

TEXAS OCCUPATIONAL THERAPY ASSOCIATION, INC.
Exhibitor Prospectus

2011

Mountain Central Conference

TOTA Education Café

Come See What's on the Menu



November 4-6, 2011

**Embassy Suites, Dallas-Frisco Hotel, Convention Center and Spa
7600 John Q. Hammonds Drive • Frisco, TX 75034**

Exhibit Hall Schedule

Friday, November 4

(Exhibit Hall hours: Noon-4:00 p.m.)

8:00–11:45 a.m. Exhibitor set-up
11:45 a.m. Exhibit Hall set-up completed
Noon Exhibit Hall opens
Noon–1:00 p.m. Complimentary buffet lunch
3:00–4:00 p.m. Complimentary ice cream break
4:00 p.m. Exhibit Hall closes

Saturday, November 5

(Exhibit Hall hours: 10:00 a.m.-4:00 p.m.)

10:00 a.m. Exhibit Hall opens
12:00–1:00 Complimentary buffet lunch
3:00–4:00 p.m. Complimentary ice cream break, door prize drawings, basket/silent auction closes
4:00 p.m. Exhibit Hall closes

Exhibitor Regulations / Information

Theme

Our sidewalk café will include menu signs along with red and white checked tablecloths. Booths will be draped in red and white.

General Regulations

The contract on the prospectus insert and these rules and regulations contain the terms and conditions upon which the exhibiting company shall have the right to reserve space and conduct an exhibition at the Texas Occupational Therapy's 2011 Mountain Central Conference.

Description of Exhibition Space

Booths will be 8' x 10' carpeted, piped and draped, (1) 6' table, (2) chairs and 7" x 44" signage and one waste basket.

Move-In and Move-Out

Please allow additional time for move-in as you plan your schedule. Please make all arrangements for move-out.

Installation/Breakdown of Exhibits

Exhibitor set up begins at 8:00 a.m. on Friday, November 4 and must be completed by 11:45 a.m. Breakdown will begin at 4:00 p.m. on Saturday, November 5 and must be completed by 6:30 p.m.

Conference Decorator

The conference decorator is Spirit Exposition Service, LLC. Please direct questions to George Smith, account representative, at 281/399-2808 or via email at george@spiritexpo.com. All decorator forms, including booth furniture, etc. will be on the Spirit website - www.spiritexpo.com. Exhibitor packets are online only.

Securing Electrical for Booths

Electrical services are provided directly through the hotel. The form will be emailed with booth confirmations. The form will be available online at www.spiritexpo.com.

Shipments of Freight, Displays or Materials

The conference decorator will accept shipments and facilitate returns. TOTA and the Sugar Land Marriott Town Square cannot be responsible for shipments. Contact Spirit Exposition Service directly (see email address above).

Cancellations

Cancellation of contract to exhibit must be made in writing to TOTA. If this notice is received prior to October 1, a full refund will be made minus \$100 administration fee. There will be no refunds for cancellations made after October 1, 2011.

Forfeiture of Exhibition Space

Exhibitors who fail to occupy their space by Noon on Friday, November 4, 2011 will forfeit their booth without refund.

Exhibitor Conduct

TOTA reserves the right to prohibit any exhibit deemed inappropriate. All sales activity in the exhibit hall must be conducted within

the exhibitor's assigned space. There can be no attachments to the walls or curtains.

Booth Assignment

Booths are reserved only after payment in full has been received by TOTA on a first-come, first-served basis. Every attempt will be made to meet requests regarding location, but TOTA does not guarantee such requests can be honored. TOTA reserves the right to reconfigure the exhibit hall if necessary. Exhibit space may not be sublet or shared by two or more firms.

Exhibitor Identification Badge

Admission to the exhibit hall is by badge only. One lead exhibitor badge will be issued per booth. Up to three additional exhibitor badges may be purchased for \$50 each. The badge fee includes lunch and breaks on both Friday and Saturday.

