

Exhibitor and Sponsor Prospectus



inspire

2023 Annual Conference & Expo

Kansas City | April 20–23

On Demand in May



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2023 Annual Conference & Expo

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

AOTA INSPIRE 2023

- Engage with OTs
- Build New Business
- Demonstrate Expertise

AOTA INSPIRE is the premier event for access to more than 7,000 occupational therapy professionals and students who gather to recharge their energy, sharpen their minds, and face the future with confidence. Attendees are inspired to be their passionate and creative best.

AOTA INSPIRE brings the decisionmakers to you:

- 7,000 OT researchers, practitioners, educators, administrators, and students
- More than 250 exhibiting companies
- 20,000 square feet of exhibiting space
- Exhibitor Sponsored Seminars on show floor to demonstrate expertise
- Creative branding opportunities



Attendee Profile

The demand for occupational therapy practitioners to help individuals dealing with social, emotional, and physical effects of aging, illness, and injury continues to grow. Join us in Kansas City to showcase your products and services, engage with attendees and share your expertise at AOTA INSPIRE 2023 Annual Conference & Expo.

Snapshot of AOTA members and AOTA INSPIRE attendees:

OT Focus	Percentage of AOTA Members
Academic Education	15%
Children & Youth	50%
Developmental Disabilities	30%
Home & Community Health	20%
Mental Health	25%
Productive Aging	25%
Rehabilitation & Disabilities	50%
Sensory Integration & Processing	35%
Work & Industry	5%



Exhibitor and Sponsor Profile

More than 250 companies across multiple industries exhibit at AOTA INSPIRE, making it the largest gathering of partners and supplies for the OT profession.

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

You're in Good Company...AOTA INSPIRE 2022 Exhibiting Companies

- 212* Therapy
- Accelerated Care Plus
- Adaptive Mobility Services, LLC
- ADED
- Aegis Therapies
- Amenity Health Services
- American Association for Accreditation of Ambulatory Surgery Facilities (AAAASF)
- American Printing House for the Blind
- American Society of Hand Therapists
- AMF-Bruns of America
- Amramp
- Anders Group
- Andrews University
- Angels of Care Pediatric Home Health
- OT JobLink
- Arkansas Colleges of Health Education
- ATMakers
- Aveanna Healthcare
- Barrett Medical
- Bay Path University
- BAYLOR SCOTT & WHITE HEALTH
- Baylor University
- Beauty and Beyond
- BIONIK Inc.
- Bioventus
- BlackBack Writing
- Books of Discovery
- Boston University
- Brooks Institute of Higher Learning
- Calmoseptine, Inc.
- Caregiver Smart Solutions
- CARF International
- Centre for Neuro Skills
- Century Rehab
- Chariot Innovations
- Chatham University
- Child Care Therapy
- Christopher & Dana Reeve Foundation
- CHRISTUS Health
- CHS Therapy LLC
- Circle of Care
- ClinicSource
- Colorado State University
- Creighton University
- Current Medical Technologies
- Danmar Products Inc
- DESiN LLC
- Dignity Lifts - Toilet Lifts
- DriveSafety, Inc.
- Easy To Use Products
- Elentra Corp
- Encompass Health
- Ensign Services
- Evidence In Motion
- ezipz
- EZ-Step Mobility, Inc.
- F.A. Davis Company
- Fabrication Enterprises
- Friendly Shoes
- Fusion Medical Staffing
- Gannon University
- Genesis Rehab Services
- Great Strides Rehabilitation, Inc
- GripAble
- H ROBOTICS US INC.
- Hand Therapy Certification Commission
- Hanger Clinic
- HappyNeuron Pro
- Harmonic Bionics
- Hawaiian Moon, Inc.
- HENKA LLC
- HHS Early Childhood Intervention
- HOLDENART PolarityGear Bath Tissue & Paper Towel Holders
- In2Great Me!
- Innov8
- Insightful Products LLC
- Intelligent Video Solutions
- Invo Healthcare-Progressus Therapy
- IOS Press
- IUPUI
- Ivy Rehab Network
- KidsCare Home Health
- Kinesio Holding Corporation
- Lance Custom Designs
- Learning Without Tears Inc.
- Legacy Healthcare Services
- LessonPix, Inc.
- Lincoln Memorial University
- Lingraphica
- Living In Place Institute, LLC
- Los Angeles Unified School District
- Matheson Education and Training Solutions
- Med Travelers
- MedBridge
- Medline
- Medica
- MedTech International Group
- Mercer Consumer
- Meva Patient Communications
- MGH Institute of Health Professions

