

2026 Annual Conference

A Legacy of Leadership. A Future of
Innovation and Advocacy.

TOTA's 90th Anniversary

November 13-14, 2026
8am - 5pm

Exhibitor Prospectus

EMBASSY SUITES BY HILTON SAN MARCOS HOTEL CONFERENCE CENTER
1101 E. MCCARTY LANE, SAN MARCOS, TX 78666
SAN MARCOS, TX

ABOUT 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.



INSIDE THE TOTA ANNUAL CONFERENCE

The TOTA Annual Conference is the premier statewide gathering of occupational therapy professionals, convening clinicians, educators, researchers, and industry partners to advance innovation, advocacy, and excellence in practice. With an average attendance of approximately 750 professionals, the conference serves as a strategic platform for sponsors to engage directly with decision-makers and influencers while supporting professional education, policy advocacy, and the continued advancement of occupational therapy across Texas.

ENGAGE INFLUENCE AND GROW WITH TOTA



Build meaningful connections with a highly targeted audience of occupational therapy professionals and students, including practitioners, educators, recruiters, and industry distributors—all convened in one strategic setting.



Enhance your organization's visibility and influence through direct engagement with decision-makers and future leaders across the occupational therapy profession.



Benefit from steady, high-quality booth traffic during exhibit hours, including dedicated unopposed time designed to maximize attendee focus and exhibitor engagement.



Receive complimentary lead retrieval during unopposed time, capturing qualified leads from attendees who visit your physical and virtual booths and have expressed interest in learning more about your products and services.

WHO WILL BENEFIT FROM EXHIBITING?

The TOTA Annual Conference attracts a diverse, highly engaged audience of occupational therapists, occupational therapy assistants, educators, and students. Organizations that provide educational resources, professional services, recruitment solutions, lab simulation products, and tools supporting OT practice are perfectly aligned with attendee interests. Exhibiting at the conference offers a strategic platform to showcase products and services, connect directly with current and future professionals, and position your organization as an essential partner in advancing the field of occupational therapy.



EQUIPMENT SUPPLIERS

Attendees at the TOTA Annual Conference actively seek the latest innovations and solutions in occupational therapy. This highly targeted audience including occupational therapists, occupational therapy assistants, and students provides sponsors with unmatched opportunities for market visibility, hands-on engagement, and direct influence with key decision-makers. Explore and showcase cutting-edge durable medical equipment, assessment tools, and developmental intervention products, demonstrating how your solutions enhance client care and support successful rehabilitation outcomes.



RECRUITERS

Our conference offers sponsors a unique opportunity to engage with top talent across the occupational therapy profession. Attendees range from recent graduates exploring their first positions to seasoned professionals seeking new opportunities, providing exhibitors with direct access to highly qualified candidates and the chance to showcase their organization as an employer of choice.



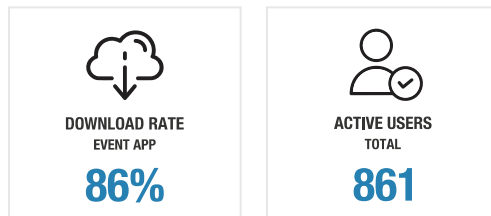
INTEGRATED SUPPORT SERVICES

Our attendees rely on a range of essential resources to operate successful occupational therapy practices, including insurance providers, billing companies, software solutions, and other professional tools. Exhibiting at the TOTA Annual Conference gives vendors a unique opportunity to showcase their solutions, engage directly with decision-makers, and position their organization as a trusted partner in supporting efficient, high-quality care.

