



2019 TOTA  
*Annual* CONFERENCE

WHERE SCIENCE, CREATIVITY, AND COMPASSION INTERSECT

NOVEMBER 1-3 RENAISSANCE AUSTIN HOTEL  
AUSTIN, TEXAS

EXHIBITOR  
PROSPECTUS

# What is TOTA?

## Who Should EXHIBIT?

### 1 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.

### 2 RECRUITERS

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

### 3 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.

**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 is the yearly educational conference and business meeting of the association. The annual conference provides the ideal place and time to promote your products/services to the OT community. On average over 600 Occupational Therapy Professionals and Students attend the annual conference.

## EXHIBIT SPONSOR ADVERTISE

### EXHIBIT

Choose a booth/sponsorship

Exhibit Hours:

#### November 1

11:30 AM – 4:00 PM  
(12 – 1 PM &  
3 – 4 PM unopposed)

#### November 2

11:00 AM – 4:00 PM  
(12 – 1 PM &  
3 – 4 PM unopposed)

### SPONSOR

Standard Booth – \$750

Texas Star Booth – \$1250

Silver Star Sponsor Booth – \$1750

### ADVERTISE

Revista OT Newsletter

Conference Guide Ad

Virtual Exhibit Hall

Website Sponsor

Annual Conference APP Sponsor

# Conference Guidelines – TOTA Annual Conference

November 1-2, 2019 Renaissance Austin Hotel – Austin, TX

## 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. Exhibitors may not conduct job interviews in their exhibit booth. To interview at conference, companies must register to use the Job Placement area.

### 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 red and white. Conference credentials do not include conference registration; however, exhibitors are welcome to attend any course if space is available.

### Installation/Breakdown of Exhibits:

Exhibitors set up begins at 8:00am on Friday, November 1 and must be completed by 11:30am. 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 4:00pm on Saturday, November 2 and must be completed by 6:30pm.

### 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.

## Exhibit Hall SCHEDULE

### FRIDAY, NOVEMBER 1

(Exhibit Hall hours: 11:30-4:00 PM)

8:00-11:30 AM	Exhibitor set-up
11:30 AM	Exhibit Hall set-up completed
11:30 AM	Exhibit Hall opens
11:30 – 1:00 PM	Complimentary lunch
3:00 – 4:00 PM	Afternoon break

### SATURDAY, NOVEMBER 2

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

11:00 AM	Exhibit Hall opens
11:30 – 1:00 PM	Complimentary lunch
3:00 – 4:00 PM	Afternoon break, door prize drawings, basket/silent auction closes
4:00 PM	Exhibit Hall closes

**EXHIBITOR  
REGISTRATION  
IS ONLINE!**

**CLICK HERE**

<https://www.tota.org/2019-tota-annual-conference>

**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:**

The conference decorator will accept shipments and facilitate returns. TOTA and the conference hotel cannot be responsible for shipments. Contact Spirit Exposition Services directly at [www.spiritexpo.com](http://www.spiritexpo.com). The forms may be found on our website.

**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:**

If allowed by law, raffles may be permitted in the exhibit area by individual exhibitors.

**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 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 \$50 each. The badge fee includes entrance to the exhibit hall, lunch and breaks on both Friday and Saturday.

**Educational:**

Exhibitor are welcome to attend any course with available space. However, for Exhibitor to receive continuing education credit they must be registered for conference.

**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: Renaissance Austin Hotel, 9721 Arboretum Blvd, Austin, TX 78759. Please see our website at [www.tota.org](http://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. 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.

**Exhibiting in Texas:**

All Exhibitors conducting sales must be registered with the Texas Comptroller's Office. Contact the Comptroller's Office at 800-531-5411 for information regarding Texas sales permits. Each Exhibitor is responsible for making this contact.

**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.

# Promotional and Sponsorship Opportunities

**ALL BOOTHS:** **\$750**  
(Includes one staff badge, up to three additional badges may be purchased for \$50 each. All badges include lunch and breaks on both Friday and Saturday)

**Additional Sponsorships qualify exhibitor to status of Silver or Texas Star Sponsor, depending on the amount of sponsorship. All sponsorships will be acknowledged on our conference page of our website as well as in the conference guide and the conference issue of Revista OT Newsletter.**

**SILVER SPONSORS** **ADDITIONAL \$1000**

(includes two staff badges, with premium booth location and top sponsorship billing)

