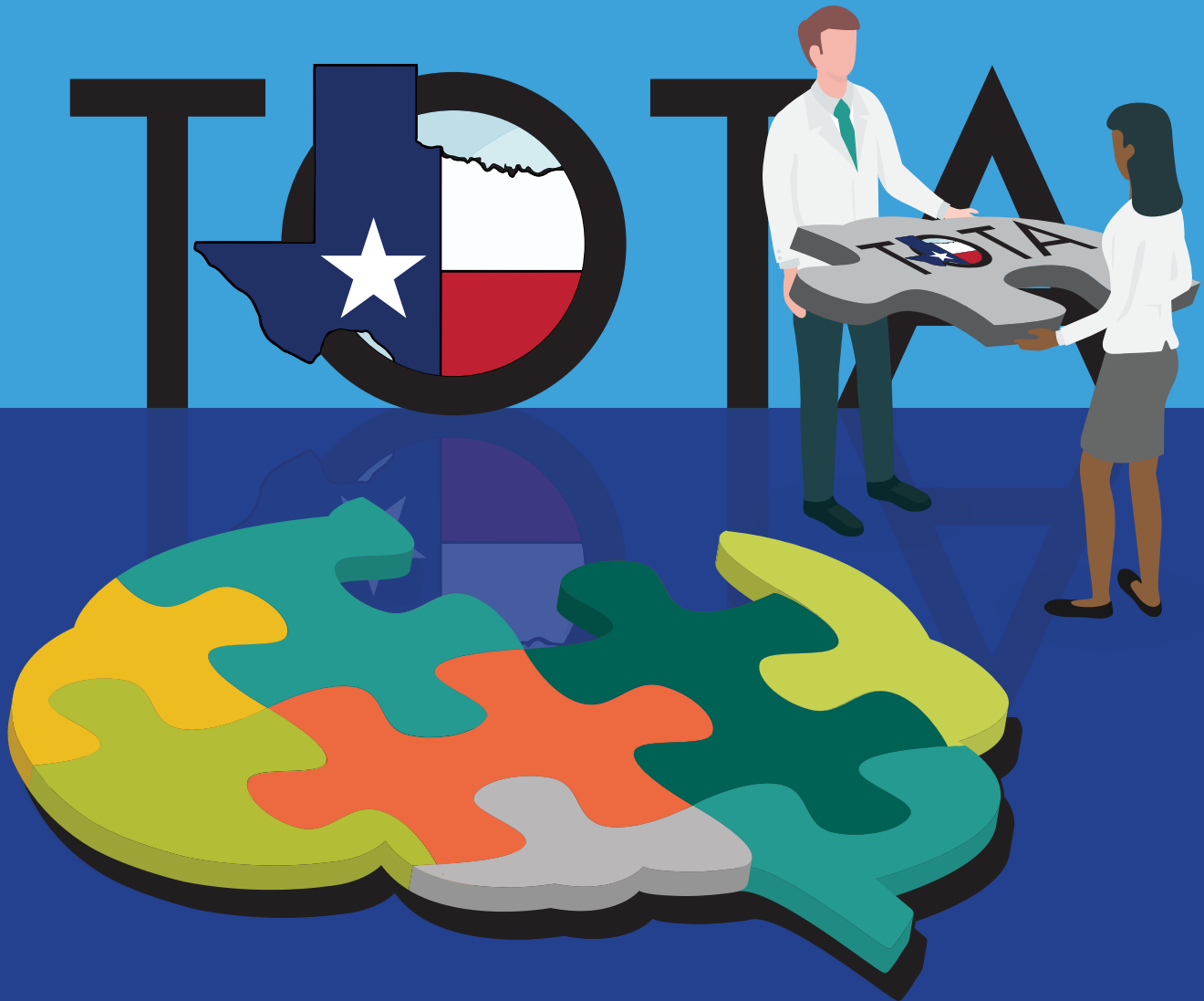


TOTA 2024 ANNUAL CONFERENCE

Building Resilience in Changing Times

November 15 - 16, 2024
Frisco, Texas



EXHIBITOR PROSPECTUS

What Is TOTA?