- MOCAN LLC
- More Cowbelt, LLC
- MPower Me
- Muskingum University
- My Motor Mats
- National AgrAbility Project
- Navajo County Education Service Agency
- NBCOT, Inc.
- Nebraska Methodist College
- NEOFECT USA, Inc.
- Neuro Rehab VR
- NeuroCatch
- NMEDA
- Nomi
- North Coast Medical
- Nova Southeastern University
- Numotion
- Occupational Therapy Toolkit
- Orfit Industries America
- OT Leaders & Legacies Society
- Otto Trading, Inc.
- Parker University
- Pearson Clinical Assessment
- penpalz entertainment
- Penumbra, Inc.
- Performance Health
- Pocket Prep
- ProCare Innovations
- ProMedica
- PT Solutions
- Quantum Resource Professionals
- RCM Health Care Services
- Rehab Essentials
- Rehab Synergies
- Rehab Without Walls
- Nomi
- Reliant Rehabilitation
- Relias
- Restorative Therapies, Inc.
- ReWalk Robotics
- Rifton
- RiverKids Pediatric Home Health
- Select Medical
- Senaptec
- Shepherd Center
- Shower Buddy, LLC
- Silver Ring Splint Company
- SimplePractice
- SLACK Incorporated
- Southpaw Enterprises, Inc.
- SP Ableware /Maddak
- Specialized Assessment & Consulting

- Spentys
- SPG Therapy & Education
- St. Catherine University
- Stanford Health Care
- Stoelting
- Sunny Days Early Childhood Development Services
- Super Duper Publications
- Systems Technology, Inc
- Talkatoo
- Tender Touch Rehab Services
- Texas Occupational Therapy Association, INC
- Texas Tech University Health Sciences Center, School of Health Professions
- Texas Woman's University
- The Color-Coded Chef
- The Genesis Group Inc
- The Gideons International
- The Pro Bono Network
- The Stepping Stones Group
- TherapyEd
- TherapyTravelers
- TheraSpecs
- TIME TIMER LLC
- TIRR Memorial Hermann
- Blue Sparrow Therapy Consulting
- Tourette Association of America
- Touro University Nevada
- TrueLearn
- U.S. Army Mission Support Battalion
- University at Buffalo
- University of Florida Dept. of OT
- University of Indianapolis
- University of Kansas Occupational Therapy Education
- University of St. Augustine for Health Sciences
- University of the Incarnate Word
- USC Mrs. T.H. Chan Division of Occupational Science and Occupational Therapy
- Virco Inc.
- Virginia Commonwealth University
- Virtualis Vr
- Visit KC
- Warfighter Engaged
- West Coast University
- West Texas Rehab Center
- Western University of Health Sciences
- WHILL, Inc.
- Wikki Stix
- Wolters Kluwer
- WPS
- Therabath Professional Paraffin Products
- Yagel Therapy Services
- Zaner-Bloser Publishing

Recent Exhibitor and Sponsor Testimonials

“We had a great experience at our booth and enjoyed interacting with the OT community very much. We hope to grow our company and expand our presence at AOTA every year. Thank you very much!!” – 2022 Exhibitor

“It was a great crowd. They were really friendly and they loved our product. I was impressed with how much time they spent in the Expo and their curiosity about what we had to offer.” – 2022 Exhibitor

“Thank you for putting together such a great event! We cannot wait for next year!”

– 2022 Exhibitor

“Thanks SO MUCH for all you do! It was a great conference, and we are grateful to have been there!”

