

# FOTA23

## ANNUAL CONFERENCE & EXHIBIT HALL

14 LIVE CE'S

## EXIBITOR PROSPECTUS

Hybrid Event  
Live in Person &  
Zoom



Join us at  
**FOTA23**



Saturday & Sunday  
NOVEMBER 4-5, 2023  
St. Petersburg, FL  
[WWW.FLOTA.ORG](http://WWW.FLOTA.ORG)



## Who is FOTA?

The Florida Occupational Therapy Association (FOTA) is the state's professional association of Occupational Therapists, Occupational Therapy Assistants, students of Occupational Therapy and retired Occupational Therapists. The primary mission of FOTA is to serve as a collective body to support, develop, and represent the Occupational Therapy profession for the advancement of the practice and to better serve the consumer.



Save The Date: Nov. 4-5, 2023

## What is the ANNUAL CONFERENCE?

Each year FOTA conducts an extensive continuing education program which includes the annual conference. The conference events include educational sessions, an exhibit hall, FOTA awards, student poster awards, and FOTA membership meetings. The event is centrally located.

On average more than 600 Occupational Therapy professionals and students attend the annual conference. Attendees have a variety of interests and work experience including pediatrics, school system, physical dysfunction, mental health, academic and fieldwork education.



**“FOTA23 is the longest running educational, networking and professional Occupational Therapy event in Florida.”**

## Exhibitor Opportunities

- One or Two-day exhibit options
  - \$325 1-day & \$375 2-day
- Exhibitors will be located in the designated exhibit hall area and have high visibility to attendees
- Complimentary Wi-Fi
- Access to over 600 attendees
- Unopposed exhibit hall time with no competing educational sessions.
- Ability to sell products in the exhibit hall
- Discounted rate on conference registration
- Free listing in the conference program & event website
- Conference app marketing & virtual booth
- Includes exhibit table, 2 chairs and table covering
- Electrical will be provided upon request.



## Exhibitor Schedule

### Exhibit Times:

Saturday, Nov 5, 2023 8 am – 5 pm

Sunday, Nov 6, 2023 8 am – 2 pm

### Exhibit Set Up:

Fri.....3-6 pm

Sat...6:30-8 am

Sun...6:30-8 am

### Exhibit Dismantle:

Saturday, Nov 5, 2023: 5 pm

Sunday, Nov 6, 2023: 2 pm

## Conference Schedule

### Saturday

7 am.....Registration  
7:45-8 am..Conference Opening Ceremony  
8-11 am.....Sessions  
9-11 am.....Student Posters  
11 am.....Keynote Speaker  
12 pm .....Lunch|Expo Hall|Raffles  
1 pm .....Professional Posters  
1-5 pm.....Sessions  
5-6:30..... FOTA Beach Ball

### Sunday

7 am.....Registration  
8-11 am....Sessions  
9 am.....Student Posters  
10 am.....Professional Posters  
11am.....FOTA Member Meeting | Legislative Update | Award Ceremony  
12 pm.....Lunch | Expo Hall | Raffles  
1-3 pm.....Sessions  
2 pm.....Student Poster Awards  
3 pm.....FOTA23 Concludes

## Unopposed Exhibit Hall time

Make an  
impactful  
presence  
while reaching  
an audience  
of your peers  
and  
Occupational  
Therapy  
industry  
professionals



# 2023 FOTA CONFERENCE SPONSORSHIPS

## Premiere Sponsor

\$5,000

Deadline for logo on tote 9/18/23

- Logo/Link on all conference web pages, conference sessions, event platform
- Best booth location
- 4 Complimentary conference registrations
  - All others receive 25% discount
- Logo on Conference Tote
- Full page ad in Conference Program
- Full page ad in 1 year ( 4 issues)
- Logo @ Registration, Awards Ceremony
- 6 Social Media Post
- 6 Banner ads on FOTA Eblasts

