



AOA

# INSPIRE

2025 Annual Conference & Expo | April 3–5



## Exhibitor & Sponsor Prospectus

**Pennsylvania Convention Center**

1101 Arch Street

Philadelphia, PA 19107

Exhibit Hall located at Hall A/B,

2nd floor (200 Level)

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# INSPIRE

2025 Annual Conference & Expo

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

### AOTA INSPIRE 2025

- Engage with occupational therapy practitioners
- 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 researchers, practitioners, educators, administrators, and students
- More than 300 exhibiting companies
- 30,000 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 the 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 Philadelphia to showcase your products and services, engage with attendees and share your expertise at AOTA INSPIRE 2025 Annual Conference & Expo.

## Fast Facts

Exhibiting or sponsoring at AOTA INSPIRE brings you face to face with more occupational therapy professionals than any other setting.

A wide range of occupational therapy specialties and experience levels are in attendance.

### INSPIRE 2024 attendees' primary special interest sections:

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

### INSPIRE 2024 attendees' years of practice:

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

**More than 7,500 attended INSPIRE 2024, and attendance is growing steadily post-pandemic.**

- OTs in attendance: 57%
- OTAs in attendance: 7%
- Students: 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.

## 86% OF INSPIRE EXHIBITORS

were satisfied or extremely satisfied with their exhibit experience at INSPIRE.

## 85% OF INSPIRE EXHIBITORS

are extremely likely or likely to exhibit at INSPIRE again.



# Exhibitor and Sponsor Testimonials



**Wonderful event! Loved  
being an exhibitor.**

**2024 Exhibitor**

“Great job to all! I know expos of this size are hard to manage. Appreciate all you do to accommodate us and make us feel welcome. It was a great show and I’m looking forward to Philly!”

**2024 Exhibitor**

**I loved being an exhibitor  
at this conference! Thank  
you for the opportunity!**

**2024 Exhibitor**

“There was a good mixture of company decision makers and students to generate leads and get our brand awareness up. Traffic was consistent throughout the show, and we had plenty of quality conversations.”

**2024 Exhibitor/Sponsor**



The audience seemed to be more engaged than other conferences. We had a strategic location that was beneficial. I also commend the fact that a member of the staff came by to thank us for our participation. Something that does not go on at other conferences. The convention center folks were efficient as well as I was able to complete the exit process seamlessly. See you in Philly!”

**2024 Exhibitor/Sponsor**

# AOTA INSPIRE Exhibit Hall Fees and Floorplan

BOOTH TYPE	RATE PER 10X10
Standard Booth	\$2,750
Corner Booth	\$2,860
Premium Booth	\$2,970
Small Business Booth*	\$1,650

*\*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 or licensed along with this contract.*

[VIEW THE VIRTUAL FLOORPLAN FOR AVAILABILITY](#)

## Exclusive Hall Hours

### Tuesday, April 1, 2025

1:00 pm – 5:00 pm: Exhibitor Move in for Island Booths Only

### Wednesday, April 2, 2025

10:00 am – 5:00 pm: Exhibitor Move in

### Thursday, April 3, 2025

8:00 am – 10:00 am: 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 4, 2025

**10:00 am – 5:00 pm: Expo Open**

### Saturday, April 5, 2025

**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.

# 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, 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.

## Housing and Travel

AOTA encourages you to book hotel reservations early. Rates will be available on the AOTA INSPIRE website. Exhibitor housing is open to all confirmed exhibitors. Confirmed exhibitors will receive an email from Conference Direct Housing, AOTA’s housing company, with instructions and a link to book your hotel rooms.



# Exhibitor-Sponsored Seminars

*Exhibitor-Sponsored Seminars are only available to registered exhibitors.*

**\$2,000 per seminar**

**Reservation Deadline:** February 5, 2025

**Logo and Description Deadline:** February 10, 2025\*

Expand your booth presence by leading a 45-minute session on the Expo floor. Showcase the occupational therapy 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 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.

*\*The sooner we receive your description, the sooner it appears in the INSPIRE app for those building their schedules prior to the conference.*

*\*\*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 2024 attendees enjoyed the Exhibitor-Sponsored Seminars!

"I will definitely be looking into some of these technologies for use in my home health practice."

"Exciting new tool to help children and their families."

"We want this system at our college!"

