



OTA 24 GOLD COAST

EXHIBITION & SPONSORSHIP PROSPECTUS

welcome

Occupational Therapy Australia invite you to be a valued partner of the Occupational Therapy Australia 24th National Conference and Exhibition at the Gold Coast Convention Exhibition Centre, 29 June – 1 July 2011.

The theme of this conference, Making Evidence Work: Informing practices, organisations and the profession, emphasises the importance of knowledge to inform policies and practices that impact upon the OT profession. Your support enables occupational therapists from a variety of practice areas and backgrounds to get together for shared learning and networking opportunities that benefit the professionals and the clients that we serve.

The landscape for occupational therapists is changing with the profession receiving confirmation that occupational therapists will achieve national registration in 2012 and, combined with the move to a single national entity, the 24th National Conference promises to be the premier professional development event for OTs in Australia.

As a sponsor and/or exhibitor of the inaugural Occupational Therapy Australia conference you will have the opportunity to network and engage with up to 1,000 delegates and speakers attending from across Australia and overseas.

A number of partnership opportunities are outlined in this prospectus with varying packages and commitment levels. We can also tailor a sponsorship package that will help you meet your brand and networking objectives.

The Conference Committee appreciates your consideration of support for this prestigious event and looks forward to the opportunity to develop a mutually beneficial partnership with exceptional commercial rewards.

Ron Hunt

Chief Executive Officer –
Occupational Therapy Australia



*For more information on the Occupational Therapy Australia
24th National Conference and Exhibition 2011 go to
www.ausotconference.com.au*

**Making
Evidence Work**
Informing practices, organisations
and the profession

the venue

Gold Coast Convention Centre
 Cnr Gold Coast Hwy & TE Peters Dve
 Broadbeach QLD 4218



The Gold Coast is Australia's premier tourist destination with its world-renowned beaches, balmy weather, world heritage-listed rainforest and relaxed outdoor lifestyle.

Conveniently located in the heart of the Gold Coast, the Gold Coast Convention and Exhibition Centre is easily accessible to many tourist attractions in the region, and is well serviced by a variety of hotels, apartments style accommodation, restaurants, cafes and the beach all within an easy walking distance.



Facilities

The Gold Coast Convention and Exhibition Centre is the largest regional convention centre in Australia. The centre features a 6,000 seat Arena divisible into 3 spaces, 6,000 square metres of exhibition space divisible into 4 halls and 18 meeting rooms of varying size

Location

The Gold Coast Convention and Exhibition Centre is located in the heart of Broadbeach on the corner of the Gold Coast Highway and TE Peters Drive.

Green

The Gold Coast Convention and Exhibition Centre has become one of the first convention facilities in Australia to achieve the prestigious Green Globe Certified Silver status. The global programme recognises the centres commitment to operating at the worlds highest environmental standard.

Key Features

- Picturesque foyers and terraces
- Natural light
- Green Globe Silver Accredited
- On-site audio visual team
- Cutting-edge wireless technology
- Over 1400 undercover car parks

Awards

The team at the Gold Coast Convention and Exhibition Centre have won 17 awards over the last five years of operation. In 2007 the centre was inducted into the prestigious Meetings and Events Industry Awards Hall of Fame in the category of "National Meeting Venue, more than 500 Delegates".

the conference organisers

With specialised experience in managing conferences in the health and medical association sector, the team at Think Business Events brings its wealth of expertise and knowledge to the role of professional conference organising for Occupational Therapy Australia 24th National Conference and Exhibition 2011.

Think Business Events looks forward to working with you maximise the benefits of your involvement in the Occupational Therapy Australia 24th National Conference and Exhibition 2011.

Conference Office: Think Business Events
 Level 1, 299 Elizabeth Street
 Sydney NSW 2000
 Ph: +61 2 8251 0045 | Fax: +61 2 8251 0097
 Email: ot2011@thinkbusinessevents.com.au

sponsorship & trade exhibition

The Gold Coast Convention Centre, venue for the National Conference, is a spacious venue that lends itself well to dynamic flow and interaction of delegates and exhibitors.

The exhibition area will be held in Hall 1 (see plan attached) which is a large trade display dedicated space. The plan has been designed with maximum flow of delegates, with booths positioned amongst poster displays and around catering stations. This ensures that delegates are exposed to booths when they gather for catering breaks.

This year we are also offering the opportunity for Exhibitors to hold Workshops – forming part of the conference scientific program. This is an excellent opportunity for exhibitors to present to a qualified audience of health and social care professionals.

