

# 2017 Sponsorship and Exhibitor Prospectus

2017 OTAC Annual Conference  
October 19-22, 2017

Hyatt Sacramento and Sacramento Convention Center  
Sacramento, CA

*Celebrating 100 Years of Occupational Therapy*

## Platinum Level

Conference Bag—\$3,000\* - **SOLD**  
Friday Evening Reception—\$3,000  
Registration Brochure—\$3,000  
Hotel Key Cards—\$2,000 - **SOLD**

## Gold Level

Conference Pen—\$1,500\*  
Lanyard and Badge—\$1,500\* - **SOLD**  
Keynote Address—\$1,000 - **SOLD**  
OTAC Annual Meeting/Keynote—\$1,000  
President's Reception—\$1,000

## Silver Level

Certificate of Completion—\$500\* - **SOLD**  
Exhibitor/Profile Guide—\$500 - **SOLD**  
Poster Presentations—\$500  
Presenter Profile Guide (Online Only)—\$500  
Registration Mailer—\$500 - **SOLD**  
Website Banner Ad—\$500 - **SOLD**

## Bronze Level

Conference Bag Collateral Material Insert—\$250  
Take One Table—\$150  
Bingo Card Spot (must be an exhibitor)—\$150

## Advertising

Registration Brochure—see page 6  
Conference Onsite Program—see page 6

## Exhibit Booth

Exhibit Booth Space—  
\$900 non-corner/\$1,000 corner  
Complete Page 7

*\* Event Partner Eligible Sponsorship.  
Refer to page 5 for details.*



Occupational Therapy Association of California  
P.O. Box 276567, Sacramento, CA 95827  
(916) 567-7000 | (916) 567-7001 Fax  
shannon@otaonline.org

# Sponsorship Benefits-At-A-Glance

Sponsorship Includes	Platinum	Gold	Silver	Bronze
Direct Mail Contact information for all attendees	◆	◆	◆	◆
Company Name or Logo on Thank You Slide (shown at Keynote Address and Annual Meeting)	◆	◆	◆	◆
Recognition in Registration Brochure (must commit by July 1)	◆	◆	◆	◆
Recognition in Onsite Program (must commit by September 15)	◆	◆	◆	◆
Recognition in OTAC Newsletter	◆	◆	◆	◆
Company Name in the Exhibitor/ Sponsor Products and Service Resource Guide	◆	◆	◆	◆
Additional Benefits Specific to Sponsorship as listed (refer to specific sponsorship listing on following pages)	◆	◆	◆	◆
Additional Benefits Selected by Sponsor	Pick 3	Pick 2	Pick 1	n/a
Recognition by Association's President	◆	n/a	n/a	n/a
Company Logo, Twitter Link, and Facebook Link in Mobile App	◆	n/a	n/a	n/a

## Additional Benefits Available:

- ◆ Complimentary full conference registration (Three registrations for Platinum, two registrations for Gold, one registration for Silver)
- ◆ 1/4 page color ad in OTAC Newsletter (3.25" x 4.75")
- ◆ 10% off Exhibit Booth Space
- ◆ Website Banner Ad on OTAC website (not conference page)
- ◆ Business Card size ad in Onsite Program, black and white (3.3" x 1.9")
- ◆ One Stand Alone E-blast sent by OTAC to OTAC database (approximately 7,000 emails)

# 2017 Sponsorship Opportunities

## Platinum Level

### Sponsorship Opportunities *(select 1)*

- Conference Bag—\$3,000- ~~SOLD~~**
  - \* Logo imprinted on conference bags (one color)
  - \* One piece of self contained collateral material inserted into each conference bag
- Friday Evening Exhibit Hall Opening Reception—\$3,000**
  - \* Opportunity to distribute materials to attendees as they enter the reception
- Registration Brochure—\$3,000 (must commit by June 1)**
  - \* Logo imprinted on cover of full registration brochure
  - \* Full page color ad in inside front cover of the registration brochure
- Hotel Key Cards—\$2,000- ~~SOLD~~**
  - \* Logo imprinted on hotel room key card

