

OT MENTAL HEALTH FORUM

EMPOWERING MINDS TRANSFORMING LIVES

28-29 NOVEMBER 2024

MELBOURNE CONVENTION
AND EXHIBITION CENTRE

SPONSORSHIP
& EXHIBITION
OPPORTUNITIES



INVITATION TO SUPPORT



On behalf of Occupational Therapy Australia (OTA), I am delighted to invite you to participate in our invaluable event for occupational therapists working across every area of mental health practice in Australia. The OT Mental Health Forum 2024 will be held in person at the Melbourne Convention and Exhibition Centre on

Thursday 28 & Friday 29 November. Following the success of the 2022 OT Mental Health Forum with 300+ passionate participants, we are excited to present sponsorship and exhibition opportunities as the forum inaugurally transforms into a two-day event. Furthermore, for the first time, early bird pricing is introduced for the forum until 30 June 2024.

We look forward to developing a mutually beneficial partnership—one that generates rewards and opportunities together. We encourage you to act quickly to take advantage of our early bird opportunities and to ensure your place is secured at the OT Mental Health Forum 2024 as places are limited. We are looking forward to meeting in person in November as we come together to learn from an exciting array of current OT mental health practice and research activity.

Rebecca Meyer

General Manager

Membership and Engagement
Occupational Therapy Australia

#OTMHF2024

TESTIMONIALS FROM MHF2022 DELEGATES

The Occupational Therapy Mental Health forum continues to go from strength to strength and remains my favourite way to reconnect with my OT roots and likeminded individuals. - **Alicia K.**

I had an amazing time at the OTA Mental Health Forum. It was incredibly energising and reinvigorating to meet with other OTs working in mental health and hear about the unique shared challenges as well as the amazing work people have been doing. - **Emma D.**

It was such a buzz to meet in Sydney with so many mental health occupational therapists from around Australia and beyond; sharing ideas and resources and spurring each other on in our challenging yet important work. - **Lorrae M.**

FOR MORE DETAILS ON THE PACKAGES OR TO BOOK:

Please contact

Rebecca Meyer

General Manager, Membership & Engagement

E: advertising@otaus.com.au**P:** 1300 682 878**M:** 0451 807 647

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

ABOUT THE EVENT

After starting as a small initiative in the 1990s the OT Mental Health Forum has developed into a national biennial event attended by over 300 occupational therapists working across every area of mental health practice in Australia. Building on the success of the last forum in November 2022 and the work OTA is currently doing with the Mental Health Endorsement Program, the Forum is growing into a two-day event for 2024.

The theme for this year's forum is EMPOWERING MINDS TRANSFORMING LIVES. The event provides the opportunity for occupational therapists to come together and exchange ideas, to share practices and challenges, to network and meet new colleagues and to learn from an exciting array of current OT mental health practice and research activity. The in-person program will offer an extensive selection of plenary sessions, concurrent sessions, occupation stations, as well as opportunities to meet with exhibitors and view the latest products and services available in the Exhibition Area. The forum will also have an online channel available to view on demand for all registered delegates for up to six weeks post conference. This format allows OTA to nurture its extensive network across Australia and overseas.

BENEFITS OF PARTICIPATION

OT Mental Health Forum 2024 Sponsors and Exhibitors will:

- **Relevant mental health practice area:** Participate in a forum which will showcase and celebrate occupational therapy in mental health.
- **Growing audience:** The last OT Mental Health Forum (Sydney, 2022) attracted over 300 delegates from across Australia directly influencing transforming it into a two-day event for 2024.
- **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.
- **Complimentary delegate access registration:** For the first time, your two sponsor/exhibitor staff registered will also have access to the delegate sessions for no extra cost
- **Build your industry network:** Directly engage with passionate OTs onsite promoting your products and services
- **Actively support OT:** Your involvement supports OTA to further develop and promote the value of occupational therapy.

