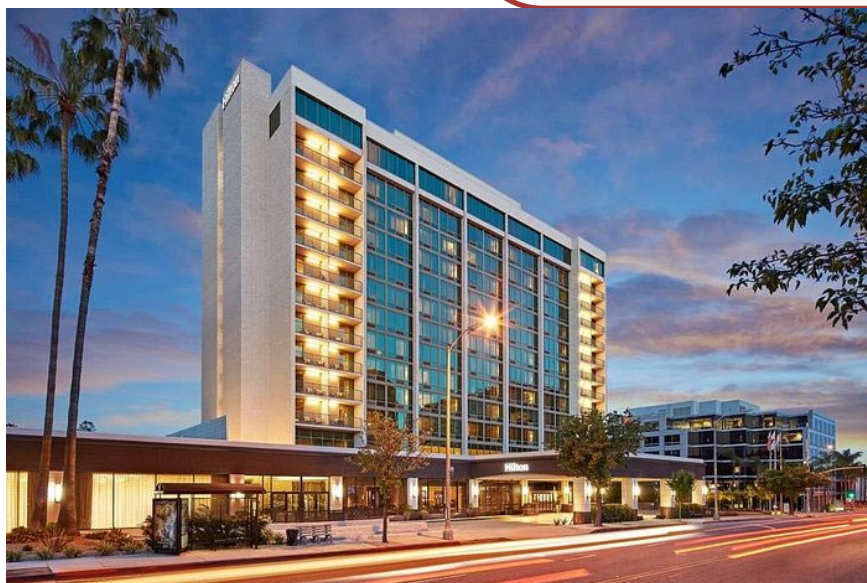


OTAC 2023
ANNUAL
CONFERENCE
& EXPO CONTINUING
EDUCATION
PASADENA
NOVEMBER 9-12

Sponsorship and Exhibitor Prospectus

...for one of the largest state
OT conferences in the country



Hilton Pasadena
168 South Los Robles Ave.
Pasadena, CA 91101



2023 SPONSORSHIP AND EXHIBITOR PROSPECTUS

... for one of the largest state OT conferences in the

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Build Your Brand | Generate Leads | Make Connections

- Gain valuable face time with OT practitioners and up-and-coming practitioners.
- Develop new product and service ideas by attending educational sessions.
- Generate new leads with in-person exposure and through OTAC's digital marketing.
- Network for long lasting connections.
- Elevate your brand recognition.
- Learn what is important to your primary customer base.
- **And best of allrelax and rejuvenate!**



#



SPONSOR | EXHIBIT | ADVERTISE

We market Conference and **YOU** to more than **10,000** OT practitioners and students in California.

SPONSOR LEVELS

Platinum Level*

Conference Website — \$3,000
Conference Bag — \$3,000*
Registration Digital Brochure — \$3,000
Registration Mailer — \$3,000

Gold Level*

Conference Pen — \$1,500*
Lanyard and Badge — \$1,500* — **SOLD**
Hotel Key Cards — \$1,500
Friday Keynote — \$1,500
Friday Evening Reception — \$1,500
Saturday President's Reception &
OT Celebration — \$1,500
Sunday Keynote/OTAC Annual Meeting — \$1,500

Silver Level*

Certificate of Completion — \$500*
Exhibitor/Profile Guide — \$500
Poster Presentations — \$500
Presenter Digital Profile Guide — \$500*
Website Banner Ad — \$500
Thursday Movie Night — \$500

Bronze Level*

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

See our **Benefits At-A-Glance plus **Value Adds** on page 5*

ADVERTISE

Conference Onsite Program
Registration Digital Brochure
Exhibitor Profile Guide

EXHIBIT IN-PERSON

Exhibit Booth Space:
\$900 non-corner/\$1,000 corner



SPONSOR 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 both Keynotes)	✓	✓	✓	✓
Recognition in Registration Digital Brochure (must commit by July 21)	✓	✓	✓	✓
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)	✓	✓	✓	✓
Company logo, Twitter link, and Facebook link in mobile app	✓	n/a	n/a	n/a
VALUE ADDS: Additional benefits selected by sponsor*	Pick 3	Pick 2	Pick 1	n/a

