

Occupational  
Therapy AUSTRALIA



**VIRTUAL**

**STUDENT CAREERS FORUM**

**Supporting your  
transition to practice**

Thursday 25 August 2022 | 1-6pm AEST

**SPONSORSHIP & EMPLOYER HUB  
OPPORTUNITIES**

[www.otausevents.com.au/studentcareersforum2022](http://www.otausevents.com.au/studentcareersforum2022)

# INVITATION



On behalf of Occupational Therapy Australia (OTA) it is my pleasure to invite you to participate in OTA's Virtual Student Careers Forum.

The forum is designed to help final year Bachelor and Master occupational therapy students to transition from university to the workplace. The event will be held online on Thursday 25 August 2022 from 1-6pm AEST.

OTA has a long and proud history of providing student career forums alongside National Conferences providing tangible links for students into the association as a partner of their career transition.

The online forum in 2021 was well received by both students and employers, with feedback including:

*"The forum allowed for employer contact that allowed me to ask targeted question to private practice employees I would not have had the opportunity to ask otherwise"*

*"I found the forum to be really beneficial to help me refine what I'm looking for in a new graduate position!"*

And from Employers:

*"This was an interesting way to get graduates to explore future possibilities"*

*"The students involved were animated and eager to participate. I was surprised at the numbers of students who wanted to talk about services and put forward genuine positive questions"*

We look to provide a standalone virtual event to provide greater access to the graduating cohort across the country and provide unique opportunities outside of their university to prepare as they transition into their career.

The event will provide attendees with valuable information and resources as they transition into

practice including how to build professional networks, stay connected with the profession and look after themselves.

Knowledge gained from this forum will prepare students for their move into professional practice as they start their occupational therapy career.

## WHY THIS FORUM IS FOR YOU

- Gives your organisation an opportunity to showcase how you can support this emerging group of young professionals in their careers.
- Engage with over 250+ occupational therapy students
- Opportunity to shape the forum program and present directly to students
- Promote your organisation and what it can provide in the Employer Hub Virtual Exhibition
- Opportunity for recruitment of students into your workplace

Forum attendees will have the opportunity to meet and network with potential employers, suppliers as well as other final year students from across Australia.

Occupational Therapy Australia appreciates your consideration of support for this innovative event. We look forward to developing a mutually beneficial partnership – one that generates rewards and opportunities together.

**Rebecca Meyer**

General Manager, Events and Business Development

**Occupational Therapy Australia**

## OPPORTUNITIES AT A GLANCE

Exhibition	# Opportunities	Price \$AUD
Employer Hub Virtual Exhibitor	Unlimited	\$1,500
Employer Hub Virtual Exhibitor with Advertisement in Program	14	\$2,000

Sponsorship (includes Employer Hub Virtual Exhibitor)	# Opportunities	Presentation	Price \$AUD
Program Major Sponsor: Securing your future responsibly	1	15 minutes	\$5,500
Program Major Sponsor: Expanding your horizons, working in regional and remote Australia	1	15 minutes	\$5,500
Program Session Sponsor: Being Work Ready What Employers are looking for	3	10 minutes each	\$3,500
MC Sponsor	1		\$5,000
Prizes for Gamification			Donation of prize

Advertising			
Your Pitch – Advertisement in Program	Limited	Up to 15sec	\$750
Employer Handbook – half page		Complimentary	
Employer handbook – full page		\$200	

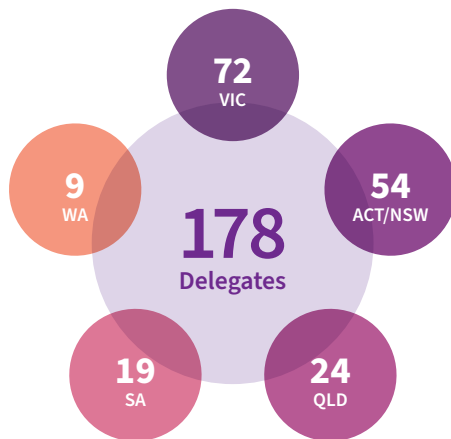
*\*Prices are inclusive of GST*

### IMPORTANT NOTE:

If you wish to be a program sponsor, you are required to submit an outline of your proposed presentation for creview and selection via the website..

# BENEFITS FOR PARTICIPATION

## 2021 STATISTICS



**Large Audience:** The Virtual Forum can reach a much larger student audience with delegates joining from out of town and across all of Australia.

**Brand recognition:** Raise your profile and be seen by hundreds of passionate and emerging Occupational Therapists.

**Direct website promotion:** Digital promotion provides one-click opportunities for delegates to visit your website to find out more information.

**Data and analytics:** Tracking and reporting presents you with a rich data set, allowing you to track analytics and calculate ROI.

**Lead capture system:** Generate new contacts for future marketing and leads.

**Contribute your content:** Within the program you can include logos, PowerPoint slides, video content or an exhibitor presentation, providing you with direct exposure to OT students.