"Very informative and concise with information. This was a great way to point out what will be different moving forward with this evaluation tool."



# Academic Leadership Council Meeting (ALC) 2025 Tabletop Exhibits Opportunities

**\$4,500 per tabletop**

**Reservation Deadline:** February 5, 2025

**Creative/Logo/Commercial Deadline:** February 10, 2025

The ALC convenes prior to AOTA INSPIRE at the Philadelphia Marriott Downtown (the official AOTA INSPIRE 2025 Conference hotel), on Tuesday, April 1 and Wednesday, April 2.

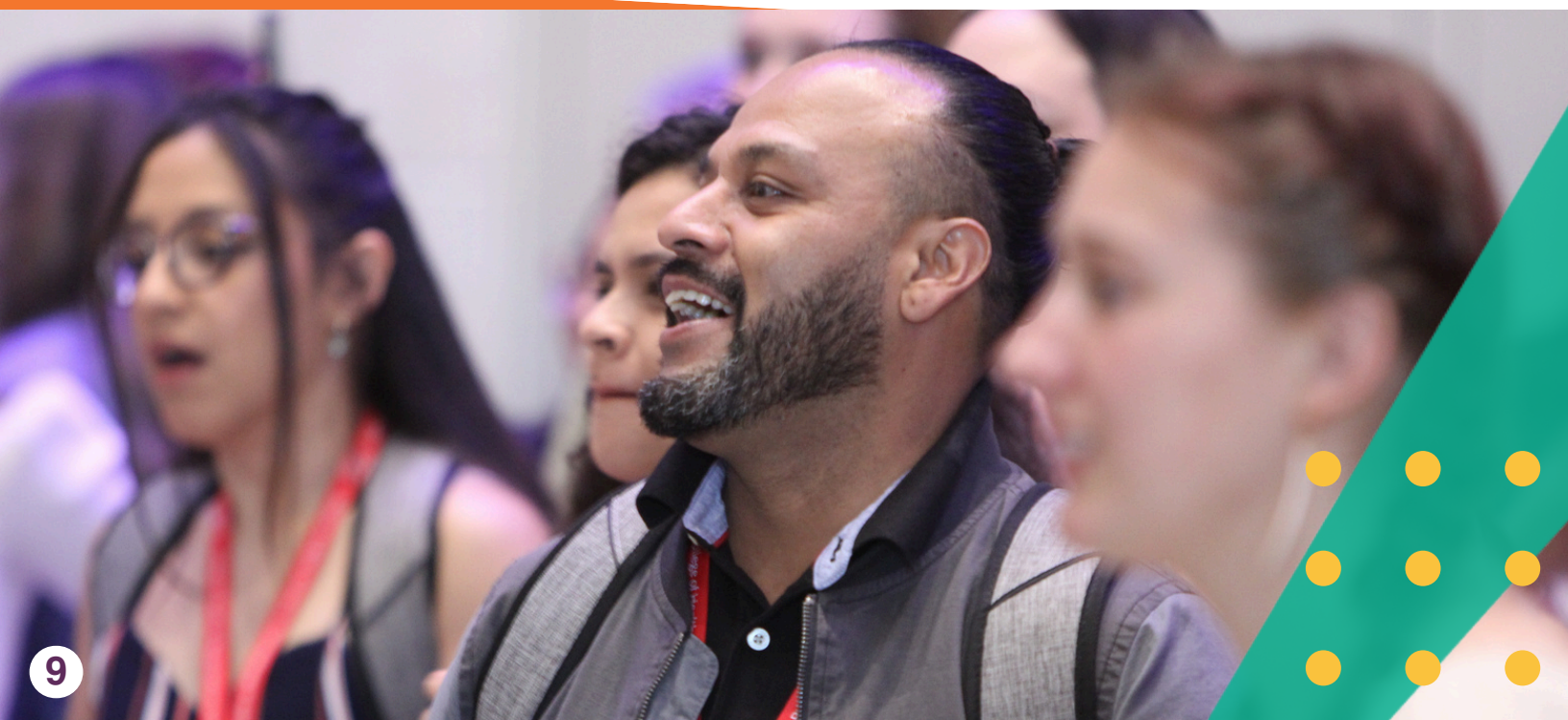
The ALC is a blended learning experience: in person and live streamed, giving you in person and online exposure to 700+ occupational therapy academics: university and college faculty chairs.