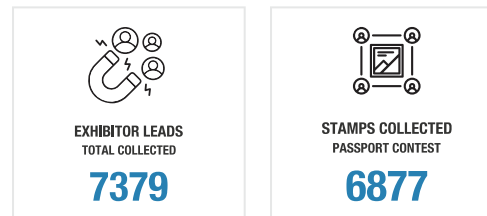
Whova App

2025 by the numbers
Event overview highlights

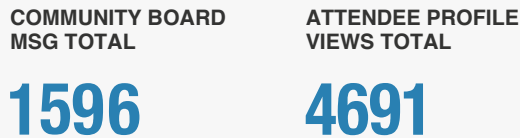
EVENT APP USAGE



SPONSORS & EXHIBITORS



ENGAGEMENT



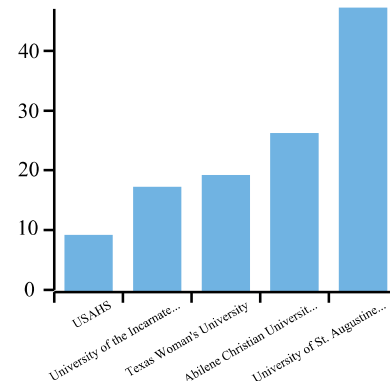
EVENT MARKETING



ATTENDEE DEMOGRAPHICS

ATTENDEE AFFILIATION

TOP 5 ATTENDEE AFFILIATION	
University of St. Augustine for Health Scienc...	47
Abilene Christian University	26
Texas Woman's University	19
University of the Incarnate Word	17
USAHS	9



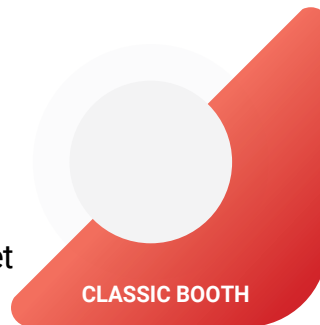
Elevate your Sponsorship & Exhibit Presence

- Maximize brand exposure with prominent placement across the Whova event app, including dedicated exhibitor pages, sponsor and exhibitor listings, and the ability to upload rich digital collateral accessible to all attendees before, during, and after the event.
- Drive high-quality lead generation through customizable promotional offers and built-in lead retrieval tools. Capture and manage attendee contact information seamlessly, track engagement in real time, and access detailed reporting to measure performance and ROI with confidence.
- Strengthen lead engagement by leveraging attendee Smart Profiles, intelligent match-making, and direct in-app communication. Connect with qualified prospects through private messaging, virtual meetings, video chats, and effortless exchange of contact information turning interest into meaningful business conversations.

Sponsorship Benefits Snapshot

CLASSIC BOOTH \$950

2 Exhibitor Badges
Lunch on Friday and Saturday
Exhibitor Visibility Brand Recognition in Conference Guide
1 skirted table, 2 chairs, and a wastebasket



TEXAS STAR SPONSORSHIP \$1450

EVERYTHING IN CLASSIC

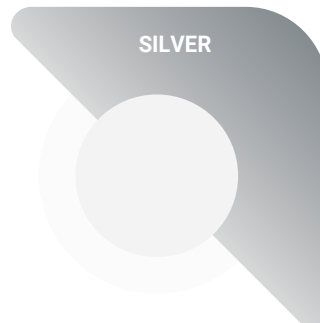
Quarter page ad in TOTA Conference Guide
Logo on event signage



SILVER SPONSORSHIP \$1950

EVERYTHING IN CLASSIC

3 Exhibitor Badges
Half Page Ad in TOTA Conference Guide
1 Social Media Post
Showcased on Whova App



PLATNIUM SPONSORSHIP \$2700

EVERYTHING IN CLASSIC

4 Exhibitor Badges
Full Page Ad in TOTA Conference Guide
2 Social Media Posts
TidBit Banner Ad (select time of year)



CLASSIC EXHIBIT BOOTH - \$950

2 Exhibitor Badges
Lunch on Friday and Saturday
Exhibitor Visibility & Brand Recognition in Conference Guide
1 skirted table, 2 chairs, and a wastebasket

TEXAS STAR - \$1450

EVERYTHING IN CLASSIC

Quarter page ad in TOTA Conference Guide
Logo on event signage

Position your brand at the forefront of the event as a Texas Star Sponsor, delivering unparalleled visibility and meaningful engagement during high-impact networking moments. This premier sponsorship ensures your organization is recognized as a key supporter of the event experience.

Lunch Sponsorship (Friday or Saturday) – Showcase your brand during two signature networking lunches. Receive exclusive logo placement on event signage, recognition in all related promotional materials, and acknowledgment as the host of these key attendee gatherings.

Coffee Break Sponsorship (Friday or Saturday) – Elevate your visibility during essential refreshment breaks, with prominent logo placement, acknowledgment across event communications, and direct engagement with attendees in a relaxed, high-traffic setting.

By sponsoring these signature moments, your organization will engage attendees strategically, reinforce brand prestige, and be positioned as a cornerstone supporter of the event experience.

