

# 34th Annual OTAC Conference

## 2010 Sponsorship and Exhibitor Opportunities

**Gain DIRECT access to the most involved and influential Occupational Therapy Practitioners in California by being a Conference Sponsor.**

### Activity/Event Sponsorships

President's Reception  
Awards Gala: Dinner  
Awards Gala: Dinner Wine Sponsor/**SOLD**  
Awards Gala: Dinner Table Centerpieces/**SOLD**  
Coffee Breaks  
Hospitality Receptions

### Professional Development Sponsorships

OTAC Annual Meeting/**SOLD**  
Keynote Address/**SOLD**  
Certificates of Completion/**SOLD**  
Poster Presentations/**SOLD**

### Exhibit Hall Activity Sponsorships

Friday Evening Exhibit Hall Opening Reception  
Relaxation Zone  
Prize Drawings  
Exhibitor/Sponsor Profile and Resource Guide  
Bingo Card Spot  
Saturday Dessert Expo/**SOLD**  
Exhibit Booths

### Promotional Activity Sponsorships

Conference Bag/**SOLD**  
Conference Folder /**SOLD**  
Badge/**SOLD**  
Conference Pen/**SOLD**  
Conference Marketing  
Conference On-site Program  
Hotel Key Card/**SOLD**  
Speaker Profile Guide: On-line/**SOLD**  
Electronic Postcard Marketing  
Lanyards/**SOLD**

**October 15-17, 2010**

**Pasadena, CA**

### SPONSOR BENEFITS

In addition to the benefits listed with each sponsorship detail, **every** sponsor also receives the following:

- Direct mail contact information for all occupational therapy practitioners attendees
- Company name on signage at the event
- Company name in the Registration Brochure (must commit by July 1)
- Company name in the Conference On-site Program
- Company name in the Exhibitor/Sponsor Products and Services Resource Guide
- Company name in at least one *OTAC Newsletter* Sponsor Thank You ad (name may appear more than once)



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Sacramento, CA 95827

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Fax: (916) 932-2255

E-mail: shannon@otaconline.org

**Turn the page for exciting details!**

# 34th Annual OTAC Conference

 **Gain the DIRECT Access to the California Occupational  
Therapy Practitioners You Have Been Looking For!**

## 2010 Sponsorship Opportunities

### *Activity/Event Sponsorships*

**Awards Gala Dinner—\$5,000** (1 opportunity)

**Benefits:**

- Two complimentary full registrations
- Two complimentary Awards Dinner tickets
- One complimentary ad in the onsite program  
(Size: 3.3 x 1.9, b/w, camera ready)
- One complimentary ad in one OTAC newsletter  
(Size: 3.25 x 4.75, color, camera ready)
- Opportunity to welcome attendees from the podium  
(2 minutes)
- Logo on podium sign
- Logo on Awards Gala Dinner program
- Logo on Awards Gala Dinner invitations and Awards promotions

**President's Reception—\$3,000** (1 opportunity)

**Benefits:**

- Two complimentary full registrations
- Two complimentary Awards Dinner tickets
- One complimentary ad in the onsite program  
(Size: 3.3 x 1.9, b/w, camera ready)
- One complimentary ad in one OTAC newsletter  
(Size: 3.3 x 1.9, b/w, camera ready)
- Opportunity to meet and greet attendees at the door,  
or at materials table
- Recognition by the OTAC President from the podium at  
the Awards Dinner

**Awards Gala Dinner Wine Sponsor - SOLD/Zaner-Bloser**

**Benefits:**

- One complimentary full registration
- One complimentary Awards Dinner ticket
- Company name on Awards Gala Dinner program
- Recognition by the OTAC President from the podium at  
the Awards Dinner

**Awards Gala Dinner Table Centerpieces—\$300** (1 opportunity) - **SOLD/Med Rehab Web**

**Benefits:**

- One complimentary full registration
- One complimentary Awards Dinner ticket
- Company name on Awards Gala Dinner program
- Recognition by the OTAC President from the podium at  
the Awards Dinner

**Coffee Break—\$500 each** (6 opportunities)

Friday, October 15 a.m./p.m.; Saturday, October 16 a.m./p.m.  
Sunday, October 17 a.m./p.m.