## Gold Sponsor

\$3,000

Deadline for logo on tote 9/18/23

- Logo/Link on all conference web pages, conference sessions, event platform
- Preferred booth location
- 3 Complimentary conference registrations
- Logo on Conference Tote
- Full page ad in Conference Program
- Full page ad in 1 year ( 4 issues)
- Logo @ Registration, Awards Ceremony
- 4 Social Media Post
- 4 Banner ads on FOTA Eblasts

## Gold Sponsor

\$3,000

Deadline for logo on tote 9/18/23

- Logo/Link on all conference web pages, conference sessions, event platform
- Preferred booth location
- 1 Complimentary conference registration
- Logo on Conference Tote
- Full page ad in Conference Program
- Full page ad in 1 year ( 4 issues)
- Logo @ Registration, Awards Ceremony
- 3 Social Media Post
- 3 Banner ads on FOTA Eblasts

## President's Reception

\$2,000  
limit 1

Deadline for logo on tote 9/18/23

- Logo/Link on all conference web pages, conference sessions, event platform, Logo at Registration, Awards Ceremony & event reception
- Prime booth location
- 2 Discounted registrations
- Logo on Conference Tote
- Full page ad in Conference Program
- Full page ad in FOCUS newsletter ( 2 issues)
- Logo @ Registration, Awards Ceremony, Reception marketing
- speaking opportunity at reception
- 2 Social Media Post
- 2 Banner ads on FOTA Eblasts

# 2023 FOTA CONFERENCE SPONSORSHIPS

## Photobooth Sponsor

\$1,500  
limit 1

Deadline for logo on tote 9/18/23

- Logo/Link on all conference web pages, conference sessions, and event platform
- Logo at Registration, Awards Ceremony, Photo Booth signs & on all photo booth photos
- Prime booth location & 2 Discounted registrations
- Logo on Conference Tote
- Full page ad in Conference Program & FOCUS newsletter (1 issue)
- 3 Social Media Posts
- 2 Banner ads on FOTA Eblasts

## Keynote Sponsor

\$1,000  
limit 1

Deadline for logo on tote 9/18/23

- Logo/Link on all conference web pages, conference sessions, event platform
- Logo at Registration, Awards Ceremony, Keynote Ceremony & keynote marketing
- Prime booth location
- 2 Discounted registrations
- Logo on Conference Tote
- Full page ad in Conference Program & in FOCUS newsletter (1 issues)
- 2 Social Media Posts
- 2 Banner ads on FOTA Eblasts

## Coffee Sponsor

\$700  
limit 2

Deadline for logo on tote 9/18/23

- Logo/Link on all conference web pages, conference sessions, event platform
- Logo at Registration, Coffee station & Coffee marketing
- Prime booth location
- 2 Discounted registrations
- Logo on Conference Tote
- 1/2 page ad in Conference Program & 1/2 page in FOCUS newsletter (1 issues)
- 1 Social Media Post
- 1 Banner ads on FOTA Eblasts

## Awards Sponsors

\$700  
limit 2

Deadline for logo on tote 9/18/23

- Logo/Link on all conference web pages, conference sessions, event platform
- Logo at Registration, Coffee station & Coffee marketing
- No booth, strictly advertising opportunity for vendor who do not want to attend the event
- Logo on Conference Tote
- 1/2 page ad in Conference Program
- 1/2 page in FOCUS newsletter (1 issues)
- 2 Social Media Post
- 2 Banner ads on FOTA Eblasts

## Wifi Sponsor

\$300  
limit 1

- Logo/Link on all conference web pages, conference sessions, event platform
- Logo at Registration signage & Wifi Signage
- No booth, strictly advertising opportunity for vendor who do not want to attend the event
- 2 Social Media Post
- 1 Banner ads on FOTA Eblasts



# 2023 FOTA CONFERENCE ADVERTISING

## Conference Promotional Item

Ensure that everyone leaves the conference with a reminder of your company! FOTA will distribute your company's literature or small promotional items to all attendees with the conference registration packet.