- **Conference Lanyard Sponsor (limit 1)** Make a statement and get your company name/logo at the forefront of everyone's mind by sponsoring the Conference Lanyard. Badges must be worn at all times within the conference area. TOTA to provide the Lanyard with your logo.
- **Attendee Bag Sponsor (limit 1)** All conference attendees receive a bag with their conference information included. Make sure your logo is visible all the time! TOTA to provide bag with your logo.
- **Photo Booth Sponsor (limit 1)** Help attendees cut loose and have fun! Attendees will visit the booth in the Exhibit Hall to have their fun photo taken with costume props, provided by TOTA. Photo Booth sponsorship includes company logo along with TOTA Conference logo on photos, and signage at the Photo Booth.
- **TOTA Conference Mobile App Sponsor (limit 1)** Have your company logo seen on the top of every page of our Conference Mobile App.
- **Website Sponsor for one Year** Your logo and link to your website listed under the TOTA Website Sponsor title on every page of our website.
- **Charging Station Sponsor (NEW) (limit 1)** Attendees are always looking for a way to power their mobile devices! This captive audience will learn more about your products and services while at the branding charging table at your booth! Includes company logo.
- **WiFi Sponsor (NEW)** Have your company logo listed on all publications and signage throughout the exhibit hall as the WiFi sponsor.
- **Way Finding Map Sponsor (NEW)** Help attendees navigate the exhibit hall with a way finding map prominently posted at the front of the exhibit hall, The Way Finding map will feature the exhibit hall floor plan, with your booth highlighted, as well as your company logo and booth number featured on the map so that the attendees know where to find you!
- **Scavenger Hunt Sponsor (limit 1)** Your logo displayed on signage in the exhibit hall as well as on the Scavenger Hunt page in the conference guide.

**TEXAS STAR SPONSORS** **ADDITIONAL \$500**

(includes two staff badges, upgraded booth location and sponsorship listing)

- **Lunch Sponsor** Your logo prominently displayed at the food stations.
- **Morning Coffee & Afternoon Break Sponsor** Your logo displayed beside the coffee stations and breaks.
- **Full Size ad in Conference Guide** Other sizes available.

## Advertise in the CONFERENCE GUIDE

The TOTA Annual Conference Guide is the official publication of the conference. With the complete conference schedule included, it is used by all conference attendees.

**Full page black and white (7.5" wide x 10" high) ads are available at \$500.**

Please send HIGH RES pdf files to: [vendorservices@tota.org](mailto:vendorservices@tota.org)



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# Advertise in REVISTA OT

The Conference Issue of '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:

Conference Issue	July 1
Conference Recap	December 1
OT Month	February 1

Please submit all ads via email to [VendorServices@tota.org](mailto: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.

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# Advertising Opportunities

<b>Pre-conference Attendee Email Banner Ad (NEW)</b>	<b>\$500</b>
Place your banner ad on a conference related email blast.	
<b>Mobile App "Push" Notifications (NEW)</b>	<b>\$500</b>
Request a message to be pushed at select times during conference to all attendees through the Conference App.	
<b>Featured Exhibitor Listing on the TOTA Mobile App (NEW)</b>	<b>\$500</b>
Have your logo and link and booth number added to our featured exhibitor list.	
<b>Attendee Bag Inserts (NEW)</b>	<b>\$500</b>
Job advertisement or other company advertisement placed in each attendee bag. Send 600 copies.	
<b>Exhibit Hall Announcement (NEW)</b>	<b>\$500</b>
Have an announcement made throughout the exhibit hall to draw attention to your booth.	
<b>Show Special Flyer (NEW)</b>	<b>\$200</b>
Let attendees know of any specials and/or discounts that you'll be offering during the show! Given to attendees as a separate handout, the Show Specials Flyer is the perfect format to list your offerings and drive attendees to your space. Send 600 copies.	
<b>1-Year Virtual Exhibit Hall Web Link (Pre-Conference Special)</b>	<b>\$100</b>
Take advantage of this special offer to link to your website from our website.	
<b>Job Placement (NEW)</b>	<b>\$200</b>
The Job Placement area will be available for you to conduct interviews with qualified candidates during Conference. Employer forms must be submitted by October 1, 2019 to participate. This will also qualify you to a discount for add placement on our Career Center.	
<b>Revista OT Newsletter Ads</b>	<b>VARIES</b>
Summer Issue (July), Conference Issue (late August) or Conference Recap Issue (January)	
<b>Promotional Bag Promotional Items or Inserts</b>	<b>NO CHARGE</b>
Get your items directly into the attendees' bags. Send 600 of any item that gets your name out.	
<b>Silent Auction benefitting TOTF:</b>	<b>NO CHARGE</b>
We would love it if you would like to donate a basket or other item to the Silent Auction! All proceeds from the Silent Auction benefit Texas Occupational Therapy Foundation.	
<b>Please send all items by Friday, October 18th to:</b>	
TOTA	
Attention: Kami Lussion	
3004 McElroy Dr.	
Austin, TX 78757	

# TOTA Annual Conference 2019 Exhibit Hall Floor Plan

## Exhibit Hall November 1-2, 2019

Renaissance Austin Hotel

Austin, TX



**Additional Sponsorships qualify exhibitor to status of Silver or Texas Star Sponsor, depending on the amount of sponsorship. Silver sponsorships will have a premium booth location in the middle of the exhibit hall. Texas Star sponsorships will have an upgraded central location.**

**GET THE BEST LOCATION BY RESERVING YOUR BOOTH SPACE NOW!**

Reserve your  
**BOOTH  
SPACE**

Secure your booth space early for the best location!

**QUESTIONS?**

Please contact Kami Luson:  
[vendorservices@tota.org](mailto:vendorservices@tota.org)

**Silver Sponsor Booths:**  
603, 605, 607, 609, 611, 613, 702, 704, 706, 708, 710, 712, Double Booth #1, Double Booth #2

**Texas Star Sponsor Booths:**  
511, 513, 515, 517, 614, 615, 616, 617, 714, 716, 717, 816