## Gold Level

### Sponsorship Opportunities *(select 1)*

- Conference Pens—\$1,500**
  - \* Logo imprinted on pens (one color)
- Lanyards and Badges—\$1,500- ~~SOLD~~**
  - \* Logo imprinted on lanyards and badges (1 color)
- Keynote Address—\$1,000- ~~SOLD~~**
  - \* Logo on podium sign
  - \* Opportunity to distribute materials on each set
  - \* Table outside keynote room for materials/representatives
- OTAC Annual Meeting—\$1,000**
  - \* Logo on podium sign
  - \* Opportunity to welcome attendees at meeting (2 minutes)
- President's Reception—\$1,000**
  - \* Opportunity to meet and greet attendees at the door or at materials table

## Silver Level

### Sponsorship Opportunities *(select 1)*

- Certificate of Completion—\$500- ~~SOLD~~**
  - \* Black and white logo imprinted on each Certificate of Completion
- Exhibitor/Sponsor Resource and Profile Guide—\$500- ~~SOLD~~**
  - \* One (1) complimentary full page (4.5" x 7.5") black and white ad in the guide.
- Poster Presentations—\$500**
  - \* One (1) table in the area for materials and a representative
  - \* Company logo on poster boards
  - \* *To sponsor this session, sponsor must be approved by the Conference Committee*
- Presenter Profile Guide (Online Only)—\$500**
  - \* Logo on cover of Presenter Profile Guide
- Registration Mailer—\$500- ~~SOLD~~**
  - \* Logo on registration mailer (must commit by July 11), mailed to 8,000 OT professionals
- Website Banner Ad—\$500- ~~SOLD~~**
  - \* Placed on OTAC's Annual Conference website page until November
  - \* *Specs: 425 px x 150 px exactly, no lopping, animation, or audio*

# 2017 Sponsorship Opportunities

## Bronze Level

### Sponsorship Opportunities *(select 1)*

**Conference Bag Collateral Material Insert—\$250**

\* Insertion of one (1) self contained piece of collateral material into the conference bags. Other companies' materials will be present. Supply 800 pieces. Please no chocolate.

**Take One Table—\$150**

\* Opportunity to have one piece of collateral material on a table located in the registration area. Other companies' materials will be present. Supply 600 pieces.

**Bingo Card Spot (must be an exhibitor)—\$150**

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

## Exhibit Booth

Complete Page 7

**Exhibit Booth Space—Early Bird Rate**  
\$900 non-corner/\$1,000 corner

## Advertising

Complete Page 6

### Registration Brochure

- \* Mailed to more than 4,000 OT practitioners throughout California.
- \* Artwork deadline is July 1, 2017.

### Conference Onsite Program

- \* All conference attendees regularly reference the Conference Onsite Program.
- \* Artwork deadline is September 30, 2017.

# BECOME AN OTAC EVENT PARTNER

OTAC has a select number of sponsorship opportunities that allow you to be a sponsor at our 2017 Annual Conference (October 19-22, 2017) AND our 2017 Spring Symposium (March 4-5, 2017)!

OTAC Event Partners will receive the benefits as listed in each sponsor prospectus relevant to the sponsorship selected (Page 2 of Conference Prospectus and Page 2 of Symposium Prospectus), plus these additional benefits at each event (Conference and Spring Symposium), plus the benefits specific to the sponsorship as listed.

