The American Occupational Therapy Association’s
Annual Conference & Expo
April 19–21, 2018  •  Salt Lake City, Utah
**Exhibit**

Connect to over 7,000 occupational therapy professionals and over 350 exhibitors at AOTA’s Annual Conference & Expo!

At AOTA you will
- Gain direct access to thousands of health care decision-makers
- Enjoy steady traffic at your booth during unopposed show hours
- Network, influence, and interact with occupational therapy practitioners, students, educators, dealers, and distributors—the entire industry—all in one place and
- Showcase your products and services, continuing education, or career opportunities in a specialized forum

**Details of Exhibiting**

<table>
<thead>
<tr>
<th>EXHIBIT HOURS</th>
<th>EXHIBIT SET-UP</th>
<th>EXHIBIT DISMANTLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday, April 19 5:30 pm–9:00 pm</td>
<td>Wednesday, April 18 8:00 am–4:30 pm</td>
<td>Saturday, April 21 2:30 pm–6:00 pm</td>
</tr>
<tr>
<td>Friday, April 20 9:00 am–5:00 pm</td>
<td>Thursday, April 19 8:00 am–12:00 pm</td>
<td></td>
</tr>
<tr>
<td>Saturday, April 21 9:00 am–2:30 pm</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**COST**

**STANDARD BOOTH SPACE**
- $22/square foot (or $2,200 per 10’ x 10’ space)
- 8’ back drape and 3’ side drape
- One complimentary Conference registration per 10’ x 10’ booth

**TABLETOP BOOTH SPACE**
- $825 for nonprofit organizations and universities
- 8’ back drape and 3’ side drape, 8’ x 5’ carpet, and one 6’ draped table

**Exclusive Benefits to our Exhibitors**

Exhibiting at AOTA’s Annual Conference & Expo will not only increase your exposure to the leading occupational therapy practitioners and distributor representatives, but you also will receive these value-added exhibitor benefits:
- Access to more than 7,000 occupational therapy attendees
- Ability to sell products directly on the exhibit floor
- More than 7 hours of unopposed Expo Hall time with no competing educational sessions
- Complimentary Expo Hall passes (10 per 100 square feet or 4 per tabletop)
- Free listing in onsite Conference Program Guide and expanded listing in the Exhibit Hall Pocket Guide

*All times and dates are subject to change.*
Reach the world’s largest gathering of occupational therapy professionals—more than 7,000 researchers, practitioners, educators, administrators, and students—at AOTA’s Annual Conference & Expo in Salt Lake City! AOTA is the place to make a positive and lasting impression by interacting face-to-face with thousands of key health care decision-makers in the occupational therapy market. As the demand for occupational therapy practitioners to help individuals dealing with social, emotional, and physical effects of aging, illness, and injury continues to grow. AOTA is at the heart of this ever-expanding profession, bringing together exhibitors with professionals who fuel the growth of the industry and improve the lives of millions of people.

What is AOTA?
The American Occupational Therapy Association (AOTA) is a nationally recognized professional association for over 60,000 occupational therapists, occupational therapy assistants, and student members. AOTA advances the quality, availability, use, and support of occupational therapy through standard-setting, advocacy, education, and research on behalf of its members and the public.

Who Exhibits at AOTA’s Annual Conference & Expo?
Over 350 companies who offer products & services in:

- Activities of daily living
- ADA related products
- Adapted clothing
- Administration and management
- Aquatics
- Arts and crafts
- Assessment tools
- Assistive and adaptive equipment
- Biofeedback and electrotherapy
- Books, magazines, videos, DVDs, and audiotapes
- Colleges and universities
- Communication aids, reading aids, and writing aids
- Computer software and input devices
- Continuing education programs and workshops
- Development
- Driving and community mobility
- Early intervention/early childhood
- Eating and feeding aids
- Educational materials
- Environmental controls and switches
- Ergonomics, furniture, and work stations
- Exercise, exercise equipment and products
- Gerontology
- Hand therapy and supplies
- Health and wellness
- Home and community health
- Hot/cold therapy
- Mental health
- Mobility devices, wheelchairs, and scooters
- Orthotics and prosthetics
- Pediatrics
- Perceptual–motor development
- Physical disabilities
- Recruitment and staffing
- Rehabilitation equipment
- Seating and positioning
- Sensory integration/sensory processing
- Special education
- Splints, splinting materials, bandages, slings, and braces
- Technology
- Toys, games, leisure therapies, recreation, and sports equipment
- Transfer devices and lifts
- Vision
- Work hardening and injury prevention programs
Exhibitor-Sponsored Seminars

Take exhibiting to the next level by participating in these 45-minute sessions that allow you to showcase the occupational therapy applications of your products or services in an educational setting. Reach current and potential customers with hands-on demonstrations and in-depth information on how they'll benefit from your company’s products. Attendees enjoy the face-to-face time with exhibitors and many exhibitors find these opportunities an invaluable part of their marketing efforts.

Exhibitor-Sponsored Seminars are only available to registered exhibitors.