– 2022 Exhibitor

“It was a great trade show! Enthusiastic attendees and a positive experience all the way around!” – 2022 Exhibitor



Exhibit Fees and Floorplan

Booth Type	Rate Per 10x10
Non-Profit Booth *	\$ 1,500.00
Small Business Booth	\$ 1,500.00
Standard Booth	\$ 2,500.00
Corner Booth	\$ 2,600.00
Premium Booth	\$ 2,700.00

**To qualify for a non-profit table top 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 this contract.*

**VIEW THE VIRTUAL FLOORPLAN
FOR AVAILABILITY**

Additional Exhibitor Information:

Booth Location

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

Booth Staffing

- Booths must be staffed at all times during the published Exhibit Hall hours. Early departure or absence will result in the company or group being penalized no less than \$2,500, a loss of priority points, and may result in being prohibited from participating in future AOTA events. It is understood that booths staffed by one individual will be vacant as necessary for breaks, meals, etc.

Additional Badges and Limits

- All Exhibit staff must have a badge to access the Exhibit Hall. Each exhibiting company receives up to 6 complimentary "Exhibit Hall Only" badges per 100 square feet. Additional badges (both Exhibit Hall badges and full Conference badges) may be purchased at the AOTA INSPIRE website.

Exclusive Hall Hours

Exhibitor Schedule
Tuesday, April 18 1:00 pm – 5:00 pm – Exhibitor Move in for Island Booths Only
Wednesday, April 19 10:00 am – 5:00 pm – Exhibitor Move in
Thursday, April 20 8:00 am – 10:00 pm – Exhibitor Move in 12 noon – Exhibitors must take possession of booth space. Crates must be removed by 10:00 am; booths must be complete. 12:30 pm – 5:00 pm – Expo Open
Friday, April 21 10:00 am – 5:00 pm – Expo Open
Saturday, April 22 9:00 am – 2:00 pm – Expo Open 2:00 pm – 6:00 pm – Exhibitor Move Out 7:00 pm – Exhibit Hall must be clear

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.

Housing and Travel

- AOTA encourages you to book your hotel reservations early. Rates will be available on the AOTA INSPIRE website.

Exhibitor-Sponsored Seminars

Exhibitor-Sponsored Seminars are only available to registered exhibitors.

Expand your booth presence by leading a 45-minute session on the Expo floor. Showcase the OT applications of your products or services in an educational setting by reserving your Exhibitor-Sponsored Seminar. Engage current and potential customers with hands-on demonstrations, and in-depth information on how they'll benefit from your company's products.

Details:

- 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
- Qualifies for contact hours
- 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. High-res, 4 color logo should be submitted for inclusion in signage.
- \$1,700 each, on a first-come, first-reserved basis

**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.*

AOTA INSPIRE 2022 attendees enjoyed the Exhibitor Sponsored Seminars!

“Interesting product. Thanks for sharing other tech ideas as well.”

“This session was very timely in my own life, and it was nice to get an in-person demo.”

“Great information and very informative with resources.”

“I learned a lot about resources that I can pass along to my clients/patients and even my colleagues to assist in their treatment sessions. The speakers were very knowledgeable and passionate about their topic.”

Academic Leadership Council Meeting (ALC) Tabletop Exhibits

\$4,000

The ALC convenes prior to AOTA INSPIRE at the Loews Kansas City (official AOTA INSPIRE 2023 Conference hotel), on Tuesday, April 18 and Wednesday, April 19.

ALC is a blended learning delivery: in person and live streamed, giving you in-person and online exposure to 700+ OT academics: University and College Faculty Chairs.

