

Sensory Health & Sensory Informed Care

EXHIBITOR & SPONSOR *Prospectus*



2022|STAR
Sensory Symposium

Denver, Colorado
October 13-15, 2022



Dear Potential Exhibitor/Sponsor,

We are delighted to invite you to exhibit at the 2022 STAR Sensory Symposium in Denver, Colorado on October 13-15, 2022. Held annually in a different location, our Sensory Symposium is a renowned event, featuring lectures presented by distinguished speakers and activities designed to foster critical thinking about intervention for disordered Sensory Processing and related conditions.

Our exhibitor and sponsorship packages are designed to allow you to select the benefits that will offer you the greatest return on your investment, including:

- Increased visibility and exposure for your products and services to a highly targeted sensory audience
- Face-to-face interaction with 150 attendees and an additional 150+ attendees virtually, including some of the most influential leaders committed to improving the lives of people living with sensory processing challenges and related conditions
- Increased network of vendors, professionals, and researchers working in the special needs community, and individuals and families living with sensory processing challenges
- Expansion of your customer base, exposure for your organization, and increased brand recognition in an energy-filled environment

Package costs are competitive and the event schedule includes plenty of networking opportunities and time to visit within our intimate event space and virtual platforms. When you become an exhibitor/sponsor for STAR's Sensory Symposium, you will also receive recognition via an array of marketing tools:

- Your logo and website link posted on our highly trafficked website
- Your logo and website link included in e-mail blasts marketing the event to providers and families
- Acknowledgement on signage and slideshow between lectures throughout the event
- Acknowledgement in the printed meeting program
- Additional promotional opportunities are available depending on your level of support, such as live stream and online sponsorships, conference registrations, promotional items for attendee digital Swag Bag, and more...

To register, please visit <https://bit.ly/starsponsorship> or contact: Crystal Hays, Marketing Manager at crystal.hays@sensoryhealth.org or Caraly Walker, Education Program Manager, at caraly.walker@sensoryhealth.org or (720) 507-7461 with any questions.

We hope to see you there!

Exhibitor Opportunities

Exhibit Space is limited. Please register your organization as soon as possible for best availability. All exhibitor packages include the following acknowledgements:

- Company logo featured on STAR's Symposium event webpage with a hyperlink to your provided URL
- Company logo featured on Symposium event graphics and signage
- Company logo featured on Symposium event eblast communication
- Company logo featured in event printed program
- **NEW** | Company description and preferred contact information (up to 250 words) added to STAR virtual event platform
- **NEW** | Sponsor included in attendee virtual scavenger hunt promoting engagement within digital Swag Bag
- **NEW** | Sponsors will receive STAR's Symposium approved marketing list of ONLY attendees who have given explicit consent to share their contact information with vendors
- Engagement with in-person and live stream attendees in STAR Institute's Symposium Networking platform before and after the event (2 weeks prior and 45 days after)

Inspire [HYBRID PACKAGE] (0 available) - \$4,500

- Designated lounge/open area, optimal for product display and demonstration
- One 6' skirted table, 2 chairs
- During lunch sessions your video advertisement will play for attendees (max of 10-minutes) [LIVESTREAM]
- Graphic with your company logo will be displayed during expert panel sessions [IN-PERSON & LIVESTREAM]
- Sponsorship recognition & URL displayed on scrolling ticker [LIVESTREAM]
- Submitting one pre-recorded 1-hour session made available in the attendee Swag Bag for 45 days
- 4 Digital promotional items included in the Swag Bag
- 3 Complimentary Basic In-person Symposium Tickets
- 2 Complimentary Basic Livestream Symposium Tickets
- 2 Exhibitor badges



Influencer [HYBRID PACKAGE] - (4 available) - \$2,500

- Tabletop display only - one 6' skirted table, 2 chairs
- During 1 assigned break session your video advertisement will play for attendees (max of 10-minutes) [LIVESTREAM]
- Graphic including your company logo displayed during break session [IN-PERSON & LIVESTREAM]
- Video advertisement (max 5-minutes) added to digital Swag bag
- 2 Digital promotional items included in the Swag Bag
- 2 Complimentary Basic **In-person** Symposium Tickets
- 1 Complimentary Basic **Livestream** Symposium Ticket
- 2 Exhibitor badges



Exhibitor [IN-PERSON] - \$1,000

- Tabletop display only - one 6' skirted table, 2 chairs
- 1 Digital promotional item included in the Swag Bag
- 1 Complimentary Basic **In-Person or livestream** Symposium Tickets
- 2 Exhibitor badges



Exhibitor Floor Plan

Exhibit Space is limited. Please register your organization as soon as possible for best availability.

