



57 Madison Road  
Waltham, MA 02453

Tel: 781 647-5556, Fax: 781 642-9742; email: [info@maot.org](mailto:info@maot.org)

## CONFERENCE 2011

March 2011

Dear Exhibitor

On Friday, October 28, 2011, The Massachusetts Association for Occupational Therapy (MAOT) is hosting its Annual MAOT Conference 2011. The conference is being held at the Four Points Sheraton Norwood, 1125 Boston Providence Turnpike, Norwood, Massachusetts 02062. We anticipate over 350 Occupational Therapy Practitioners from Massachusetts and surrounding states will attend this one day conference.

MAOT is offering three options for your company to reach conference attendees; Exhibit Hall Display, Literature Table and Conference Sponsorship. Enclosed you will find an information sheet outlining these options in detail.

Discounted Exhibit Hall and Literature Table fees are available if your registration is received before July 1, 2011. Early registration also assures your company will be listed in the Conference Program and on MAOT's Web Site.

MAOT Conference Sponsorship opportunities provide an effective way to market to healthcare professionals who have an interest in your company's product or service.

If you have questions, please contact Donna Cairra, MAOT Administrative Assistant at 781-647-5556.

Sincerely,

*Karen Jacobs*

Karen Jacobs, EdD, OTR/L CPE, FAOTA  
MAOT Conference Co-Chair

*Jean MacLachlan*

Jean MacLachlan, MS, OTR/L  
MAOT Conference Co-Chair



## CONFERENCE 2011 EXHIBIT HALL

### EXHIBITOR FEE INCLUDES:

- 8 x 3 table with white tablecloth and draping (please indicate on registration if you do not wish to have a table set up for you)
- 2 chairs
- One free conference registration.
- Access to attendees email addresses (subject to individual disclosure at registration).
- Early registration assures listing in Conference Program and listing on MAOT's Web Page.

### AMENITIES AVAILABLE:

- Access to electricity for additional fee
- Telephone availability for additional fee
- Special overnight rates at the Westford Regency Inn and Conference Center (978 692-8200)
- Internet Access for additional fee

### IMPORTANT INFORMATION:

- Unopposed exhibit time
- Exhibit Hall is open for exhibit setup at 6:00 am the day of the conference
- We request that exhibits remain open until after the last session which begins at 3:30 pm
- A Conference Program will be sent to all exhibitors who register

### CANCELLATIONS:

- There is a 10% handling fee for all exhibit cancellations up to two weeks prior to the event.
- Cancellation in the two weeks prior to the event fees will be nonrefundable.

### LITERATURE TABLE

### TABLE FEE INCLUDES:

- 200 pieces of your company's literature displayed on a prominent table for conference participants to take
- Your company's literature restocked throughout conference
- Early registration assures listing in Conference Program and listing on our Web Page.

### ADVERTISE IN MAOT'S 2011 PROGRAM

- ¼ page advertisement - \$100.00
- ½ page advertisement - \$175.00
- Full page advertisement - \$250.00



## CONFERENCE SPONSOR OPPORTUNITIES 2011

### BENEFITS OF SPONSORSHIP:

- Effective way to market to healthcare professionals who are interested in your company's product/service
- Target specific conference event
- A Sponsor will be recognized in the Conference Program
- Sponsors' name will be prominently displayed throughout, the day of the conference

### SPONSORSHIP OPPORTUNITIES:

- Platinum Sponsorship: Tote bags – advertise on a tote bag which will be given to all attendees on conference day. For your sponsorship you will also be granted advertising space in our brochure and on our postcards which are delivered to more than 3,000 OT practitioners.  
\$3,500
- Platinum Sponsorship (2): Conference luncheon – An advertisement for your company will be placed at each place setting during lunch. For your sponsorship you will also be granted advertising space in our brochure and on our postcards which are delivered to more than 3,000 OT practitioners.  
\$3,500
- Gold Sponsorship: Conference breakfast – Your Company will receive advertising space in our brochure and a poster announcing your sponsorship will be placed at the breakfast buffet.  
\$2000
- Silver Sponsorship Conference keynote speaker - Your Company will receive advertising space in our brochure and a poster announcing your sponsorship will be placed at the podium of the keynote speaker.  
\$1000
- Bronze Sponsorship Conference afternoon break - Your Company will receive advertising space in our brochure and a poster announcing your sponsorship will be placed at the breakfast buffet.  
\$500

If these sponsorships do not meet your company's need, please contact Donna Caira, MAOT Administrative Assistant at 781-647-5556, to discuss customizing a sponsorship tailored to your need.



### Exhibitor Registration 2011

Please type or print clearly on this form. All information should be stated as you would like it to appear in the Conference Program Guide and on nametags.

Organization Name: \_\_\_\_\_

Street: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Contact Telephone: \_\_\_\_\_

<b>OPTIONS</b>	<b>BEFORE 7/1/2011</b>	<b>AFTER 7/1/2011</b>
Exhibit Hall	\$450.00	\$550.00
Non Profit Hall	\$325.00	\$400.00
Literature Table	\$125.00	\$200.00
<b>TOTAL:</b>		
Credit Card – MC/VISA #		Exp.

*Advertise on our web page by putting your URL link and a logo. Additional \$50.00 charge!*

**Please check here if a table is NOT required within your vendor space.**

Exhibit Staff Information:

Name Exhibit Staff 1: \_\_\_\_\_

Title: \_\_\_\_\_

Name Exhibit Staff 2: \_\_\_\_\_

Title: \_\_\_\_\_

**Mail Exhibitor form to: MAOT, 57 Madison Road, Waltham, MA 02453 or  
Fax to 781 642 9742**