**Cost per promotional item \$125, 2 items \$150, 3 items \$200, 4 items \$250**

Deadline to Register: October 15, 2023

Deadline for Items to be received: October 30, 2023

FOTA will need 600 + (depending on # registrations).

Please email Janine Silvaroli at [fota.janine@gmail.com](mailto:fota.janine@gmail.com) for shipping instructions and address.

4

# 2023 FOTA CONFERENCE EVENT APP

We are using Oxford Abstracts for our event app.

Use this for advertisement you company or you can interact with attendees who are live and virtual

Every sponsor & exhibitor will have access to the event app. You have the ability to create your own booth and share a wealth of information.

There is no need to monitor the app but you do have the ability to privately chat with attendees

- Simple and automatic lead collection
- You have access to real-time updates on their leads by capturing attendee details when they make key interactions with an exhibitor, such as:
- ability to activate a booth offer
- start a private chat
- accept a chat message from an exhibitor
- manually add a relevant lead.
- Exhibitors can simply contact attendees, and even add notes about their conversation, should they wish.

Real-time performance tracking

Monitoring the performance of a booth is an essential part of the exhibitor experience. You can let your exhibitors see what worked and what didn't, to help create a clear and detailed view of their ROI.

Oxford Abstracts takes care of this by automatically updating exhibitors with key metrics from their booth and giving them the option to download the data for any post-event tracking and analysis.

**Booth details**

**Basic details** ^

Booth name

FOTA

Booth description (250 character limit)

We are pleased to host our annual conference.

45/250

**Preview**

Teaser page

**App Banner**

**App Logo**

FOTA

We are pleased to host our annual conference.

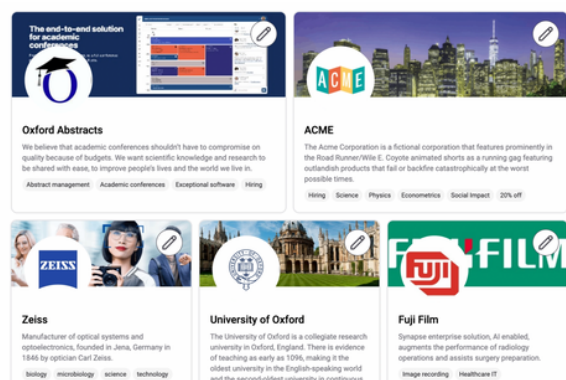
# 2023 FOTA CONFERENCE EVENT APP

## Exhibitor Booth Graphics:

Header and Logo Image Dimensions

- The header and logo images need to be the following sizes:
  - Sponsors: 516x160 px
  - Exhibitors: 339 x124 px
- Logo 124x124 (1:1 sq works best)

You will be able to adjust the scale and position of the images once they have been uploaded.



## 2023 FOTA EXHIBITOR/SPONSOR GRAPHICS

### FOTA Requirements for Sponsors:

### FOTA Web, Conference Program, Quarterly Newsletter, Eblasts & Social Media

### Sponsor Level:

### Premier, Gold, Silver, Presidents Reception, Photo Booth, Keynote

- Conference Program & FOTA Newsletter: 8x10 PDF full color
- Logo: 1:1 ratio works best for web
- Logo on Tote: (logo 1:1 or 1:3)
- Eblasts: your banner ad should be 1000x200 px
- URL: notify us with the URL to use for Social Media, Web, Eblast links

### Sponsor Level:

### Coffee & Awards Sponsors:

- Conference Program & FOTA Newsletter: half page 4x10 PDF full color
- Logo: 1:1 ratio works best for web
- Logo on Tote: (logo 1:1 or 1:3)
- Eblasts: your banner ad should be 1000 x 200 px
- URL: notify us with the URL to use for Social Media, Web, Eblast links

Sample Eblast Graphic: 1000x200px



## FOTA Conference: Rules and Regulations

### Arrangement of Exhibits

Standard booth includes one 6' table and two chairs. This is a tabletop display show. Exhibits not conforming to these specifications, of which in design operation, or otherwise found objectionable in the opinion of FOTA, could be removed. All exposed parts of a display will be finished so as not to be objectionable to other exhibitors at the meeting. FOTA reserves the right, in the best interest of the Exhibit, to relocate selected space in areas other than that selected by the exhibitor.