Indemnification

The exhibitor agrees to indemnify, defend and hold TOTA harmless from and against any and all claims, causes of action, judgments, liabilities, damages, losses, costs and expenses, including reasonable attorney's fees, arising as a result of exhibitor's rental and use of exhibition space, including, but not limited to liability for loss or damage to property and liability for personal injury or death of any person.

Change of Conference Date

Should any situation beyond the control of TOTA arise to cancel the Mountain Central Conference, TOTA, Inc. will not be held liable for any expenses incurred by the exhibitor except the rental cost of booth space.

Educational

Exhibitors must register as conference attendees to receive continuing education credit at the Mountain Central Conference.

Hotel Information

Embassy Suites, Dallas-Frisco Hotel, Convention Center and Spa
The Texas Occupational Therapy Association will be hosting the MCC 2011 at the Embassy Suites, Dallas-Frisco Hotel, Convention Center and Spa close to Stonebriar Mall, the Shops at Willow Bend, and many sports venues. Reservations may be made by calling the hotel directly at (972) 712-7200 or accessing this link http://embassysuites.hilton.com/en/es/groups/personalized/D/DALFSES-OCU-20111031/index.jhtml?WT.mc_id=POG

All guests should identify themselves as a member of the "Texas Occupational Therapy Association – Mountain Central Conference" group in order to obtain the Organization's rate of \$139.00 per night – Single or Double Occupancy. Hotel room rates are subject to applicable state and local taxes.

Travel Information

Parking
Complimentary on-site self-parking.

Additional Transportation Information

The Embassy Suites, Dallas-Frisco Hotel, Convention Center and Spa is accessible via shuttle and taxi services from Addison, DFW and Dallas Love Field Airports.

Additional Promotional Opportunities

Conference Bag Product or Sample Insert

Showcase your product by putting it directly into the hands of attendees. Send 600 samples for arrival no later than October 28, 2011. Contact VendorServices@tota.org to arrange these inserts.

Conference Bag Informational Inserts **\$200**

Maximize visibility by placing your brochure or catalog directly into the conference bags. Send 600 copies for arrival no later than October 28, 2011.

Send all Inserts and Take One Table materials to:
Mary Hennigan, 1317 Carriage Dr., Irving, TX 75062

Conference Bag Promotional Items **NO CHARGE**

Get your items directly into attendees' bags. Send 600 of any item that gets your name out!

Notepads	Pens	Water Bottles
Lip Balms	Hand Sanitizers	Mints/Candies
Highlighters	Key Chains	First Aid Kits

Mailing List Rental **\$200**

1-Year Virtual Exhibit Hall Web Link (pre-conference special) **\$100**

Take advantage of this special offer to link to your website from our website.

Great Opportunities

Exhibit Hall Pocket Guide: Each exhibitor may submit 50 words about their company or product. The Exhibit Hall Pocket Guide will list exhibitors and their contact information from the exhibit registration form, feature the exhibit hall map and the conference program. The guide will be given to each attendee and will be a must-have at conference. Two silver sponsorships along with full page placements available.

Café Tables and Networking Tables Sponsorships: Imagine your materials along with signage featured on these tables for all attendees to see!

Email VendorServices@tota.org for more information on conference sponsorships and details on all of the promotional opportunities.

Silver Website Sponsor: Your logo with link featured on the TOTA home page for 1 year!

The "I Can't be There" Product Showcase **NO CHARGE**

Put your product on display for attendees to see! Send product sample(s)- therapy balls, vests, swings, crafting/art kits, etc. along with 100 flyers, order forms or catalogs. We will put your flyers and product in our Silent Auction area. Auction proceeds benefit the Texas Occupational Therapy Foundation, a 501 (c) (3) organization. Send to Mary Hennigan, 1317 Carriage Dr., Irving, TX 75062. attn: Product Promo/Silent Auction Items.