***VALUE ADDS:**

- ◆ Complimentary full conference registration (3 registrations for Platinum, 2 registrations for Gold, 1 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)

SPONSOR LEVELS/BENEFITS

Platinum Level

Sponsorship Opportunities

- ❑ **Conference Bag—\$3,000**
 - * Logo imprinted on conference bags (1 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 Digital Brochure—\$3,000**
 - * Logo imprinted on cover of full registration brochure (camera-ready logo due July 21)
 - * Full page color ad in inside front cover of the registration brochure
- ❑ **Hotel Key Cards—\$2,000**
 - * Logo imprinted on hotel room key card
- ❑ **Registration Mailer—\$2,000**
 - * Logo on registration mailer (camera-ready logo due July 5), mailed to 10,000 OT professionals

Gold Level

Sponsorship Opportunities

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

Silver Level

Sponsorship Opportunities

- ❑ **Certificate of Completion—\$500**
 - * Black and white logo imprinted on each Certificate.
- ❑ **Exhibitor/Sponsor Resource and Profile Guide—\$500**
 - * 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 Digital Profile Guide — \$500**
 - * Logo on cover of Presenter Profile Guide.
 - * Full page ad inside.
- ❑ **Website Banner Ad—\$500**
 - * Placed on OTAC's Annual Conference website page until December 2023.
 - * *Specs:* 425 px x 150 px exactly, no lopping, animation, or audio

Bronze Level

Sponsorship Opportunities

- ❑ **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 IN-PERSON

... at one of the largest state OT conferences in the country

Exhibit Hall Traffic Boosters

- Four-and-a-half hours of **unopposed Exhibit Hall time** enables attendees to visit with exhibitors.
- Friday **Grand Opening Reception** draws in attendees from the Friday Keynote Address.
- Saturday **Poster Presentations** are strategically located in the Exhibit Hall to drive traffic.
- Saturday **lunch option** in the Exhibit Hall draws in attendees.
- Bingo Game, exhibitor, and OTAC **prize giveaways** are an attendee favorite (must be present in the Exhibit Hall to win).

Exhibit Hall Information

Exhibit Installation/Move-In Hours

Friday, November 10 — Noon to 4:00pm

Exhibit Dates and Hours (Unopposed)

Friday, November 10 — 5:30pm to 7:00pm

Saturday, November 11 — 11:30am to 2:15pm

Exhibit Dismantle/Move-Out Hours

Saturday, November 11 — 2:30pm to 5:00pm

Booth Rental Package

- A two-line identification sign (7" x 44") of company name.
- Company name and booth number in the Exhibitor Directory.
- Company name, booth number, address, and description listing in the Conference Mobile App.
- Four complimentary exhibitor badges per each booth.
- Professional cleaning service for exhibit area aisles.
- Complimentary coffee/tea and cookies for exhibitors during set-up.
- Company name and booth number listed in two OTAC Newsletters.
- Direct mail contact information for attendees.
- **Connection Bonus:**
 - ⇒ 15% Conference registration discount.
 - ⇒ Attend Movie Night courtesy of OTAC.

Sign up to exhibit today!

Visit otaonline.org/annual-conference to view the Exhibit Hall floorplan.

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

[Complete page 9](#)

Important Dates/Times

May 1

Exhibitor Early Bird Deadline. Rates increase after this date.