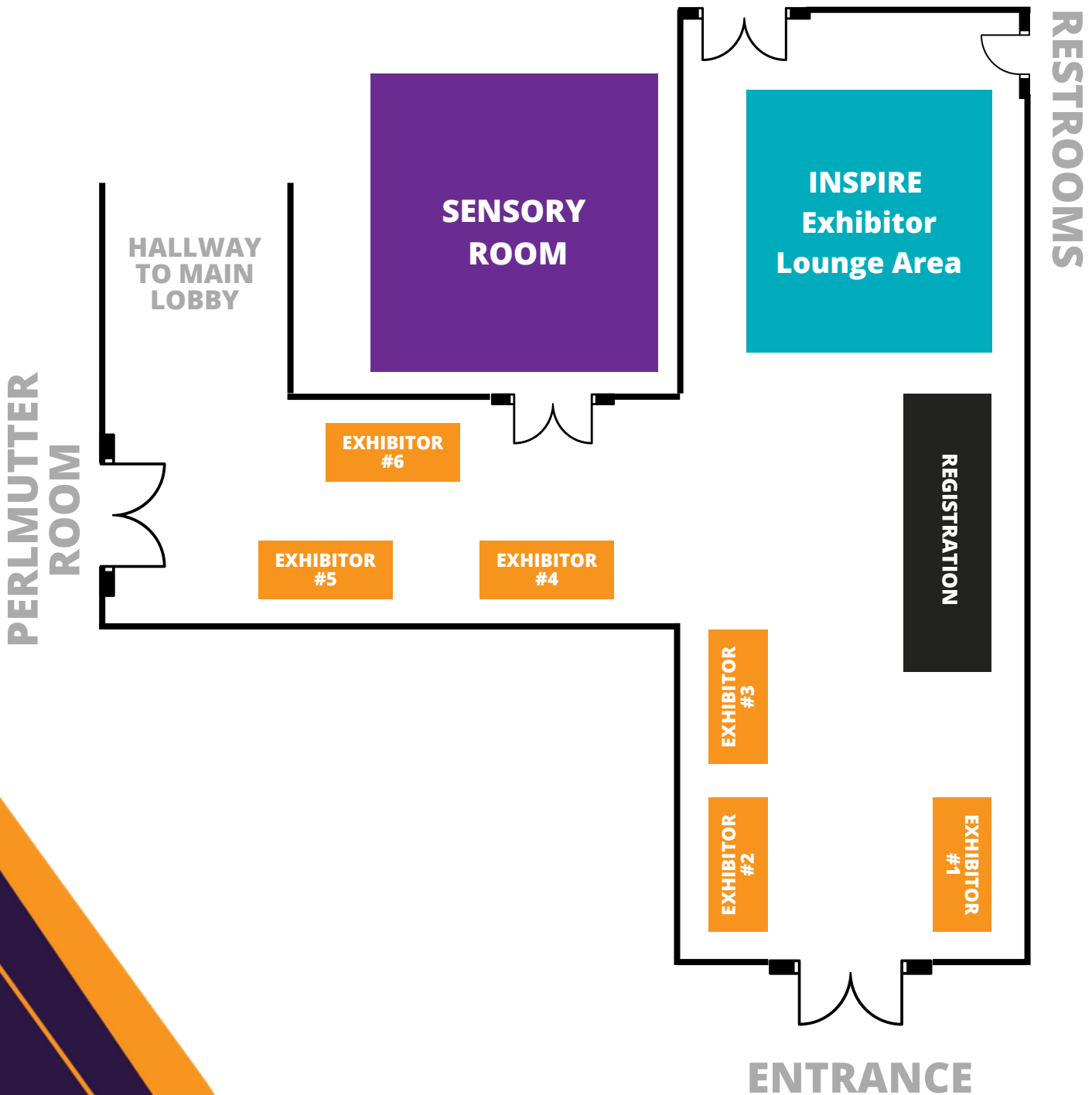


Exhibit Hall Information

Exhibitor Check-In and Set Up

Day of Thursday, October 13. Times Thursday TBD. Table assignments will be provided in advance.