Sponsorship Opportunities

Gold Conference Sponsorship **\$3,000**

Gold sponsorships include: **One Gold conference booth (10 OR 11)**, One full page ad in the Conference Issue of Revista OT, Virtual Exhibit Hall listing/link for one year, recognition signage, participation in the ribbon cutting event for the exhibit hall opening and TOTA mailing list prior to conference to invite therapists to your booth AND your logo/link on the TOTA homepage for one year!

Silver Conference Sponsorships **\$1,700**

All Silver Conference Sponsorships include: **One Silver conference booth (2, 3, 4, 5, 6, 7, 8, 9, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21)**, One half page ad in the Conference Issue of Revista OT, Virtual Exhibit Hall listing/link for one year, recognition signage, and TOTA mailing list prior to conference to invite therapists to your booth! **(Select One)**

- Silver Website Sponsor (Your logo with link featured on the TOTA home page for 1 year!)
- TOTA Facebook Page Sponsor (Your logo/link for 1 year!)
- Conference Attendee Lanyards (provide 600 with your company's logo - Call the TOTA office)
- Conference Binders (featuring your company's name with Mountain Central Conference logo)
- Conference Bags (supply 600 bags with your company's logo and the TOTA logo - Call the TOTA office)
- Breakout session room schedule signage (22" x 28" with your name/logo and TOTA logo)
- Cafe Tables (Display business cards/brochures on all of the cafe tables in the exhibit hall)
- Networking Table Sponsor (Display business cards/brochures on all of the banquet tables in the exhibit hall)
- Exhibit Hall Pocket Guide Sponsor (Front inside cover)
- Exhibit Hall Pocket Guide Sponsor (Back inside cover)
- Conference Hotel Room Keycards/ one color logo/limited text (supply logo/text to TOTA)

Bronze Conference Sponsorships **\$1,200**

All Bronze Conference sponsorships include: **One Bronze conference booth (1, 31, 32, 51, 52, 62)**, One quarter page in the conference issue of Revista OT and recognition signage! **(Select One)**

- Breakfast Co-sponsor for Sunday Breakfast with a Scholar
- Friday Lunch Co-Sponsor (Display business cards/brochures on one buffet station)
- Saturday Lunch Co-Sponsor (Display business cards/brochures on one buffet station)
- Friday Ice Cream Break (Co-Sponsorship)
- Saturday Ice Cream Break (Co-Sponsorship)
- Program Directors Meeting (Display cards/brochures/TextBooks on table)
- Student Mixer (Display business cards/brochures on table)
- 75th Birthday Cake Sponsor

Texas Star Sponsorships **\$950**

All Texas Star Sponsorships include: **One Texas Star conference booth (22, 30, 33, 41, 42, 50, 53, 61)**, recognition signage! **(Select One)**

- Coffee/Juice Sponsor for Friday or Saturday Morning
- Conference Check-In Desk Sponsor (Display Business Cards/TOTA provides Easel Signage)
- Hospitality Desk Sponsor (Display business cards/brochures)
- Volunteer Desk Sponsor (Display business cards/brochures)

TOTA Mountain Central Conference Exhibit / Promotional Agreement (page 1 of 2)

Please PRINT the following information:

Company Name: _____

Contact Person: _____

Company Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ FAX: _____

Email: _____ Company Website: www. _____

Exhibit Booth Lead Name: *(1 per booth)* _____

TOTAL Number of Booth Staff Badges: (includes exhibit hall entry and lunch both exhibit days)

_____ (ONE IS INCLUDED WITH EACH BOOTH, ALL EXTRAS ARE \$50.00 EACH)

50 Word Company Description for Exhibit Hall Pocket Guide: email to vicki@tota.org with 50 WORD DESCRIPTION in SUBJECT LINE

Booth Request: 1st choice: Booth # _____ **2nd choice:** Booth # _____

My company has submitted a workshop presentation for MCC 2011; the speaker will be: _____