July 21

Camera-ready logo due for Registration Digital Brochure and Registration Mailer

September 2023

Online Exhibit Kits Available

September 15

Ads due for Onsite Program

September 20

Submit description for Exhibit Profile Guide

September 20

Camera-ready artwork due for Exhibitor Profile Guide ads

October 2023

Exhibit Booth orders due to Decorator

November 10—Noon to 4:00pm

Exhibit Installation/Move-In Hours

November 10—5:30pm to 7:00pm

November 11—11:30am to 2:15pm

Exhibit Dates and Hours (Unopposed)

November 11—2:30pm to 5:00pm

Exhibit Dismantle/Move-Out Hours

ADVERTISE

... at one of the largest state OT conferences in the country

Advertise

Conference Onsite Program

- All conference attendees regularly reference the Conference Onsite Program for the Conference schedule, session descriptions, presenter names, special activities, and exhibitors.
- Program is e-mailed in advance to all registrants.
- **Must submit camera artwork by Sept. 15.**

Registration Digital Brochure

- E-mailed multiple times to more than 8,000 OT practitioners throughout California.
- Posted to the Conference webpage.
- **Must submit camera-ready artwork by July 21.**

Exhibitor Profile Guide

- Every Conference attendee receives this handy Guide to learn about products and services offered by exhibitors, find exhibitor booth numbers and location, and learn how to win Exhibit Hall prizes.
- **Must submit camera-ready artwork by Sept. 20.**



ADVERTISING CONTRACT

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

REGISTRATION DIGITAL BROCHURE

Benefits:

- E-Mailed to more than 8,000 OT practitioners and students throughout California.
- Artwork deadline is July 21, 2023.

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 September 15, 2023.

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**, 3620 American River Drive, Suite 230 Sacramento, CA 95864

Mail or fax to: OTAC, 3620 American River Drive, Suite 230 Sacramento, CA 95864 | (916) 294-0415 ATTN: Shannon

Please do not email reservation forms.

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

Exhibit Booth Registration Contract

Company Name _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

Email _____

Contact Name _____

Contact Title _____

We have selected _____ (8' 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 2023 Annual Conference.

Signature

Tradeshow Hours/Move-in and Move-out Schedule

Trade Show Hours: 5:15 pm—7:15 pm, November 10, 2023
11:30 am—2:15 pm, November 11, 2023

Exhibit setup times: 12:00 noon—4:00 pm, November 10, 2023

Exhibit teardown times: 2:30 pm—4:30 pm, November 11, 2023

Refund & Cancellation Policy

Notice of cancellation must be in writing (no exceptions) to OTAC. Cancellations received before April 1, 2023, 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, 2023. OTAC shall not be liable for any interest on the amount refunded.

Payment Information

Make check payable to: **OTAC**

Mail or fax to: OTAC, 3620 American River Dr, Ste. 230, CA 95864 | (916) 294-0415 ATTN: Shannon

Please do not email reservation forms.

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

SPONSOR CONTRACT

PLATINUM LEVEL SPONSORSHIPS

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

GOLD LEVEL SPONSORSHIPS

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

SILVER LEVEL SPONSORSHIPS

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

BRONZE LEVEL SPONSORSHIPS

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

VALUE ADDS: Additional Benefit(s) Selection:

Platinum Level Sponsors—Select 3

Gold Level Sponsors—Select 2

Silver Level Sponsors—Select 1

- ☐ Complimentary full conference registration (3 registrations for Platinum, 2 registrations for Gold, 1 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

Notice of cancellation must be in writing (no exceptions) to OTAC by May 31, 2023 to be valid. OTAC will retain 25 percent of the amount paid/committed to for exhibit booth and/or sponsorships. No refunds or cancellations will be granted after May 31, 2023. OTAC shall not be liable for any interest on the amount refunded.

Payment Information

Make check payable to: **OTAC**, 3620 American River Drive, Suite 230 Sacramento, CA 95864

Mail or fax to: OTAC, 3620 American River Drive, Suite 230 Sacramento, CA 95864 | (916) 294-0415 ATTN: Shannon

Please do not email reservation forms.

Need more information? Contact Shannon Rutledge, CMP: (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 _____

2023 Exhibit Booth Space Terms and Conditions



The following information comprises the exhibit contract terms and conditions set forth by OTAC for all organizations and their personnel exhibiting at OTAC 2023 Annual Conference & Innovation Expo. Any issue or point of information not specifically covered in these regulations is subject to the decision of OTAC, whose decision shall be final.