**Actively support OT:** Your involvement supports OTA to further develop and promote the value of occupational therapy.

## FEEDBACK FROM 2021

In 2021, 40% of our Sponsors and Exhibitors advised that they received very good engagement and 30% advised they received excellent engagement from our student participants.

Testimonials from some of our supporters include:

*“This was an interesting way to get graduates to explore future possibilities”*

*“The students involved were animated and eager to participate. I was surprised at the numbers of students who wanted to talk about services and put forward genuine positive questions”*

# EMPLOYER HUB

## VIRTUAL EXHIBITOR

From \$1500

Exhibit virtually and learn new ways in which you can engage with student OTs from the comfort and convenience of your own home/office.

	Employer Hub Virtual Exhibitor with Advertisement	Employer Hub Virtual Exhibitor
	\$2000	\$1500
	14 Opportunities	Unlimited
<b>Employer Hub virtual booth:</b> organisation details include logo, company profile, team members profile, phone, web, email, social media links, star rating and resources	✓	✓
<b>Your Pitch:</b> Program Advertisement	✓	
<b>Registrations:</b> Two (2) complimentary employer hub exhibitor registrations	✓	✓
<b>Exhibitor resources and videos:</b> profile includes option for exhibitor to upload documents for downloading and audio/ videos for playback. All with tracking analytics enabled.	✓	✓
<b>Direct chat/video:</b> Opportunity for one-on-one direct chat (text or video) with OT student through the virtual platform	✓	✓
<b>Online gamification prizes!</b> – opportunity to offer delegates to win prizes – if they participate in the gamification by exchanging contact details and visiting employers to earn points [Exhibitor to supply prize and delivery to recipient]	✓	✓
<b>Delegate listing:</b> in PDF format provided five days prior to the event [includes name, organisation, state/country]	✓	✓
<b>Pre-event virtual exhibitor eNewsletter:</b> Organisation promotion in the dedicated pre-event email highlighting the virtual exhibitors to OT student delegates	✓	✓
<b>Analytics Reporting:</b> how many people viewed profile, videos, downloaded resources etc available	✓	✓
<b>Job Advertisement:</b> One (1) complimentary Job advertisement on OTA's Jobs Board [valued at \$310]		✓
<b>Job Advertisement:</b> One (1) complimentary Job advertisement on OTA's Jobs Board and featured in one monthly newsletter [valued at \$420]	✓	
<b>Employer eHandbook:</b> Half page colour advertisement in the Student Careers Forum Employer Hub eHandbook	✓	✓



# PROGRAM MAJOR SPONSORS

## PROGRAM CATEGORY EXCLUSIVE

### **SECURING YOUR FUTURE RESPONSIBLY** \$5,500

This is an exclusive opportunity to partner this session with Occupational Therapy Australia. An invaluable opportunity to increase your organisation exposure to your target audience.

- Package includes '**Employer Hub**' virtual exhibitor entitlements (Refer to page 5)
- Exclusive sponsorship for the program category
- Exclusive 15min speaking opportunity within Forum program (*content to be approved by OTA and presentation to be pre-recorded*)
- Presentation to inform students on the following: Supervision, CPD, career planning/future proofing from the perspective of an OT working in an organisation.
- Up to 15 sec video/slideshow advertisement to be played during forum program
- Banner advertisement rotating across the top of the virtual platform
- Full page advertisement in the Employer eHandbook distributed to all students
- Acknowledgement of sponsorship during opening ceremony and throughout the forum
- Acknowledgement of sponsorship on OTA social media platforms
- Acknowledgement of sponsorship on Student Careers Forum website

### **EXPANDING YOUR HORIZONS** \$5,500

This is an exclusive opportunity to partner with Occupational Therapy Australia and as such receive premium exposure within the program and to occupational therapy students.

- Package includes '**Employer Hub**' virtual exhibitor entitlements (Refer to page 5)
- Exclusive sponsorship for the program category
- Exclusive 15min speaking opportunity within Forum program (*content to be approved by OTA and presentation to be pre-recorded*)
- Presentation to explore in session from the perspective of an OT;
  - *What does an OT role look like in a regional/remote setting?*
  - *What sort of roles are available?*
  - *Story telling / case study – real life example – OTA supports*
  - *Benefits and Lifestyle opportunities*
  - *What Professional and personal supports to have in place or consider*
  - *How to find rural and remote positions (ie workforce agencies, gov websites etc)*
- Up to 15 sec video/slideshow advertisement to be played during forum program
- Banner advertisement rotating across the top of the virtual platform
- Full page advertisement in the Employer eHandbook distributed to all students
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**REQUEST MAJOR SPONSOR PACKAGES VIA SUBMITTING AN OUTLINE OF PRESENTATION FOR REVIEW VIA THE WEBSITE**

# PROGRAM SESSION SPONSOR

## 3 OPPORTUNITIES

1 x Public Employer, 1 x Private Employer, 1 x Recruiter

### BEING WORK READY \$3,500

Align your organisation with the Student Careers Forum by sponsoring one of the panel presentations which can provide great recognition to the presenter/organisation.

