

Exhibitor and Sponsor Prospectus



INSPIRE

2024 Annual Conference & Expo
March 21–23

Orlando

Orange County Convention Center

Exhibit Hall of INSPIRE-ation, located at West Concourse, Level 2

Make a Splash in Orlando!



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

AOTA INSPIRE 2024

- Engage with OT professionals
- Build new business
- Demonstrate expertise

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. Attendees are inspired to be their passionate and creative best.

AOTA INSPIRE brings the decision-makers to you:

- 8,000 OT researchers, practitioners, educators, administrators, and students
- More than 250 exhibiting companies
- 24,000 square feet of exhibiting space
- Exhibitor Sponsored Seminars on show floor to demonstrate expertise
- Creative branding opportunities



Leading the Way

AOTA INSPIRE is the world's largest gathering of occupational therapy professionals—more than **8,000** researchers, clinicians, educators, administrators, and students.

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 INSPIRE is at the heart of this ever-expanding profession, bringing together exhibitors and sponsors with professionals who fuel the growth of the industry and improve the lives of millions of people. Join us in Orlando to showcase your products and services, engage with attendees, and share your expertise at AOTA INSPIRE 2024 Annual Conference & Expo.

Fast Facts

Exhibiting/Sponsoring at AOTA INSPIRE brings you face to face with more OT professionals than any other setting. Attendees represent a wide range of OT specialties and experience levels.

AOTA INSPIRE 2023 attendees' primary special interest sections:

- Academic Education: 24%
- Children and Youth: 29%
- Developmental Disabilities: 4%
- Home & Community Health: 3%
- Mental Health: 5%
- Productive Aging: 6%
- Rehabilitation & Disability: 23%
- Sensory Integration & Processing: 4%
- Work & Industry: 2%

AOTA INSPIRE 2023 attendees' years of practice:

- Student: 15%
- 0–2 years: 7%
- 3–5 years: 6%
- 6–10 years: 12%
- 11–20 years: 23%
- 20+ years: 37%

Nearly 6,500 attended INSPIRE 2023, and attendance is growing steadily post-pandemic.

- OTs in attendance: 57%
- OTAs in attendance: 7%
- OT and OTA students in attendance: 36%

86% of attendees would recommend AOTA INSPIRE to a colleague.

More than **30%** of attendees are first timers, giving your organization access to a new audience of prospects each year.

89% of AOTA INSPIRE exhibitors were satisfied or extremely satisfied with their exhibit experience.

85% of AOTA INSPIRE exhibitors are extremely likely or likely to exhibit again

Exhibitor and Sponsor Testimonials

“This was an excellent show! Loved the Kansas City Convention Center and AOTA staff were always very helpful...great traffic throughout the show...we’re booked for Orlando and look forward to seeing everyone there!”

– 2023 Exhibitor

“The conference was amazing! We met so many wonderful people and made great connections. This was our first national conference and we learned a LOT!”

– 2023 Exhibitor

“Overall thrilled with the conference and exhibiting aspect! Thank you for all of your work and for making the conference such a success!”

– 2023 Exhibitor

“Solid traffic and energized attendees in the Expo Hall, great to be back at a live AOTA again!” – 2023 Exhibitor

“Great event—communication and instructions were great! Very smooth process for an exhibitor.” – 2023 Exhibitor



AOTA INSPIRE 2024 Exhibit “Hall of INSPIRE-ation” Fees and Floorplan

Booth Type	Rate Per 10x10
Standard Booth	\$ 2,750.00
Corner Booth	\$ 2,860.00
Premium Booth	\$ 2,970.00
Small Business Booth	\$ 1,650.00

**To qualify for a small business 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.*



Exclusive Hall Hours

Exhibitor Schedule
<p>Tuesday, March 19, 2024 1:00 pm – 5:00 pm – Exhibitor Move in for Island Booths Only</p>
<p>Wednesday, March 20, 2024 10:00 am – 5:00 pm – Exhibitor Move in</p>
<p>Thursday, March 21, 2024 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</p>
<p>Friday, March 22, 2024 10:00 am – 5:00 pm – Expo Open</p>
<p>Saturday, March 23, 2024 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</p>

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 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 \$2,750 and 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 AOTA INSPIRE Conference badges) may be purchased at the AOTA INSPIRE website.