With excellent trade display facilities and a range of sponsorship packages, these provide valuable opportunities for organisations to promote, gain access and exposure to key target markets and decision makers nationally.

benefits

Some important benefits of sponsorship and exhibition are

- ✎ Increase in exposure to target markets
- ✎ Access to key decision makers and budget-holders
- ✎ Brand positioning and profiling
- ✎ Opportunity to increase sales through qualified sales leads
- ✎ Generate new contacts for future marketing
- ✎ Receive feedback on your products, services and ideas
- ✎ Support health and social care professionals with their continuing professional development

the delegates - who will attend

The Delegates who will attend this Conference are Occupational Therapists from various sectors in Australia and overseas, including hospitals, medical rehabilitation units, the government sector, community health centres, home care services, insurance providers, work sites, psychiatric clinics, vocational rehabilitation centers, tertiary education organisations, private practices, schools, pharmacies and other allied health services.

As attendance at the Conference will count towards their professional registration, occupational therapists will be keen to attend to update their skills and knowledge.

The Delegates specialize in many areas of the health sector

- ✎ Mental Health
- ✎ Vocational Rehabilitation
- ✎ Injury and Prevention and Rehabilitation
- ✎ Paediatrics
- ✎ Aged Care
- ✎ Education
- ✎ Primary Health Care
- ✎ Chronic Disease Management

From previous conference statistics, delegates attend from around Australia but also internationally including Canada, New Zealand, United Kingdom, USA, Sweden, South East Asia and Pacific regions.

the program

The Conference theme for 2011 is Making Evidence Work: Informing practices, organisations and the profession.

This theme emphasises the importance of knowledge to inform policies and practices that impact upon the occupational therapy profession.

The Conference aims to :

- ↘ Promote best research and understanding research
- ↘ Should bring together all OTs from different areas (networking)
- ↘ Promote highest standards of practice



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The program will be inspiring, educational with a strong research and evidence based approach. Plenary sessions, paper and poster presentations and workshops will cover a range of topics important to occupational therapists including

- ↘ National health policies and future directions
- ↘ Service evaluation and development in all areas of OT practice
- ↘ Private practice and changing workplace environments
- ↘ The latest in research and evidence based practice, for example
 - Botulinum toxin in the management of spasticity
 - Assistive equipment and technologies
 - Mental Health
 - Academia and occupational therapy education
 - Occupational therapy in schools
 - And much, much more!
 - Strokes and neurology
 - Driving
 - Paediatrics
 - Community based services
 - Injury prevention and management

sponsorship opportunities

promotion

The marketing plan to be implemented includes aspects of the following

- **Email communication** – includes frequent email blasts that update on general information, latest news, key dates, program and speaker details, keeping the target market engaged in activities leading up to the conference.
- **Printed collateral** – printed materials will be used to endorse the email campaign, highlighting key activities such as registration promotions and ‘call for papers’.
- **Website** – used as a pivotal marketing tool, this provides the key source of information about the conference and is constantly updated and refreshed to reflect the latest news.
- **Promotional activities** – are planned for related events held leading up to the conference. This includes promotion at professional development events nationally and state conferences. This provides another access to the target market and the opportunity to keep the conference ‘top of mind’.
- **Advertising and articles** – are planned to appear in related journals and publications to promote highlights of the program and key speakers.
- **Media coverage** – will be attracted closer to the conference through both specialist and general media channels – profiling key developments in the field.

platinum sponsorship [one opportunity only]

– Price on Application

This tailored package is an opportunity to forge a partnership with Occupational Therapy Australia to enhance your profile amongst, and achieve maximum exposure to all delegates as well as Occupational Therapy Australia members in the lead up to the conference.