SILVER - \$1950

EVERYTHING IN CLASSIC

3 Exhibitor Badges
Half Page Ad in TOTA Conference Guide
1 Social Media Post
Showcased on Whova App

As a Silver Sponsor, your brand will receive prominent visibility and recognition across key event activities designed to engage attendees and highlight your support. Opportunities include:

Poster Sessions – Sponsor one of four Poster Presentation sessions, with your logo featured on session signage and all related event advertising.

Student Networking Event (Exclusive) – Gain recognition through logo placement on all promotional materials and enjoy a 3-minute opportunity to address attendees prior to the event.

Awards Ceremony – Be acknowledged as a contributing sponsor, with logo placement on ceremony signage, inclusion in promotional materials, and recognition during remarks at the event.

Photo Booth – Brand every attendee photo with your logo, with additional visibility through booth signage and promotional materials.

These opportunities provide meaningful engagement with attendees while delivering high-value brand exposure in both in-person and digital channels, ensuring measurable impact and recognition throughout the event.

**Reserve Your
Booth Space**



SCAN THE QR CODE

PLATINUM - \$2700

EVERYTHING IN CLASSIC

4 Exhibitor Badges

Full Page Ad in TOTA Conference Guide

2 Social Media Posts

TidBit Banner Ad (select time of year)

Position your brand at the pinnacle of the event as a Platinum Sponsor, securing exclusive visibility across highly attended and high-impact moments. These premier opportunities ensure your organization is recognized as a cornerstone supporter, delivering maximum engagement with attendees.

Tote Bags– Feature your logo (1-color) prominently on attendee tote bags, creating lasting brand impressions throughout and beyond the event.

Conference Lanyards– Display your logo (1-color) on attendee badge lanyards, providing continuous brand exposure throughout the conference.

TOTA School Knowledge Bowl – Sponsor the School Knowledge Bowl event, with your organization's name featured in all event promotions and advertising materials.

Keynote Address– Logo displayed on session signage and recognized across all keynote advertising, positioning your brand alongside the event's marquee content.

ERAD – CEU Training Course –Sponsor ERAD with your organization's name featured in all event promotions and advertising materials

These Platinum Sponsorship opportunities offer unparalleled attendee engagement, premium visibility, and a lasting impression of your organization as a strategic partner and industry leader.

DIGITAL EXPERIENCE BOOTH - \$300

Engage conference attendees directly through your dedicated virtual page on the Whova platform, providing a branded, interactive space to showcase your organization, share resources, and foster meaningful connections.

Conference TOTA Goodies

We are pleased to offer select brands the opportunity to include sample products or a one-page marketing piece as an official conference bag insert at our upcoming event. This placement provides direct access to a highly engaged audience and allows attendees to experience your product firsthand within a curated, professional conference environment. Conference bag inserts are distributed to all registered participants and remain one of the most effective tools for brand exposure, product trial, and post-event recall.