Method of Payment:

Check *(Name that will appear on company check if different from Exhibitor)* _____

Master Card / Visa Card Number: _____ 3 Digit Security Code: _____

Exp. Date: _____ **Amount:** _____ **Cardholder's Phone:** _____

Cardholder's Name *(as it appears on card - please print)* _____

Cardholder's Signature: _____

Cardholder's Email: _____ **Cardholder's billing zip:** _____

I understand that the exhibitor packet can be downloaded at www.spiritexpo.com, click on Spirit Services and then on Exhibitor Kits Online. In accordance with the terms and conditions, and the 2011 Exhibitor Rules and Regulations outlined herein, the undersigned understands and accepts all terms and hereby applies for exhibit space. Booths are only reserved after payment in full is received.

Company Name: _____

Authorized Signature: _____

Name: *(Please print)* _____

Date: _____

**Mailing Address: TOTA, Inc. • 1106 Clayton Lane, Suite 516W • Austin, TX 78723
Phone: 512/454-8682 • FAX: 512/450-1777 • email: vicki@tota.org • www.tota.org
For overnight delivery, phone the office for instructions.**

TOTA Mountain Central Conference Exhibit / Promotional Agreement (page 2 of 2)

(Please submit to TOTA)

Sponsorships (see page three for details)

- Gold Conference Sponsorship** Includes Gold Booth and sponsorship benefits (\$3000.) _____
- Silver Conference Sponsorship** Includes Silver Booth and sponsorship benefits (\$1,700.) _____
 (Select One)
 - Silver Website Sponsor:** (Your logo with link featured on the TOTA home page for 1 year!) _____
 - TOTA Facebook Page Sponsor:** (Your logo/link for one year) _____
 - Conference attendee lanyards** (Supply 600 lanyards) _____ (Call the TOTA office)
 - Conference binders** (your company's name/logo with TOTA MCC logo) _____
 - Conference bags** (your company's name/logo with TOTA MCC logo Supply 600 bags) _____ (Call the TOTA office)
 - Breakout session room schedule signage** (22" x 28" with your name/logo and TOTA logo) _____
 - Cafe Tables** (your company's business cards and brochures on all cafe tables) _____
 - Networking Table Sponsor** (your company's business cards and brochures on all banquet tables) _____
 - Exhibit Hall Pocket Guide Sponsor Front Inside Cover** _____
 - Exhibit Hall Pocket Guide Sponsor Back Cover** _____
 - Conference Hotel Room Keycards/ one color logo/limited text** (supply logo/text to TOTA) _____
- Bronze Conference Sponsorship** Includes Bronze Booth and sponsorship benefits (\$1,200.) _____
 (Select One)
 - Breakfast Co-sponsor for Sunday Breakfast with a Scholar** _____
 - Friday Lunch Co-Sponsor** (Display business cards/brochures on one buffet station) _____
 - Saturday Lunch Co-Sponsor** (Display business cards/brochures on one buffet station) _____
 - Friday Ice Cream Break** (co-sponsorship) _____
 - Saturday Ice Cream Break** (co-sponsorship) _____
 - Program Directors Meeting** (Display cards/brochures/TextBooks) _____
 - Student Mixer Sponsor** (Display business cards/brochures on table) _____
 - 75th Birthday Cake Sponsor** _____
- Texas Star Sponsorship** Includes Texas Star Booth and sponsorship benefits (\$950.) _____
 (Select One)
 - Coffee/Juice Sponsor for Friday or Saturday Morning** _____
 - Conference Check-In Desk Sponsor** (Display Business Cards/TOTA provides Easel Signage) _____
 - Hospitality Desk Sponsor** (Display business cards/brochures) _____
 - Volunteer Desk Sponsor** (Display business cards/brochures) _____