**Benefits:**

- One complimentary full registration
- One table in the coffee break area for materials/  
representative for the allotted time period

**Hospitality Reception—\$250** (2 opportunities)

Friday, October 15—8:30 p.m.  
Saturday, October 16—8:30 p.m.

**Benefits:**

- One complimentary full registration
- Opportunity to distribute materials/network with  
attendees

### Questions?

**Contact Shannon Rutledge, OTAC Sr. Membership and Technology Coordinator, at  
shannon@otaonline.org or 888/686-3225**

**Turn page for more sponsorship opportunities**

## 34th Annual OTAC Conference

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### 2010 Sponsorship Opportunities

#### *Professional Development Sponsorships*

**OTAC Annual Meeting—\$1,000 each (2 opportunities) or \$1,500 for exclusive rights—SOLD/Consonus Healthcare Services**

*Featuring OTAC President and Officers;  
State of the Association Address*

***Benefits:***

- Four complimentary full registrations
- One complimentary ad in one OTAC newsletter (Size: 3.3 x 1.9, b/w, camera ready)
- Opportunity to distribute materials to each lunch seat
- Opportunity to welcome attendees at lunch from the podium (2 minutes)
- Logo on podium sign

**Keynote Address Speaker—\$1,000- SOLD/Catholic Healthcare West**

***Benefits:***

- One complimentary full registration
- One complimentary ad in one OTAC newsletter (Size: 3.3 x 1.9, b/w, camera ready)
- One table in the keynote session room for materials/representative
- Opportunity to distribute materials on each seat
- Logo on podium sign
- Acknowledgement from the podium by OTAC president

**Poster Presentations—\$500 (1 opportunity)—SOLD/Progressus Therapy**

***Benefits:***

- One complimentary full registration
- One table in the area for materials/representative
- Signage on the poster boards
- One complimentary ad in one OTAC newsletter (Size: 3.3 x 1.9, b/w, camera ready)
- One representative to act as room ambassador, if desired
- *To sponsor this session, sponsor must be approved by the Conference Committee.*

**Certificates of Completion—\$500 (1 opportunity)- SOLD/Therapy Specialists**

***Benefits:***

- One free full registration
- Company logo imprinted on each Certificate of Completion

**Reservations are first-come first-serve. Make your reservations today.**

**Some sponsorships have commitment deadlines.**



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## 2010 Sponsorship Opportunities

### *Exhibit Hall Activity Sponsorships*

**Friday Evening Exhibit Hall Opening Reception—\$3,000 each** (2 opportunities) **or \$5,000 for exclusive rights**

***Benefits:***

- Four complimentary full registrations
- One complimentary ad in the onsite program (Size: 3.3 x 1.9, b/w, camera ready)
- One complimentary ad in one OTAC newsletter (Size: 3.3 x 1.9, b/w, camera ready)
- Opportunity to distribute materials on reception tables

**Saturday Expo Dessert Station—\$1,500** (1 opportunity)—**SOLD/Peoplefirst Rehab**

***Benefits:***

- One complimentary full registration
- One complimentary ad in one OTAC newsletter (Size: 3.3 x 1.9, b/w, camera ready)
- Opportunity for company representative to meet and greet attendees at the dessert station

**Relaxation Zone: Exhibit Hall—\$1,500 each** (2 opportunities)

***Benefits:***

- One complimentary full registration
- One complimentary ad in one OTAC newsletter (Size: 3.3 x 1.9, b/w, camera ready)
- Opportunity to provide marketing materials in Relaxation Zone

**Prize Drawings—\$500 each** (Prize is two OTAC memberships and two Spring Symposium registrations) (4 opportunities)

***Benefits:***

- One free full registration
- Logo imprinted on certificates
- Opportunity to announce the winners in the exhibit hall

**Bingo Card Spot—\$100 per spot** (25 opportunities)

***Benefits: Available only to exhibitors***

- Company name on one spot on the card
- Attendees must visit your booth to have their spot marked off so that they are eligible for cash prizes

**Exhibit Booths—\$900 per booth**

***Benefits:***

- Don't forget exhibit opportunities. See exhibit booth reservation forms for more details.
- Reserve by February 1, 2010 and save \$100.00.

