



2024 OT•EXCHANGE

Perth Convention &
Exhibition Centre, WA

13-14 June 2024

Featuring: Knowledge Translation, Paediatrics, Older Persons, Disability and Emerging & Innovative Practices



SPONSORSHIP
AND EXHIBITION
PROSPECTUS 2024

Occupational
Therapy AUSTRALIA 



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“We had a wonderful time at OT Exchange, Melbourne 2022 - this was the worldwide conference premier for Drive Focus and we launched a new “tour” of Melbourne - what a venue and forum to celebrate this! It was so wonderful to be back face-to-face, networking and sharing ideas with OTs and colleagues, and the OT events team and conference organising committee have done such an incredible job of delivering yet another world class event. Thanks OTA!”

**Drive Focus / Driving Well
Occupational Therapy**

ABOUT OCCUPATIONAL THERAPY AUSTRALIA

Occupational Therapy Australia (OTA) is the peak professional body representing the interests of more than 28,000 occupational therapists (OTs) across Australia.

OTA is a national organisation that represents OTs across all states and territories. Our members include both occupational therapists and occupational therapy students.

We work to support OTs throughout their career, facilitating lifelong learning, fostering evidence-based practice, and promoting the future of OT practice.

OTA strives to ensure our members receive quality, responsive services that add significant value to their careers. We support, promote and represent the profession of occupational therapy as one of the fastest growing areas of the allied health sector in Australia.

For more information about OTA please visit www.otaus.com.au



INVITATION

On behalf of Occupational Therapy Australia (OTA), it is my pleasure to invite you to participate in the OT Exchange 2024 (OTX2024), Australia's leading professional development conference for occupational therapists. OTX2024 will be held at Perth Convention & Exhibition Centre from Thursday 13 June to Friday 14 June. The event focuses on the practice areas of Knowledge Translation, Paediatrics, Older Persons, Disability and Emerging & Innovative Practices.

Our very successful 30th National Conference & Exhibition was held in June 2023, with a turnout of more than 1,100 engaged and passionate participants. OTA would like to thank the sponsors, partners and exhibitors who supported us to bring together delegates both in-person in Cairns, QLD and virtually via our online platform to share innovations and celebrate Australian OT excellence. The response from conference delegates and our partners was overwhelmingly positive.

Following the huge success of the 2023 National Conference, we are excited to present partnership opportunities for our next biennial flagship event. OT Exchange will be held in Perth, and we would appreciate your consideration of support. We look forward to working with you to develop a mutually beneficial partnership – one that generates rewards, influence, and opportunities together.

You are encouraged to act quickly to secure your place at OTX2024 and take advantage of our early bird opportunities where applicable. We are looking forward to June 2024 when we will come together to learn about the latest developments and innovative approaches to practice, work towards enriching our communities and forge long term relationships.



Rebecca Meyer
*General Manager,
Membership and Engagement*
#OTX2024



FURTHER DETAILS ON PACKAGE INCLUSIONS AND TO BOOK:

Please contact

Steven Ho

Sponsorship Manager

E: steven.ho@otaus.com.au

P: 1300 682 878

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ABOUT THE EVENT

OT Exchange centres on the three key concepts of **Learn, Practise and Enrich**. **Learn** supports the evidence-based approach at the core of our profession, **Practise** focuses on the application of that knowledge and learning and **Enrich** ensures that the work of our profession achieves positive outcomes for our community and the lives they want to live.

OT Exchange is an interactive conference where participants are encouraged to contribute and employ ideas of value. It is designed so all participants—whether they are practitioners, students, managers, educators, or academics—will implement solutions into their own work. Coming to life for the first time in 2020, the OT Exchange was virtually delivered during the peak of the pandemic and had more than 600 participants over the two days.

The subsequent 2022 OT Exchange was the first post-lockdown national event that OTA delivered, held in Melbourne with:

594 + **129**
in person + online participants

OTX2024 offers thought-leaders in each of the five streams:

- **Knowledge Translation**
- **Paediatrics**
- **Older Persons**
- **Disability, and**
- **Emerging & Innovative Practices**

The opportunity to share their latest approaches to practice and innovative solutions.

The in-person program will offer an extensive selection of plenary sessions, concurrent sessions, workshops, clinical conversations, occupation stations, exhibitor presentations and ePosters as well as opportunities to meet with exhibitors and view the latest products and services in the Exhibition Area.



CONFERENCE PROMOTION AND MARKETING

An extensive marketing campaign will be used to promote the conference including using OTA's influential channels.