gold, silver and bronze sponsorship

Benefit	Detail	Gold \$17,600 [Two only]	Silver \$12,100	Bronze \$7,700
Venue signage	Prominent acknowledgement on signage at Registration desk and entrance to plenary room.	⊗	⊗	⊗
Recognition	Chair to give acknowledgement at opening of plenary sessions.	⊗	⊗	
Branding opportunities	Logo on title slide in plenary room and in conference program handbook.	⊗	⊗	⊗
Welcome Reception	Recognised as sponsor of Welcome Reception, with logo prominently displayed on printed material, and signage at entrance, with opportunity for brief welcoming remarks.	⊗		
Exhibitor Workshop	Opportunity for Exhibitor Workshop during conference program which will be advertised to delegates	One	One	
Session Sponsorship	Opportunity to Sponsor sessions in the Program	One Stream	One Session	One Session
Marketing and Media	Name and logo to appear on all materials from time of confirmation, including brochures, programs and other marketing materials. Acknowledgement in media releases.	⊗	⊗	
Advertising	Opportunity to place advertisement in the conference program handbook.	Full Page	1/2 Page	1/4 Page
Website	Logo to appear on home page and sponsors page of conference website.	⊗	⊗	⊗
	Logo to appear on home page of Occupational Therapy Australia website 6 weeks prior to conference.	⊗		
Registration entitlement	Complimentary delegate registrations for conference (excluding conference dinner tickets).	Two	One	
Social Events entitlement	Additional tickets to Welcome Reception and Dinner.	Three	Two	Two
Exhibition space	Exhibition spaces (3m x 3m booth) for all three days of the Conference. Includes exhibition passes, with access to exhibition and catering areas.	Double Space [3m x 3m] + 3 passes	Single Space [3m x 3m] + 2 passes	Single Space [3m x 3m] + 2 passes
Satchel Logo	Inclusion of logo and company name on satchel (alongside satchel and other gold sponsor logos and conference/Occupational Therapy Australia logos)	⊗		
Chairing a presentation	Opportunity to chair a key note session or make presentation at a session selected by program committee.	⊗		
Satchel Insert	Opportunity to place A4 size pages or items into satchels – subject to approval by committee.	Two Items	One Item	One Item
Distribution of materials	One seat drop at selected plenary session of the conference.	⊗		
Database access	Access to the database of all consenting delegates prior to Conference.	⊗	⊗	⊗



plus packages

Why restrict your exposure to Occupational Therapists to just one event per year? We have packages available that include Conference sponsorship which is complemented by 'Connections' advertising, website exposure, promotion at Occupational Therapy week, state events and professional development seminars. For full details or to discuss options further, please contact:

Marco Bello

Marketing and Communications Coordinator

Occupational Therapy Australia

Telephone: +61 9415 2900

Email: marketing@ausot.com.au

The Occupational Therapy Australia National Conference is the place to gain a strong position in the occupational therapy market and to interact face-to-face with over 800 health care decision-makers.

exhibition opportunities

“Made a lot of valuable contacts and cemented acquaintances into friendships”

**Exhibitor, 23rd National OT
Conference & Exhibition 2008**

exhibition booths

\$3,300

Branding opportunities	Logo and listing and 100 word description in conference program handbook.
Website	Logo to appear on sponsors page of conference website.
Exhibition space	Exhibition booth (3m x 3m octanorm white walls) with fascia board with company name, 2 spotlights and 1 electrical power point access.
Exhibition Passes and benefits	Two exhibition passes with access to catering and exhibition areas during Wednesday, Thursday and Friday. One satchel. Delegate list (hard copy - name, organisation and state/country only).
Welcome Reception Wednesday evening	Two tickets, with opportunity to buy additional tickets at reduced rates.

exhibitors workshop

\$1,500

An Exhibitor Workshop provides organisations with a forum to demonstrate their products, outline details of their services, and provide training and advice for delegates. Forming part of the Conference scientific program, these 45 minute workshops will allow organisations to attract interested health and social care professionals for a dedicated training session.

There are a limited number of exhibitor workshops available, and they are restricted to organisations who are exhibiting or who are gold, silver or bronze sponsors. We recommend you book early to avoid disappointment and to ensure your workshop is promoted with the program on the website.

university alley

\$1,500

Conference Table Displays will be available for Universities. These will be located in a specific area entitled 'University Alley'

Branding opportunities	Logo and listing and 100 word description in conference program handbook.
Website	Logo to appear on sponsors page of conference website.
Exhibition space	Table, chair and Display board (total area approx.: 2m x 2m) white walls) with table top tent sign with university name, and 1 electrical power point access.
Exhibition Passes	Two exhibition passes with access to catering and exhibition areas during Wednesday, Thursday and Friday. One satchel. Delegate list (hard copy - name, organisation and state/country only).
Welcome Reception Wednesday evening	Two tickets, with opportunity to buy additional tickets at reduced rates.



Occupational Therapy Australia National Conference & Expo attracts occupational therapists, occupational therapy assistants, students, educators, & equipment dealers and distributors from across the country.

other opportunities

"Excellent Opportunity to network and increase our market awareness."