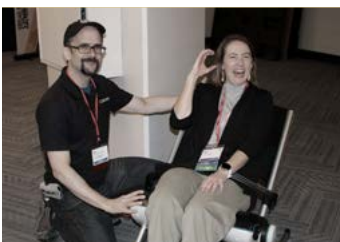
Texas Occupational Therapy Association (TOTA) is the state's professional association of Occupational Therapists, Occupational Therapy Assistants, students of Occupational Therapy and retired Occupational Therapists. The primary mission of TOTA is to be responsive to the professional development, information needs, and educational requirements of its members; to advance and improve the practice of occupational therapy for the benefit of the consumers; and to anticipate and respond to the organizational, political, economic, and social features of the health care delivery system at the local, state and national levels.



What is the **TOTA** Annual Conference?

The TOTA Annual Conference draws hundreds of occupational therapy practitioners, students and educators looking for ways to enhance their practice and share their achievements. This yearly event brings together professionals from across Texas and beyond for a week of education, networking and celebration. On average we have about 700 in attendance.

Why **Partner** with **TOTA**?



Meaningful connections with a highly targeted group of occupational therapy professionals and students.



Network, influence, and interact with occupational therapy practitioners, students, educators, recruiters, and distributors all in one place.



Welcome steady traffic at your booth during show hours, including three hours of unopposed time.



Qualified leads from attendees who visit your physical and virtual booths and are interested in learning more.

Who Should Exhibit?



EQUIPMENT SUPPLIERS

Attendees are interested in the latest products available. We have occupational therapists, occupational therapist assistants and students who want to become familiar with equipment that is going to help their clients on the road to recovery.

RECRUITERS

Hearing about new positions for recent graduates to seasoned professionals is one of the benefits of attending our conference.

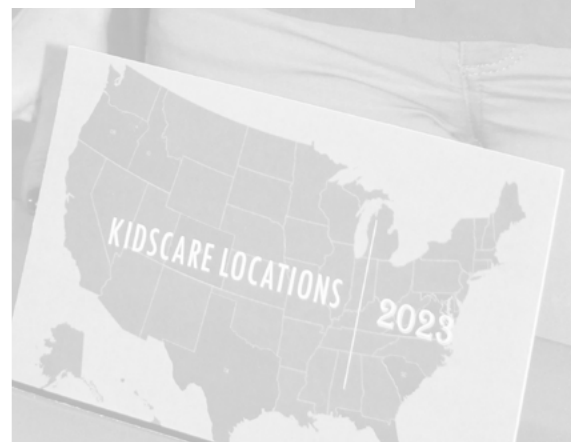


ANCILLARY SERVICES

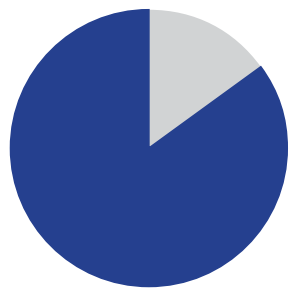
It takes a number of things to run an OT practice. Our attendees need insurance, billing companies, software and other great resources to help them in their practice.



Any company dedicated to educating, servicing, recruiting, supplying occupational therapists.



Facts and Figures from the 2023 Conference



85% event app
usage

5,907



leads generated by exhibitors



6,958

exhibitor's page views

40%



TOTA eblast
open rate

Additional
Facts &
Figures:

5,025



TOTA social
media following

27,485



TOTA eblast
reach

Whoova Event App

While the TOTA Annual Conference is an in-person event, we will once again partner with Whoova to make it even more interactive, productive, and fun.

The Added Benefits of the Whoova Event App

Whoova benefits are available to ALL Sponsors and Exhibitors.

EXPOSURE

- Easy access to all exhibitor pages
- Sponsor and exhibitor lists
- Collateral uploads
- Whoova app available to all exhibitors & attendees through 12/31/24.