WEBSITE



26,000+
monthly visitors

163,000
monthly page views

E-NEWSLETTERS



10,000+
SUBSCRIBERS



50.4%
open rate*

5.65%
click-through rate*

*Rate higher than Healthcare services average.
(Source: www.campaignmonitor.com/resources/guides/email-marketing-benchmarks/)

SOCIAL MEDIA (As at July 2023)



19,153



25,739



10,111



9,389





BENEFITS OF PARTICIPATION

OT Exchange 2024 sponsors and exhibitors can benefit from the following:

- **Relevant practice areas:** Participate in Australia's leading professional development conference event for occupational therapists interested in Knowledge Translation, Paediatrics, Older Persons, Disability and Emerging & Innovative Practices.
- **Large audience:** The last OT Exchange (Melbourne, 2022) attracted over 600 delegates from across Australia and overseas. Directly engage with passionate OTs onsite promoting your products and services.
- **Lead capture system:** Generate new contacts for future marketing and leads.
- **Brand recognition:** Get your message seen by hundreds of passionate and influential health professionals. Be seen alongside the latest health innovations and research.
- **Contribute your content:** You can book opportunities within the program to include logos, video content or an exhibitor presentation, offering direct exposure to delegates.
- **Launch a new product/service:** Make a splash and use OTX2024 as an opportunity to launch a new initiative and generate interest and discussion among delegates.
- **Actively support OT:** Your involvement supports OTA to further develop and promote the value of occupational therapy.

ABOUT OCCUPATIONAL THERAPY PRACTICE IN AUSTRALIA

Occupational Therapy Australia is a member of the World Federation of Occupational Therapists (WFOT) and is committed to providing a voice for the occupational therapy profession in Australia at all levels of government and throughout the broader allied health network.

Following is a snapshot of the occupational therapy workforce in Australia. This information is based on the national registration data (2023) from the Occupational Therapy Board of Australia.



28,362
REGISTERED OTS



90%
of OTs are women

OTs represent
15%
of the Allied Health
workforce

51% of OTs are
<35 years

TESTIMONIALS FROM OTX2022

"Thank you, OTA for allowing us to be a part of this year's OT Exchange conference. It was a wonderful opportunity to come together, meet so many interesting people and immerse ourselves in the industry! See you again next year!"

Robyn Lee
Thrive Human Connections

"Wonderful event, well organised and so lovely to meet so many people face-to-face to chat about what is new and exciting in the industry".

Cassandra Sheppard
Pegasus Healthcare (Victoria)

ANNUAL PARTNERSHIP 2023-2024

Looking to promote your brand beyond the OT Exchange 2024 across one full year?



OTA is excited to offer to our premium sponsors and exhibitors a variety of Annual Partnership opportunities, ranging from \$8,000 to \$40,000, allowing your business to make an impact according to your budget.

The annual partnership packages include premium sponsorship and exhibition at OTA's leading professional development conference event along with enabling your organisation to connect with OTs across several advertising and branding platforms throughout the year.



With a range of advertising, marketing and branding touch points across 12 months, your business can strengthen its brand to an unprecedented level with access to passionate health professionals and students.

TO OBTAIN AN ANNUAL PARTNERSHIP PROSPECTUS, FOR MORE INFORMATION, OR TO BOOK:

Please contact

Steven Ho

Sponsorship Manager

E: steven.ho@otaus.com.au

P: 1300 682 878

M: 0451 807 647



You can find a list of our current Annual Partners here: www.otaus.com.au/practice-support/ota-partners



SPONSORSHIP AND EXHIBITION OPPORTUNITIES OVERVIEW

EARLY BIRD CLOSES 30 NOVEMBER 2023

PREMIUM SPONSORSHIP	# OF OPPORTUNITIES	EARLY BIRD	STANDARD
OTX Partner (3 booths - 3m x 3m each)	Exclusive	-	\$25,000
Major Sponsor (2 booths - 3m x 3m each)	Two (2)	-	\$15,000
Supporter (1 booth - 3m x 3m)	Four (4)	-	\$8,500
SPONSORSHIP ITEMS			
CONFERENCE HOSPITALITY			
Barista station	Limited	-	\$7,000
Conference 'Keep Cup'	Exclusive	-	\$10,000 (includes supporter sponsor status)
Early Career Networking Drinks	Exclusive	-	\$2,500
Welcome Reception (Thursday Evening)	Exclusive	-	\$10,000 (includes supporter sponsor status)
CONFERENCE AWARDS			
Best Paper	Exclusive	\$600	\$700
Best ePoster	Exclusive	\$600	\$700
Best Student Paper	Exclusive	\$600	\$700
Best Student ePoster	Exclusive	\$600	\$700
CONFERENCE TECHNOLOGY			
Wi-Fi	Exclusive	\$2,500	\$3,000
Conference app	Exclusive	\$2,000	\$2,500
ePosters	Exclusive	\$2,000	\$2,500
Gamification prizes	Seven (7)	Donation of prize	
CONFERENCE MATERIAL			
Name badge	Exclusive	\$3,500	\$4,000
Writing pads	Exclusive	\$800 + stock	\$950 + stock
Pens	Exclusive	\$800 + stock	\$950 + stock
PRESENTATION			
Exhibitor presentation	Limited	Refer: presentation process at otausevents.com.au/otexchange2024	