Occupational Therapy Association of California
3620 American River Parkway, Suite 230, Sacramento, CA 95864
(916) 567-7000 | (916) 567-7001 Fax
Shannon Rutledge, CMP | shannon@otaonline.org

TERMS AND CONDITIONS, page 1 of 2

These terms and conditions are understood to be a part of the exhibitor's contract.

The information on pages 1 and 2 of the Terms and Conditions comprises the exhibit contract terms and conditions set forth by OTAC for all organizations and their personnel exhibiting at OTAC 2023 Annual Conference & Innovation Expo. Any issue or point of information not specifically covered in these regulations is subject to the decision of OTAC, whose decision shall be final.

AGREEMENT PAYMENT

Space will not be assigned without payment in full. Exhibitors will not be permitted to setup until the exhibit fees and any other delinquent payments to OTAC are paid in full.

REFUND AND CANCELLATION POLICY

Notice of cancellations must be made in writing to OTAC by May 31, 2023. OTAC will retain 25% of the full amount committed to. No refunds will be granted after May 31, 2023. OTAC shall not be liable for any interest on the amount refunded.

RESERVATION BOOTH SPACE

Please carefully read the exhibit terms and conditions included in this prospectus. Review the enclosed floor plan or visit www.otaconline.org to select desired booth space and complete the exhibitor booth application. Booths will be assigned on a first-come, first-served, first-paid basis. **Booth reservations are not guaranteed until payment has been made in full.** Mail or fax your completed form with payment to:

Occupational Therapy Association of California
3620 American River Drive, Suite 230, Sacramento, CA 95864
(916) 294-0415 Fax

For more information contact: Shannon Rutledge, CMP, at (916) 567-7000 or shannon@otaconline.org.

EXHIBIT SPECIFICATIONS

Exhibit booth fee includes a single 8' X 10' booth space with 8' pipe and draped backwall and 3' sidewalls plus one identification sign. Each booth purchased permits four (4) booth personnel badges for each booth rental. All booth personnel must wear an OTAC 2023 Annual Conference badge to be admitted into the exhibit hall.

FLOOR PLAN

All measurements of the floor plan and the layout have been made as accurately as possible. However, OTAC reserves the right to make such modifications as may be needed, making equitable adjustments with the affected exhibitors, including changes to booth space specifications and layout.

American Exposition Services (AES) is the official Decorator. All arrangements for displays, materials, decorations, furniture, tables, chairs, carpet, labor, signs, cleaning, electrical, etc. will be made by the exhibitor with AES.

SUBLETTING OF SPACE

OTAC prohibits and enforces that exhibitors may not assign or sublet any part of their allotted exhibit space to another business or firm without the advance, written permission of OTAC. Contracts for exhibit space are between OTAC and each individual exhibitor, not between exhibiting companies. Therefore, the subletting of space is grounds for OTAC to terminate any existing contract. In general, subletting is highly discouraged.

USE OF SPACE

Displays must be contained within the assigned exhibit space in such a way that they do not interfere with other exhibitors' displays. Canvassing, distributing advertising matter or the posting of any advertising in any public space outside of the exhibitor's space is not permitted and could be grounds for dismissal from the exhibit hall without refund. At a minimum, the exhibitor will be billed for the additional marketing exposure. In addition, companies violating this rule may be excluded from future OTAC exhibitions. OTAC reserves the right to restrict any exhibit that might be considered undesirable or does not conform to these Terms and Conditions. OTAC reserves the right to make any modifications to displays, at the exhibitor's expense, so that the exhibit conforms to the Terms and Conditions.

INSTALLATION AND REMOVAL OF DISPLAYS

OTAC reserves the right to reassign any rented but unoccupied space, irrespective of contract made or payments received. Incomplete and/or vacant exhibit spaces may be furnished at OTAC's direction at the expense of the exhibitor.

Noisy or unsightly work in any exhibitor's space area after the close of move-in and/or during show open hours is prohibited. Goods and materials may not be delivered to the exhibit space during show hours.