## **Tabletop purchase at ALC includes:**

- A 6' skirted table to greet attendees and display your corporate materials. Includes 2 chairs and a table.
- Tabletops are located in the foyer of the ALC meeting at the Philadelphia Marriott 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 or commercial opportunity: Limited to 3 exhibitors. 30-second commercial spot to rotate through each day's presentations.



# AOTA INSPIRE 2025 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 at the HOTEL

Sponsorships at Philadelphia Marriott Downtown, the connected hotel to the Pennsylvania Convention Center and the official INSPIRE 2025 convention headquarters hotel, directly reach occupational therapy professionals.

### Escalators from Lobby to Third Floor (path to Convention Center): \$10,000

2 sponsorships available

**Space Deadline:** February 10, 2025

**Creative Deadline:** March 1, 2025

Your brand message will be visible to the foot traffic of INSPIRE attendees as they make their way from hotel rooms or activities to the convention center each day. Sponsorship includes branding on two sides—inner panels of UP or DOWN escalator.

### Elevator Door Clings: \$5,000

**Space Deadline:** February 10, 2025

**Creative Deadline:** March 1, 2025

Branding locations in this high-traffic area provides opportunities for unique and memorable messaging. Reach attendees as they go to and from the convention activities to their hotel rooms. Rate includes one elevator exterior door.

- **Size:** 42" X 84"

### Sky Bridge to Liberty Ballroom and the Convention Center

Stay top of mind with INSPIRE attendees as they walk to the convention center each day.

### Column Branding

**Space Deadline:** February 10, 2025

**Creative Deadline:** March 1, 2025

Column stands at entrance to sky bridge on Marriott side.

Two sides available for branding – one larger and one smaller.

- **Larger Side at 22.75" X 86": \$5,000**
- **Smaller Side at 42.5" X 86": \$3,000**

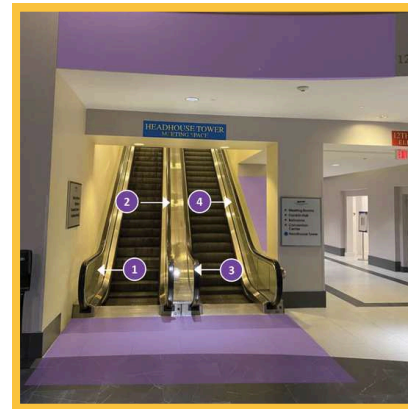
### Window Signage: \$4,000 per window

**Space Deadline:** February 5, 2025

**Creative Deadline:** February 10, 2025

10 windows available for branding.

- **Size:** 57" X 98"



## Sponsorships at the CONVENTION CENTER

### Expo Opening Lunch: **SOLD**

**Reservation Deadline:** February 5, 2025

**Creative Deadline:** February 10, 2025

More than 8,000 attendees fill the Exhibit Hall for the AOTA Expo Opening Lunch, making it the social highlight of the conference. Sponsor recognition will be woven into the theme of the lunch and will include signage and company logo on cocktail napkins.

### Relaxation Station Lounge: **\$30,000 NEW**

**Reservation Deadline:** February 5, 2025

**Creative/Logo Deadline:** February 10, 2025

Located adjacent to the show floor and covering 1,500 square feet, the lounge will attract attendees and help combat their stress and weariness. Your brand is on full display for attendees as they relax and recharge with a massage and reflexology. Sponsorship includes all branding, furniture, and a massage station. All design aspects are subject to AOTA review and approval.

### Conference Attendee Bag Sponsorship: **\$25,000**

**Reservation Deadline:** November 15, 2024

**Creative/Logo Deadline:** November 22, 2024

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

### Registration Sponsor: **\$18,000**

**Reservation Deadline:** February 5, 2025

**Creative/Logo Deadline:** February 10, 2025

Your brand will be incorporated within AOTA's overall design as attendees are welcomed into AOTA INSPIRE 2025.