SPONSORSHIP ITEMS (continued)	# OF OPPORTUNITIES	EARLY BIRD	STANDARD
ADVERTISING			
Conference Sessions			
30 sec video/slideshow advert (played during one plenary session)	Limited	\$2,000	\$2,500
30 sec video/slideshow advert (played during one invited speakers session)	Limited	\$1,200	\$1,500
30 sec video/slideshow advert (played during one concurrent session)	Limited	\$500	\$600
Industry Supporter eMagazine			
Exhibitor half page	-	-	Complimentary
Exhibitor upgrade to full page	Limited	-	\$250
Non-exhibitor half page	Limited	-	\$500
Non-exhibitor full page	Limited	-	\$750
Social Media (Facebook, LinkedIn, Instagram, Twitter)			
Video interview promoted during conference	Limited	-	Upon request
Pre-recorded video promoted pre/post conference	Limited	-	Upon request
EXHIBITION			
Booth 3m x 3m	Sixty (60) +	\$5,200	\$5,500
Booth 2m x 2m	Twelve (12) +	\$3,700	\$3,950
Vehicle space	Limited	\$8,000	\$8,500

Notes:

- All prices are in AUD and inclusive of GST. All Premium Sponsorship & Exhibition packages excludes furniture such as table and chairs. Furniture can be ordered from the Event Furniture Supplier at the sponsor & exhibitor's own expense.
- All complimentary exhibitor registrations exclude access to delegates session or social events unless stated otherwise
- No sponsor or exhibitor may assign, sublet or apportion whole or any part of their OTA national event package. Sponsorship & Exhibition packages are offered to sole entities, and cross promotion is not permitted.

PREMIUM PACKAGES (SUBJECT TO AVAILABILITY):

OTX PARTNER

Conference app - value \$3,000 **OR**
30 sec video/slideshow advert
(played during one plenary session)
- **value \$2,500**

MAJOR SPONSOR

Wi-Fi - value \$3,000 **OR** 30 sec
video/slideshow advert (played
during one invited speaker session)
- **value \$1,500**

SUPPORTER

One Conference Award - **value \$700 OR** 30 sec
video/slideshow advert (played during one concurrent
session) - **value \$600 OR** Exhibitor upgrade to full
page (Industry Supporter eMagazine) - **value \$250**



SPONSORSHIP AND EXHIBITION PREMIUM INCLUSIONS

			PARTNER Exclusive	MAJOR SPONSOR 2 available	SUPPORTER 4 available
Standard			\$25,000	\$15,000	\$8,500
EXHIBITION	Exhibition Space over 2 days	Shell scheme booth built (including signage, power and lighting) *Furniture not included	Three (3) booths (each 3m x 3m)	Two (2) booths (each 3m x 3m)	One (1) booth (3m x 3m)
REGISTRATION AND SOCIAL FUNCTIONS	Exhibitor Registration	Complimentary in-person sponsor/exhibitor registration (only give access to exhibition area)	3	2	1
	Delegate Registration	Complimentary in-person sponsor/exhibitor registration (with delegate access to sessions)	3	2	1
	Welcome Reception	Complimentary tickets	6	4	2
SPONSORSHIP BONUS	Opportunity to book one (Subject to availability)	• Conference app • 30 sec video/slideshow advert (plenary)	✓	-	-
		• Wi-Fi • 30 sec video/slideshow advert (invited)	-	✓	-
		• One Conference Award • 30 sec video/slideshow advert (concurrent) • Full page upgrade in Industry Supporter eMagazine	-	-	✓
COMPANY BRANDING AND PROMOTION	Banners	Pull up banner display within opening & closing plenary room (provided by sponsor & subject to OTA approval)	1	-	-
	Social Media	Sponsor acknowledgement announcement	✓	✓	✓
	Branding	Acknowledgement of sponsorship during the opening ceremony and appropriate times throughout the conference	✓	✓	✓
		Sponsor acknowledgement & company logo on the PowerPoint reel featured throughout event	✓	✓	✓
	Program & Exhibition Guide	Partner acknowledgement and company logo on the inner front cover	✓	-	-
		Sponsor acknowledgement & company logo listed	✓	✓	✓
		Opportunity for sponsor to provide QR code within program guide	✓	✓	✓
	Company name and exhibition booth numbers listed in the exhibition directory	✓	✓	✓	

			PARTNER Exclusive	MAJOR SPONSOR 2 available	SUPPORTER 4 available
Standard			\$25,000	\$15,000	\$8,500
COMPANY BRANDING AND PROMOTION	Industry Supporter eMagazine	Colour advertisement	Full Page	Full Page	Full Page
	Conference Website	Partner acknowledgement, company logo and hyperlink to website on the homepage of the conference website	✓	-	-
		Company logo and hyperlink to website on the sponsors page	✓	✓	✓
DELEGATE LIST	Delegate List	Listing will include name, organisation and state/country	✓	✓	✓
CONFERENCE APP	App	Profile in the online app showcasing logo, company details	✓	✓	✓
GAMIFICATION	Prize Donation	Opportunity to donate a prize for OTA's gamification (subject to T&Cs)	✓	✓	✓
ADVERTISING BONUS	OTA's Advertising Platforms	On completion of post-event survey, go into a draw to win free advertising- valued at \$1,000 (subject to T&Cs)	✓	✓	✓

Notes:

- All prices are in AUD and inclusive of GST. All Premium Sponsorship & Exhibition packages excludes furniture such as table and chairs. Furniture can be ordered from the Event Furniture Supplier at the sponsor & exhibitor's own expense.
- All complimentary exhibitor registrations exclude access to delegates session or social events unless stated otherwise
- No sponsor or exhibitor may assign, sublet or apportion whole or any part of their OTA national event package. Sponsorship & Exhibition packages are offered to sole entities, and cross promotion is not permitted.