Exhibit Hall Booth

- Commercial** (\$700.) _____
- Non-profit rate/501(c)(3)** (\$400.) _____
- Foyer Booths** (\$550.) _____
- Additional name badges/lunch packages @ \$50. each** _____

Additional Opportunities (see page three for details)

- Revista OT Ad(s) Total** _____
- The "I Can't be There" Product Showcase** _____ (NO CHARGE)
- Full page ad Exhibit Hall Pocket Guide - 7.5"h x 5"w** (\$500.) _____
- Conference bag informational insert** (\$200.) _____
- Virtual Exhibit Hall link from TOTA web site for one year** (conference special - \$100!) _____
- Conference product insert or sample insert** _____ (NO CHARGE)
- Mailing List Rental** (\$200.) _____
- Conference Bag Promotional Items I am sending 600** _____ (Specify) _____ (NO CHARGE)
 Less Any Credits/Deposits specify _____

TOTAL: _____

TOTA Mountain Central Conference Program/Recap Issue Advertising Opportunities

Please complete this section to secure ad space in Revista OT.

Enter the total on the first line under the Additional Opportunities section

The Conference Issue of 'Revista OT' is mailed to EVERY licensee in Texas – What an opportunity! Or follow up your exhibit booth with an ad in the Recap Issue. Ad deadline is July 1 - Recap issue deadline is December 1. Please submit all ads via email to VendorServices@tota.org. Ads should be submitted in high resolution pdf, jpg or tiff format. **Please check the appropriate box(es) indicating the ad(s) you wish to place and tally above under Additional Opportunities.**











Single Ad Placement	Conference		Cost
	Program	Recap Issue	
<input type="checkbox"/> Inside Front Cover (7-1/2"w x 10"h)	<input type="checkbox"/>	<input type="checkbox"/>	\$625.
<input type="checkbox"/> Inside Back Cover (7-1/2"w x 10"h)	<input type="checkbox"/>	<input type="checkbox"/>	550.
<input type="checkbox"/> Full Page (7-1/2"w x 10"h)	<input type="checkbox"/>	<input type="checkbox"/>	500.
<input type="checkbox"/> Half Page (3-3/4"w x 10"h or 7-1/2"w x 5"h)	<input type="checkbox"/>	<input type="checkbox"/>	250.
<input type="checkbox"/> Outside Back Cover (7-1/2"w x 5"h)	<input type="checkbox"/>	<input type="checkbox"/>	350.
<input type="checkbox"/> Quarter Page (3-1/2"w x 4-1/2"h)	<input type="checkbox"/>	<input type="checkbox"/>	125.
<input type="checkbox"/> Business Card (3-1/2"w x 2"h)	<input type="checkbox"/>	<input type="checkbox"/>	75.