SPONSORSHIP AND EXHIBITION OPPORTUNITIES OVERVIEW

PREMIUM SPONSORSHIP	# OPPORTUNITIES	EARLY BIRD	STANDARD
Major Sponsor	Two (2)		\$9,000
Supporter	Two (2)		\$6,000
EXHIBITION			
Exhibitor Display Table	Twelve (12)	\$2,750	\$3,300
SPONSORSHIP ITEMS			
Barista Cart	Exclusive	\$6,000	\$6,500
Welcome Reception (Thursday)	Exclusive	\$5,000	\$5,500
Name Badge Sponsor	Exclusive	\$2,200	\$2,700
Writing Pads (+ STOCK)	Exclusive	\$650	\$700
Pens (+ STOCK)	Exclusive	\$650	\$700
ADVERTISING			
Conference Sessions			
30 sec video/slideshow advert (played during one plenary session)	Two (2)	\$1,750	\$2,000
30 sec video/slideshow advert (played during one concurrent session)	Three (3)	\$450	\$500
Industry Supporter eMagazine			
Exhibitor upgrade to full page	Limited		\$200
Non-exhibitor half page	Limited		\$400
Non-exhibitor full page	Limited		\$650

Notes:

* All prices are in AUD and inclusive of GST

* 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.

FOR MORE DETAILS ON THE PACKAGES OR TO BOOK:

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PREMIUM SPONSORSHIP INCLUSIONS

			Major Sponsor 2 available	Supporter 2 available
Standard			\$9,000	\$6,000
EXHIBITION	Two-Days Exhibition Space	One exhibition display table including signage, 1.8m table and two chairs	✓	✓
REGISTRATION & SOCIAL FUNCTIONS	Exhibitor/Delegate Registration (including daily catering)	Two complimentary in-person sponsor/exhibitor registration (with access to both the exhibition area & delegate sessions)	✓	✓
	Welcome Reception	Two complimentary tickets	✓	✓
SPONSORSHIP BONUS	Advertising	One complimentary 30 sec video/slideshow advert (played during one concurrent session)	✓	✓
COMPANY BRANDING AND PROMOTION	Banners	One Pull up banner display within opening & closing plenary room (provided by sponsor & subject to OTA approval)	✓	
	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	Sponsor acknowledgement & company logo listed	✓	✓
		Opportunity for sponsor to provide QR code within program guide	✓	
	Industry Supporter eMagazine	Company name and exhibition table numbers listed in the exhibition directory	✓	✓
		Colour advertisement	Full Page	Full Page
Conference Website	Sponsor 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	✓	✓

PREMIUM SPONSORSHIP INCLUSIONS – continued

			Major Sponsor 2 available	Supporter 2 available
Standard			\$9,000	\$6,000
LEADS LIST	Conference app & Exhibitor portal	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).	✓	✓
		Exporting the leads contact details is completed from the exhibitor portal.		
CONFERENCE APP & ONLINE CHANNEL	Online channel	Logo recognition on the rotating banner	✓	
		Brand exposure for 45 days after the conference in the online channel	✓	✓
	Conference app & Online channel	Profile in the online exhibition showcasing logo, company details and downloadable collateral	✓	✓

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Mental Health Forum 2022- Exhibition area

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EXHIBITION INCLUSIONS

			Exhibitor Display Table Limited
Early Bird (until 30 June)			\$2,750
Standard (From 1 July)			\$3,300
EXHIBITION	Two-Days Exhibition Space	One exhibition display table including signage, 1.8m table and two chairs	✓
REGISTRATION & SOCIAL FUNCTIONS	Exhibitor/Delegate Registration (including daily catering)	Two Complimentary in-person sponsor/exhibitor registration (with access to both the exhibition area & delegate sessions)	✓
	Welcome Reception	Two Complimentary tickets	✓
COMPANY BRANDING AND PROMOTION	Program & Exhibition Guide	Company name and exhibition table numbers listed in the exhibition directory	✓
	Industry Supporter eMagazine	Colour advertisement	Half Page
	Conference Website	Company logo and hyperlink to website on the exhibitors page	✓
DELEGATE LIST	Delegate List	Listing will include name, organisation and state/ country	✓
LEADS LIST	Conference app & Exhibitor portal	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).	✓
		Exporting the leads contact details is completed from the exhibitor portal.	
CONFERENCE APP & ONLINE CHANNEL	Online channel	Brand exposure for 45 days after the conference in the online channel	✓
	Conference app & Online channel	Profile in the online exhibition showcasing logo, company details and downloadable collateral	✓

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EXHIBITION DETAILS

The exhibition will form an integral part of the OT Mental Health 2024 and offers outstanding face-to-face opportunity to network and engage with delegates. All catering will be served in the exhibition area, providing exhibitors with maximum opportunity to showcase their products and interact with delegates.