SPONSORSHIP ITEMS INCLUSIONS

CONFERENCE HOSPITALITY			BARISTA STATION Limited	CONFERENCE 'KEEP CUP' Exclusive	EARLY CAREER NETWORKING DRINKS Exclusive	WELCOME RECEPTION Exclusive	
Standard			\$7,000	\$10,000	\$2,500	\$10,000	
SPONSORSHIP ITEM	Delegate Registration	Complimentary in-person registration including daily catering and access to program sessions and exhibition	1	1	-	-	
	Welcome Reception	Complimentary tickets	1	1	-	4	
	Early Career Networking	Complimentary tickets	-	-	2	-	
	Conference Hospitality	Branding and naming rights		-	-	-	✓ (Exclusive)
		Verbal acknowledgement of sponsorship		-	-	✓	✓
		Opportunity for company representative to address the delegates (3 minutes) at the start of the function		-	-	✓	✓
	Corporate Merchandise	Opportunity to provide branded t-shirt or hat to be worn by barista (provided by sponsor)		✓	-	-	-
		Company logo featured on all conference 'keep cups'		-	✓	-	-
Corporate Literature	Opportunity to display a QR code on A4 print (provided by sponsor)		✓ (At cart)	-	✓ (Within function space)	✓ (Within reception area)	
COMPANY BRANDING AND PROMOTION	Banners	Pull up banner display (provided by sponsor & subject to approval)	1	-	1	1	
	Social Media	Sponsor acknowledgement announcement	-	-	-	✓	
	Branding	Sponsor acknowledgement & company logo on the PowerPoint reel featured throughout event	✓	✓	✓	✓	
	Program & Exhibition Guide	Sponsor acknowledgement & company logo listed	✓	✓	✓	✓	
	Industry Supporter eMagazine	Colour advertisement	Half page	Half page	Half page	Half page	
	Conference Website	Company logo and hyperlink to website on the sponsors page	✓	✓	✓	✓	

*All prices are in AUD and inclusive of GST.

BARISTA COFFEE STATION

Be associated with quality barista coffee service throughout the event. The package includes one barista cart located within the exhibition area with supply of barista and all consumables.

CONFERENCE 'KEEP CUP'

In an effort to reduce the amount of waste and run a more sustainable conference all delegates will be given a reusable 'keep cup'. As the sponsor your logo will feature together with the conference logo on the cup, which the delegates will be encouraged to use during all catering breaks at the conference. The cups will provide constant exposure throughout and long after the conference.



EARLY CAREER NETWORKING DRINKS

The networking drinks will be a chance for students and new graduates to relax and interact with colleagues and friends. Being the sponsor is a great way to expose your organisation to this unique audience.



WELCOME RECEPTION

The Welcome Reception will take place on Thursday evening and all delegates will have a ticket to attend. This vibrant setting will provide a warm and inviting space to network while enjoying drinks and canapes. The Welcome Reception sponsor opportunity offers a great way to display your brand to our delegates.





SPONSORSHIP ITEMS INCLUSIONS

CONFERENCE TECHNOLOGY AND AWARDS			CONFERENCE APP Exclusive	Wi-Fi Exclusive	ePOSTERS Exclusive	CONFERENCE AWARDS Exclusive
Early bird (1 Aug – 30 Nov 2023)			\$2,000	\$2,500	\$2,000	\$600
Standard (From 1 Dec 2023)			\$2,500	\$3,000	\$2,500	\$700
SPONSORSHIP ITEM	Conference App	Push alerts on app	1	-	-	-
		Company logo and hyperlink to company website	✓	-	-	-
	Wi-Fi	Sponsor can choose a customised network password	-	✓	-	-
	ePosters	Company logo listed as sponsor within the purpose built ePoster area featuring large screens for delegates to interact with	-	-	✓	-
	Awards	Choose One Award to sponsor (Best paper / Best e-Poster / Best Student paper / Best Student e-Poster)	-	-	-	✓
		Verbal acknowledgement of sponsorship during closing plenary	-	-	-	✓
		Company logo on award certificate	-	-	-	✓
COMPANY BRANDING AND PROMOTION	Branding	Sponsor acknowledgement & company logo on the PowerPoint reel featured throughout event	✓	✓	✓	✓
	Program & Exhibition Guide	Sponsor acknowledgement & company logo listed	✓	✓	✓	✓
	Industry Supporter eMagazine	Colour advertisement	Half page	Half page	Half page	Quarter page
	Conference Website	Company logo and hyperlink to website on the sponsors page	✓	✓	✓	✓

*All prices are in AUD and inclusive of GST.



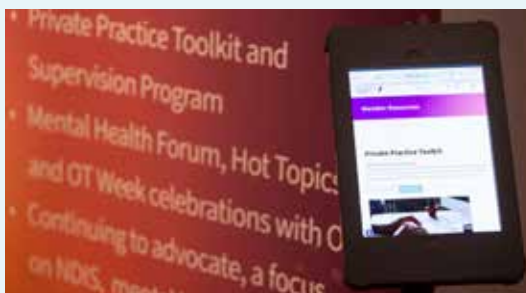
ePOSTERS

Electronic posters (ePosters) are displayed on a platform that is fully searchable and accessed by both authors and delegates. A dedicated, purpose-built ePoster display will feature large screens allowing delegates to interact with ePosters throughout the event.