**Exhibitor, 23rd National OT
Conference & Exhibition 2008**

keynote presentation sponsorship

\$3,500

Keynote speakers will be selected based on the quality of their work and contribution to occupational therapy as a profession. Sponsorship of a Keynote presentation includes

- Acknowledgement of sponsorship on Keynote Speaker information (eg alongside biography and picture on website, and in Conference Program Handbook).
- Acknowledgement of sponsorship during session on PowerPoint slide.
- Introduction (up to 100 words) given by Chair person during session.
- Opportunity to purchase Exhibitor Workshop to be held during Conference program at half price (\$750).

stream sponsorship

\$2,500

Dedicated streams will focus on specific topics within occupational therapy (eg Paediatrics, Hand Therapy etc) Sponsorship of a Stream includes:

- Acknowledgement of sponsorship on Stream information (eg on website and in program handbook).
- Acknowledgement of sponsorship during session on PowerPoint slide.
- Introduction (up to 100 words) given by Chair person during sessions.
- Opportunity to purchase Exhibitor Workshop to be held during Conference program at discounted rate (\$1250).

session sponsorship

\$1,500

Sponsorship of a Session within the Conference program includes:

- Acknowledgement of sponsorship on Session information (eg on website and in program handbook).
- Acknowledgement of sponsorship during session on PowerPoint slide.
- Introduction (up to 100 words) given by Chair person during sessions.
- Opportunity to purchase Exhibitor Workshop to be held during Conference program at discounted rate (\$1250).

poster prize

\$ 500

Sponsorship of the Poster Prize is available to and in unison with the organisation nominated as the 'Preferred Poster Printer'. The Preferred Poster Printer will be advertised to all poster presenters in email communication and on the website, and will be the recommended printer for producing the Conference Posters (approximately 40). The Printer will be responsible for all printing and delivery to the Conference venue at the nominated time and date.

In addition, the following benefits apply:

- Announcement of sponsorship of Award during Presentation.
- Name and logo on PowerPoint slide showing during Presentation acknowledging sponsorship.
- Sponsorship to be acknowledged in communication to Poster Presenters and on website.

best abstract award sponsorship

\$ 500

Entitlements include:

- Announcement of sponsorship of Award during Presentation.
- Name and logo on PowerPoint slide showing during Presentation acknowledging sponsorship.
- Acknowledgment of sponsorship on certificate or plaque presented to each Award.
- Sponsorship to be acknowledged in printed promotional collateral, in conference program handbook and on website.

best paper award sponsorship**\$ 500**

Entitlements include:

- Announcement of sponsorship of Award during Presentation.
- Name and logo on PowerPoint slide showing during Presentation acknowledging sponsorship.
- Acknowledgment of sponsorship on certificate or plaque presented to each Award.
- Sponsorship to be acknowledged in printed promotional collateral, in conference program handbook and on website.

conference dinner sponsorship**\$7,500**

The Conference Dinner provides an opportunity for delegates to relax and enjoy the social aspect of the conference whilst strengthening connections with colleagues in a less formal environment. Sponsorship of the Conference Dinner includes:

- Acknowledgement of sponsorship on website and Conference Program Handbook where the Conference Dinner and when advertised (eg on email blasts).
- Six (6) complimentary tickets to the conference dinner.
- Introduction (up to 100 words) given by Master of Ceremonies during Dinner.
- Logo and company name on signage, tickets and menus at the Dinner.
- Opportunity to provide a branded gift at the Dinner.

conference satchel**\$3,300**

All conference delegates will receive a conference satchel. Sponsorship includes:

- Logo and company name on satchel (alongside satchel and other gold sponsor logos and conference Occupational Therapy logos).
- Insert of one A4 size page into satchels or an item – subject to approval by committee.

advertising in program handbook**\$1,750**

- Half page.
- Artwork to be provided according to specifications.

advertising in program handbook**\$ 950**

- Quarter page.
- Artwork to be provided according to specifications.

satchel inserts**\$ 650**

All conference delegates will receive a conference satchel. Sponsorship includes:

- Insert of one A4 size page into satchels or an item – subject to approval by committee.

conference pads and pens**\$1,500**

All conference delegates will receive a conference satchel with pad and pen.

Sponsorship includes:

- Supply of pads and / or pens with sponsor logo.

name badge lanyards**\$3,300**

All delegates will be issued with a name tag and lanyard to be worn throughout the conference.

Sponsorship includes:

- Sponsoring company logo on all lanyards.
- Logo and listing in conference program handbook.
- Logo on sponsors page on website.

internet café**\$5,000**

Space will be made available in the main exhibition area for an internet café (4m x 3m or 6 m x 2m).