### Staffing of Exhibits

Exhibit booths must be staffed during all exhibit hours by qualified employees of the exhibitor who must be able to explain or demonstrate the products or services on display.

### General Restrictions

All rights and privileges granted exhibitors hereunder are subject to and subordinated to a master lease between FOTA, NOVA Southeastern University (Venue).

Exhibitor will comply with all applicable statutes, ordinances, regulations, rules, and requirements relating to health, fire, safety, use of the premises, or otherwise applicable to the exhibitor. Exhibitors will not engage in any activity constituting waste of the premises, including without limitation, mar, deface or otherwise damage of any area of the facility; reasonable wear and tear expected.

**Exhibitor will not engage in any activity which would vitiate or increase the rate of insurance on the premises for FOTA or NOVA Southeastern University (Venue).**

Exhibitor assumes all responsibility for and agrees to indemnify and hold harmless FOTA or NOVA Southeastern University (Venue) against loss, damage of claim arising from or caused in whole or in part by an act or omission of its Exhibit Personnel, its agents, servants, employees, and contractors and for all persons admitted to the exhibit area using either its badges or badges obtained by or on behalf of the Exhibitor.

- **Exhibitor will not discriminate against any person on account of race, creed,**
  - color, sex or national origin.
  - Electrical or other mechanical apparatus must be muffled so noise does not
  - interfere with other exhibitors.
  - Exhibitors will not use the FOTA logo, the name of FOTA nor in any other manner associate any exhibit or any activity during the Annual Conference with FOTA without the, express written and personal consent of the President of FOTA.
  - No combustible decoration shall be used at any time.
  - All packaging containers, excelsior and wrapping paper is to be removed from the floor or stored so not visible to attendees. All cloth decorations should be flame resistant. Volatile, explosive or other flammable matter, or any substances prohibited by the law or insurance carriers are not permitted on the premises.

Any activity within the exhibits, including without limitation, distributions (for free or other- wise) of any literature, product or any other item must conform to the educational and professional nature and character of the Annual Conference. FOTA reserves the sole right to prohibit and require immediate cessation of any activity or distribution which does not conform as aforesaid. To avoid any problems, FOTA will provide advance approval of activities and items upon request of an Exhibitor. The Association's decision to prohibit and require cessation of any activity will be in the sole and exclusive discretion of FOTA .



## FOTA Conference: Rules and Regulations

### Eligibility for Exhibiting

The following qualifications are required of all exhibitors at the Annual Conference.

- Products or services displayed must further the purpose of the Annual Conference and Exhibit Program to provide an atmosphere conducive to exchanging information and views about occupational therapy practice, and health care, in a professional manner.

### Acceptance of Contract

The Contract for Exhibit Space must be properly filled out and accompanied by all requested information and payment via check or credit card when booth space or spaces are requested. Upon acceptance of the contract by FOTA, it shall become binding upon both FOTA and the exhibitor with respect to all matters included in the Contract and the Exhibit Rules and Regulations.

### Assignment of Space

Booth space will be allocated at the sole discretion of FOTA with due regard to grouping of exhibitors and date upon which the contract for exhibit space was received. The decision of FOTA with respect to allocation of booth space will be final and binding upon all exhibitors.

### Space

The exhibit booth locations will be arranged by FOTA. Dimensions of each booth are believed to be accurate, but only warranted to be approximate. FOTA reserves the right to adjust booth layouts as needed to accommodate the needs of the meeting and exhibit program.