### Keynote Address: **\$18,000**

**Reservation Deadline:** February 5, 2025

**Creative/Logo Deadline:** February 10, 2025

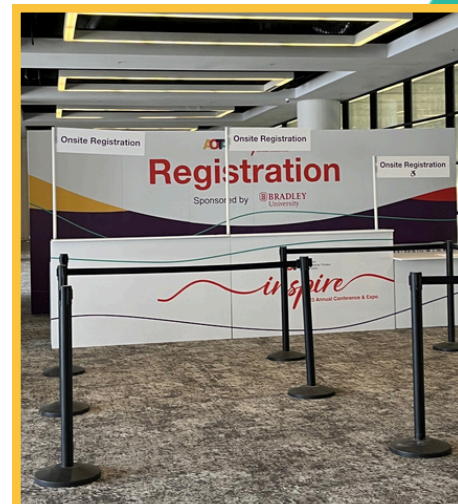
This sponsorship provides a great opportunity for brand awareness while our relevant, inspirational speaker rocks the house. Sponsor will receive recognition on prominent signage and on slide presentation.

### Lanyards: **\$15,000**

**Reservation Deadline:** November 15, 2024

**Creative/Logo Deadline:** November 22, 2024

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



### Slagle Lecture: \$12,000

**Reservation Deadline:** February 5, 2025

**Creative/Logo Deadline:** February 10, 2025

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

### Escalator Sponsorship: \$10,000 each 2 available

**Space Deadline:** February 5, 2025

**Creative/Logo Deadline:** February 10, 2025

Nearly all the attendees will be taking the escalators from the second floor to the Grand Ballroom on the third 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.

### Presidential Address: \$8,000

**Reservation Deadline:** February 5, 2025

**Creative/Logo Deadline:** February 10, 2025

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

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

**Reservation Deadline:** February 5, 2025

**Creative/Logo Deadline:** February 10, 2025

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: \$6,000

**Reservation Deadline:** February 5, 2025

**Creative/Logo Deadline:** February 10, 2025

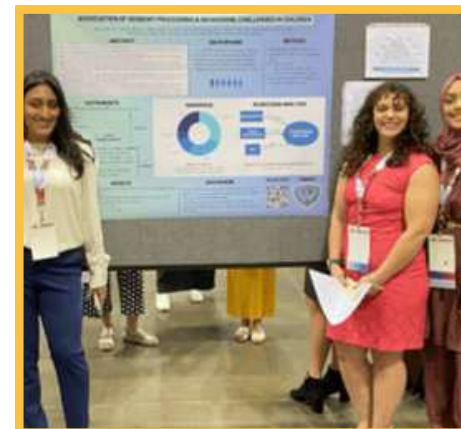
The six poster sessions are a highlight for interaction between presenters and attendees that generate a buzz of excitement in the convention center. Your company logo will be on signage at the entrance of the poster area; your logo will be included on signage for each poster session.

### Educational Track Sessions: \$5,000

**Reservation Deadline:** February 5, 2025

**Creative/Logo Deadline:** February 10, 2025

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. Contact AOTA for details.



## Sponsorships in PRINT

### Notebooks: \$25,000

**Reservation Deadline:** February 5, 2025

**Creative/Logo Deadline:** February 10, 2025

Exclusive logo placement/branding on official event notebooks provided to all registrants.

### AOTA INSPIRE Insights: \$10,000

**Reservation Deadline:** January 10, 2025

**Ad Creative/Logo Deadline:** January 10, 2025

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

### Branded Item in Conference Tote Bag: \$4,000

**Reservation Deadline:** March 4, 2025

**Creative Deadline (items due to Philly address):** March 8, 2025

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



## Sponsorships ONLINE

### Leaderboard Ad on INSPIRE site: \$3,000 (net) per month

The premier website of INSPIRE. More than 85% of occupational therapy 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 pixel, bottom banner**

### 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: \$7,000

**Reservation Deadline:** November 12, 2024

**Creative Deadline:** November 15, 2024

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: \$750 *Limited opportunity!* Up to 9 available

**Space Deadline:** March 20, 2025

**Creative Deadline:** March 26, 2025

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.

### Push Alerts: \$750 *Limited opportunity!* 1-2 a day, up to 9 available

**Space Deadline:** March 10, 2025

**Creative Deadline:** March 14, 2025

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: \$750 *Add on for Exhibitors!*

**Space Deadline:** February 15, 2025

**Creative Deadline:** February 19, 2025

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 the printed materials!





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## CONTACT US

### Exhibits, Sponsorship, Advertising

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