Housing and Travel

AOTA encourages you to book your hotel reservations early. Rates will be available on the AOTA INSPIRE website. Exhibitor housing is open to all confirmed exhibitors. Confirmed exhibitors should reserve their room through the [AOTA INSPIRE website](#).



Exhibitor-Sponsored Seminars

Exhibitor-Sponsored Seminars are only available to registered exhibitors.

\$1,800 per seminar

Reservation Deadline: March 1, 2024

Logo and Description Deadline: March 5, 2024*

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 with an 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.

Fast Facts

- 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 contact hours**
- 45 minutes in length
- Posted with your logo on AOTA INSPIRE 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.

**The sooner your description is submitted to AOTA, the sooner it will appear in the AOTA Inspire app for those building their schedules pre-Conference.*

***Attendees receive .75 contact hour (.75 NBCOT PDU). 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 2023 attendees enjoyed the Exhibitor-Sponsored Seminars!

“Loved the side-by-side videos!”

“Love the different products!”

“Great speaker and good information.”

“Very interesting to learn about bilateral vs. unilateral therapy for neuro rehabilitation.”

“I am so excited to continue learning about this intervention and possibly completing continuing education to be able to use this with my patients, especially since I work in both acute care and pediatric settings. I thought of many patients that I have that could potentially benefit from these interventions.”



Academic Leadership Council Meeting (ALC) 2024

Target Academicians Pre-INSPIRE!

The ALC convenes prior to AOTA INSPIRE at the Rosen Centre (official AOTA INSPIRE 2024 Conference hotel), on Tuesday, March 19 and Wednesday, March 20.

ALC is a blended learning delivery: in person and live streamed, giving you in-person and online exposure to 700+ OT academicians, including university and college faculty chairs.

\$4,200 per Tabletop

Reservation Deadline: March 1, 2024

Creative/Logo/Commercial Deadline: March 8, 2024

Tabletop Purchase at ALC includes:

- A 6-foot skirted table to greet attendees and display your corporate materials. Includes 2 chairs and a table. Tabletops are located at the entrance of the ALC meeting at the Rosen 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)

Commercial Add-on: \$500

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



AOTA INSPIRE 2024 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.

SPONSORSHIPS—TRANSPORTATION

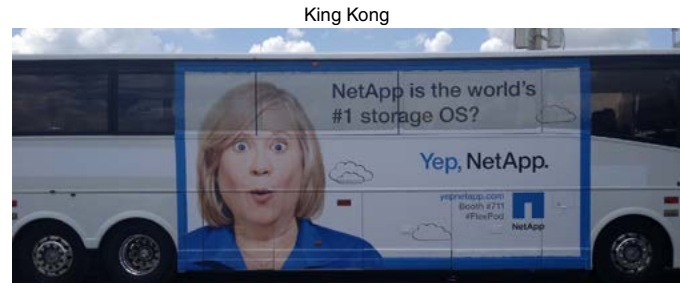
AOTA's comprehensive shuttle bus system offers maximum visibility for sponsors—both off and on the bus. Shuttle buses transport attendees to and from hotels and the Orange County Convention Center, resulting in thousands of impressions of OTs and OTAs.

Shuttle Bus Large Signs: \$8,000–\$10,000 per bus

Space Deadline: February 9, 2024

Creative Deadline: February 15, 2024

Bus signs available in 2 sizes (Queen Kong, 19' X 6', \$8,000 per bus, and King Kong, 19' x 9', \$10,000 per bus). Brand one side of the bus with your company name, logo, booth number, and messaging for highest impact.