- Package includes ‘**Employer Hub**’ virtual exhibitor entitlements (Refer to page 5)
- One representative from your organisation to be part of a panel presentation within program
- Present a 10min presentation as part of panel within the forum program (*content to be approved by OTA and presentation to be pre-recorded*)
- Topics to explore in session from the perspective of an OT;
  - *What is the application and selection process?*
  - *Where are they advertised, where to look?*
  - *What are the expectations?*
  - *What is more important? Written application or interview responses?*
  - *What makes a good applicant?*
  - *Tips for learning/ background, doing your homework on the business.*
- Banner advertisement rotating across the top of the virtual platform
- Half page advertisement in the Employer eHandbook distributed to all students
- Acknowledgement of sponsorship during opening ceremony and throughout the forum
- Acknowledgement of sponsorship on OTA social media platforms
- Acknowledgement of sponsorship on Student Careers Forum website

## EXCLUSIVE

### MASTER OF CEREMONIES (MC) \$5,000

*This is an exclusive opportunity to gain brand recognition and exposure to the audience.*

- Package include ‘**Employer Hub**’ virtual exhibitor entitlements (Refer to page 5)
- Opportunity for MC to wear t-shirt or hat with sponsor branding (Sponsor to provide merchandise)
- Banner advertisement rotating across the top of the virtual platform
- Half page advertisement in the Employer eHandbook distributed to all students
- Acknowledgement of sponsorship during opening ceremony and throughout the forum
- Acknowledgement of sponsorship on OTA social media platforms
- Acknowledgement of sponsorship on Student Careers Forum website

## BOOKINGS AND ENQUIRIES

Please contact our Conference, Events and Business Development team to answer any questions you might have.

We look forward to working with you.

Contact: **Steven Ho**

Email: [steven.ho@otaus.com.au](mailto:steven.ho@otaus.com.au)

Phone: 1300 682 878

Mobile: 0451 807 647

VIRTUAL

STUDENT CAREERS FORUM

# Supporting your transition to practice

Thursday 25 August 2022 | 1-6pm AEST

## SPONSORSHIP AND EXHIBITION HUB 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   
Facebook  Twitter  Instagram  LinkedIn

#### PLEASE TICK IF APPLICABLE

I will be the main person leading up to the Virtual Student Careers Forum  
 I will be the main person online at the Virtual Student Careers Forum  
 I will not be attending the Virtual Student Careers Forum, please liaise with: Name   
Phone  Email

#### HOW DID YOU FIND OUT ABOUT THE Virtual Student Careers 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 \$   
**SECTION B TOTAL: \$**

### SECTION C: EMPLOYER HUB - VIRTUAL EXHIBITION

Virtual Exhibitor - \$1500     Virtual Exhibitor with Advertisement - \$2000  
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

CC Fee

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 STEVEN HO**

If you have any enquiries regarding exhibition or potential sponsorship opportunities, please contact Steven Ho.

**Steven Ho**  
Sponsorship Manager  
Occupational Therapy Australia

**Occupational Therapy Australia**  
T 1300 682 878  
M 0451 807 647  
E [steven.ho@otaus.com.au](mailto:steven.ho@otaus.com.au)

[www.otausevents.com.au/studentcareersforum2022](http://www.otausevents.com.au/studentcareersforum2022)

## 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. Upon receipt of signed booking form, OTA will confirm entitlements in writing and forward acknowledgement of receipt, together with a tax invoice for the payment.
3. The full amount is due 14 days from date of invoice. After this time, the opportunity will be available for sale to another company.
4. The balance payment is payable by 25 July 2022. NO exhibitor shall occupy allocated exhibition space until all monies owing to OTA are paid in full.
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 booth/s, 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 booths will be cancelled. Any sponsorship package or exhibition booth cancelled after 4 August 2022 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 [studentcareersforum@otaus.com.au](mailto:studentcareersforum@otaus.com.au)
15. Any event that conflicts with the Virtual Student Careers Forum is not permitted without prior approval from the Organising Committee. All functions and events that coincide with the Conference must seek approval through OTA.
16. 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
17. OTA reserves the right to change the exhibition floor layout if necessary.
18. OTA may shorten or lengthen the duration of the exhibition and alter the hours during which the exhibition is open.
19. OTA agrees to provide the exhibitor with briefing notes for the purpose of communicating required actions on the part of the exhibitor.
20. 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 registration.
21. 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.
22. The exhibitor must comply with all the directions / requests issued by OTA including those outlined in the Exhibition Briefing Notes.
23. The exhibitor agrees to adhere to all Conference virtual platform rules and regulations.
24. Discounts for any entitlements not used or required will not be provided.
25. The exhibitor will provide OTA with information regarding proposed booth and social activities.
26. Sponsor and exhibitor registrations: Student Careers Forum 2022 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.