CONFERENCE APP

The Conference mobile app showcases the full scientific program, speaker profiles, social function information, sponsors, exhibitors, maps and other relevant information – all ready to read on the go. Sponsoring the app provides a great way to increase your exposure and engagement with delegates.



Wi-Fi

Your organisation provides wireless internet access to all the delegates. You can choose a customised network password.



GAMIFICATION

The conference app will provide delegates with opportunities to win prizes by completing various goals and staying at the top of the leader board. The gamification keeps our delegates engaged and offers points for visiting and interacting with sponsors and exhibitors. As a premium sponsor or exhibitor, your organisation will have the opportunity to offer prizes as part of OTA's gamification.

Each prize offer is subject to OTA's approval and required to be a minimum value of \$100. Only seven (7) prizes will be accepted.

AWARDS

The sponsor's name will be announced and prominently displayed during the awards ceremony. Award sponsors are highly regarded, as your organisation plays an important role in recognising achievements, encouraging excellence and supporting the next generation of specialists.



SPONSORSHIP ITEMS INCLUSIONS

CONFERENCE MATERIALS			NAME BADGE Exclusive	WRITING PADS Exclusive	PENS Exclusive
Early bird (1 Aug – 30 Nov 2023)			\$3,500	\$800 + stock	\$800 + stock
Standard (From 1 Dec 2023)			\$4,000	\$950 + stock	\$950 + stock
SPONSORSHIP ITEM	Name Badge	Company logo and QR code printed on each name badge (excludes any print on lanyard)	✓	-	-
	Writing Pads & Pens	Your company branded writing pads / pens will be available to all delegates during the event	-	✓	✓
COMPANY BRANDING AND PROMOTION	Branding	Sponsor acknowledgement & company logo on the PowerPoint reel featured throughout event	✓	-	-
	Program & Exhibition Guide	Sponsor acknowledgement & company logo listed	✓	✓	✓
	Industry Supporter eMagazine	Colour advertisement	Half page	Quarter page	Quarter page
	Conference Website	Sponsor acknowledgement & company logo listed	✓	✓	✓

**All prices are in AUD and inclusive of GST.*

NAME BADGE

All delegates receive a name badge with lanyard to be worn for the duration of the event. Enjoy high visibility by having your branding alongside the OTX2024 branding on each name badge.



WRITING PADS & PENS'

This is one of the most subtle yet effective ways to promote your brand. Have your branded writing pads or pens available for all delegates to use. All writing pads cannot exceed A5 size (i.e 148 x 210 mm). This sponsorship will take your brand way beyond the conference. The sponsor will provide the stock, which will be subject to OTA's approval.



SPONSORSHIP ITEMS INCLUSIONS

ADVERTISING		30 SEC VIDEO Exclusive	30 SEC VIDEO Exclusive	30 SEC VIDEO Exclusive
Early bird (1 Aug – 30 Nov 2023)		\$2,000	\$1,200	\$500
Standard (From 1 Dec 2023)		\$2,500	\$1,500	\$600
CONFERENCE SESSION	Video/slideshow advertisement played during one session	Plenary session with keynote speaker	Concurrent session with invited speaker	Concurrent session
	Verbal acknowledgement of advertiser	✓	✓	✓
	Company logo to appear on the title slides during the sponsored session	✓	✓	✓
	Company logo to appear within the program for the sponsored session	✓	✓	✓
BANNERS	Pull up banner display (provided by sponsor & subject to approval)	✓ (At entrance)	-	-
BRANDING	Sponsor acknowledgement & company logo on the PowerPoint reel featured throughout event	✓	-	-
PROGRAM & EXHIBITION GUIDE	Sponsor acknowledgement & company logo listed	✓	-	-