### Exhibitor's Badges

Employees designated by the exhibitor will be issued "Exhibitors Badges" for two individuals that will authorize such employees to enter the exhibit area during hours when it is open for the exhibitors but not the public. Exhibitor badges do not grant access to Conference Sessions, unless included in your registration.

### Termination of Meeting and Exhibits

Should the premises in which the Annual Conference is to be held become, in the sole judgment of FOTA, unfit for the occupancy, or should the Meeting and exhibit be materially interfered with by reasons of action of the elements, strike, picketing, boycott, embargo, injunction, war, riot, governmental agency, or any other act beyond the control of FOTA, the Contract for Exhibit Space may be terminated. FOTA will not incur any liability for damages sustained by exhibitors as a result of such termination. In the event of such termination, the exhibitor expressly waives such liability and releases FOTA of and from any and all claims for damages and agrees that FOTA shall have no obligations to exhibitors except to refund to exhibitors a pro-rated share of the aggregate amount Received by FOTA (as a rental for exhibit space), after deducting all costs and expenses in connection with such exhibit and the exhibit program, including a reasonable reserve for claims, such deductions being hereby specifically agreed to by the exhibitor.

### Cancellation and Refunds

If you need to cancel your Conference registration/sponsorship, notify FOTA by e-mail Janine Silvaroli. A 15% processing fee will be applied to all cancellation requests made after October 4, 2023 and Refunds will not be issued after November 1 or for "no-shows". Refunds will be issued for withdrawals or cancellations after October 4, 2023

## FOTA Conference: Rules and Regulations

All exhibits must conform strictly to the Rules and Regulations. FOTA reserves the right to restrict any exhibit which might be considered undesirable. This restriction includes articles, conduct, dress of models, and printed matter of anything objectionable to the Exhibit or Exhibit Program as a whole.

### Definitions

For the purposes of these rules and regulations the following terms have the following meanings: FOTA - includes and means the Florida Occupational Therapy Association, Inc., its directors, officers, employees, agents, members and FOTA contractors.

### Care of Exhibit Space

The exhibitor, at his own expense, shall take good care of his exhibit space, not deface or mar said premises and will keep and maintain the aforesaid premises in good order at all times.

### Limitation of Liability

FOTA, its contractors, the Venue or any of the officers, staff members, employees, or directors of any of either of the aforesaid parties will not be responsible for any loss, injury or damage whatsoever or howsoever arising, which may occur to an exhibitor, or to his agents, employees, contractors and its agents and employees, or to the property or wares of the exhibitors, arising from any cause whatsoever, prior, during or subsequent to the period of this exhibit. Each exhibitor expressly releases FOTA and Venue from any and all claims from such injury, loss or damage.

### Liability of Exhibitor

If FOTA or the Venue shall be held liable for any event which might result from a particular exhibitor's action or failure to act, such exhibitor shall reimburse FOTA and the Venue and hold harmless FOTA and Venue from liability resulting there from.

### Exhibit Hall

No outside food and beverage shall be sold by exhibitor. No fog machines, glitter, confetti, etc. The use of candles needs to be approved by management. All equipment and decorations must be removed immediately following the Event regardless of when the event ends. The VENUE is a non-smoking facility.

No tape, nails, staples, glue, or any other method of attachment may be used to attach anything to the ceilings, flooring or wall surfaces. The Client shall be responsible for any and all damage caused by such signage or decorations used and shall reimburse the Venue for the cost of all repairs.

### Packages

FOTA and the Conference Committee will not be responsible for incoming or outgoing packages and all arrangements should be made between the exhibitor and shipper. Exhibitors may unload curbside, park their vehicles in the lot and then move the items to their table.

### Storage

Fire regulations require that Venue public areas and service hallways not be used for storage of supplies or equipment by customers, contractors or exhibitors.



WE CAN'T WAIT TO SEE YOU AT...

# FOTA23 ANNUAL CONFERENCE