LEAD GENERATION

- Customize promotional offers
- Easy lead tracking/reporting
- User engagement
- Measurable ROI

LEAD ENGAGEMENT

- Attendee profiles
- Match making
- Private in-app messages
- Virtual meet-ups and video chats
- Contact info exchange

**Maximize Your
Sponsorship and
Exhibit Booth**

2023 Conference:

4,802 passport contest stamps collected

2,182 community board messages

1,694 private in-app messages (1 on 1)

279 Photos shared

- Boost your brand visibility by including raffles, giveaways, or coupons at your exhibit booth. With an easy scan of a QR code, or the click of a button, attendees can sign up for your promotion, which provides you with their contact information.
- Gain real-time insights. Explore attendee "Smart Profiles" on the Whoova event app and send in-app messages to qualified leads, set up personal meetings, interviews, and easily exchange e-business cards.

- Promote your brand further by participating in the event app Community Board.
- Post job opportunities on the event app job Board.
- Drive traffic to your booth by participating in the Exhibitor Passport Contest.

Sponsor **Benefits** at a Glance

Sponsorship Benefits

	Platinum	Silver	Texas Star
Recognition in social media in TOTA Tidbit email blast & TOTA conference guide	X	X	X
Logo & weblink on TOTA website conference page	X	X	X
Logo & weblink on Whova event app	X	X	X
Company name or logo on signage at event	X	X	X
Additional benefits specific to sponsorship (refer to sponsorship detail on following pages)	X	X	X
Complimentary exhibit booth – includes all Exhibit Booth benefits (see Exhibit Booth page for details)	X	X	X
Friday and Saturday lunch included	X	X	X
Complimentary ad in conference program (must commit by 8/31/24 to be included)	Full Page	1/2 Page	1/4 Page
Logo & weblink on TOTA website for 12 months	X	X	
Social media post promoting your organization	2	1	
Banner ad on TOTA Tidbit eblast	1		
Sponsor spotlight eblast (featuring your organization)	1		

**Reserve Your
Booth Space**

SCAN THE QR CODE OR [CLICK HERE.](#)



EXHIBIT

Choose a booth/sponsorship

EXHIBIT HOURS:

November 15

11:00 AM – 4:00 PM

(12:15 – 1:45 PM unopposed)

November 16

11:00 AM – 3:00 PM

(12:30 – 2 PM unopposed)

Exhibit Sponsor Advertise

SPONSOR

Standard Booth	\$950
Texas Star Booth	\$1450
Silver Star Sponsor Booth	\$1950
Platinum Sponsor Booth	\$2700
Virtual Only (WhoVa app)	\$300

ADVERTISE

Revista OT Newsletter

Passport Donor

Website Sponsor

TOTA Tidbits Banner Ads



Exhibit Hall Schedule

FRIDAY, NOVEMBER 15

(Exhibit Hall hours: 11:00-4:00 PM)

8:00–11:00 AM	Exhibitor set-up
11:00 AM	Exhibit Hall set-up completed
11:00 AM	Exhibit Hall opens
12:15 – 1:45 PM	Complimentary lunch served in exhibit hall

SATURDAY, NOVEMBER 16

(Exhibit Hall hours: 11:00-3:00 PM)

11:00 AM	Exhibit Hall opens
12:30 – 2:00 PM	Complimentary lunch served in exhibit hall
1:00 – 3:00 PM	Booth & Passport Contest Drawings
3:00 PM	Drawing for 2025 Free Booth (<i>must be present</i>)
3:00 PM	Exhibit Hall closes

Sponsorship Opportunities

PLATINUM Sponsorships \$2700

All Platinum Sponsorships Include the following:

- One complimentary exhibit booth
- 3 conference booth attendee badges which include lunch both Friday and Saturday
- Logo/link on TOTA website for 12 months
- Full page ad in the TOTA Conference Guide (*must commit by 8/31/24 to be included*)
- Sponsor spotlight on TOTA Tidbit email blast promoting your organization
- 2 social media posts
- Logo on event signage
- Recognition in posts on social media
- Recognition on TOTA website
- **Tote Bags** (*exclusive opportunity*)
 - Logo (1-color) imprint on attendee tote bags
- **Conference Lanyards** (*exclusive opportunity*)
 - Logo (1-color) imprint on attendee badge lanyards
- **TOTA School-Bowl** (*exclusive opportunity*)
 - Sponsor of the School-Bowl event
 - Name associated with all advertisement of event
- **Keynote Address** (*exclusive opportunity*)
 - Logo on session signage
 - Recognition in all advertisement of event
- **Photo Booth** (*exclusive opportunity*)
 - Logo on each photo produced, signage and advertisement of booth

SILVER Sponsorships \$1950

All Silver Sponsorships Include the following:

- One complimentary exhibit booth
- 2 conference booth attendee badges which include lunch both Friday and Saturday
- Half-page ad in the TOTA Conference Guide (*must commit by 8/31/24 to be included*)
- 1 social media post
- Logo on event signage
- Recognition in posts on social media
- Recognition on TOTA website
- **Recharge & Refresh Room** (*exclusive opportunity*)
 - Sponsor area for attendees to recharge their electronic devices and take a short break from conference.
 - Signage at room and on any advertisement of room
- **Student Chat & Chew** (*exclusive opportunity*)
 - Logo on all advertising associated with this event
 - 3-minute opportunity to address the attendees prior to event
- **Poster Sessions** (*4 opportunities*)
 - Sponsor one session of Poster Presentations
 - Logo on Poster Session signage all advertising of associated with this event
- **TOTA Website Sponsor** (*multiple opportunities*)
 - Logo and weblink on the TOTA website for 12 months

ALL Booths and Sponsorship Booths Include:

- For one price you get a physical AND virtual booth
- Reserve by October 1st to avoid a \$200 increase
- Each booth includes: one skirted table with two chairs and a wastebasket
- Booth space is 8' x 10', colors are blue and white
- Inclusion in the Passport Contest to drive traffic to booth and capture contact information.
- Recognition on conference website
- Recognition in conference program (*must commit by 8/31/24*)
- An exhibitor badge includes lunch both Friday and Saturday. Exhibitor badges are required at all times. Additional badges may be purchased for \$75.
- Lunch orders will be requested several weeks prior to conference. Only those who have placed lunch order will be given a ticket for lunch.
- Additional booth needs, such as electricity and AV may be requested through the hotel. A form may be downloaded from the TOTA website.

TEXAS STAR Sponsorships \$1450

All Texas Star Sponsorships Include the following:

- All Texas Star Sponsorships include the following:
- One complimentary exhibit booth
 - 2 conference booth attendee badges which include lunch both Friday and Saturday
 - Quarter-page ad in the TOTA Conference Guide (*must commit by 8/31/24 to be included*)
 - Logo on event signage
 - Recognition in social media posts
 - Recognition on TOTA website
 - **Lunch Sponsor & Coffee** (*Sponsorship of lunch and morning coffee both Friday and Saturday*)

Exhibit Booth \$950

Exhibit Booth Include the following:

- 1 exhibitor badge which includes lunch both Friday and Saturday
- Recognition on the TOTA website
- Recognition in the conference program (*must commit by 8/31/24 to be included*)

Virtual Only Booth \$300

Connect to conference attendees through own virtual page on our Whova platform

Booth applications submitted after October 1, 2024 are subject to a \$200 late fee. Cancellation of booths after October 1, 2024 will not be refunded.



Advertising Opportunities

Pre-conference Attendee

Email Banner Ad \$500

Place your banner ad on a conference related email blast that is sent to over 30,000 contacts.

Mobile App “Push” Notifications \$500

Request a message to be pushed at select times during conference to all attendees through the Conference App.

Revista OT Newsletter Ads VARIES

See Insert top right for more information.

Passport Contest VARIES

Attendees will earn a stamp each time an exhibitor uses Lead Retrieval to scan their QR code. Exhibitors may donate gift cards or other items to be awarded to attendees who have completed their passport. Attendees who meet all requirements will be entered in the drawing for prizes donated by exhibitors. Participating exhibitors will be acknowledged through the Whova App, TOTA website and conference signage.