EXHIBITION HOURS

Thursday 28 November 2024 8.30am – 4.45pm

Friday 29 November 2024 8.00am – 1.30pm

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 26 September 2024.

DELEGATE LIST

Listing will include name, organisation and state/country only. This will be emailed to sponsor and exhibitors before the event. MHF2024 will offer an exhibitor lead management via the conference app which enable 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.

PAYMENTS AND DEADLINES

Full payment is due upon booking or within 14 days of receipt of your tax invoice.

Late payments will incur a fee.



Mental Health Forum 2022- Exhibition area

FOR MORE DETAILS ON THE PACKAGES OR TO BOOK:

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SPONSORSHIP ITEMS INCLUSIONS

			Welcome Reception Exclusive	Barista Cart Exclusive
Early Bird (until 30 June)			\$5,000	\$6,000
Standard (From 1 July)			\$5,500	\$6,500
SPONSORSHIP ITEM	Welcome Reception	Two Complimentary tickets	✓	
	Conference Hospitality	Branding and naming rights	✓	
		Verbal acknowledgement of sponsorship	✓	✓
		Opportunity for company representative to address the delegates (3 minutes) at the start of the function	✓	
	Corporate Literature	Opportunity to display a QR code on A4 print (provided by sponsor)	✓ (Within reception area)	✓ (At cart)
	Corporate Merchandise	Opportunity to provide branded apron to be worn by barista (provided by sponsor)		✓
COMPANY BRANDING AND PROMOTION	Banners	One pull up banner display (provided by sponsor & subject to approval)	✓	✓
	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	Full page	Full page
	Conference Website	Company logo and hyperlink to website on the sponsors page	✓	✓

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BARISTA CART

EXCLUSIVE

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. The barista cart will run for 4 consecutive hours each day.

WELCOME RECEPTION

EXCLUSIVE

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.

NAME BADGE

EXCLUSIVE

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 MHF2024 branding on each name badge.

WRITING PADS / PENS

EXCLUSIVE

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. This sponsorship will take your brand way beyond the conference. The sponsor will provide the stock, which will be subject to OTA's approval.

			Name Badge Exclusive	Writing Pads Exclusive	Pens Exclusive
Early Bird (until 30 June)			\$2,200	\$650 + stock	\$650 + stock
Standard (From 1 July)			\$2,700	\$700 + stock	\$700 + 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	Half page	Half page
	Conference Website	Company logo and hyperlink to website on the sponsors page	✓	✓	✓

