AOTA Capitol Hill Day

Make the Voice of Occupational Therapy Heard on Capitol Hill!

Sponsor the annual Capitol Hill Day as occupational therapy practitioners and students from across the country come together in Washington, DC, to meet with their elected officials to discuss key legislative issues affecting occupational therapy practice.

Approximately 500 attendees.

Sponsorship includes:

- Your company's logo on the agenda and welcome slide
- Signage at the briefing site
- A table to greet attendees and display your corporate materials at the briefing site
- Attending congressional appointments with attendees

Sponsorship Cost—$3,500

Program Directors' Meeting & Textbook Expo

A combination of networking and need-to-know information, the AOTA Program Directors' Meeting & Textbook Expo is designed to put your products and services in front of top educators.

Approximately 150–250 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

Meeting Schedule

- Spring Meeting: April 23–24, 2013, San Diego, CA
- Fall Meeting: October 4–5, 2013, Atlanta, GA
  Includes tabletop exhibit space at Education Summit. See AOTA's Specialty Conferences section on page 25.

Sponsorship Cost—$3,000

AOTA/NBCOT National Student Conclave

AOTA/NBCOT 7th Annual National Student Conclave

November 15–16, 2013, Jacksonville, FL

Gain direct access to both your present and future client base and shorten the sales and recruitment cycle.

Tabletop Exhibits—$795

As an exhibitor, you receive:

- A 6' skirted table to greet attendees and display your corporate materials
- An attendee list for follow-up after the event
- Access to approximately 500-700 attendees during the 7.5 hours of exhibit time.

Preliminary Exhibitor Schedule

Friday

11:00 a.m.–1:00 p.m.	Set-up
1:30 p.m.–6:30 p.m.	Exhibits open

Saturday

8:00 a.m.–1:45 p.m.	Exhibits open
1:45 p.m.	Break-down

General Sponsorship

Becoming a sponsor of the National Student Conclave signifies your commitment to developing your brand recognition to more than 500 occupational therapy educators and students.

Welcome and Keynote Presentation	$4,000
Mock Interview and Resume Critiques	$4,000
Lunch	$4,000

These sponsorships include

- Your company logo on the agenda
- Signage at the meeting.

Session Sponsorship

Topic	Rate
Children and Youth	$1,500
How to Land Your First Job–from A to Z	$1,500
Productive Aging	$1,500
Transitioning From Student to Practitioner	$1,500
Rehabilitation, Disability, and Participation	$1,500
Health Care Reform	$850
Fieldwork	$1,500
Explore Your Leadership Path	$1,500
Health and Wellness	$1,100
Reimbursement and Documentation	$1,100
Work and Industry	$850
Mental Health	$850
Starting Your Own Private Practice	$850
A Road Map to a Successful Academic Career	$850

You will receive:

- Your company logo on the agenda and on the first slide of the session's PowerPoint presentation
- A "Thank You" mentioned by AOTA staff or the convener of the session
- A Web link to your Web site from the course information

Sponsorships *do not* include a tabletop exhibit space. No agency commission is available.

A 100% cancellation fee applies for all Sponsorship & Meetings items.

Occupational Therapy Month

Show your support of occupational therapy!

Each year in April, occupational therapists, occupational therapy assistants, and students in practice, education, research, and science host a month long celebration showcasing the importance of occupational therapy.

The OT Month sponsorship is an excellent way to get your company's marketing message to thousands of occupational therapy practitioners, while showing that you support their profession.

Sponsorship Cost—$2,000

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

- 4-color *OT Practice* OT Month display advertising developed by AOTA in 1/2 page (or larger) ad
- 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 2013.

AOTA's Specialty Conferences

AOTA's Specialty Conferences will provide occupational therapy practitioners with moderate- to advanced-level sessions in an intimate setting.

Focus: School System Practitioners
July 26-27, 2013, Minneapolis, MN

Focus: Education Summit
October 4-5, 2013, Atlanta, GA

Tabletop Exhibitors—$500
As an exhibitor, you receive:

- A 6' skirted table to greet attendees and display your corporate materials
- An attendee list for follow-up after the event
- Access to approximately 250 attendees during exhibit hours.