The Whova app will be accessible through December 31, 2024.

Donate a Raffle Item or Contest Prize

Donate a prize and increase your brand awareness. In order to boost engagement, attendees are able to participate in the Passport Contest. By donating a prize your organization helps sponsor this event. Your organization logo will appear on all signage of event, on the TOTA website, and on the Whova app.

Our suggested minimum value for Raffle prizes is \$75.

Advertise in
REVISTA OT
and the
CONFERENCE
GUIDE
TODAY!

The Revista OT is available online to EVERY licensee in Texas – What an opportunity!

Or follow up your exhibit booth with an ad in the Recap Issue or OT Month Issue.

Ad deadlines:

Summer Issue (Jul.)	June 15
Conference Guide (Oct.)	August 15
Winter Issue (Jan.)	December 15
OT Month (Apr.)	March 15

Please submit all ads via email to VendorServices@tota.org. Ads should be submitted in high resolution pdf, jpg or tiff format.

Full Page (7-1/2" w x 10" h)	500.
Full Page Inside Front Cover (7-1/2" w x 10" h)	550.
Half Page (3-3/4" w x 10" h OR 7-1/2" w x 5" h)	250.
Half Page Outside Back Cover (7-1/2" w x 5" h)	350.
Quarter Page (3-1/2" w x 4-1/2" h)	125.

Have Questions? Contact us today at vendorservices@tota.org

RESERVE YOUR BOOTH SPACE

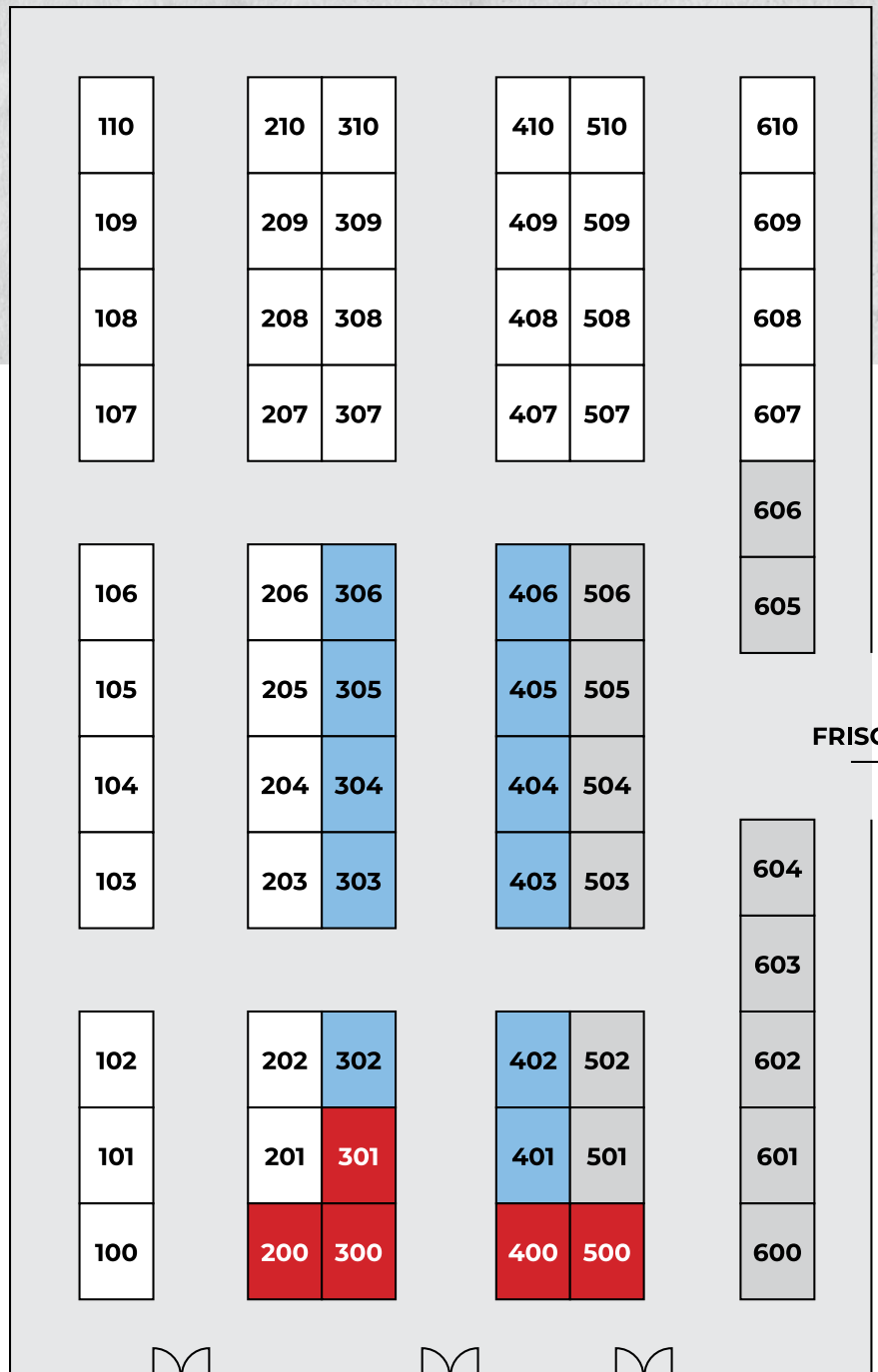
Secure your booth space
early for the best location!