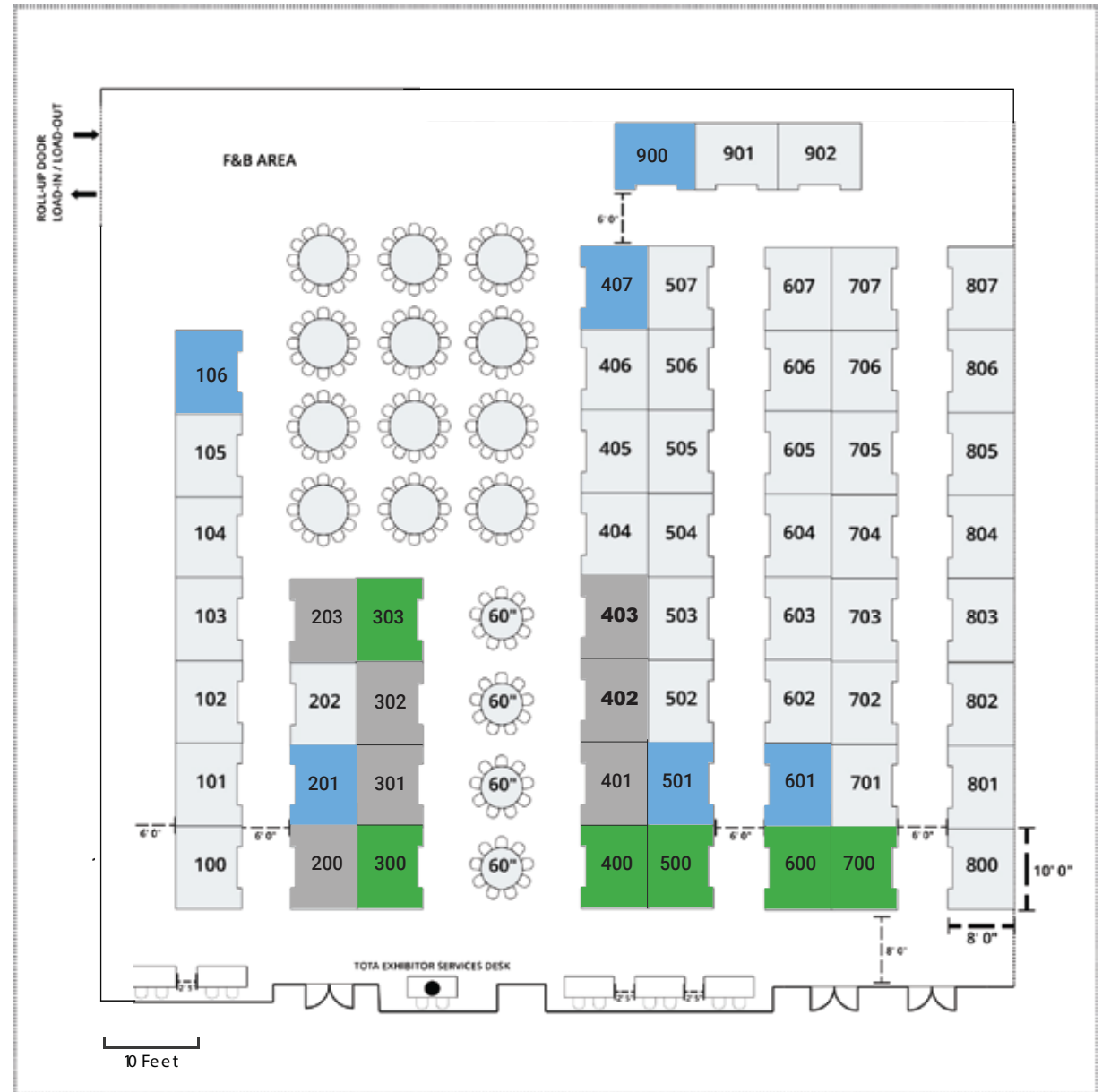
Participation is available for a \$50 fee, which supports coordination, quality control, and organized distribution of all materials. Upon confirmation, participating brands will receive detailed guidelines regarding sample quantities, packaging specifications, and delivery timelines to ensure a seamless attendee experience.

Key Benefits Include:

- Guaranteed distribution to all conference attendees
- Direct, hands-on engagement with your product
- Enhanced brand visibility and recall
- Association with a high-quality, professional event

Exhibitor Floorplan

- **TEXAS STAR (6)**
106, 201, 407
501, 601, 900
- **PLATINUM (6)**
300, 303, 400
500, 600, 700
- **SILVER (7)**
200, 203, 301
302, 401, 402
403



Exhibitor Booth Times & Registration Deadlines

Thursday, November 12th - 5pm - 8pm

Friday, November 13th - 11am - 4pm (unopposed hours 12:30-2pm)

Saturday November 14th - 10am - 2pm (unopposed hours 12:30 - 2pm)

Booth registrations received after October 1, 2026, will incur a \$200 late fee.
Cancellations of booth space after this date will not be eligible for a refund.

Conference Policies and Standards

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" x 44"); 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 black with black tablecloths. Conference credentials do not include conference registration.

Installation/Breakdown of Exhibits:

Exhibitors set up begins at 8:00 am on Friday, November 13 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 2:00 pm on Saturday, November 14 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: Shipments may 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. See Hotel Exhibitor Packet 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 of 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 San Marcos Hotel & Conference Center, 1101 E. McCarty Lane, San Marcos, TX 78666. 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 1st 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 1st, a refund less a \$100 processing fee will be issued. Booths are subject to forfeiture if full payment is not received by October 1st. 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 livemodel, 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