**All prices are in AUD and inclusive of GST.*





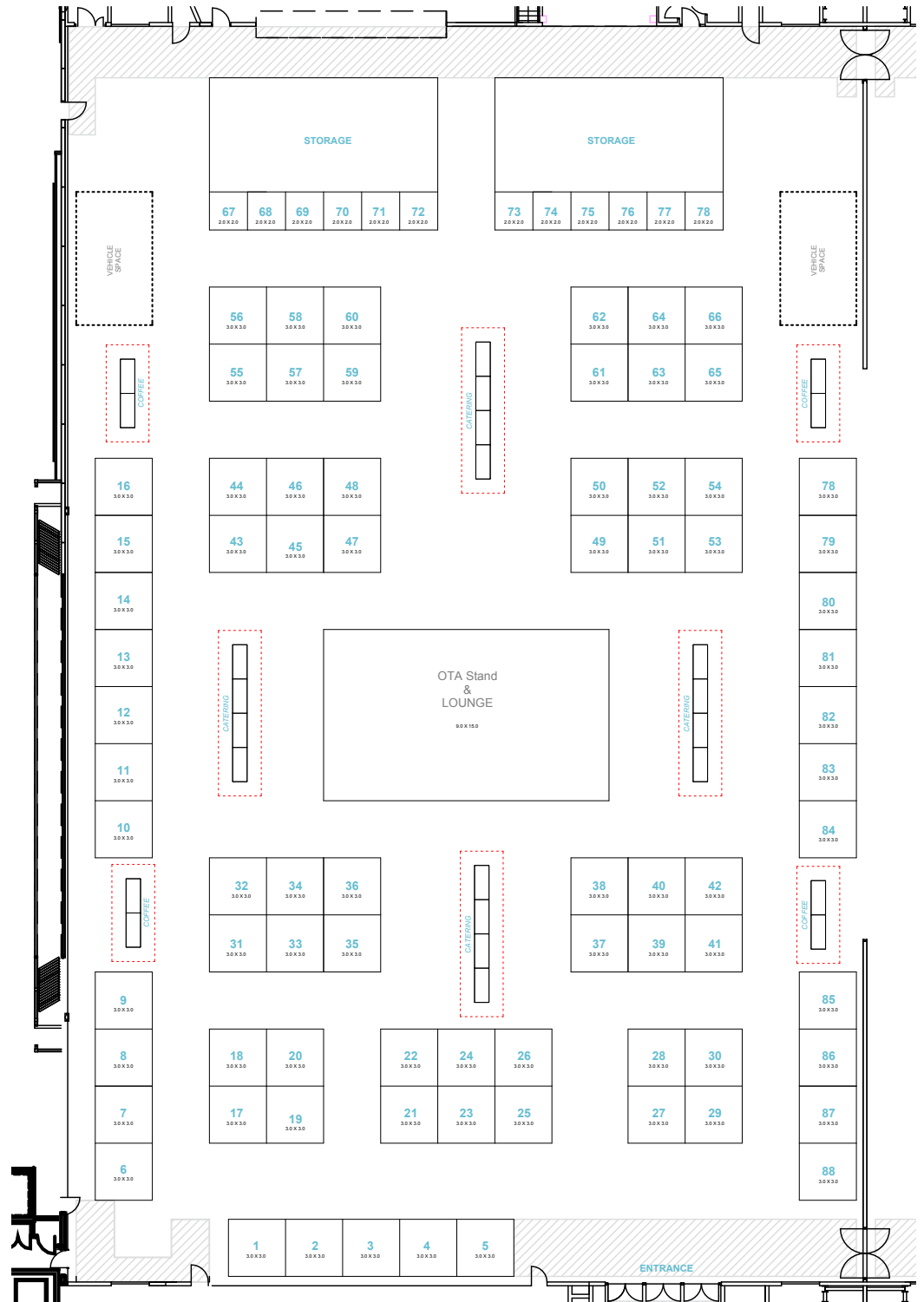
EXHIBITION OPPORTUNITIES

FLOOR PLAN

The floor plan is provided to assist with selecting your preferred site.

The floorplan will be accessible on the exhibition page on the OTX2024 website where exhibitors can view available booths for selection. Premium sponsors and annual partners will be given preferential access to key exhibition stand locations until 16 February 2024. Final booth allocation will be at the discretion of OTA.

The floorplan is subject to change and will be updated as required.





EXHIBITION OPPORTUNITIES			3m x 3m 60 + Available	2m x 2m 12 Available	VEHICLE Limited
Early bird (1 Aug – 30 Nov 2023)			\$5,200	\$3,700	\$8,000
Standard (From 1 Dec 2023)			\$5,500	\$3,950	\$8,500
EXHIBITION	2-Day Exhibition Space	Shell scheme booth build for 2 days (including signage, power and lighting)	One (1) booth (3m x 3m)	One (1) booth (2m x 2m)	-
		1 row space for 2 days (including signage, power and lighting)	-	-	One (1) space
REGISTRATION & SOCIAL FUNCTIONS	Exhibitor Registration	Complimentary sponsor/exhibitor registration including daily catering (access only to exhibition area)	2	2	2
	Welcome Reception	Inclusive tickets	2	2	2
COMPANY BRANDING AND PROMOTION	Program & Exhibition Guide	Company name and exhibition booth numbers listed in the exhibition directory	✓	✓	✓
	Industry Supporter eMagazine	Colour advertisement	Half page	Half page	Half page
	Conference Website	Company logo and hyperlink to website on the exhibitors' page of OTX website	✓	✓	✓
DELEGATE LIST	Delegate List	PDF listing provided one week prior to event (includes name, organisation and state/country)	✓	✓	✓
CONFERENCE APP	App	Profile in the online app showcasing logo, company details	✓	✓	✓
GAMIFICATION	Prize Donation	Opportunity to donate a prize for OTA's gamification (subject to T&Cs)	✓	✓	✓
ADVERTISING BONUS	OTA's Advertising Platforms	On completion of post-event survey, go into a draw to win free advertising- valued at \$1,000 (subject to T&Cs)	✓	✓	✓

Notes:

- All Premium Sponsorship & Exhibition packages excludes furniture such as table and chairs. Furniture can be ordered from the Event Furniture Supplier at the sponsor & exhibitor's own expense.
- All complimentary exhibitor registrations exclude access to delegates session or social events unless stated otherwise
- No sponsor or exhibitor may assign, sublet or apportion whole or any part of their OTA national event package. Sponsorship & Exhibition packages are offered to sole entities, and cross promotion is not permitted.