QUESTIONS?

Please contact Kami Luson:
vendorservices@tota.org

Exhibitor Floorplan

FRISCO GRAND BALLROOM



SCAN THE QR CODE
OR CLICK HERE.



- PLATINUM**
200, 300, 301, 400, 500
- SILVER**
302, 303, 304, 305, 306,
401, 402, 403, 404, 405, 406
- TEXAS STAR**
501, 502, 503, 504, 505, 506,
600, 601, 602, 603, 605, 606

ENTRANCE

Conference Guidelines

TOTA Annual Conference | November 15-16, 2024

Embassy Suites by Hilton Dallas Frisco Hotel & Convention Center

7600 John Q. Hammons Dr., Frisco, TX 75034

TERMS, CONDITIONS, AND RULES

In consideration of the premises contained herein, The Texas Occupational Therapy Association (TOTA) and the participating exhibitor mutually agree as follows:

Purpose of Exhibition:

The Exhibit Hall is an integral part of the TOTA Annual Conference. To assure that the exhibition will further the above purpose admission to the display floor is limited to qualified persons. Since the primary purpose of Conference is to educate participants on products and services of the exhibitor, emphasis on all exhibits shall be to fully describe uses of products and services offered by the Exhibitor. This shall include display of all such products and services offered. Exhibits must not be in violation of the Association's policies and code of ethics which can be found at TOTA.org.

Liability:

Neither TOTA, the Facility, nor the official service contractor, the employees thereof, nor their representatives, nor any member of the Conference Committee shall be responsible for any injury, loss, or damage that may occur to the exhibitor or the employees of the exhibitor or his or her property from any cause whatsoever, prior to, during, or subsequent to the period covered by the Exhibit Space Contract. The exhibitor agrees to indemnify TOTA, the Facility, the official service contractor and their employees and representatives against any claims for such loss, damage, or injury. This also includes the period of storage prior to and following the Conference. The exhibitor expressly releases TOTA and its officers, directors, employees, volunteers, and committees from any and all claims for loss, damage, or injury. Small or easily portable articles of value should be properly secured and removed after the closing hours of the Exposition and placed in safe keeping. Exhibitors are encouraged to insure themselves against property loss or damage, and against liability for personal injury.

Use of Exhibit Space:

An Exhibitor shall not assign to a third party its rights hereunder to the exhibit space or any portion thereof without the written consent of TOTA, which it may withhold its sole discretion. If such consent is given, the Exhibitor shall assume full responsibility for the conduct of the assignee and all its representatives, and the Exhibitor shall not share its assignee more than a proportionate share of the exhibit fee based upon the cost of the exhibit space assigned.