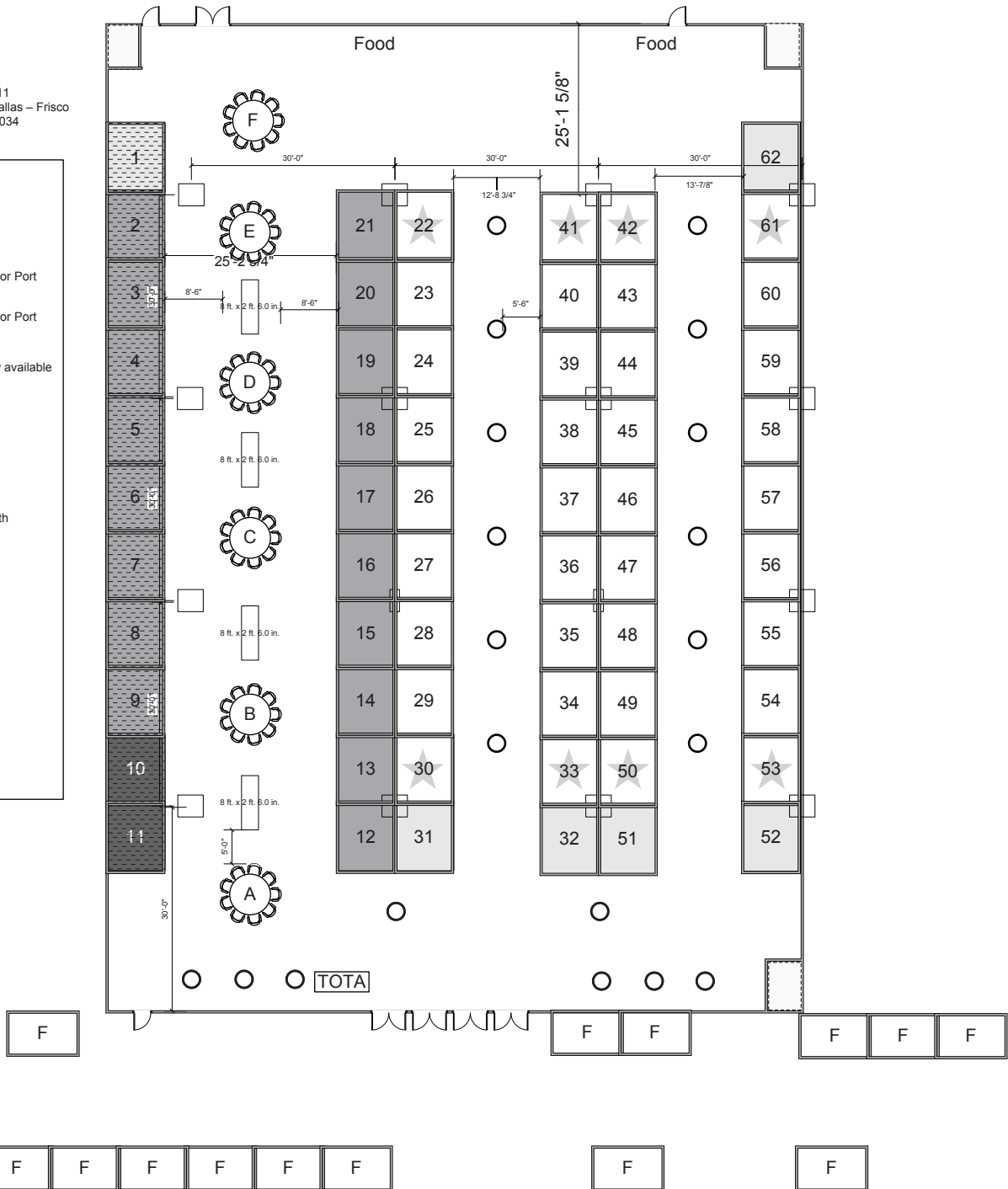
TOTAL MCC 2011 Exhibit Hall Floor Plan

Embassy Suites, Dallas-Frisco Hotel, Convention Center and Spa Exhibit Hall November 4-5, 2011

TOTAL
Nov 4-6, 2011
Embassy Suite Hotel Dallas – Frisco
Frisco, TX 75034


LEGEND

-  30" table
-  39" x 45" Floor Port
-  17" x 39" Floor Port
-  No electricity available
-  Gold Booth
-  Silver Booth
-  Bronze Booth
-  Texas Star
-  Standard
-  Foyer



 **Gold Sponsor Booth:**
10, 11

 **Bronze Sponsor Booths:**
1, 31, 32, 51, 52, 62

 **Silver Sponsor Booths:**
2, 3, 4, 5, 6, 7, 8, 9 (no electricity)
12, 13, 14, 15, 16, 17, 18, 19, 20, 21

 **Texas Star Sponsor Booths:**
22, 30, 33, 41, 42, 50, 53, 61

Accessing the hotel:
please visit http://embassysuites.hilton.com/en/es/groups/personalized/D/DALFSES-OCU-20111031/index.jhtml?WT.mc_id=POG