Exhibitor Tear Down

Saturday, October 15 from 3:00-5:00 PM

Note: It is the responsibility of the exhibitor to have the exhibit area clean and clear by the end of the scheduled closing time. This includes all trash, boxes, skids and miscellaneous items. STAR Institute will bill exhibitors directly for any charges incurred related to clearing out the exhibit space.

Exhibit Hours (Subject to change)

Thursday, October 13 (optional)	Friday, October 14	Saturday, October 15
9:00 AM – 4:00 PM	7:30 AM – 9:00 AM 10:50 AM – 11:10 AM 11:55 AM – 1:15 PM 2:45 PM – 3:05 PM 4:00 PM – 4:30 PM	7:30 AM – 8:30 AM 10:20 AM – 10:40 AM 11:40 AM – 1:00 PM 2:30 PM – 2:50 PM

Additional Benefits

- Unopposed exhibit hall times
- All food and beverages provided for attendees are also available for exhibitors and served in the exhibit hall
- Sweepstakes – We invite exhibitors contribute to the excitement by donating a sweepstakes item. Attendees *love* the extra fun and prizes!

Sensational Sweepstakes

Our Sensational Sweepstakes gives exhibitors the opportunity to showcase products and services and helps to raise money for STAR Institute. Attendees find the sweepstakes to be a great deal of fun! **We ask that all exhibitors and sponsors provide an item for the sweepstakes.** Even if you can't attend, this is a great opportunity to get your name in front of a targeted group.

Here's how it works:

- Exhibitors donate an item (products/services) of a minimum value of \$50
- STAR Institute will display donated product with short description and photo/exhibitor logo
- STAR Institute will recognize exhibitors and promote their donated products in the participant materials and on signage throughout the Symposium
- STAR Institute will give tickets to participants who donate to STAR Institute (minimum donation of \$1 per ticket)
- Ticket holders will deposit their tickets into bags for the products/services they wish to win
- Tickets will be drawn and prizes will be distributed the last day of the Symposium

Sponsorship Opportunities

Please register your organization as soon as possible for best availability. All sponsorship packages include the following acknowledgements

- Company logo featured on STAR's Symposium event webpage with a hyperlink to your provided URL
- Company logo featured on Symposium event graphics and signage
- Company logo featured on Symposium event eblast communication
- Company logo featured in event printed program
- **NEW** | Company description and preferred contact information (up to 250 words) added to STAR virtual event platform
- **NEW** | Sponsor included in attendee virtual scavenger hunt promoting engagement within digital Swag Bag
- Engagement with in-person and live stream attendees in STAR Institute's Symposium Networking platform before and after the event (2 weeks prior and 45 days after)

Sensory Room [IN-PERSON] - (1 available) - \$2500

The Sensory Room is a reserved, quiet space for individuals with sensory needs to utilize as a retreat while attending the Symposium. This space is for Adults only.

- Acknowledgment as our Sensory Room Sponsor for the duration of the event
- Special Recognition during announcements
- Sponsorship signage with logo inside and outside of room
- Tabletop display only - one 6' skirted table within room
- 2 Digital promotional items included in the Swag Bag
- **NEW** | Sponsors will receive STAR's Symposium approved marketing list of ONLY attendees who have given explicit consent to share their contact information with vendors
- 2 Complimentary Basic *In-person* Symposium Tickets
- 2 Exhibitor badges



Evening Reception [IN-PERSON] - (1 available) - \$1000

Sponsor the popular Wine & Cheese reception and you'll provide all attendees with an excellent networking opportunity paired with wine and a delectable selection of cheese!