EXHIBITION DETAILS

All lunches and morning and afternoon teas will be served in the exhibition area, providing exhibitors with maximum opportunity to showcase their products and interact with delegates.

The exhibition will form an integral part of the OT Exchange 2024. An exhibition booth offers outstanding face-to-face opportunity to network and engage with delegates with an interest in the occupational therapy industry.

EXHIBITION HOURS

Wed 12 June 2024	Exhibitor move-in from 3pm – 5pm
Thu 13 June 2024	8.00am – 5.00pm
Fri 14 June 2024	8.30am – 4.00pm

Exhibition hours are a guide and will be confirmed in the Exhibitor Briefing Notes (EBNs).

EXHIBITOR BRIEFING NOTES

Exhibitor Briefing Notes including the final floor plan and details regarding move-in and move-out arrangements will be distributed on 12 March 2024.

EXHIBITION BOOTH FURNITURE

The exhibition booths will include fascia signage, power & lighting. Furniture from the Conference exhibition build company will be at the sponsor’s & exhibitor’s own expense. Details of how to order furniture will be included in the Exhibitor Briefing Notes. Sponsors and exhibitors may bring their furniture within reason, as long as they are responsible for setup, pack down and freight/delivery.

DELEGATE LIST

Listing will include name, organisation and state/country only. This will be emailed to sponsors and exhibitors before the event. OTX2024 will offer an exhibitor lead management via the conference app which enables you to scan the QR code on delegate name badges and collect the leads (including contact details).

The “Scan Leads” and “View Leads” options are only visible in the app if you are a registered exhibitor (or assigned team member) on a stand. Leads contacts details cannot be viewed in the app. Exporting the leads contact details can only be done from the exhibitor portal by the main booking contact.

Please note: that currently there are numerous spam emails pretending to offer delegate list on behalf of OTA. Those emails are to be ignored, as information regarding delegate list or leads list will always come from OTA emails addresses and will not ask for additional payments to access the delegate list.

PAYMENT AND DEADLINES

First payment deadline:
50% upon booking or within 14 days of receipt of invoice.

Balance payment due: 16 February 2024.

Late payments will incur a fee.

KEY DATES

30 November 2023	Early Bird closes
16 February 2024	Reserved booths for premium sponsors released if not sold
16 February 2024	All sponsorship and exhibition payments due
12 March 2024	Exhibitor briefing notes distributed
01 May 2024	All sponsor and exhibitor registration due
12 June 2024	Exhibition move-in
13-14 June 2024	OTX 2024 Exhibition

FOR MORE DETAILS ON PACKAGES OR TO BOOK:

Please contact

Steven Ho

Sponsorship Manager

E: steven.ho@otaus.com.au

P: 1300 682 878

M: 0451 807 647



Upon receipt of your booking form at Occupational Therapy Australia a formal acknowledgement advice outlining your entitlements and a tax invoice including full bank details will be issued.

SECTION A: CONTACT DETAILS

ORGANISATION DETAILS

Organisation Name (for invoicing purposes) ABN

Organisation Name (for marketing purposes)

Address

City State Postcode

Country Website

CONTACT PERSON DETAILS

Title First Name Last Name

Position

Department

Daytime Contact Phone Fax Mobile

Email

PLEASE TICK IF APPLICABLE

I will be the main person leading up to the OT Exchange

I will be the main person at the OT Exchange

I will not be attending the OT Exchange, please liaise with: Name

Phone Email

HOW DID YOU FIND OUT ABOUT THE OT EXCHANGE 2024?

Direct email notification

Newsletter or Journal advertisement

Website search

At another event

Colleague/friend

Workplace notice board/poster

Social media

Other

SECTION B: SPONSORSHIP

Package name: <input type="text"/>	AMOUNT	\$ <input type="text"/>
Package name: <input type="text"/>	AMOUNT	\$ <input type="text"/>
Package name: <input type="text"/>	AMOUNT	\$ <input type="text"/>
SECTION B TOTAL:		\$ <input type="text"/>

SECTION C: EXHIBITION

Number of Booths: Exhibition Vehicle Space Exhibition Booth (3mx3m) Exhibition Booth (2mx2m) **TOTAL COST**

\$

Fascia /Signage Name:

SECTION C TOTAL: **\$**

CONFERENCE AND EXHIBITION GUIDELINES, PAYMENT AND BOOKING TERMS & CONDITIONS:

The term 'OTA' refers to Occupational Therapy Australia Pty Ltd, the managers of the conference and exhibition.

The term 'Exhibitor' includes any person, firm, company or corporation and its employees and agents identified in the Booking Form or other written request for exhibition space.

The Australian Goods and Services Tax (GST) at 10% is applicable to all goods and services offered by the Conference. All prices listed in the Sponsorship and Exhibition Prospectus include GST.