**Exhibit/Sponsor Resource and Profile Guide—\$ 500** (1 opportunity)

***Benefits:***

- One complimentary full registration
- One complimentary full page, black and white ad in the Exhibitor/Sponsor Resource and Profile Guide (Size: 4.5 x 7.5, b/w, camera ready)
- Opportunity to hand out the Exhibitor/Sponsor Resource and Profile Guide at the Exhibit Hall Entrance to all attendees
- Other exhibitors/sponsors may have their logo on the inside pages.

### Questions?

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[shannon@otaonline.org](mailto:shannon@otaonline.org) or 888/686-3225



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## 34th Annual OTAC Conference

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### 2010 Sponsorship Opportunities

#### *Promotional Activity Sponsorships*

**Conference Bag—\$3,000** (1 opportunity) - **SOLD/Huntington Hospital**

**Benefits:**

- Two complimentary full registrations
- Logo imprinted on conference bags (one color)
- One piece of marketing material inserted in each conference bag
- One complimentary ad in the onsite program (Size: 3.3 x 1.9, b/w, camera ready)
- One complimentary ad in one OTAC newsletter (Size: 3.3 x 1.9, b/w, camera ready)

**Hotel Key Cards—\$2,000** (1 opportunity) - **SOLD/Sharp HealthCare**

**Benefits:** *Put your name in the hands of every hotel guest every time they enter their hotel room.*

- Two complimentary full registrations
- Logo imprinted on hotel key card
- One complimentary ad in the onsite program (Size: 3.3 x 1.9, b/w, camera ready)
- One complimentary ad in one OTAC newsletter (Size: 3.3 x 1.0) b/w, camera ready)

**Conference Folder—\$1,500** (1 available) - **SOLD/Scripps Health**

**Benefits:**

- One free full registration
- One complimentary ad in the onsite program (Size: 3.3 x 1.9, b/w, camera ready)
- Company logo imprinted on front cover of conference folder
- One piece of collateral material to be distributed to each attendee in the conference folder

**Badge—\$700** (1 opportunity) - **SOLD/Center for Developing Kids**

**Benefits:**

- One free full registration
- Logo imprinted on all attendees' badge holders

**Conference Marketing, Option 1—\$3,000** (1 opportunity)

**Benefits:**

- One complimentary full registration
- Logo on cover of full-registration brochure (must commit by July 1, 2010)
- Logo and company link on OTAC Web site area promoting conference
- One complimentary ad in the on-site program (Size: 3.3 x 1.9, b/w, camera ready)
- One complimentary ad in one OTAC newsletter (Size: 3.25 x 4.75, b/w, camera ready)

**Conference Marketing, Option 2—\$3,000** (1 opportunity)

**Benefits:**

- One complimentary full registration
- Logo on cover of registration mailer (must commit by July 1, 2009)
- Logo and company link on OTAC Web site
- One complimentary ad in the on-site program (Size: 3.3 x 1.9, b/w, camera ready)
- One complimentary ad in one OTAC newsletter (Size: 3.25 x 4.75, b/w, camera ready)

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## 2010 Sponsorship Opportunities

### Promotional Activity Sponsorships, cont.

**Conference Pen Sponsor—\$1,500** (1 opportunity) - **SOLD/Thera Staff, LLC**

*Benefits: Includes supply of pens that will be distributed in each of OTAC's five regions for town hall events*

- One free full registration
- One complimentary ad in the onsite program (Size: 3.3 x 1.9, b/w, camera ready)
- Name and/or logo imprinted on pens

**Speaker Profile Guide—\$500 each** (2 opportunities) - **SOLD/North Coast Medical, Inc.**

#### *Benefits:*

- One complimentary full registration
- One complimentary ad in one OTAC newsletter (Size: 3.3 x 1.9, b/w, camera ready)
- Logo on cover of Speaker Profile Guide section of the On-site Program

**Electronic Postcard Marketing—\$300 each**

(up to 10 opportunities)

*Benefits: An exclusive method to electronically reach 6,000 OT professionals with each distribution*

- Logo, Web address, booth number (if applicable), and a brief company description on one electronic distribution

**Lanyards—\$1,000** (1 opportunity) - **SOLD/Accelerated Care Plus**

#### *Benefits:*

- One free full registration
- Logo imprinted on all attendees' lanyards

### Order Form

Various opportunities; contact Shannon@otaconline.org for specifications. Please add \$100.00 for preferred placement (i.e. back cover, inside cover, etc.)