King Kong

Banner

Shuttle Bus Banners: \$2,000 – \$4,000 per bus

Space Deadline: February 16, 2024

Creative Deadline: February 22, 2024

Banners will be placed on the side of the buses and there are size options to fit every budget.



Shuttle Bus Step

Aisle Wrap

- 2' x 16' Banner – **\$2,000 per bus**
- 2' X 24' Banner – **\$3,000 per bus**
- 2' X 35' Banner – **\$4,000 per bus**

Shuttle Bus Step: \$1,200 per bus

Aisle Wrap: \$1,500 per bus

Space Deadline: February 16, 2024

Creative Deadline: February 22, 2024

Wrap the steps of the bus with your ad and be the first thing attendees see as they step on the bus. Aisle wraps are a great way to advertise new products.



Shuttle Bus Headrest Covers: \$2,500 per bus

Space Deadline: February 2, 2024

Creative Deadline: February 8, 2024

Headrest covers (HRC) are made of high-quality cotton/polyester for sharp graphic resolution. Sponsor messaging is available on both sides of the headrest cover. Display area is 9 X 6 inches, and sponsorship includes production of 2-color design, installation, and removal.

Each shuttle bus opportunity requires a minimum purchase of 5 buses.

Options available to purchase a combination of the above to own each bus!



SPONSORSHIPS—at the HOTEL

Sponsorships at Rosen Centre Hotel, the adjacent hotel to the Orange County Convention Center and the official AOTA INSPIRE 2024 Conference hotel directly reach the attending OTs and OTAs.

Escalators to Level 2: \$5,000

Space Deadline: February 9, 2024

Creative Deadline: February 19, 2024

Your brand message will be visible to the foot traffic of AOTA INSPIRE attendees as they make their way from hotel rooms or activities to the Convention Center each day. Sponsorship includes low adhesive stair riser clings, easel sign, and partial low-adhesive escalator clings.

Elevator Door Clings: \$5,000

Space Deadline: February 9, 2024

Creative Deadline: February 19, 2024

Branding locations in this high traffic area provide opportunities for unique and memorable messaging. Reach attendees as they go to and from the Conference activities to their hotel rooms. 5 inches W x 8 inches H meter board.

Skywalk to the Convention Center: \$6,000

Space Deadline: February 9, 2024

Creative Deadline: February 19, 2024

Stay top of mind with AOTA INSPIRE attendees as they walk to the Convention Center each day. Sponsorship includes 4 signs: two 2-sided skywalk overhead signs and two hanging banners on railings.

SPONSORSHIPS—at the CONVENTION CENTER

AOTA sponsors know that integrated packages—combining Convention Center and hotel sponsorships, print and online—provide multiple touch points.

Expo Opening Lunch —SOLD

Reservation Deadline: March 1, 2024

Creative Deadline: March 5, 2024

More than 8,000 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—\$25,000

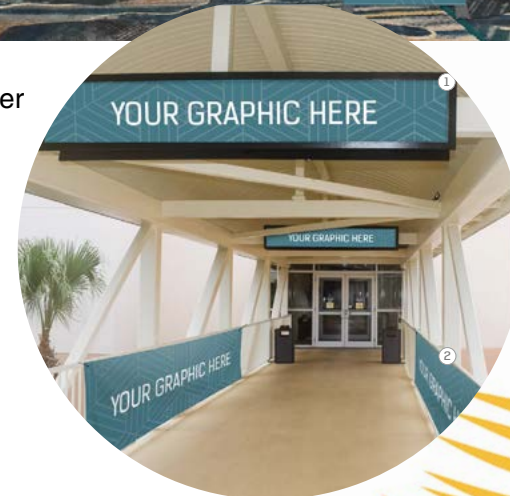
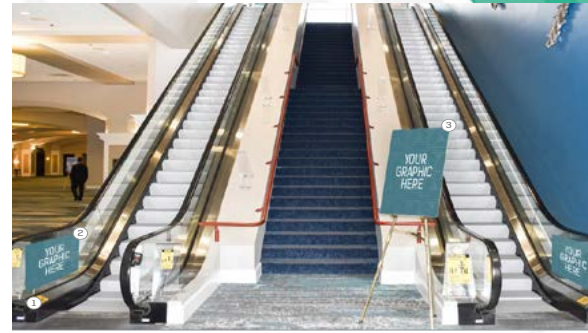
Reservation Deadline: February 1, 2024