Absolutely no booths may be dismantled before 2:15pm on Saturday, November 11, 2023. Early dismantling may affect right to exhibit at future OTAC events. All exhibit material must be completely removed from the exhibit area by 4:30pm on Saturday, November 11, 2023.

ON-SITE DELIVERY OF FREIGHT BY PRIVATELY OWNED VEHICLES

An exhibitor may move materials that can be hand carried by one person, in one trip, without the use of a hand cart or dolly by parking and walking into the Exhibit Hall. All other deliveries from private vehicles must use the Loading Dock for cart-load and freight handling service by the union. Use of the Loading Dock is exclusive to union unloading and loading of your materials.

SHIPPING AND FREIGHT HANDLING

The Exhibit Hall has no provisions or space for receiving any shipments. All exhibit materials must be shipped to the Official Drayage Contractor provided in the AES Exhibitor Service Kit.

All shipments should be PREPAID. COLLECT shipments will not be accepted. Rates and charges are provided in the exhibitor kit.

CONDITION OF EXHIBIT AREA

Storage and crates. Exhibitors will not be permitted to store boxes or packing crates in or behind booths. Boxes and crates must be removed from the exhibit floor one hour prior to the exhibition opening, and will be placed in storage provided they are properly labeled for storage. Those not so labeled will be removed and destroyed as refuse.

Installing exhibits. When installing the exhibits, nothing shall be pushed on, tacked, nailed, screwed or otherwise attached to columns, walls, floors, ceiling or other parts of the building or furniture.

Hanging signs and banners from ceiling. Banners and signs may not be hung above your booth space.

Fire regulations. All exhibit materials must conform with local fire regulations.

Canvassing and advertising. Canvassing or distributing and/or displaying any advertising outside of the exhibitor's own booth space is not permitted.

Character of exhibit. The character of the exhibits is subject to the approval of the exhibit coordinator. The right is reserved to refuse exhibit displays or materials.

Care of exhibit space. The exhibitor must, at their own expense, vacuum, maintain and keep the exhibit space in good order for the duration of the show.

AMENDMENT TO CONTRACTS AND TERMS AND CONDITIONS

Any and all points not covered specifically herein are subject to the decision of OTAC. OTAC, may in its sole discretion, make reasonable changes, amendments or additions to agreements and terms and conditions. Any such changes shall be equally binding on the exhibitor.

TERMS AND CONDITIONS, page 1 of 2

These terms and conditions are understood to be a part of the exhibitor's contract.

The information on pages 1 and 2 of the Terms and Conditions comprises the exhibit contract terms and conditions set forth by OTAC for all organizations and their personnel exhibiting at OTAC 2023 Annual Conference. Any issue or point of information not specifically covered in these regulations is subject to the decision of OTAC, whose decision shall be final.

OPERATING INSTRUCTIONS

OTAC reserves the right to restrict displays, which, because of noise, methods of operation, materials, or for any reason, become objectionable, and to prohibit or remove any displays that, in the opinion of OTAC, detract from the general character, purpose, or appearance of the Exhibit Hall. Unusual or distracting signs or illumination are subject to removal by OTAC at the sole expense of the exhibitor. The following activities are **not allowed** within any part of the exhibit facility unless approved by OTAC in writing and in advance (by October 1) of the conference:

- Alcoholic beverages. Serving or distribution of alcoholic beverages by exhibitors or their representatives.
- Food and beverage. Serving or distribution of food or beverage (other than those events sanctioned by OTAC) at the exhibit facility, at the conference hotel(s), or any facility used for the conference, during the course of the conference.

SOUND

Exhibitors must ensure that the noise level from any demonstrations or sound systems is kept to a minimum and does not interfere with other exhibitors. The use of sound systems or equipment producing sound is an exception, not the norm. OTAC reserves the right to make a determination that the sound constitutes interference with others and must be discontinued.

MUSIC

Exhibitors agree to pay all royalties, license fees, or other charges accruing or becoming due to any firm, person, or corporation by reason of any music, either live or recorded, or other entertainment of any kind or nature, played, staged, or produced by the exhibitor, its agents, or employees within the premises covered by the license agreement, including but not limited to royalties or licensing fees due to ASCAP or BMI. Exhibitor agrees to hold harmless OTAC, its agents, and employees against any and such claims and charges and to defend, at its own expense, any and all such claims and charges.