#### Conference On-site Program

##### *Benefits:*

- All conference attendees regularly reference the Conference On-site Program

##### Ad Rates:

###### Black and White Ads

1/4 page ad (3.25" x 4.75")	\$275.00	_____
1/2 page horizontal ad (6.75" x 4.75")	\$400.00	_____
1/2 page vertical ad (3.25" x 9.5")	\$400.00	<b>SOLD</b>
Full page ad (6.75" x 9.5")	\$550.00	<b>SOLD</b>

###### Color

1/4 page ad (3.25" x 4.75")	\$425.00	_____
1/2 page horizontal ad (6.75" x 4.75")	\$550.00	_____
1/2 page vertical ad (3.25" x 9.5")	\$550.00	<b>SOLD</b>
Full page ad (6.75" x 9.5")	\$700.00	<b>SOLD</b>

#### Registration Brochure

##### *Benefits:*

- Mailed out to more than 4,000 OT practitioners throughout California.

##### Ad Rates:

###### Black and White Ads

1/4 page ad (3.25" x 4.75")	\$475.00	<b>SOLD</b>
1/2 page horizontal ad (6.75" x 4.75")	\$600.00	<b>SOLD</b>
1/2 page vertical ad (3.25" x 9.5")	\$600.00	<b>SOLD</b>
Full page ad (6.75" x 9.5")	\$750.00	<b>SOLD</b>

###### Color

1/4 page ad (3.25" x 4.75")	\$625.00	<b>SOLD</b>
1/2 page horizontal ad (6.75" x 4.75")	\$750.00	<b>SOLD</b>
1/2 page vertical ad (3.25" x 9.5")	\$750.00	<b>SOLD</b>
Full page ad (6.75" x 9.5")	\$900.00	<b>SOLD</b>

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**Turn page for Exhibitor Registration Form**

## 34th Annual OTAC Conference

# 2010 Exhibitor Registration Form

### Refund & Cancellation Policy

**Notice of cancellation must be in writing (no exceptions) to OTAC. Cancellations received before April 1, 2010, will result in OTAC retaining 25 percent of the full rental cost of booth space. No refunds or cancellations will be granted after April 1, 2010. OTAC shall not be liable for any interest on the amount refunded.**

Company Name \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Contact Title \_\_\_\_\_  
Print Name \_\_\_\_\_  
Signature \_\_\_\_\_

### Payment Information

Visa  MasterCard  American Express  Check # \_\_\_\_\_  
 \$900.00 (full payment) [4135-100]

Card Number \_\_\_\_\_  
VCode\* \_\_\_\_\_ Exp. Date \_\_\_\_\_  
Name of Cardholder \_\_\_\_\_  
Card Billing Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Signature \_\_\_\_\_

*\*The VCode is a 3 or 4 digit number on the back of your card following your card number (front of AMEX card).*

### Please return to:

OTAC  
P.O. Box 276567  
Sacramento, CA 95827-6567  
(916) 567-7000 • (916) 932-2255 fax



P.O. Box 276567  
Sacramento, CA 95827

Phone: (916) 567-7000  
Fax: (916) 932-2255  
E-mail: shannon@otaonline.org

**Please note that we will need a 50 word description of your company for our Exhibit Hall Resource Guide, no later than September 1, 2010.**

**Turn the page for exciting details!**

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## 2010 Sponsorship Reservation Form

Please type or print

### ACTIVITY/EVENT SPONSORSHIPS

**DINNER SPONSOR \$5,000** \$ \_\_\_\_\_

**RECEPTION SPONSOR \$3,000** \$ \_\_\_\_\_

**WINE SPONSOR \$750** \$ **SOLD**

**TABLE CENTERPIECE SPONSOR \$300** \$ **SOLD**

**COFFEE BREAK SPONSOR \$500** \$ \_\_\_\_\_

FRIDAY, OCTOBER 15 A.M./**SOLD**  FRIDAY, OCTOBER 15 P.M./**SOLD**

SATURDAY, OCTOBER 16 A.M.  SATURDAY, OCTOBER 16 P.M.