Creative/Logo Deadline: February 2, 2024

Attendees 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.

Call 240-482-4140 | Email sales@aota.org

Rosen Centre Hotel



Conference Attendee Bag Sponsorship—SOLD

Reservation Deadline: November 1, 2023

Creative/Logo Deadline: November 1, 2023

Logo on all beautifully designed bags distributed to each attendee. Sponsorship includes a one-page promotional insert.

Registration Sponsor—\$18,000

Reservation Deadline: February 1, 2024

Creative/Logo Deadline: February 2, 2024

Your brand will be incorporated within AOTA's overall design as attendees are welcomed into AOTA INSPIRE 2024.

Keynote Address—\$18,000

Reservation Deadline: February 1, 2024

Creative/Logo Deadline: February 2, 2024

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

Slagle Lecture—\$12,000

Reservation Deadline: February 1, 2024

Creative/Logo Deadline: February 2, 2024

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.

Lanyards—SOLD

Reservation Deadline: November 1, 2023

Creative/Logo Deadline: November 1, 2023

Each attendee will receive a name badge with a lanyard, providing maximum visibility for the sponsor.

Rapid Charging Stations—\$8,000 per 3 centers

Space Deadline: February 1, 2024

Creative/Logo Deadline: February 2, 2024

Help attendees stay connected by sponsoring rapid charging stations. Sponsor's logo and messaging is placed on coverings over the central panel (77 7/16 inches X 89 inches), along with a dedicated sign.

Presidential Address—\$8,000

Reservation Deadline: February 1, 2024

Creative/Logo Deadline: February 2, 2024

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.



Escalator Sponsorship—\$7,300 each; choice of two

Space Deadline: February 1, 2024

Creative/Logo Deadline: February 2, 2024

Nearly all the attendees will be taking the escalators to the second floor 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.

1st floor to 2nd floor (on left from AOTA Registration area up to AOTA Experience/Expo/General Sessions)

1st floor to 2nd floor (on right from AOTA Registration area up to AOTA Experience/Expo/General Sessions)



Trash Can Cling-Ons—\$5,000

Space Deadline: February 1, 2024

Creative/Logo Deadline: February 2, 2024

Drive traffic to your booth with your company name, logo, and messaging on 11-inch X 17-inch, 4-color matte, vinyl, self-adhesive clings that adhere to trash can receptacles strategically placed throughout the Expo Floor.

Exhibitor Office Space on Expo Floor—\$5,000

Reservation Deadline: February 1, 2024

Creative/Logo Deadline: February 2, 2024

Reserve your own office space on the show floor to interview, recruit, or meet with prospects and clients privately and away from the show floor noise. Space will be labeled and only available to your organization for the full Expo hours. Available only to exhibitors.

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

Reservation Deadline: February 1, 2024

Creative/Logo Deadline: February 2, 2024

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.

Poster Sessions—\$5,000

Reservation Deadline: February 1, 2024

Creative/Logo Deadline: February 2, 2024

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.



Educational Track Sessions—\$4,000

Reservation Deadline: February 1, 2024

Creative/Logo Deadline: February 2, 2024

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.

SPONSORSHIPS—in PRINT

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

Reservation Deadline: March 4, 2024

Creative Deadline (items due to Orlando, address to be supplied): March 8, 2024

Include one of your promotional items or one-page marketing piece in the tote bag handed to all AOTA INSPIRE attendees.

