



Exhibitor Prospectus

The American Occupational Therapy Association's

Annual Conference & Expo

April 4-6, 2019 ● New Orleans

The Place To Be

Reach the world's largest gathering of occupational therapy professionals—more than 8,000 researchers, practitioners, educators, administrators, and students—at **AOTA's Annual Conference & Expo in New Orleans!** 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. 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 the national professional association established in 1917 to represent the interests and concerns of occupational therapy practitioners and students of occupational therapy and to improve the quality of occupational therapy services.

Current AOTA membership is over 60,000, including occupational therapists, occupational therapy assistants, and occu-

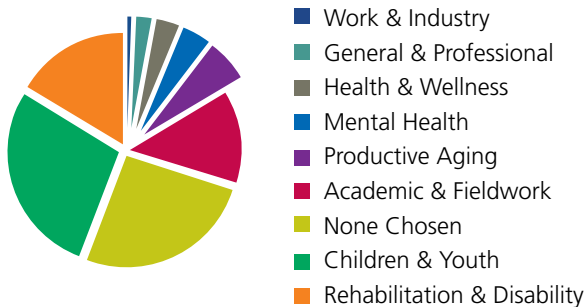
pational therapy students. Members reside in all 50 states, the District of Columbia, Puerto Rico, and internationally.

AOTA represents 213,000 occupational therapy practitioners and students in the United States. AOTA's major programs and activities are directed toward assuring the quality of occupational therapy services; improving consumer access to health care services, and promoting the professional development of members.

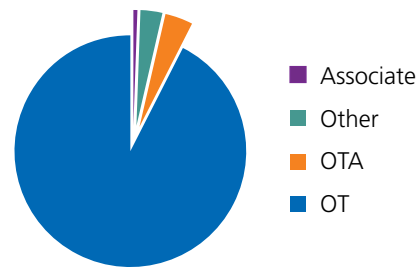
AOTA educates the public and advances the profession by providing resources, setting standards, and serving as an advocate to improve health care.

Attendee Profile*

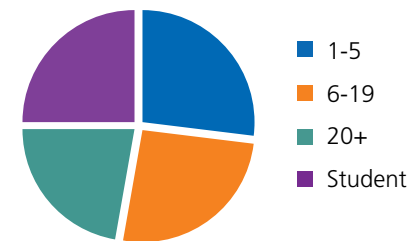
PRIMARY INTEREST



TITLE



YEARS IN PRACTICE



* 2016 Annual Conference & Expo

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, recreation, and sports equipment
- Transfer devices and lifts
- Vision
- Work hardening and injury prevention programs

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 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.

Sponsor Opportunities

BRONZE LEVEL

Audio Visual

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

Advertising Screen

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

WiFi & Twitter Spot

Grab the attention of attendees in the Convention Center with your logo on the Twitter and WiFi signage.

SILVER LEVEL

Expo Hall Pocket Guide

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

SIS Network Reception

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

Speaker's Concierge

Make sure your brand stands out in front of leaders in the occupational therapy profession.

Educational Track Sessions

Show your support of educational programming by sponsoring a track of session on a topic that is important to your organization!

Track 1—Children & Youth

Track 2—Rehabilitation, Participation, and Disability

Track 3—General & Professional Issues

Track 4—Academic & Fieldwork

Track 5—Work & Industry

Track 6—Mental Health

Track 7—Health & Wellness

Track 8—Productive Aging

Track 9—Research

Track 10—Student Only

Track 11—Technology/"Tech Day"

CE Transcripts

Get in the hands of every attendee as they receive CE Transcripts verifying their hours of continuing education during the conference!

GOLD LEVEL

Awards Ceremony & Reception

With approximately 1,000 attendees, this event 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.

Presidential Addresses

Attendees want to hear what the AOTA President has to say! Attendance is expected to be 4,000 for this lecture.

On-Site Registration

A high-visibility sponsorship option which puts your brand in front of the attendees when they register onsite to receive their badge and Conference tote bag.

Assembly of Student Delegates' Meeting

Reach the next generation of leaders when they are most impressionable! Approximately 250 in attendance.

Conference Tote Bag Stuffer

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

Conference App

Get noticed with the Conference App! Attendees utilized the App over 70,000 times over the course of our last conference.

PLATINUM LEVEL

Opening Night Reception

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.

Welcome Ceremony

The perfect event to show your company's exclusive support of AOTA and its members. The ceremony averages 6,000.

