TRANSFORM: OPTA’s 2020 Annual Conference

This conference will advance the physical therapy practice by evaluating significant and evolving topics through a series of innovative educational tracks aimed at influencing patient outcomes and enhancing provider skills.

Are you ready?
Theme: Wellness & Prevention

OPTA will cover topics such as women’s/men’s health, balance and falls, sports injury management, pain management, movement systems, and many others!
Transform: Connection

OPTA’s 2020 Annual Conference connects you to more than 400 physical therapy professionals and students who work in a diverse mix of practice settings yet share a common interest in learning about new products + activities that can transform their patients’ lives.
OPTA’s 2020 Annual Conference will maximize your marketing dollars when you select one of our many sponsorship opportunities or meet our physical therapy attendees face-to-face as an exhibitor. We provide value opportunities—you select an option that works best for your marketing budget and goals!
Our Attendees

Who are our attendees? Our attendees work in a diverse mix of practice settings—clinics, academia, hospitals, acute care, private practice, etc. Our PT & PTA students attend to learn more about the industry and equipment and start their professional career.
The Basics: Tabletop Exhibit Package

- **Tabletop Exhibit**: Standard 6-foot table with two chairs (electric purchased separately)
  - Tabletop exhibits are Friday only, unless a specific sponsorship has been purchased
  - Saturday sponsorships are not included: must be purchased separately

- **Company logo and link** placement on conference website
- **Company logo in ACCESS Magazine** conference issue
- **Social media** mentions before, during + after conference

*(We’ll remind you again!)*
Friday
Exhibitor
Tabletop - $595

Limited locations: Only 24 available

Standard 6-foot table with two chairs

Company logo and link placement on conference website

Company logo in ACCESS magazine conference issue

Social media mentions before, during + after conference
Friday
Exclusive
EPSIG/SSIG
Mixer Sponsor -
$2,500

Our two largest member
groups come together with
food + beverage to build
relationships that enhance
social capital.

Current students and
professional members 0-5
years post-graduation will
mingle in a comfortable and
supportive environment that
fosters lifelong connections.
Friday
Exclusive
Power Lunch
Sponsor - $1,000

All attendees will attend our popular lunch! Your company and representatives will be introduced during the lunch program and you receive a reserved table with seating for four staff.

[applause]

It’s a **POWERful** opportunity!
Friday
Recharge and Power Up! Sponsor - $1,000

Attendees need a place to rest and recharge their electronic devices (and themselves). We’ll provide the comfy furniture—you provide company fliers, branded giveaways, etc.

It’s a win-win!
Saturday Exclusive
Morning Buzz Sponsor - $1,000

Help kickoff Saturday’s educational programming! Be the official host of the morning coffee bar + breakfast. Be one of only two exhibitors on Saturday—they HAVE to talk to you!

Your tabletop exhibit will definitely be noticed!
Saturday Exclusive
Membership Luncheon Sponsor - $1,500

All attendees will be at the Annual Membership Meeting lunch—it’s required! Your company + company representatives will be introduced during the lunch program and you receive a reserved table with seating for four. Have an additional handout for the tables? We can do that!

[more applause]
Friday and Saturday
Wi-fi Sponsor - $1,500

Did you know that Wi-Fi is not free for attendees? It can be
with your sponsorship!

We’ll promote your company and include your company
logo on attendee materials with Wi-Fi information—we
know they’ll thank you!
Friday and Saturday
Bag Sponsor - $1,500

Attendees will carry a functional and stylish bag featuring your company logo during the conference—and at home and the office! This is our most popular sponsorship.

OPTA is a green organization. Reduce. Reuse. Recycle.
Friday and Saturday Lanyard Sponsor - $1,000

1. You pick the color; we imprint your company name!
2. Attendees wear them!
3. Everyone wins!

This sponsorship goes fast!
Friday and Saturday
Hotel Key Sponsor - $1,000

Attendees and speakers will be staying at the beautiful Renaissance Columbus Downtown hotel. Sponsor their hotel room key and they’ll think of your company multiple times a day!

Our attendees gave us the thumbs up on this one, so we’re doing it again!
Friday and Saturday
Make Your Own Sponsorship

Have an idea of a sponsorship you did for another group?

Share it with us – we’re open to suggestions!

Our team will work with you to provide a top-notch experience at a comfortable price point.
Exhibitor Policies

- Show hours are Friday, April 24, 2020 from 8 a.m. - 3:30 p.m. unless otherwise noted. All exhibits must be show-ready by 7:45 a.m. Early tear-down not permitted.

- Exhibits are intended for educational and informational purposes to improve physical therapy education, practice and research. All materials/equipment should contain no inaccurate or misleading information. The Ohio Physical Therapy Association reserves the right to determine if an exhibit meets the objectives and standards of OPTA. Exhibits should complement the meeting and sessions by enabling registrants to see, hear, examine, question and evaluate the latest developments in equipment, supplies, and services related to physical therapy.

- Exhibitors must agree to meet the objectives stated. Exhibitors may not sell merchandise or services in the exhibit area. Exhibitors may not exhibit any product, apparatus, instrument, device, or drug that is the subject of litigation pending before the Food & Drug Administration. In cases of products pending compliance or noncompliance with the FDA, exhibitors must post a disclaimer stating, “FDA listing pending.”

- All products or services exhibited must comply with all state and local regulations and with all current FDA regulations for such products and services except as provided above. Each exhibiting company is required to insure itself against property loss or damage and against liability for personal injury.

- Exhibitors may not assign, sublet or apportion the whole or any part of the space allocated. Exhibitors may not display or advertise products of any kind other than those manufactured or sold by them in the regular course of their business. Exhibits must be contained in the allocated space.
Exhibitor Policies (cont’d)

• Exhibitors must abide by the conference exhibit times. Early tear down is not permitted*. Neither OPTA, nor the show decorator, assumes responsibility for damage or loss of any kind. OPTA staff does not have the resources to provide any exhibitor with additional booth needs such as water, electricity, furniture, etc. The OPTA is not responsible for any of these costs.

• The exhibitor indemnifies and agrees to hold harmless OPTA and the conference host location and their owners, officers, directors, employees and agents from and against any actions, losses, costs, damages, claims, and expenses (including attorney’s fees) arising from any damage to property or bodily injury to the exhibitor, agents, representatives, or employees thereof by reason of the exhibitors occupancy or use of the exhibition facilities. Upon submission of the contract, the exhibitor expressly releases the foregoing institutions, individuals and committees from any and all claims for loss, damage or injury. This also includes the period of storage prior to, during, and following the meeting. Should any situation beyond the control of OPTA arise to prevent the Annual Conference, OPTA will not be held liable for any expenses incurred by the exhibitor except for the rental cost of the booth space.

• No exhibit space will be assigned without full payment of the contract.

• Refunds for the full amount minus a 20% administrative fee will be given prior to February 29, 2020. No refunds will be issued after February 29, 2020 and no substitute exhibitors/exhibiting companies will be accepted.

• Exhibitors who choose to tear down / depart from the conference prior to 3:30 p.m. on Friday, April 25, 2020, will be assessed a non-negotiable fine of $150.00.
Thank You!

We’ll see you at Transform: 2020!

We look forward to your participation at TRANSFORM: 2020.

For more information, contact Professional Development Manager Patti Geary at pgeary@ohioptravel.org or (614) 855-4109.

Use the links below to access our exhibitor contract form and the floor map/layout.

[Link to Registration Page]
[Link to Floor Layout]

Visit OhioPT.org > Events > Annual Conference 2020