Seminars are:
- CEU earning events
- 45 minutes in length
- Held in an open, theater-style setting
- Set up with a table, microphone, podium, LCD projector, screen, chairs, and pipe and drape
- On the exhibit floor during show hours
- Posted with your logo on conference signage
- Publicized in the Conference Program Guide and Exhibit Hall Pocket Guide
- $1,295 each, reserved on a first-come, first-served basis

In addition, seminar presenters will be given a pre-attendee mailing list for which to market their seminar presentation. A high-resolution, 4-color logo should be submitted for inclusion in signage and printed promotions.

Attendees receive .75 contact hour (.75 NBCOT PDU/CEU), and the seminars must be reviewed by AOTA to be accepted into the program to ensure they are occupational therapy–related and educational by nature.

▶ Limited slots available.
Deadline: November 1, 2017

Sponsor Opportunities

BRONZE LEVEL

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

Speaker’s Concierge
Make sure your brand stands out in front of leaders in the occupational therapy profession.

Tech Day
Sponsor sessions that provide attendees with an interactive exploration of technology products that can enhance client participation in occupations across the lifespan. Approximately 1,500 participants.

Advertising Screen
Go BIG! Your graphic prominently displayed on large monitors in our high traffic areas. Only 20 slots.

SILVER LEVEL

Assembly of Student Delegates’ Meeting
Reach the next generation of leaders when they are most impressionable. Approximately 150 attendees.

Conference Tote Bag Stuffer
With every attendee receiving a bag, you’re guaranteed to make an impression.

Exhibit Hall Pocket Guide
Attendees reference the Pocket Guide to smoothly maneuver their way through the Expo Hall.

Poster Sessions
Poster Sessions are a highlight for interaction between presenters and attendees. There are approximately seven Poster Sessions with more than 2,000 attendees at each session.

Academic Leadership Councils Meeting
Steer top educators toward your products and services. Approximately 150 attendees.

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

Present

Sponsor

Stand out from the crowd and get recognized by sponsoring an event or item at AOTA’s Annual Conference & Expo. AOTA offers high visibility and company brand awareness sponsorship opportunities to showcase your company. Having four levels of sponsorship to choose from makes it easier to meet your budget demands and your marketing goals.
GOLD LEVEL

Awards Reception
With approximately 1,000 attendees, this reception is always well-attended by prominent AOTA members.

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

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

Hotel Room Entry Key
Make your company visible to all attendees each time they reach for their key!

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

Presidential Addresses
Attendees want to hear what the AOTA President has to say! Attendance is expected to be 3,000 for this lecture.

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

PLATINUM LEVEL

Conference Tote Bag
This high-quality tote bag is handed out to all registered Conference attendees and contains vital handouts.

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 1,000 attendees.

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

Welcoming Ceremony
The perfect event to show your company’s exclusive support of AOTA and its members. Approximately 6,000 attendees.

Advertise
Direct occupational therapy professionals to your booth by advertising in the 2018 Conference Program Guide. Attendees refer to this valuable resource throughout the conference and use it to plan their daily conference schedule and locate special events.

PROGRAM DEADLINES
Space & Artwork: January 9, 2018

PROGRAM AD RATES

<table>
<thead>
<tr>
<th>4-Color</th>
<th>Full Page</th>
<th>Half Page</th>
<th>Quarter Page</th>
<th>Tabs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,277</td>
<td>$1,310</td>
<td>$766</td>
<td>$2,943</td>
<td></td>
</tr>
</tbody>
</table>

AD SIZES (IN INCHES)

<table>
<thead>
<tr>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7.125</td>
</tr>
<tr>
<td>Half Horizontal</td>
<td>7.125</td>
</tr>
<tr>
<td>Half Vertical</td>
<td>3.375</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>3.375</td>
</tr>
<tr>
<td>Tabs</td>
<td>7.125</td>
</tr>
</tbody>
</table>

> Premium ad space may be available. Please inquire.

Contact Tracy Hammond at 800-877-1383, ext. 2861, or e-mail thammond@aota.org for more information on Exhibitor-Sponsored Seminars, sponsorships, or advertising.
Maximize Your Investment

Don’t miss special opportunities to enhance your visibility at AOTA’s Annual Conference & Expo. Choose from a variety of advertising options—or put together a customized package to maximize your investment.

PRINT & WEB ADVERTISING
Conference-related issues of OT Practice®, the onsite Conference Program Guide, American Journal of Occupational Therapy (AJOT®), and banners and buttons throughout the AOTA Web site.

Contact: Tracy Hammond
Phone: 800-877-1383, ext. 2861
E-mail: thammond@aota.org

PRE- AND POST-SHOW MAILINGS
Direct attendees to your booth with these data-rich lists.

Contact: List Rentals
Phone: 800-877-1383, ext. 2749
E-mail: listrental@aota.org

EXHIBIT SALES
Plan now to exhibit in Salt Lake City!

Contact: AOTA Exhibit Sales
Phone: 800-877-1383, ext. 2700
E-mail: sales@aota.org

SPONSORSHIPS
Bronze, Silver, Gold, and Platinum levels of sponsorships provide specific, value-added exposure to ensure high visibility and brand awareness.

Contact: Tracy Hammond
Phone: 800-877-1383, ext. 2861
E-mail: thammond@aota.org