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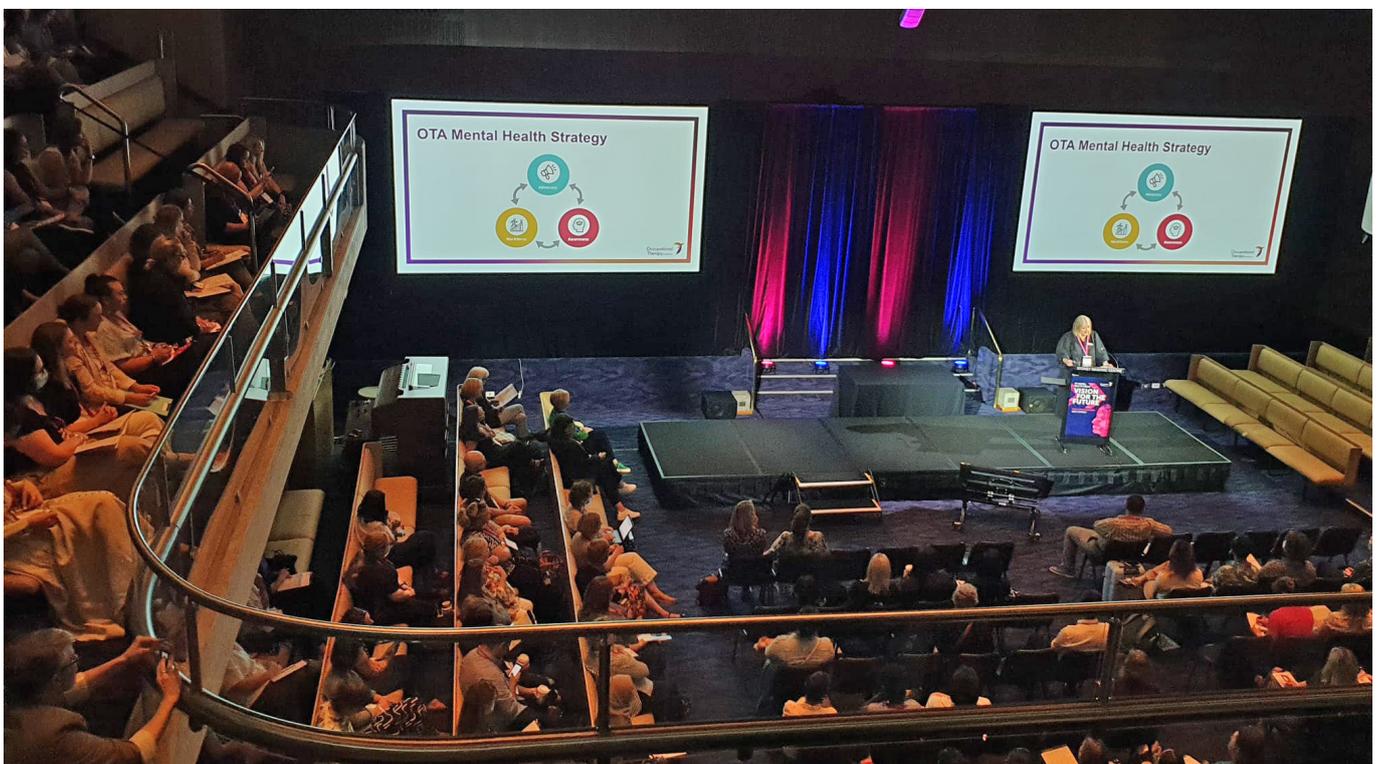
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ADVERTISING

		Plenary Limited	Concurrent Limited
Early Bird (until 30 June)		\$1,750	\$450
Standard (From 1 July)		\$2,000	\$500
CONFERENCE SESSION	30 seconds video/slideshow advertisement played during one session	Plenary session with keynote speaker	Concurrent session
	Verbal acknowledgement of advertiser	✓	✓
	Company logo to appear on the title slides during the session	✓	✓
	Company logo to appear within the program for the session	✓	✓
BRANDING	Sponsor acknowledgement & company logo on the PowerPoint reel featured throughout event	✓	
PROGRAM & EXHIBITION GUIDE	Sponsor acknowledgement & company logo listed	✓	



Mental Health Forum 2022

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SPONSORSHIP AND EXHIBITION BOOKING FORM

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 Mental Health Forum

I will be the main person onsite at the OT Mental Health Forum

I will not be attending the OT Mental Health Forum, please liaise with: Name

Phone Email

HOW DID YOU FIND OUT ABOUT THE VIRTUAL OT MENTAL HEALTH FORUM?

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: AMOUNT \$

Package name: AMOUNT \$

Package name: AMOUNT \$

SECTION B TOTAL: \$

SECTION C: EXHIBITION

Exhibitor

Signage Name:

SECTION C TOTAL: \$

EXHIBITOR AREA OF PRACTICE

To assist the delegates to visit the exhibitors that are of relevance to them and ensure you have the opportunity to meet delegates of relevance to you, we ask you to nominate your area/s of interest (select as many that apply)