Assignment of Exhibit Space:

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 without permission. TOTA will assign the exhibit space to the Exhibitor for the period of the exhibit, provided the exhibit site is made available to TOTA, on receipt of the contract. Such assignment is made for the period of this exhibit only and does not imply that the same or similar space be held or offered for future exhibits. Every effort will be made to respect any Exhibitor's space choices when possible, but TOTA's decision will be final. TOTA reserves the right to transfer assignment and when such action is deemed to be in the best interest of the total exhibition. TOTA reserves the right to withdraw its acceptance of this contract if it determines in its sole discretion that the Exhibitor is not eligible to participate, or the Exhibitor's products is not eligible to be displayed in this exhibit.

Booth Equipment and Services:

Space rental includes one 8' x 10" draped exhibit booth, one 6' draped table; two chairs; and identification sign (7"x44"); conference credentials for exhibit hall access, general security service in the enclosed exhibit hall area; general lighting. The hotel exhibit hall is carpeted, the booths will be draped in blue and white. Conference credentials do not include conference registration.

Installation/Breakdown of Exhibits:

Exhibitors set up begins at 8:00 am on Friday, November 15 and must be completed by 11:00 am. If the exhibit hall set up is complete Thursday evening set up may begin then if agreed upon by conference decorator. Breakdown will begin at 3:00 pm on Saturday, November 16 and must be completed by 6:00 pm.

Displays & Decorations:

All decorations, signs, banners, etc., may not be taped, nailed, or otherwise attached to any ceiling, window, painted surface, or wall of the facility. No exhibit, merchandise or equipment shall be left in any aisle, but shall be confined to the exhibit space. No signs or advertising devices shall be displayed outside exhibit space or project above or beyond limits of exhibit space. Advertising material or signs of firms other than those that have engaged space is prohibited.

Special Visual and Sound Effects:

Audio visual and other sound attention-getting devices and effects will be permitted only in those locations and in such intensity as, in the opinion of TOTA, does not interfere with the activities of neighboring exhibitors. Audio visual effects of purely entertainment character, without educational or information value, will not be permitted.

Music Licensing:

The exhibitor shall be responsible for securing any and all necessary licenses or consents for any performances, displays, or other uses of copyrighted works or patented inventions and use of any name, likeness, signature, voice or other impression, or other intellectual property owned by any third party which is used, directly or indirectly, by the exhibitor.

Shipments of Freight

Displays or Materials:
Spirit Expo will accept shipments and facilitate returns. Shipments may also be sent directly to the hotel. Please see TOTA's website for appropriate forms.

Electrical Connections:

All electrical orders will be handled through the hotel and installed by their representatives for an additional cost. An electrical order form may be found on our website.

Raffles & Drawings:

If allowed by law, raffles may be permitted in the exhibit area by individual exhibitors. Drawings will be awarded at individual booths.

Storage and Packing of Crates and Boxes:

Exhibitors will not be permitted to store packing crates and boxes in the booth or the exhibit areas during the exhibit. It is the Exhibitor's responsibility to mark and identify all crates and boxes. Crates not properly marked or identified may be destroyed. No trunks, cases, or packing material shall be brought into or out of exhibit spaces during exhibit hours. Cartons containing valuables should not include contents from the outside.

Exhibitor Identification Badge:

Admission to the live exhibit hall is by badge only. Badges will be issued in accordance to the type booth requested. Up to three additional badges may be purchased for \$75 each. The badge fee includes entrance to the exhibit hall and lunch on both Friday and Saturday.

Food and Beverage:

All food, alcohol and non-alcoholic beverages, and concessions are operated and controlled exclusively by the conference hotel. Exhibitors must contact the exclusive food service contractor for authorization to the exhibit and/or distribute sample food or beverage items.

