



Congress Sponsorship Brochure

*16th Congress of the World Federation of
Occupational Therapists*

18 – 21 June 2014

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What is the World Federation of Occupational Therapists (WFOT)?

The World Federation of Occupational Therapists (WFOT) is the key international organisation representing over 380,000 occupational therapists worldwide. With over 100,000 occupational therapy students and 50,000 occupational therapy assistants, the number of people involved in the profession is in excess of a **half a million**.

WFOT is truly unique in that it is the only organisation that represents **80** national and regional occupational therapy organisations worldwide.

Established

Founded in 1952, WFOT is a Non-Government Organisation (NGO), which has been in official relations with the World Health Organisation (WHO) since 1959 and recognised by the United Nations (UN) since 1963.

History of the Congress

The first WFOT Congress took place in 1953 attended by a small number of representatives from different countries. 60 years later the Congress attracts thousands of occupational therapists from all continents of the world, an event often recognised as the most significant date in the occupational therapy calendar.

When does the Congress take place?

The WFOT Congress is the only international event of its kind and takes place once every four years, attracting occupational therapists from all over the world. The next event will be the 16th WFOT Congress, taking place in Yokohama, Japan between the 18th – 21st June 2014.

What happens during the Congress?

The Congress provides an opportunity for occupational therapists to share, learn and promote the latest advancements within the profession across a range of interactive learning environments; including formal plenary sessions, workshops, symposia, posters, fringe meetings and social/networking events. Keynote speakers are high profile internationally renowned occupational therapists, government officials and representatives who offer their perspectives and ideas on the future of the profession.

Another key attraction is the WFOT Exposition that plays an integral role in the Congress. Opportunities to learn, experience, join and/or purchase the latest products and services designed for occupational therapists form part of the event.

Located in the heart of the Congress, the WFOT Exposition is a focal point for all refreshment breaks, product launches and networking events. It provides regular opportunities to engage with participants and promote the products and services to a wide range of occupational therapists from across the world.

Who attends the event?

Congress participants include occupational therapists and students from across the globe working in practice settings, leading international education, research facilities and private practice.

Facts and Figures

The most recent WFOT Congresses have been held in strategically relevant locations, aimed at generating a convergence of occupational therapists to bolster the profile and needs of a particular demographic region. WFOT focuses on the legacy of Congress and the lasting impact it has on the development of the profession worldwide.

The last Congress was attended by over 2,500 representatives from 66 countries. The number of monthly hits on our website during the Congress period exceeds 1.5 million a month.

Japan 2014

WFOT is working in conjunction with the Japanese Association of Occupational Therapists (JAOT) to deliver the WFOT Congress 2014. JAOT on average attract over 3000 participants a year to their event, and therefore anticipate the number of delegates at the WFOT Congress 2014 to be in excess of 5000.

Located at Pacifico Yokohama, this state of the art Congress venue is equipped to support a major international event of this kind. Located just 30 minutes away from Tokyo's Haneda airport, Pacifico Yokohama provides easy access to the capital of Japan with excellent transport links in and out of the venue.



Sponsorship Packages

Benefit	Description	Gold Sponsors	Silver Sponsors	Bronze Sponsors
Exposition Booth or space	Largest size – FOUR 3m x 3m units	✓	-	-
	Medium size – TWO 3m x 3m units	-	✓	-
	Single size – ONE 3m x 3m	-	-	✓
Signage	Logo on signage at registration desk	Large	Medium	Small
	Prominent logo on signage at entrance of the building	Large	Medium	-
Recognition	Chair to give acknowledgement at opening of keynote sessions	✓	✓	-
	Corporate thank you email sent to 80 national occupational therapy associations worldwide	✓	✓	✓
Event Branding	Logo on title slide in plenary room and Congress programme handbook	✓	✓	✓
	Logo on title slide in other session rooms	✓	-	-
	Logo on email campaigns sent to potential delegates	✓	-	-

Sponsorship Packages continued

Benefit	Description	Gold Sponsors	Silver Sponsors	Bronze Sponsors
Website	Logo on WFOT Congress 2014 Official Website	Large	Medium	Small
	Logo on WFOT Congress page on WFOT website www.wfot.org prior to the event and two months after the event	Large	Medium	Small
	Banner advertisement on WFOT website	3 months	2 months	-
	Sponsorship promotion on WFOT Facebook page	3 adverts	2 adverts	-
e-newsletter	Advertorial included in WFOT e-newsletter prior to the Congress	2	1	-
	Advertorial included in the WFOT e-newsletter 3 months after the event	1	-	-
Product launch	Opportunity for product launch during Congress which will be advertised to delegates and placed in Congress programme.	1	1	-
Registration entitlement	Complimentary delegate registrations for Congress (excluding Congress party tickets).	2	1	-

Sponsorship Packages continued

Benefit	Description	Gold Sponsors	Silver Sponsors	Bronze Sponsors
Exhibition workshop	Exhibitor workshop to be hosted in the Exhibition area and listed in the Congress programme	Yes	Yes	-
Satchel logo	Inclusion of logo and company name on satchel (alongside satchel and other Gold sponsor logos and WFOT Congress logos)	✓	-	-
Satchel insert	A4 size page or items into satchels – subject to approval.	2	1	1
Distribution of materials	One seat drop at selected plenary session of the Congress	✓	-	-
Database access	Access to the database of all consenting delegates.	✓	✓	✓
Sponsored refreshment breaks	Prominent signage at catering facilities during refreshment breaks	1	1	-
Available number of sponsorship opportunities		3	5	10
Cost		1,200,000 JPY/ \$12,000 USD	800,000 JPY/ \$8,000 USD	400,000 JPY/ \$4,000 USD

All prices are subject to charge of Japanese consumption tax (i.e. 5% as of August 2013). The tax rate is subject to change.