SUNDAY, OCTOBER 17 A.M.  SUNDAY, OCTOBER 17 P.M.

**HOSPITALITY RECEPTION SPONSOR \$250** \$ \_\_\_\_\_

### PROFESSIONAL DEVELOPMENT SPONSORSHIPS

**OTAC ANNUAL MEETING SPONSOR**  
\$1,000 EACH/\$1,500 EXCLUSIVE \$ **SOLD**

**KEYNOTE ADDRESS SPONSOR \$1,000** \$ **SOLD**

**POSTER PRESENTATIONS SPONSOR \$500** \$ **SOLD**

**CERTIFICATES OF COMPLETION SPONSOR \$500** \$ **SOLD**

### EXHIBIT HALL ACTIVITY SPONSORSHIPS

**FRIDAY EVENING RECEPTION SPONSOR \$3,000 EACH** \$ \_\_\_\_\_

OR \$5,000 EXCLUSIVE

**SAT. EXPO DESSERT STATION SPONSOR \$1,500** \$ **SOLD**

**RELAXATION ZONE SPONSOR \$1,500** \$ \_\_\_\_\_

**PRIZE DRAWINGS SPONSOR \$500** \$ \_\_\_\_\_

**BINGO CARD SPOT SPONSOR \$150** \$ \_\_\_\_\_

**EXHIBIT BOOTH**—SUBMIT OTHER FORM ON PAGE 7 N/A

**EXHIBITOR/SPONSOR GUIDE \$500** \$ \_\_\_\_\_

### PROMOTIONAL ACTIVITY SPONSORSHIPS

**CONFERENCE BAG SPONSOR \$3,000** \$ **SOLD**

**CONFERENCE MARKETING OPTION 1 \$3,000** \$ \_\_\_\_\_

**CONFERENCE MARKETING OPTION 2 \$3,000** \$ \_\_\_\_\_

**HOTEL KEY CARD SPONSOR \$2,000** \$ **SOLD**

**CONFERENCE PEN SPONSOR \$1,500** \$ **SOLD**

**CONFERENCE FOLDER SPONSOR \$1,500** \$ **SOLD**

**BADGE SPONSOR \$700** \$ **SOLD**

**SPEAKER PROFILE GUIDE SPONSOR \$500** \$ **SOLD**

**ELECTRONIC POSTCARD MARKETING \$300** \$ \_\_\_\_\_

**LANYARD SPONSOR \$1,000** \$ **SOLD**

**CONFERENCE ONSITE PROGRAM Ad**—SUBMIT ORDER FORM ON PAGE 6 \$ \_\_\_\_\_

**REGISTRATION BROCHURE Ad**—SUBMIT ORDER FORM ON PAGE 6 \$ \_\_\_\_\_

**TOTAL SPONSORSHIP/BOOTH SELECTIONS** \$ \_\_\_\_\_

CONTACT NAME _____	TITLE _____
COMPANY _____	
ADDRESS _____	
CITY _____	STATE _____ ZIP _____
E-MAIL _____	
TELEPHONE _____	FAX _____
<b>PAYMENT OPTIONS: CHECK ONE</b>	
<input type="checkbox"/> Check	<input type="checkbox"/> MasterCard
<input type="checkbox"/> Visa	<input type="checkbox"/> AMEX
Credit Card Number _____	<b>PLEASE REMIT PAYMENT TO:</b> FAX: 916/932-2255 Mail: OTAC P.O. Box 276567, Sacramento, CA 95827
Exp Date _____ VCode _____	
Cardholder Name _____	
Cardholder Signature _____ Date _____	

**Reservations are first-come first-serve.**

**Sponsorship Reservation Form**