Exhibitor Brand Awareness at ALC includes:

- A 6' skirted table to greet attendees and display your corporate materials. Includes 2 chairs and a table. Tabletops are located outside the meeting in the corridor at Loews for maximum visibility.
- Exhibitor Logo on signage at meeting.
- Exhibitor logo on opening and closing slides of each day's presentations; sponsor will be verbally recognized and thanked every day by speakers.
- Inclusion in the post-event exhibitor recognition email to all attendees, with exhibitor logo, link and company description (50-word max)
- Mailing list of the attendees (mailing address only)
- Video/commercial opportunity: Limited to 3 exhibitors. 30-second commercial spot to rotate through each day's presentations. **\$500**



Sponsorship Opportunities

Visionary / Trailblazer / Leader

The Center for Exhibition Industry Research (CEIR) found that sponsorships can increase booth traffic by 104%. AOTA offers tiered sponsorships and a la carte options to heighten your exposure.

VISIONARY Sponsor Level (Exclusive Sponsorships)

Expo Opening Lunch – SOLD

- More than 7,000 attendees fill the Exhibit Hall for the AOTA Welcome Reception, making it the social highlight of the conference. Sponsor recognition will be woven into the theme of the reception and will include signage and company logo on cocktail napkins.

Headshot Lounge – \$20,000

- Attendees will appreciate the gift of a professional headshot that includes professional makeup! They will be left with a favorable impression of your company. Emails with photos will include your company's logo and your own personnel can spend one-on-one time with attendees as they work alongside the Headshot Lounge staff. Sponsor logos will be placed throughout the Headshot Lounge and marketing materials and giveaways may be provided for display. Located at the center of the Expo, this typically draws very heavy foot traffic and participation.

Lanyards – SOLD

- Each attendee will receive a name badge with a lanyard providing maximum visibility.

Conference Attendee Bag – \$20,000

- Logo on all attendee bags, and sponsor may include a one-page promotional insert.

Registration Sponsor – \$15,000

- Your brand will be incorporated within AOTA's overall design as attendees are welcomed into AOTA INSPIRE 2023.

Keynote Address – \$15,000

- This sponsorship provides a great opportunity for brand awareness while our relevant, inspirational speaker, John O'Leary, rocks the house. Sponsor will receive recognition on prominent signage and on slide presentation borders.

Slagle Lecture – \$10,000

- This prestigious sponsorship of the Eleanor Clarke Slagle Lecture is an opportunity to show your commitment to OT and its rich history. Includes acknowledgement as sponsor in signage and a dedicated slide in-between the presenter's slides.

AOTA INSPIRE Insights – \$10,000

- Exclusive sponsorship of printed piece given out to all attendees with Conference highlights. Ad included and logo featured throughout piece.

TRAILBLAZER Sponsor Level

Presidential Address – \$8,000

- Generate brand awareness while the President of AOTA shares their vision of the future. Sponsor will receive recognition on prominent signage and on slide presentation borders.

Column Wraps/Hanging Banners/Foot Decals (Contact AOTA for pricing; varies)

- Positioned throughout high traffic areas, column wraps and window clings are an ideal way to showcase your brand and drive attendees to your booth space as they make their way to and from sessions. Consult with the Exhibit Sales Executive for prime locations and pricing.

Escalator Sponsorship – \$7,000

- Nearly all the attendees will be taking the escalators to the second and third floors of the convention center. Place your message in front of these attendees as they travel between floors to educational sessions, meeting rooms and events.
- Sponsorship is available per escalator bank.
 - 2nd floor to 3rd floor (from AOTA Registration area/walkway to AOTA Experience/Expo General Sessions)
 - 1st floor to 2nd floor (from lower level Registration area and sessions)

Mascot Sponsorship – \$6,000

- Your company mascot can generate traffic to your booth by interacting with attendees in the lobby area and handing out marketing materials. Our attendees love the whimsical!

AOTA INSPIRE Conference app – \$6,000

- AOTA is going digital and attendees are following. The AOTA INSPIRE app was downloaded and utilized by nearly all attendees in 2022, along with non-attendees who were looking for professional resources. Your logo will be featured on the splash page; your company will have a watermark image in the app; and your banner ad will be visible every time attendees and users access the app to review sessions, check schedules, and view AOTA notifications. Sponsorship also includes an “Enhanced Exhibitor Listing,” a callout in the exhibitor map, and a push notification to attendees.