Exposition Pricing

The Exposition is held from June 17 to 21, 2014 at Exhibition Hall A & B, Pacifico Yokohama and is open to public on June 21.

Exhibition Space:

Space size 3m × 3m

Price per space 200,000 JPY / \$2,000 USD

Exhibition Booth:

3m x 3m per unit

350,000 JPY / \$3,500 USD

2m x 2m per unit

250,000 JPY / \$2,500 USD

Exhibition booths are equipped with;

- *Company signboard*
- *Side panels/walls*
- *Electricity outlet*
- *One table, two chairs and tablecloth (white or navy)*

Additional extras (fee applies); spotlights, carpet, high back chairs, brochure stand, Audio-Visual Equipment, Internet connection

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Individual Sponsorship Opportunities

Branding	WFOT Congress 2014 official website Company logo included on Congress website with hyperlink (medium size)	80,000 JPY/ \$800 USD
	Logo on the Title Back Slide (during the Congress Programme)	70,000 JPY/ \$7,000 USD
	Advertising in Congress Programme - Half page, monochrome - Artwork to be provided according to specifications	75,000 JPY/ \$750 USD
	Advertising in Congress Programme - Quarter page, monochrome - Artwork to be provided according to specifications	40,000 JPY/ \$400 USD
	Congress Satchel (subject to availability) All Congress delegates will receive a Congress satchel. Sponsorship includes: - Logo and company name on satchel (alongside Gold sponsor logos and WFOT Congress logos) - Insert of one A4 size page into satchels or an item (subject to approval by WFOT)	325,000 JPY/ \$3,250 USD
	Satchel Inserts All Congress delegates will receive a Congress satchel. Sponsorship includes: - Insert of one A4 size page into satchels or an item (subject to approval by WFOT)	65,000 JPY/ \$650 USD
	Name Badge Lanyards (three available) All delegates will be issued with a name tag and lanyard to be worn throughout the Congress. Sponsorship includes - Sponsoring company logo on all lanyards - Logo and listing in Congress programme handbook - Logo on sponsors page on website	300,000 JPY/ \$3,000 USD
	Abstract CD Distributed to WFOT Congress 2014 participants (5000) and JAOT Members (55,000) Full page - Monochrome Half page – Monochrome	120,000 JPY/ \$1,200 USD 75,000 JPY/ \$750 USD

All prices are subject to charge of Japanese consumption tax (i.e. 5% as of August 2013). The tax rate is subject to change.

Individual Sponsorship Opportunities continued

Events	Welcome Reception ^{EXCLUSIVE OPTION} (one available) Recognised as the sponsor of Welcome Reception, with logo prominently displayed on printed material, signage at entrance, branding throughout function with opportunity for brief welcoming remarks.	350,000 JPY/ \$3,500 USD
	Refreshment Break Exhibition Hall A & B, Pacifico Yokohama	100,000 JPY/ \$1,000 USD
	Congress Party ^{EXCLUSIVE OPTION} (one available) Recognised as the sponsor of Congress Party, with logo prominently displayed on printed material, signage at entrance, branding throughout function with opportunity for brief welcoming remarks.	500,000 JPY/ \$5,000 USD
	Internet Corner ^{EXCLUSIVE OPTION} (one available) Space will be made available in the main exhibition area for an internet cafe. 6 terminals and internet connection will be provided Sponsorship includes: - Branding of the area and home page of the screens (at sponsors expense) - Internet area will be advertised in the congress programme and also on the website -	500,000 JPY/ \$5,000 USD
	Exhibitor Workshop Host a 60 minute workshop held in the Exhibition Centre and listed in the Congress Programme	300,000 JPY/ \$3,000 USD

All prices are subject to charge of Japanese consumption tax (i.e. 5% as of August 2013). The tax rate is subject to change.

Ten reasons to sponsor and exhibit at the WFOT Congress

The WFOT Congress offers an unparalleled opportunity to engage with thousands of occupational therapists in a global forum. Ten reasons why you should sponsor and exhibit at the WFOT Congress;

1. **Truly global** – the only international event that attracts occupational therapists from all continents of the world
2. **Professional event** - a well organised Congress, hosted in a central, state of the art venue within easy reach of the capital of Japan
3. **Recognised impact** – with ground breaking data and research being captured in a late submission policy to generate more practice changing abstracts
4. **Quality Content** - a comprehensive Scientific Programme led by occupational therapy experts, ensuring high quality papers and learning experiences for all those involved
5. **Global visibility** – supported by a strong media campaign and providing direct access to over 80 national occupational therapy associations with a potential reach of over 380,000 occupational therapists worldwide
6. **Engaged audience** – interact with interested and influential professionals to share your products and services to enhance your international market share and global appeal
7. **Widespread engagement** – sponsorship packages that extend beyond the Congress dates, enabling wider access to the global occupational therapy community

8. **Value for money** – WFOT relies on sponsorship to support the Congress, exhibitors and sponsors are critical partners in achieving this goal, therefore WFOT adopts a pricing structure aimed at inclusivity and affordability
9. **Legacy** – involvement with WFOT Congress generates many lasting impacts and relationships.
10. **Fun** – an important occupation that WFOT takes very seriously. The programme is designed to enable informal networking opportunities for everyone to enjoy, in addition to exploring the beauty of Japan.

Key Dates

Location Yokohama, Japan

Dates 18th – 21st June 2014

Website www.wfot.org/wfot2014

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