Present

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

- Contact hour 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 expo floor during show hours
- Posted with your logo on conference signage
- Publicized in the Conference Program Guide and Expo Hall Pocket Guide
- \$1,295 each, on a first-come, first-reserved 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), 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, 2018

Advertise

Direct occupational therapy professionals to your booth by advertising in the 2019 *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

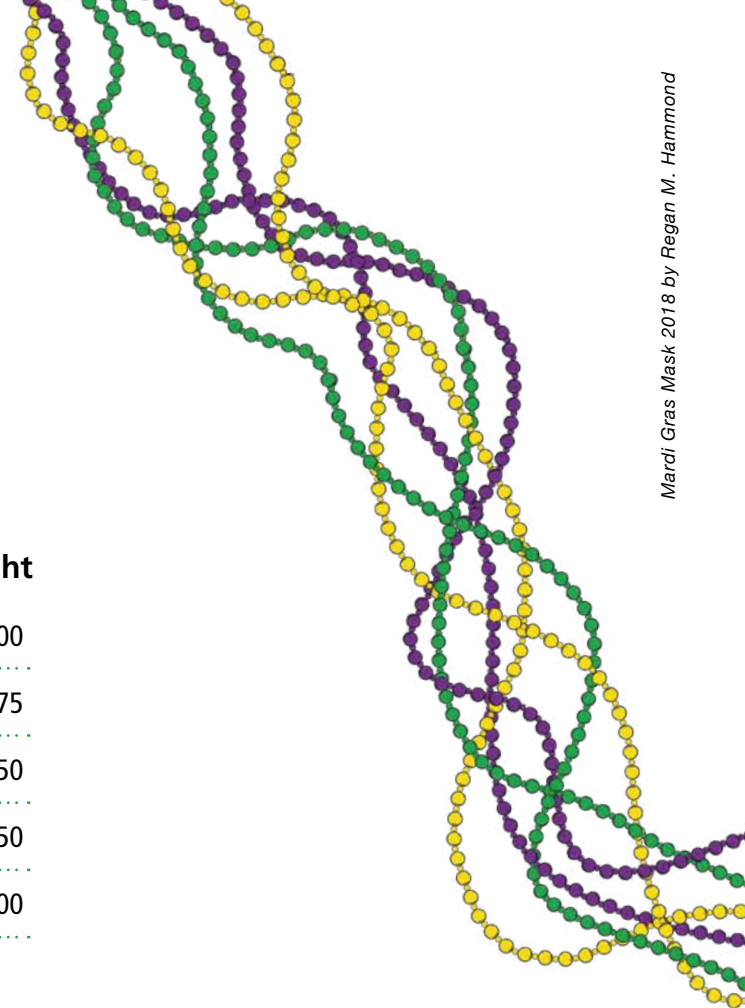
Space & Artwork: January 9, 2019

RATES AND SIZES (INCHES)

	Rate	Width	Height
Full page	\$2,277	7.125	10.000
1/2 horizontal	\$1,310	7.125	4.875
1/2 vertical	\$1,310	3.375	9.750
1/4	\$766	3.375	4.750
Tab	\$2,943	7.125	10.000

- ▶ **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.



Exhibit

Connect to over 8,000 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, recruiters, 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

EXHIBIT HOURS

Thursday, April 4
5:30 pm–8:30 pm

Friday, April 5
9:00 am–5:00 pm

Saturday, April 6
9:00 am–1:30 pm

EXHIBIT SET-UP

Wednesday, April 3
8:00 am–4:30 pm

Thursday, April 4
9:00 am–1:00 pm

EXHIBIT DISMANTLE

Saturday, April 6
1:30 pm–6:00 pm

Cost

STANDARD BOOTH SPACE

- \$22/square foot (or \$2,200 per 10' x 10' space)
- 8' back drape and 3' side drapes
- One complimentary Conference registration per standard 10' x 10' booth

UNIVERSITY AND NON-PROFIT BOOTH SPACE*

- \$1,100 for 10' x 10' space
- 8' back drape and 3' side drapes
- 6' skirted table, 2 chairs, and carpet included

* To qualify for a non-profit booth rate, you must supply proof from either the IRS or the taxing body from the state in which your company is registered/licensed along with contract.



Exclusive Benefits to Our Exhibitors

Exhibiting at AOTA's Annual Conference & Expo will not only increase your exposure to leading occupational therapy practitioners and distributor representatives, but you also will receive these value-added exhibitor benefits:

- Access to more than 8,000 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)
- Free listing in onsite Conference Program Guide and expanded listing in the Expo Hall Pocket Guide

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.



4720 Montgomery Lane • Bethesda, MD 20814-3425
Phone: 240-482-4149 • Fax: 301-656-3218

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 Rental Manager
Phone: 800-877-1383, ext. 2749
E-mail: listrental@aota.org

Exhibit Sales

Plan now to exhibit in New Orleans!

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

Sponsorships

Bronze, Silver, Gold, and Platinum levels of sponsorship 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