Hotel Information:

The Texas Occupational Therapy Association will be hosting The TOTA Annual Conference this year at the: Embassy Suites by Hilton Dallas Frisco Hotel & Conference Center, 7600 John Q Hammons Dr. Frisco, TX 75034. Please see our website at www.tota.org for room reservation information. Exhibitors may take advantage of our TOTA conference rate while available.

Observance of Laws:

Exhibitors shall abide by and observe all laws, rules, regulations, and ordinances of any applicable government authority and all rules of the exhibit site.

Cancellation or Termination of Exhibit:

If, because of war, fire, strike, exhibit facility construction or renovation project, government regulation, public catastrophe, Act of God, or the public enemy, or other cause beyond the control of TOTA, the exhibition or any part thereof is prevented from being held, is cancelled by Management, the exhibition or the exhibit space becomes unavailable, TOTA, in its sole discretion, shall determine and refund the Exhibitor, its proportionate share of the aggregate exhibit fees received that remains after deducting expenses incurred by TOTA and reasonable compensation to TOTA, but in no case shall the amount or refund to exhibitor exceed the amount of the exhibit fee paid. Cancellation by the Exhibitor after October 1 obligates the Exhibitor to full payment of the rental. No refunds will be made after this date. If written cancellation is received prior to October 1, a refund less a \$100 processing fee will be issued. Booths are subject to forfeiture if full payment is not received by October 1. Exhibitors who fail to occupy their space by Noon on Friday will forfeit their booth without refund.

Exhibitor Conduct:

Exhibitor and its representatives shall not congregate or solicit trade in the aisles. The prior written consent of TOTA is required for the employment or use of any live model, demonstrator, solicitor, or device for the mechanical reproduction of sound. Such employment or use shall be confined to the exhibit space. Management in its sole and absolute discretion may withdraw its consent at any time, in which event Exhibitor shall terminate such activity forthwith. Distribution of pamphlets, brochures, and any advertising matter must be confined to the exhibit space. Cocktail parties or social gatherings of any kind shall not be held during Conference hours. Exhibitor shall refrain from any action that will distract attendees from attendance at the exhibit during open hours. Exhibit space shall not be used for entertaining. Exhibitor shall not enter another Exhibitor's space without invitation or when unattended. Exhibitor or any of its representatives shall not contact itself in a manner offensive to standards of decency or good taste. Exhibitors who are asked to leave the hotel premises will not be able to contact business in the Exhibit hall, there will be no refunds for exhibitors asked to leave for violating the code of conduct.

Agreement to Terms, Conditions and Rules:

Exhibitor agrees to observe and abide by the foregoing Terms, Conditions and Rules and by such rules made by Management from time to time for the efficient or safe operation of the exhibit, including but not limited to, those contained in this contract. In addition to TOTA's right to close and exhibit and withdraw its acceptance of the application. TOTA, in its sole judgement, may refuse to consider for participation in future exhibits any Exhibitor that violates or fails to abide by all such Terms, Conditions and Rules.

Fire Regulations:

The decorative and construction materials must be of non-combustibles or flame-resistant material or treated with a solution to make the material flame-resistant. All other city Fire Code regulations must be adhered to.

Confidentiality:

All attendee lists, exhibitor lists, and conference information is confidential and proprietary to TOTA. It is agreed that as an exhibitor you or anyone within your company will not share, pass-on, or distribute the exhibitor list or attendee list to any other party without the express written consent of TOTA. Should TOTA learn that you or someone within your organization has passed this confidential information on to another party without the association's written consent then TOTA has the authority and right to take action which may include: Denying freight or set-up of your exhibition booth on the TOTA exhibit floor; denying registration badges for you or anyone else affiliated with your organization; retaining fees paid for exhibit space per the terms of the contract as outlined herein; deny further participation of your organization or any person affiliated with your organization at any TOTA future conferences or programs.

The foregoing rules have been formulated in the best interest of Exhibitors. The cooperation of our Exhibitors is requested. All points not covered herein are subject to settlement by TOTA. The hotel has the right to alter and/or amend these guidelines. Please note: These are exhibitor guidelines only. Please refer to the operation policies for the Conference Hotel for their complete guidelines.