Sponsors must provide at least 4 terminals and internet connection. Sponsorship includes:

- Branding of the café and home page of the screens (at sponsors expense).
- Internet booth will be advertised in the conference program and also on the website.
- Insert of one A4 size page into satchels or an item – subject to approval by committee.
- Logo and listing in conference program handbook
- Logo on sponsors page on website.

network central*(Price on application)*

This centrally located area with its 'coffee lounge ambience' will host speaker access areas and be a focal point for other organised activities and announcements. The sponsors of this will have branding opportunities for this area, with all references in the conference program and in conference chair announcement to the XYZ (sponsors name) Networking Central Area.

looking for a unique opportunity?

This prospectus serves as a guideline for sponsorship opportunities. If you would like to sponsor the Occupational Therapy Australia 24th National Conference and Exhibition 2011 and have a proposal which caters to your unique requirements as well as those of the conference, the committee would be willing to consider alternative proposals. Please contact the conference office for more information and details.

sponsorship and exhibition booking form

Written acknowledgement of sponsorship and / or exhibition bookings will be made on receipt of a signed booking form. A tax invoice will then be issued for the deposit and written confirmation provided once this is received.

Please complete this form, keep a copy for your records and send to

Conference Office: Think Business Events: Level 1, 299 Elizabeth Street, Sydney NSW 2000

Ph: +61 2 8251 0045 | Fax: +61 2 8251 0097 | Email: ot2011@thinkbusinessevents.com.au



sponsorship | exhibition items

Item Description	Cost \$AUD (inc GST)	Please indicate your selection / preferred booth numbers
Platinum Sponsorship	<i>list 3 booth positions in order of preference</i> \$ P.O.A.	
Gold Sponsorship	<i>list 3 booth positions in order of preference</i> \$ 17,600	
Silver Sponsorship	<i>list 3 booth positions in order of preference</i> \$ 12,100	
Bronze Sponsorship	<i>list 3 booth positions in order of preference</i> \$ 7,700	
Exhibition booth	<i>list 3 booth positions in order of preference</i> \$ 3,300	
Exhibitor Workshop	\$ 1,500	
University Alley	\$ 1,500	
Keynote Presentation Sponsorship	\$ 3,500	
Stream Sponsorship	\$ 2,500	
Session Sponsorship	\$ 1,500	
Poster Prize	\$ 500	
Best Abstract Award Sponsorship	\$ 500	
Best Paper Award Sponsorship	\$ 500	
Conference Dinner Sponsorship	\$ 7,500	
Conference Satchel	\$ 3,300	
Advertising in Conference handbook	Half page \$1750 Quarter page \$950	
Satchel Inserts	\$ 650	
Conference Pads and Pens	\$ 1,500	
Name Badge Lanyards	\$ 3,300	
Internet Café	\$ 5,000	
Network Central	\$ P.O.A.	
TOTAL (inc GST)		

booking details

Organisation Name	
Address	
City	
State Postcode	
Country	
Contact Person	
Title Position	
Phone Fax	
Email	
Website	
Signature	
Date	

payment and booking conditions:

1. Booking forms must be completed, signed and sent to the Conference Office.
2. Upon receipt of signed booking form, the conference office will confirm entitlements in writing and forward acknowledgement of receipt, together with a tax invoice for the deposit.
3. The deposit will be 50% of the full amount and payment is due 30 days from date of invoice.
4. The balance of the full amount will be due 1 April 2011.
5. Payment may be made by cheque or direct transfer into bank account. Cheques should be made out to 'Australian Association of Occupational Therapists' and forwarded to the address below. Credit card payments are accepted (a surcharge applies).
6. All payments must include 10% Goods and Services Tax component.
7. Acceptance of sponsorship and exhibition offers is at the discretion of the organising committee.
8. Cancellations made after 31 March 2011, will incur a 50% cancellation fee.

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OTA24

OCCUPATIONAL THERAPY AUSTRALIA

NATIONAL CONFERENCE & EXHIBITION

GOLD COAST, QUEENSLAND

JUNE 29 - JULY 1, 2011

The demand for occupational therapists to help individuals dealing with social, emotional, and physical effects of ageing, illness, and injury continues to grow. Occupational Therapy Australia is at the heart of this ever-expanding profession, bringing suppliers face-to-face with hundreds of professionals who fuel the growth of the industry and improve the lives of thousands of people.

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