1. A completed and signed Booking Form is required to allocate sponsorship / exhibition booths.
2. Space will be allocated on a 'first come' basis, as close as possible to the desired location.
3. Upon receipt of signed booking form, OTA will confirm entitlements in writing and forward acknowledgement of receipt, together with a tax invoice for the deposit.
4. The deposit will be 50% of the full amount, and payment is due 14 days from date of invoice. After this time, the space will be available for sale to another company.
5. The balance payment is payable by 16 February 2024. NO exhibitor shall occupy allocated exhibition space until all monies owing to OTA are paid in full.
6. All monies are payable in Australian dollars. Cheque / direct deposits must be made payable to 'Occupational Therapy Australia' and forwarded to the OTA office at 5/340 Gore Street, Fitzroy Vic 3065. Credit card payments will incur a 2% service fee.
7. If you pay by an electronic funds transfer or an international cheque you agree to pay any bank charges and must include these in the amount you transfer.
8. If you miss the payment date, any time dependent discounts will be forfeited, i.e. you will be billed at the next highest level (early bird rate to standard).
9. All payments must include 10% Goods and Services Tax component.
10. Acceptance of sponsorship and exhibition offers is at the discretion of the Occupational Therapy Australia.
11. All inclusions in conference printed materials are subject to strict printing deadlines. OTA reserves the right to approve all branding provided by sponsors and exhibitors.
12. OTA agrees to promote the exhibition to delegates at the Conference.
13. Cancellation Policy: All cancellations must be received in writing to OTA. In the event of cancellation of sponsorship or exhibition space, unless that particular area of sponsorship or exhibition is resold, the Organising Committee reserve the right to retain monies received. If the balance of payment is not received by the due date, the allocated sponsorship or exhibition space will be cancelled. Any sponsorship package or exhibition space cancelled after 16 February 2024 will not be refunded.
14. Sponsors / Exhibitors are not permitted to assign, sublet or apportion the whole or any part of their package / booked space unless prior consent in writing to OTA is provided.
15. Privacy Statement: In order to assist with your participation, your organisation and contact details may be shared with suppliers and contractors, and be included in participant lists. If you object to your details being shared, please inform OTA via OTexchange@otaus.com.au
16. Any event that conflicts with the OT Exchange 2024 is not permitted without prior approval from the Organising Committee. All functions and events that coincide with the Conference must seek approval through OTA.
17. All exhibitors must produce a valid Insurance Certificate of currency for the period of the exhibition and this must be submitted to the Conference Office by Friday 10 May 2024.
18. OTA reserves the right in unforeseen circumstances to amend or alter the exact site of the location of the stand and the exhibitor undertakes to agree to any alteration to the site or the space reallocated by OTA.
19. OTA reserves the right to change the exhibition floor layout if necessary.
20. OTA may shorten or lengthen the duration of the exhibition and alter the hours during which the exhibition is open.
21. OTA agrees to provide the exhibitor with briefing notes, including final floor plan and details regarding move-in and move-out arrangements prior to the exhibition for the purpose of communicating required actions on the part of the exhibitor.
22. OTA reserves the right to refuse any person including exhibitor staff, representatives, visitors, contractors and /or agents entry to the exhibition if they do not hold a Conference name badge.
23. OTA will specify conditions relating to the movement of goods and displays, prior, during and after the exhibition.
24. OTA will arrange security onsite during the period of the exhibition but will accept no liability for loss or damage.
25. OTA will not be liable and makes no guarantee of the number of visitors to the exhibition. Equally the Conference Office will not be accountable for the level of commercial activity generated.
26. The exhibitor must comply with all the directions / requests issued by OTA including those outlined in the Exhibition Manual.
27. The exhibitor will not display an exhibit in such a manner as to obstruct or affect neighbouring exhibitors. This includes blocking or projecting light, impeding or projecting into aisles or neighbouring exhibition spaces, or using amplified sound.
28. The exhibitor agrees to adhere to all Conference venue rules and regulations.
29. The exhibitor acknowledges that OTA has a preferred freight forwarder and agrees to comply with all instructions relating to delivery times. If an alternate freight forwarder is engaged, the exhibitor acknowledges that OTA will not be able to provide assistance in tracking lost deliveries. The exhibitor agrees that OTA will not be liable for any goods rejected by the venue, lost or damaged prior to the delivery date specified.
30. Official contractors will be appointed by OTA to undertake stand construction and freight forwarding plus supply furniture, electrics and IT equipment. This is for insurance and security reasons.
31. Discounts for any entitlements not used or required will not be provided.
32. The exhibitor will submit plans and visuals of custom designed exhibits to OTA by no later than 20 March 2024. Exhibitors failing to do so may be denied access to the exhibition to build or may be requested to cease building.
33. The exhibitor will provide OTA with information regarding proposed booth and social activities.
34. Sponsor and exhibitor registrations: OT Exchange 2024 is an integrated event and all staff in attendance at your booth must be registered. Where a complimentary registration is included in the sponsorship and/or exhibition package, you will still be required to complete a registration form with the details of the attending delegate.
35. If the in-person component is cancelled all exhibitors will be transferred to the equivalent virtual sponsor/exhibitor package.

FOR MORE INFORMATION AND BOOKINGS

OTA is looking to build long term relationships with our partners. Please get in touch to find out more about these opportunities and how we can work together to build your brand. Ready to book or have questions? Please contact:

Steven Ho

Sponsorship Manager
Occupational Therapy Australia

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