



Education Alliance

RAISE OUR COLLECTIVE VOICE | SHAPE THE FUTURE | ELEVATE OT STANDARDS

As California's premier advocate and professional organization for occupational therapy, OTAC champions and advances our profession. We elevate occupational therapy professionals through high-quality continuing education, vigorous legislative and regulatory advocacy, and the promotion of high ethical standards and behaviors. Since 1976, OTAC has been a driving force shaping occupational therapy's future to ensure our profession remains strong, valued, and forward-looking.

The OTAC Education Alliance unites California's practitioners and occupational therapy and occupational therapy assistant academic programs to create an unparalleled force. With more than 40 academic programs, employing hundreds of faculty members, fieldwork educators, and academic fieldwork coordinators guiding the next generation of OT professionals and sustaining our future, we stand as the nation's largest state-based alliance in occupational therapy. By leveraging our collective expertise and resources, we establish best practices in OT education, advocate for innovative teaching and clinical training methods, create opportunities for collaborative research and professional development, and strengthen the pipeline of skilled practitioners serving our diverse communities. We invite and encourage you to join us in this important work. Let's maximize the POWER we have in numbers. Together, we are UNSTOPPABLE.

BENEFITS for EDUCATION ALLIANCE SUBSCRIBERS \$2,000 SUBSCRIPTION | INVALUABLE CONTRIBUTIONS

Issue ONE payment for your annual subscriber and promotional opportunities | See next page

ADVOCACY | REPRESENTATION

- **Legislative and Regulatory Advocacy Representation.** Our lobby firm is regularly ranked in the top 10 in the state capital. We represent the profession at every CBOT Board meeting — this is where scope of practice decisions are made. *The stronger the Alliance, the stronger our voice at the capital.*
- **Meet Legislators.** Our annual Advocacy Day puts OT in front of elected officials and their key staff to discuss our legislative priorities and educate them on the value of OT.
- **Modelling Professional Expectations and Behaviors.** The Education Alliance represents setting the highest standards to sustain the professional association and profession, and elevate OT's reputation in the healthcare arena.

EDUCATION | RESEARCH | INNOVATION

- **Annual OT in Academia Symposium.** Submit Call for Proposals and attend this Symposium, which is an outcome of our Program Directors/Chairs Council. This education is by you, for you.
- **Premier Annual Conference.** Submit Call for Proposals/Posters and attend our premier professional development conference with tracks on academia, leadership, and much more. Make connections for a lifetime.
- **Research & Clinical Collaborations.** Participate in our Evidence-Based Research Subcommittee and Research Colloquium (1 complimentary registration) to keep our profession driven by the rigors of science and innovation.
- **Research Studies/Surveys.** Distribute research studies/surveys to OTAC's 8,000+ contacts.

CONNECTIONS | LEADERSHIP

- **Program Director/Chairs Council.** These virtual quarterly meetings afford networking, sharing, and identifying and directing the Alliance's goals.
- **Fieldwork Collaborative.** Together we solve mutual challenges faced by fieldwork coordinators and educators.
- **Forums.** Meet up with your education colleagues who understand your professional challenges in our online Forums.
- **President's Virtual Office Hours and Vlog.** Join us for this intimate monthly sharing and listening session and vlog.
- **Student Mentoring.** Virtual seminars and on-campus presentations.

PUBLIC RELATIONS | DISCOUNTS

- **Profile Article.** Share your program innovations and impact with our readers.
- **Website Banner.** Find prominence with an OTAC 3-month website banner.
- **Alliance Recognition.** Have your program listed year round on our Alliance page in recognition of your support of the Alliance's purpose.
- **Discounted Advertising.** Receive a 10% discount on newsletter, website, and digital advertising.
- **Free Recruitment Ad.** Receive 1 free recruiting ad.
- **Digital Button.** Your program director or chair utilizes our Alliance digital button in their email signature.



Education Alliance

RAISE OUR COLLECTIVE VOICE | SHAPE THE FUTURE | ELEVATE OT STANDARDS

PROMOTIONAL OPPORTUNITIES TO SUPPORT OT STANDARDS OF PRACTICE

EDUCATION ALLIANCE SUBSCRIPTION

- One Year Subscription — \$2,000
- Supporting the occupational therapy profession to create an unparalleled force.

PROMOTIONAL OPPORTUNITIES

ANNUAL CONFERENCE

- Website Branding — \$3,000
- Tote Bag — \$3,000
- Registration Digital Brochure — \$3,000
- Pen — \$1,500
- Lanyard and Badge — \$1,500
- Hotel Key Cards — \$1,500
- Friday Keynote — \$1,500
- Friday Evening Expo Reception — \$1,500
- Saturday Keynote — \$1,500
- Saturday President's Welcome & OT Celebration— \$1,500
- Sunday Keynote/OTAC Annual Meeting — \$1,500
- Exhibit Booth Space:
 - Early bird:
 - \$900 non-corner/\$1,000 corner
 - Early bird rate ends April 30, 2025
 - Regular:
 - \$1,000 non-corner/\$1,100 corner

Exhibit booth space is limited.
- Certificate of Completion — \$500
- Exhibitor/Profile Guide — \$500
- Presenter Digital Profile Guide — \$500
- Website Banner Ad — \$500
- Thursday Movie Night — \$500
- Bag Collateral Material Insert — \$250
- Take One Table — \$150
- Bingo Card Spot (must be an exhibitor) — \$150

CONFERENCE DISPLAY ADS**

- Conference Registration Digital Brochure
- Conference Onsite Program
- Conference Exhibitor Profile Guide

** ad rates vary depending upon size and color. Contact staff@otaconline.org

PROMOTIONAL OPPORTUNITIES, cont.

CUSTOMIZED VIRTUAL EDUCATION—\$150 EACH

For your OT/OTA student, faculty, and employees.

Current topics:

- Professional Responsibility and Leadership
- Career Protection Through Legislative and Regulatory Advocacy
- The Art of Mentee/Mentorship

SPECIAL TOPIC FORUM (STF) PR PACKAGES—\$300

OTAC hosts 10 or more STFs annually. One STF PR Package includes the following nonexclusive benefits for three STFs of your choice: logo on registration brochure and registration web page and in email broadcasts and 1 complimentary STF registration for each.

SPECIALTY SYMPOSIA PR PACKAGES—\$500

OTAC hosts 5 or more specialty symposia annually. One Symposia PR Package includes the following nonexclusive benefits for one Symposium of your choice: logo on registration brochure and registration page and in email broadcasts and 1 complimentary Symposium registration.

PAYMENT INFORMATION

Organization Name _____

Contact Name _____

Contact Phone No. _____

Contact Email _____

Check # _____ (Payable to OTAC)

Credit Card: AMEX Mastercard Visa Discover

Credit Card No. _____

Credit Card Exp. Date _____ Credit Card VCode _____

Name of Cardholder _____

Card Billing Address _____

City _____ State _____ Zip _____

Signature _____

TOTAL AMOUNT \$ _____

Mail to: OTAC, 3620 American River Drive, Suite 230, Sacramento, CA 95864

- ✓ **SUBSCRIBE TO THE EDUCATION ALLIANCE TODAY!**
- ✓ **TAKE ADVANTAGE OF OUR PROMOTIONAL OPPORTUNITIES!**
- ✓ **CALL OR EMAIL US TODAY TO DISCUSS YOUR OPPORTUNITIES! 916/693-7079 | STAFF@OTAONLINE.ORG**