LEADER Sponsor Level

SIS Network Reception – \$5,000

- With this sponsorship of the networking reception for the specialty interest sections, you will have prominent signage and dedicated table space to display your marketing pieces.

Poster Sessions – \$5,000

- The eight poster sessions are a highlight for interaction between presenters and attendees that generate a buzz of excitement in the convention center. Your company logo will be on signage at the entrance of the poster area; your logo will be included on signage for each poster session.

Branded Item in Conference Tote Bag – \$4,000

- Include one of your promotional items or one-page marketing piece in the tote bag handed to all AOTA INSPIRE attendees. (Items are due to AOTA offices no later than March 10, 2023).

Educational Track Sessions – \$4,000

- This sponsorship provides a great opportunity for brand awareness with a dedicated audience. The sponsor will receive recognition on the session room signage and on slide presentation borders. This opportunity includes Session Tracks. Contact AOTA for details.

Water Bottle – \$3,000

- AOTA will hand out your branded water containers at Registration for attendees to refill their water at designated areas.

MeterBoard Signs – \$3,000 for set of 3 signs

- Your company's unique messaging will be placed on signage (36" X 87") that will be viewed as the attendees walk a long corridor to their AOTA sessions each day. Sponsorship opportunity sold in set of 3; you will have 3 signs to decorate with your own messaging. Drive attendees to your booth and bring awareness to your company brand. Signs will be spread out for maximum visibility.

Attendee Orientation Video on AOTA INSPIRE site – \$3,000

- Sponsor the 20-minute video orienting attendees as to what to expect after they are onsite. They will learn how to navigate to the app, and the program, explore onsite, who to go for help, etc. This is an excellent opportunity to connect with those who are new and seeking guidance. Includes your logo, and a shout out in the introduction, and we'll include your booth number with a reminder to stop by and visit with you in the Expo.

AOTA INSPIRE app – Banner ads – Limited opportunity, up to 9 - \$500

- The AOTA INSPIRE app was downloaded and utilized by nearly all attendees in 2022, along with non-attendees who were looking for professional resources. Add a banner ad to the AOTA INSPIRE app. Your company will provide a banner image of 640x110 and a landing URL for your banner ad. The link you provide can highlight your brand, products and services, or show specials.

continued >>>

AOTA INSPIRE app – Push Alerts – Limited opportunity, 1–2 a day, up to 9 – \$500

- Add a push alert on our app to your exposure this year! You can pick from available pre-set dates, within a 2-hour window. (Tuesday April 18 through Saturday, April 22, 8:00 am to 10:00 am, or 12:00 pm to 2:00 pm each day). Subject line to include up to 29 characters; body of the message can be longer for more detailed information. Include an outbound link that will open in the in-app browser.

AOTA INSPIRE app – Enhanced Listing Package – Add on for Exhibitors!! \$500

- Ensure the attention of attendees while they are using the app to look up exhibitors, by adding to your company listing. Add your logo, booth materials, product brochures, and other documents to the app for signed in users to download. Save money on printing by giving interested attendees digital access to the printed materials!

Important Deadlines

October 14, 2022

- AOTA INSPIRE app primary sponsorship deadline, art and ad materials due

November 2022

- AOTA INSPIRE app launches

December 2022

- Final payment due for booths
- Booth cancellation fee of 100% liability after December 1st

March 2023

- AOTA INSIRE App
 - March 10, 2023: Enhanced listings due
 - March 31, 2023: Push alerts due
 - March 31, 2023: Banner ads due

April 2023

- April 19, 2023: Exhibitor move in day; hall opens 8:00 am.
- April 22, 2023: Exhibitor move out; hall closes at 6:00 pm.



6116 Executive Boulevard, Suite 200
North Bethesda, MD 20852-4929
www.aota.org

Contact Us

Exhibits, Sponsorship, Advertising

Kristen Creel, Sales Executive
301-652-6611, ext. 4140
kcreel@aota.org

Pre- and Post-show Mailings

List Rental Manager
301-652-6611, ext. 2767
listrental@aota.org