- ◆ Pick 1 additional benefit for each event as listed in each prospectus (\$80-\$927 value depending on benefit selected)
- ◆ 1/2 page color ad in OTAC Newsletter (\$412 value)
- ◆ Company name listed as an OTAC Event Partner on both event pages
- ◆ Company logo included in Exhibitor and Sponsor Resource Guide (\$25 value)
- ◆ Company logo, Twitter Link, and Facebook Link in the Mobile App for each event
- ◆ One Stand Alone E-blast sent by OTAC to OTAC database (approximately 7,000 emails) (\$200 value) (This would be an additional E-blast if you selected it as one of the additional sponsor benefits)

## Sponsorship Opportunities *(select 1)*

- Conference Bag—\$4,200**
  - \* Logo imprinted on conference and symposium bags (one color)
  - \* One piece of self contained collateral material inserted into each conference and symposium bag
- Conference Pens—\$2,300**
  - \* Logo imprinted on pens (one color)
- Lanyards and Badges—\$2,300**
  - \* Logo imprinted on lanyards and badges (1 color)
- Certificate of Completion—\$800**
  - \* Black and white logo imprinted on each Certificate of Completion

## Questions?

Contact Shannon Rutledge at 916-567-7000 or [shannon@otaconline.org](mailto:shannon@otaconline.org)

# Advertising Opportunities

Various opportunities. Add **\$100.00** for preferred placement (i.e. back cover, inside cover, etc.)

## REGISTRATION BROCHURE

### Benefits:

- Mailed to more than 4,000 OT practitioners throughout California.
- Artwork deadline is June 13, 2017

### Ad Rates:

#### Black and White Ads

1/4 page ad (3.25" x 4.75")	\$475.00	_____
1/2 page ad (6.75" x 4.75")	\$600.00	_____
Full page ad (6.75" x 9.5")	\$750.00	_____

#### Color

1/4 page ad (3.25" x 4.75")	\$625.00	_____
1/2 page ad (6.75" x 4.75")	\$750.00	_____
Full page ad (6.75" x 9.5")	\$900.00	_____

## CONFERENCE ONSITE PROGRAM

### Benefits:

- All conference attendees regularly reference the Conference Onsite Program
- Artwork deadline is August 15, 2017

### Ad Rates:

#### Black and White Ads

1/4 page ad (3.25" x 4.75")	\$275.00	_____
1/2 page ad (6.75" x 4.75")	\$400.00	_____
Full page ad (6.75" x 9.5")	\$550.00	_____

#### Color

1/4 page ad (3.25" x 4.75")	\$425.00	_____
1/2 page ad (6.75" x 4.75")	\$550.00	_____
Full page ad (6.75" x 9.5")	\$700.00	_____

## Advertising Payment Information

Make check payable to: **OTAC**, P.O. Box 276567, Sacramento, CA 95827

**Mail or fax to:** OTAC, P.O. Box 276567, Sacramento, CA 95827 | (916) 567-7001 ATTN: Shannon

Need more information? Contact Shannon Rutledge: (916) 932-2205 or email:

shannon@otaconline.org

Please  form of payment:  Visa  MasterCard  American Express  Check # \_\_\_\_\_

Amount \$ \_\_\_\_\_ [4135-100]

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Contact Name \_\_\_\_\_

Contact Title \_\_\_\_\_

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ VCode \_\_\_\_\_

Name of Cardholder \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

Signature \_\_\_\_\_

# Booth Registration Contract

Early Bird Registration Form—Early Bird Registration Ends on February 1, 2017

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Contact Name \_\_\_\_\_

Contact Title \_\_\_\_\_

We have selected \_\_\_\_\_ (10' x 10') spaces **\$900.00 non-corner booth \$1,000.00 corner booth**

List booth Choices: 1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_ 3rd Choice \_\_\_\_\_

I, the undersigned, as a representative for the above company have read the rules and regulations and understand the terms listed below and commit to exhibiting at the OTAC 2017 Annual Conference.