- | | | |
|--|---|---|
| <input type="checkbox"/> Acute Care Rehab / Hospital | <input type="checkbox"/> Environmental Modifications / Access | <input type="checkbox"/> Palliative Care |
| <input type="checkbox"/> Administration / Management | <input type="checkbox"/> Hand Therapy | <input type="checkbox"/> Primary Health |
| <input type="checkbox"/> Aged Care | <input type="checkbox"/> Health Promotion | <input type="checkbox"/> Private Practice |
| <input type="checkbox"/> Assistive Technology | <input type="checkbox"/> Medical / Surgical | <input type="checkbox"/> Recruitment |
| <input type="checkbox"/> Carer and Consumer Focus | <input type="checkbox"/> Mental Health | <input type="checkbox"/> Rehabilitation |
| <input type="checkbox"/> Community Health | <input type="checkbox"/> Neurological Conditions | <input type="checkbox"/> Research / Education |
| <input type="checkbox"/> Cultural Competency | <input type="checkbox"/> OH&S / Ergonomics | <input type="checkbox"/> Vision Impairment |
| <input type="checkbox"/> Disability | <input type="checkbox"/> Occupational Rehab | <input type="checkbox"/> OTHER (please specify) |
| <input type="checkbox"/> Driving / Vehicle Modifications | <input type="checkbox"/> Paediatrics | |

BOOKING AND PAYMENT AUTHORITY

BOOKING TOTAL

Insert totals for each section below:

Section B

\$

Section C

\$

TOTAL

(INC GST)

\$

PAYMENT METHOD

Credit Card

Visa MasterCard AMEX

Note: a surcharge of 2% applies

Card Number

Cardholder Name

Cardholder Signature

Expiry Date

 /

CCV

CONFIRM AMOUNT TO BE CHARGED TO CREDIT CARD

\$

EFT Bank Transfer

Invoice to be issued;

Account Name: Occupational Therapy Australia, Bank: Westpac
BSB 033-048 Account: 386820 Swift: WPACAU2S

Cheque

Invoice to be issued;

Cheques to be made payable to **Occupational Therapy Australia**
and forwarded to 5/340 Gore Street, Fitzroy Vic 3065 Australia

AUTHORITY AND DECLARATION

I have read and agree to the sponsorship and exhibition booking terms and conditions

Signature

Date

PLEASE COMPLETE THIS FORM AND RETURN IT TO REBECCA MEYER

If you have any enquiries regarding exhibition or potential sponsorship opportunities, please contact Rebecca Meyer.

Rebecca Meyer
General Manager
Membership and Engagement
Occupational Therapy
Australia

Occupational Therapy Australia
T 1300 682 878
M 0451 807 647
E advertising@otaus.com.au

www.otausevents.com.au/mentalhealthforum2024/

FORUM 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 space.
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. Full payment is due upon booking or 14 days from date of invoice. After this time, the space will be available for sale to another company.
5. 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.
6. 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.
7. 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).
8. All payments must include 10% Goods and Services Tax component.
9. Acceptance of sponsorship and exhibition offers is at the discretion of the Occupational Therapy Australia.
10. 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.
11. OTA agrees to promote the exhibition to delegates at the Conference.
12. 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 26 September 2024 will not be refunded.
13. 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.
14. 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 mentalhealthforum@otaus.com.au.
15. Any event that conflicts with the OT Mental Health Forum 2024 is not permitted without prior approval from the Organising Committee.
16. All exhibitors must produce a valid Insurance Certificate of currency for the period of the exhibition and this must be submitted to the Forum Office by Monday 24 October 2024.
17. 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.
18. OTA reserves the right to change the exhibition floor layout if necessary.
19. OTA may shorten or lengthen the duration of the exhibition and alter the hours during which the exhibition is open.
20. 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.
21. 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.
22. OTA will specify conditions relating to the movement of goods and displays, prior, during and after the exhibition.
23. OTA will arrange security onsite during the period of the exhibition but will accept no liability for loss or damage.
24. OTA will not be liable and makes no guarantee of the number of visitors to the exhibition. Equally the Forum Office will not be accountable for the level of commercial activity generated.
25. The exhibitor must comply with all the directions/requests issued by OTA including those outlined in the Exhibition Manual.
26. 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.
27. The exhibitor agrees to adhere to all Conference venue rules and regulations.
28. 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.
29. 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.
30. Discounts for any entitlements not used or required will not be provided.
31. The exhibitor will provide OTA with information regarding proposed booth and activities.
32. Sponsor and exhibitor registrations: OT Mental Health Forum 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.

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