BOOTH PERSONNEL

Exhibiting company is entitled to four (4) complimentary exhibitor badges. Each exhibitor representative will be allowed entrance to the Exhibit Hall (no admittance to meeting sessions or other Conference-associated events; admittance is available at the regularly published registration fees). Badges must be worn at all times for admission to the Exhibit Hall and are nontransferable. Exhibit space must be staffed during all OTAC Exhibit Hall open hours. Exhibitors assume all responsibility for their booth personnel. Exhibitors must designate one individual who is the key contact for their exhibit space/agreement. This individual will be the primary contact between the exhibitor and OTAC.

FLOOR SALES

Any exhibitor who intends to offer anything for sale shall inform OTAC, upon signing the exhibit contract, of the products and services that will be offered for sale. OTAC reserves the right to reject an exhibit contract upon receipt if the products and services that will be offered for sale by an exhibitor are not of a professional/appropriate nature. OTAC has sole discretion in determining what constitutes undesirable sales and may order an exhibitor to cease such activity on the premises of the show at any time. Exhibitors are expected to conduct all sales in a manner that does not detract from the professional nature of the show. OTAC shall not be responsible for the theft or loss of monies or materials related to any sales. The exhibitor shall be solely responsible for obtaining all licenses and permits required by the city, county, and state and for payment of all taxes and government fees and having such available during the exhibit hall for inspection.

LABOR/SAFETY/FIRE

Exhibitors will comply with all applicable statutes, ordinances, rules and requirements relating to health, fire, safety and use of the premises. Combustible materials or explosives are not permitted in or around the exhibit areas/hall. Display and packing materials must be flame-retardant, with certificate on hand. Booth decorations must be flameproof and all hangings must clear the floor. Electrical wiring must conform with all federal, state and municipal government requirements and with National Electrical Code safety rules. If inspection indicates that an exhibitor has not complied with these regulations, or otherwise incurs fire hazards, the right is reserved to cancel, at exhibitor's expense, all or such part of the exhibit as may be irregular.

LIABILITY AND INSURANCE

Exhibitors must supply a certificate of insurance covering workers' compensation and general comprehensive liability in the amount of \$1,000,000, naming OTAC as a certificate holder. Non-compliance with supplying the certificate of insurance may be grounds for denial of entrance to the exhibit hall. The exhibitors assume the entire responsibility and liability for losses, damages and claims arising out of injury or damage, including that by fire and theft, to exhibitor's displays, equipment and other property brought onto the premises of the exhibit hall and shall indemnify and hold harmless the Hyatt Regency Santa Clara, AES and OTAC and their agents, servants, employees, officers, directors, staff and members. Each exhibitor, by signing the Agreement expressly understands that they release OTAC from, and agree to indemnify it against any and all claims for such loss, injury or damage. If OTAC shall be held liable for any event might result from a particular exhibitor's action or failure to act, such exhibitor shall reimburse and hold harmless OTAC against any liability resulting therefrom. Exhibitors must adequately insure their materials, goods, wares and exhibits against loss or injury of any kind and must do so at their own expense. OTAC, AES and the Hyatt Regency Santa Clara are not responsible for any loss (however caused) to any property of any exhibitor. Exhibitors are solely responsible for their own actions during the Exhibit Hall activities (including move-in and dismantling). OTAC is not responsible for loss or theft of any kind.

OTAC offers additional marketing opportunities outside of its Annual Conference and Spring Symposium to help you grow your business including:

- ◆ Mailing Labels
- ◆ Newsletter Advertising
- ◆ E-blast Banner Advertising
- ◆ Website Banner Advertising
- ◆ OTAC Career Center Job Postings
- ◆ OT Calendar of Events Postings

Contact Shannon Rutledge, CMP, at (916) 567-7000 or shannon@otaonline.org for information and pricing.