Limited sponsorship opportunities, and program advertising are available.

No agency commission is available.

A 100% cancellation fee applies for all Sponsorship & Meetings items.

Sponsor

AOTA Corporate Sponsors

Maximize your corporate exposure by becoming a sponsor at AOTA's 93rd Annual Conference & Expo! Sponsorships ensure that your company name is highly visible and achieves remarkable coverage to all attendees during the conference while they are engaged in learning new skills, networking, visiting the Expo Hall, and recognizing excellence in occupational therapy practice!

Deadline: January 4, 2013

Sponsorship Benefits

	Bronze	Silver	Gold	Platinum
Additional booth points toward booth selection for following conference	1	3	5	7
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*			✓	✓
Premimum Placement of paid advertisement in *OT Practice* Conference Series at no additional charge (upon availability)				✓

*Company name included. No logo.

● Call 800.877.1383, ext. 2861 ● E-mail sales@aota.org ● Fax 301.656.4890

Sponsor

Bronze Level

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

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

- Signage at the café

Food and Drink Stations—$2,000

Throughout the day, attendees are invited to enjoy refreshments between sessions in the Expo Hall.

- Signage at stations with your company's logo

Housing and Conference Itinerary Builder Web Sites—$2,000

Advertising button will be live from December through April on Housing Reservation and Conference Itinerary Web pages.

- Company 150w x 78h pixel button with direct link to your Web site

Photo Gallery Sponsorship—$1,000

Conference attendees love to look at photos from conference! Gallery goes live after conference and stays active for the remainder of the calendar year.

- Logo included in the online Conference Photo Gallery with a direct link to your web site

Speaker's Concierge—$1,500

Take advantage of this sponsorship to make sure your brand stands out in front with leaders in the occupational therapy profession.

- Logo included on multiple electronic communications with speakers
- Button linked to your web site on Speaker Information Web page

Tech Day—$2,000

Sponsor sessions that provide attendees with a hands-on, interactive exploration of high- and low-technology products that can enhance client participation in occupations across the lifespan.

- Signage at each of the Tech Day session

Silver Level

Assembly of Student Delegates' Meeting—$4,000 (SOLD)

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 Program Planner Web Site—$3,000

Place a button on the Program Planner Web pages, and market to conference attendees as they search the online program and create customized conference schedules.

- Company 150w x 78h pixel button with direct link to your Web site

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 (SOLD)

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

Program Directors' Meeting—$3,000

See page 23 for details.

SIS Network Reception—$2,500

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
- Signage at the reception

Students Un-conferenced—$4,000

Take the opportunity to mix and mingle with the current generation of occupational therapy students at this evening event.

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

A 100% cancellation fee applies for all Sponsorship & Meetings items.

Special Interest Section *Quarterly* Newsletters

Reach specific occupational therapy market segments!

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

Choose from these SIS *Quarterly* Newsletters:

Newsletter Topic	Exclusive Rate
Administration & Management	$450
Developmental Disabilities	$500
Early Intervention & School Systems	$450
Education	$450
Gerontology	$800
Home & Community Health	$450
Mental Health	$450
Physical Disabilities	$450
Sensory Integration	$800
Technology	$175
Work & Industry	$175

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 and Quality: Cyan and black only

Space and Materials Deadlines

Issue Month	Mail Date	Space & Artwork Deadline
March	March 1	February 6
June	June 1	May 10
September	September 12	August 13
December	December 2	November 15

AOTA's 1-Minute Update

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 is delivered electronically to thousands of AOTA members, providing highlights of news, advocacy, and trends.

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 $995 per broadcast e-mail.

Publication Date	Submission Deadline	Publication Date	Submission Deadline
January 15	January 8	July 16	July 9
January 29	January 22	July 30	July 23
February 12	February 5	August 13	August 6
February 26	February 19	August 27	August 20
March 12	March 5	September 10	September 3
March 26	March 19	September 24	September 17
April 9	April 2	October 8	October 1
April 23	April 16	October 22	Octover 15
May 7	April 30	November 5	October 29
May 21	May 14	November 19	November 12
June 4	May 28	December 3	November 26
June 18	June 11	December 17	December 10
July 2	June 25		

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