time participating in the Exhibitor-Sponsored Seminars!

**“The presenters were clear and thought-provoking.”**

**“Inspiring to start my own private practice and have ideas to contact with other organizations.”**

**“This session was so engaging and informative!!”**

**“Very informative. Good sound and visual. Best one I’ve attended so far this conference.”**

# Academic Leadership Council Meeting (ALC) 2027 Tabletop Exhibits



## \$4,500 PER TABLETOP

**Reservation Deadline: January 8, 2027**

**Creative/Logo/Commercial Deadline: February 8, 2027**

The ALC convenes prior to AOTA INSPIRE at the Westin Boston Seaport District — the official ALC and INSPIRE 2027 hotel — on Tuesday, April 6, and Wednesday, April 7, 2027.

ALC is a blended learning experience — in person and live streamed — giving you in-person exposure to 700+ occupational therapy academics: university and college faculty chairs.

### Tabletop Purchase Includes:

- A 6' skirted table with 2 chairs at the entrance of the ALC meeting for maximum visibility
- Exhibitor logo on signage at the meeting

- Exhibitor logo on opening and closing slides of each day's presentations; sponsors verbally recognized and thanked daily
- Inclusion in the post-event exhibitor recognition email to all attendees (logo, link, 50-word company description)
- Mailing list of attendees (mailing address only)

## COMMERCIAL ADD-ON: \$800

Video (commercial) opportunity: Limited to 3 exhibitors. 30-second commercial spot to rotate through each day's presentations.

## SHARED LITERATURE / EMPLOYMENT TABLE: \$400

A literature table set up for attendees to review one organization's informational piece about your company, university, or job opening.

# AOTA INSPIRE 2027 Sponsorship Opportunities

The Center for Exhibition Industry Research (CEIR) found that sponsorships can **increase booth traffic by 104%**. AOTA offers a variety of multimedia options to heighten your exposure.

**INTEGRATED PACKAGES**  
 Combining hotel and convention sponsorships with print and online — provide multiple touch points for maximum impact.

**HOTEL SPONSORSHIPS — Westin Boston Seaport District**

SPONSORSHIP OPPORTUNITY	AVAILABILITY	INVESTMENT
Escalator Wall — Mezzanine to BCEC Walkway	1	\$9,000
Escalator Wall — Concourse to Lobby Level	1	\$9,000
Pillar Wrap — Quarter Wrap outside The Saucy Restaurant	1	\$7,000
Pillar Wrap — Half Wrap in Lobby	1	\$7,000
Pillar Wrap — Half Wrap outside the Starbucks	1	\$7,000
Doors to Skybridge	1	TBD
Skybridge Interior Bank of Windows	1	TBD
Skybridge Exterior Bank of Windows	1	TBD



## AOTA INSPIRE 2027 Sponsorship Opportunities

### CONVENTION SPONSORSHIPS — Boston Convention & Exhibition Center

SPONSORSHIP OPPORTUNITY	AVAILABILITY	INVESTMENT
Registration Sponsor	1	\$15,000
Lanyards	1	\$25,000
Conference Attendee Bag Sponsorship	1	\$30,000
Hotel Keycards	1	\$25,000
Expo Opening Lunch	1	\$15,000
Presidential Address	1	\$9,000
Keynote Address	1	\$9,000
Slagle Lecture	1	\$9,000
Poster Sessions	1	\$10,000
Cube Tower — high visibility placements	Up to 6	\$6,000 each
General Session Commercial (video ad)	4 available	\$5,000 each
Special Interest Section Session — Student Track	1	\$15,000
Special Interest Section Sessions — Children & Youth	1	\$15,000
Special Interest Section Sessions — Women's Health	1	\$15,000
Special Interest Section Sessions — Adult Rehabilitation	1	\$15,000
Escalator Branding (17.5" w × 1105" h)	2 available	\$8,000 each
Digital Display — Marquee (80 ft tall, 3,000 sq ft LED)	1	TBD
Digital Display — Video Wall (4K, 12,416 × 960 px)	1	TBD
Digital Display — Digital Signage Network	Multiple	TBD
Glass Railing Clings (16' w × 4' h)	5 available	TBD
Column Wraps (151.75" w × 10' h)	4 available	\$6,000 each

# AOTA INSPIRE 2027 Sponsorship Opportunities

## PRINT SPONSORSHIPS

SPONSORSHIP OPPORTUNITY	AVAILABILITY	INVESTMENT
INSPIRE Notebooks (exclusive logo on official event notebooks)	1	\$30,000
AOTA INSPIRE Insights (printed convention highlights piece)	1	\$10,000
Branded Item in Conference Tote Bag	Multiple	\$4,000

## ONLINE SPONSORSHIPS

SPONSORSHIP OPPORTUNITY	AVAILABILITY	INVESTMENT
Wi-Fi Splash Page (exclusive sponsor)	1	\$10,000
Leaderboard Ad on INSPIRE Microsite (728 × 90 px, lifecycle of site)	2 available	\$5,000 each
Primary App Sponsorship (splash page, watermark, banner ad, push notification)	1	\$15,000
Banner Ad in INSPIRE App (640 × 110 px)	Up to 9	\$1,200 each
Push Alerts in INSPIRE App	Up to 9	\$1,200 each
Enhanced Exhibitor Listing in App	Multiple	\$600
Enhanced Exhibitor Listing with Floor Cling	Multiple	\$1,000

## MEDIA SPONSORSHIPS

SPONSORSHIP OPPORTUNITY	AVAILABILITY	INVESTMENT
AOTA Social Media Interview on the Fly (interview at your booth, posted to AOTA social media)	Up to 3	\$4,000 each
Podcast Sponsorship (4 × 90-minute sessions)	4 available	\$5,000 each

## ATTENDEE LIST SALES

SPONSORSHIP OPPORTUNITY	AVAILABILITY	INVESTMENT
Pre-Attendee Mailing List		\$600
Post-Attendee Mailing List		\$800
Pre- and Post-Attendee Mailing List Bundle		\$1,100

All Space Deadlines: February 1, 2027 • Creative Deadlines: February 8, 2027 (unless otherwise noted)  
Lanyard & Bag Deadlines: December 1, 2026



## **CONTACT US**

**Exhibits, Sponsorship, Advertising**

[sales@aota.org](mailto:sales@aota.org)

## **AOTA INSPIRE 2027**

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American Occupational Therapy Association | [aota.org](http://aota.org)