\_\_\_\_\_  
Signature

## Tradeshow Hours/Move-in and Move-out Schedule

**Trade Show Hours:** 5:15 pm—7:15 pm, October 20, 2017  
11:30 am—2:30 pm, October 21, 2017

**Exhibit setup times:** 12:00 noon—4:00 pm, October 20, 2017

**Exhibit teardown times:** 2:30 pm—4:30 pm, October 21, 2017

## Refund & Cancellation Policy

Notice of cancellation must be in writing (no exceptions) to OTAC. Cancellations received before April 1, 2017, 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, 2017. OTAC shall not be liable for any interest on the amount refunded.

## Payment Information

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Need more information contact Shannon Rutledge: (916) 932-2205 or email: shannon@otaconline.org

Please  form of payment:  Visa  MasterCard  American Express  Check # \_\_\_\_\_

Amount \$ \_\_\_\_\_ [4135-100]

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ VCode\* \_\_\_\_\_

Name of Cardholder \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

Signature \_\_\_\_\_

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

Occupational Therapy Association of California, P.O. Box 276567, Sacramento, CA 95827

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# Sponsorship Registration Form

**PLATINUM LEVEL SPONSORSHIPS**

CONFERENCE BAG \$3,000 \$ **SOLD** \_\_\_\_\_  
 FRIDAY EVENING RECEPTION \$3,000 \$ \_\_\_\_\_  
 REGISTRATION BROCHURE \$3,000 \$ \_\_\_\_\_  
 HOTEL KEY CARD \$2,000 \$ **SOLD** \_\_\_\_\_

**GOLD LEVEL SPONSORSHIPS**

CONFERENCE PEN \$1,500 \$ \_\_\_\_\_  
 LANYARD AND BADGE \$1,500 \$ **SOLD** \_\_\_\_\_  
 OTAC ANNUAL MEETING \$1,000 \$ \_\_\_\_\_  
 KEYNOTE ADDRESS SPONSOR \$1,000 \$ **SOLD** \_\_\_\_\_  
 PRESIDENT'S RECEPTION \$1,000 \$ \_\_\_\_\_

**SILVER LEVEL SPONSORSHIPS**

CERTIFICATES OF COMPLETION \$500 \$ **SOLD** \_\_\_\_\_  
 EXHIBITOR/SPONSOR GUIDE \$500 \$ **SOLD** \_\_\_\_\_  
 POSTER PRESENTATIONS \$500 \$ \_\_\_\_\_  
 PRESENTER PROFILE GUIDE \$500 \$ \_\_\_\_\_  
 REGISTRATION MAILER \$500 \$ **SOLD** \_\_\_\_\_  
 WEB SITE BANNER AD \$500 \$ **SOLD** \_\_\_\_\_

**BRONZE LEVEL SPONSORSHIPS**

CONFERENCE BAG COLLATERAL MATERIAL INSERT \$250 \$ \_\_\_\_\_  
 TAKE ONE TABLE \$150 \$ \_\_\_\_\_  
 BINGO CARD SPOT SPONSOR \$150 \$ \_\_\_\_\_

**Additional Benefit(s) Selection:**

**Platinum Levelsponsors—Select 3    Gold Level Sponsors—Select 2       Silver Level Sponsors—Select 1**

- Complimentary full conference registration (Three registrations for Platinum, Two registrations for Gold, One registration for Silver)
- 1/4 page color ad in OTAC Newsletter (3.25" x 4.75")
- 10% off Exhibit Booth Space
- Website Banner Ad on OTAC website (not conference page)
- Business Card size ad in On-site Program, black and white (3.3" x 1.9")
- One Stand Alone E-blast sent by OTAC to OTAC database (approximately 7,000 emails)

**Refund & Cancellation Policy**

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**Payment Information**

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 Need more information? Contact Shannon Rutledge: (916) 932-2205 or email: shannon@otaconline.org

Please  form of payment:     Visa     MasterCard     American Express     Check # \_\_\_\_\_

Amount \$ \_\_\_\_\_ [4135-100]

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Contact Name \_\_\_\_\_

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ VCode\* \_\_\_\_\_

Name of Cardholder \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

Signature \_\_\_\_\_