AOTA INSPIRE Insights—\$10,000

Reservation Deadline: January 19, 2024

Ad Creative/Logo Deadline: January 24, 2024

Exclusive sponsorship of printed piece with AOTA INSPIRE highlights given out to all attendees. Ad included and logo featured throughout the piece.

SPONSORSHIPS—ONLINE

Wifi Splash Page—\$3,500

Reservation Deadline: March 1, 2024

Creative Deadline: March 6, 2024

The exclusive sponsor will appear on the splash page when attendees log into the AOTA INSPIRE wifi. Welcome the attendees with a branded message. Sponsorship includes background image 1200 X 980 pixels, and logo, text, and colors. Each template is fully responsive and mobile friendly.

Pop-up Interview from Expo Floor—\$1,000

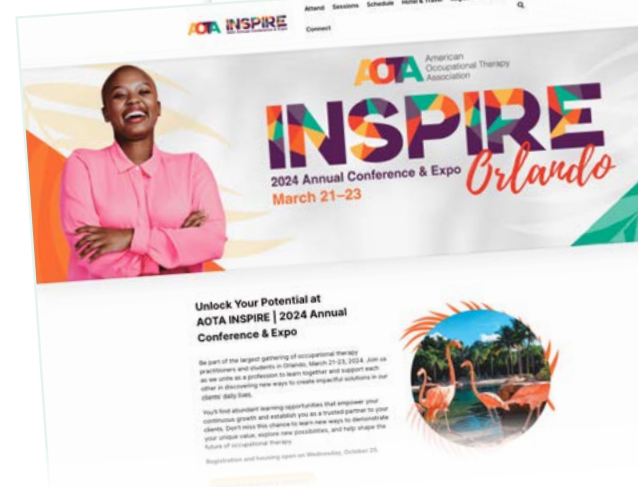
Reservation Deadline: March 1, 2024

For Exhibitors Only: Stand out from crowd, promote your services and drive traffic to your booth. At a set time, AOTA communications staff will conduct a short interview with your team at your booth. Resulting interviews will be posted on AOTA's social media. Limited amount available.

Leaderboard Ad on AOTA INSPIRE Site—\$3,000 (net) per month

The premier website of AOTA INSPIRE. More than 85% of OT professionals attending the Conference register through this site, and they use it to gather information pre- and post-show.

- Minimum of 20% share of voice
- 728 X 90 pixels, bottom banner



Attendee Orientation Video on AOTA INSPIRE Site—\$3,000

Reservation Deadline: March 1, 2024

Creative/Logo Deadline: March 8, 2024

Sponsor the 20-minute video orienting attendees on what to expect after they are on site. They will learn how to navigate to the app and the program, where to find things on site, 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. We'll include your booth number with a reminder to stop by and visit with you in the Expo.

AOTA INSPIRE Conference App

The AOTA INSPIRE app was downloaded and utilized by nearly all attendees in 2023, along with non-attendees who were looking for professional resources.

Primary App Sponsorship—SOLD

Reservation Deadline: September 25, 2023

Creative Deadline: September 30, 2023

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.

Banner Ads; Limited Opportunity, up to 9—\$500

Space Deadline: March 5, 2024

Creative Deadline: March 10, 2024

Add a banner ad to the AOTA INSPIRE app. Your company will provide a banner image of 640 x 110 pixels and a landing URL for your banner ad. The link you provide can highlight your brand, products and services, or show specials.

Push Alerts; Limited opportunity, 1 to 2 a day, up to 9—\$500

Space Deadline: March 5, 2024

Creative Deadline: March 10, 2024

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, March 19 through Saturday, March 23, 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.

Enhanced Listing Package; Add on for Exhibitors!!—\$500

Space Deadline: February 5, 2024

Creative Deadline: February 5, 2024

Ensure the attention of attendees while they are using the app to look up exhibitors by adding 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 your printed materials!





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Contact Us

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