- Sponsorship signage with logo at the entrance of reception lobby
- Tabletop display only - one 6' skirted table, 2 chairs setup during reception event
- Logo Printed on event cocktail napkins
- 2 Digital promotional items included in the Swag Bag
- Video advertisement (max 5-minutes) added to digital Swag Bag
- **NEW** | Sponsors will receive STAR's Symposium approved marketing list of ONLY attendees who have given explicit consent to share their contact information with vendors
- 2 Complimentary Basic *In-person* Symposium Tickets
- 2 Sponsor badges



Sponsorship Opportunities

Connection Sponsor [ONLINE] - (2 available) | \$875

Be a part of the excitement! Along with our promotional emailers to our database about the Annual Symposium, we will be connecting with participants by sharing tips, reminders, and encouragement to share their involvement online via social media. This sponsorship level allows YOU the chance to connect with them through email.

- A promotional email sent to STAR Institute's email database (40,000)
 - Includes a company description up to 150 words, 3 images and promotional CTA
- 2 Complimentary Basic **In-Person or livestream** Symposium Tickets
- 2 Digital promotional items included in the Swag Bag
- Video advertisement (max 5-minutes) added to digital Swag Bag
- **NEW** | Sponsors will receive STAR's Symposium approved marketing list of ONLY attendees who have given explicit consent to share their contact information with vendors

Premium Visionary Sponsor [LIVESTREAM] | \$575

Your sponsorship provides attendees with a **Bonus Presentation**, a pre-recorded, 30-minute session of your choice to be broadcasted and included in our Symposium download pack. More than just a logo - you can impact the community.

- A pre-recorded 30-min presentation **broadcasted** online during 1 lunch session and made available in the attendee Swag Bag for all attendees
- Promoted with Agenda in eblast communications
- 2 Complimentary Basic **Livestream** Symposium Tickets
- Featured alongside speakers on STAR Institute's symposium webpage
- 2 Digital promotional items included in the Swag Bag
- Video advertisement (max 5-minutes) added to digital Swag Bag
- **NEW** | Sponsors will receive STAR's Symposium approved marketing list of ONLY attendees who have given explicit consent to share their contact information with vendors.

Basic Visionary Sponsor [ONLINE] | \$500

Your sponsorship provides attendees with a **Bonus Download**, a pre-recorded, 1-hour session of your choice to be included in our Symposium Swag Bag. More than just a logo - you can impact the community.

- A pre-recorded 1-hour session, made available in the attendee Swag Bag during live event and 45-day access after the event
- Promoted with Agenda in eblast communications
- 2 Complimentary Basic **Livestream** Symposium Tickets
- Featured alongside speakers on STAR Institute's Symposium webpage
- 2 Digital promotional items included in the Swag Bag
- Video advertisement (max 5-minutes) added to digital Swag Bag
- **NEW** | Sponsors will receive STAR's Symposium approved marketing list of ONLY attendees who have given explicit consent to share their contact information with vendors.

Sponsorship Opportunities

Welcome Reception [IN-PERSON] - (0 available) - \$450

Sponsor the Welcome Reception, where attendees will come together to connect and kick off the conference over breakfast pastries and coffee.

- Sponsorship signage with logo next to coffee station
- Logo printed on coffee sleeves
- 1 Digital promotional item included in the Swag Bag
- 1 Complimentary Basic **In-Person or livestream** Symposium Tickets



Community Network Sponsor [ONLINE] - (1 available) - \$300

This is a new networking platform where attendees will be able to communicate with each other along with STAR team and sponsors away from a social media environment. The platform will be active for 3 months to promote engagement and discussion before, during and after the main symposium event.

- Company name, logo and short description will be featured throughout the platform and when announced during the live event
- 1 Complimentary Basic **In-Person or livestream** Symposium Ticket
- Video advertisement (max 5-minutes) added to digital Swag bag
- 2 Digital promotional items included in the Swag Bag

Sponsored by - Logo Placement [LIVESTREAM] - (3 available) - \$225

By sponsoring a speaker presentation, you will have your company logo and URL on the screens of every symposium attendee for the duration of one presentation session.

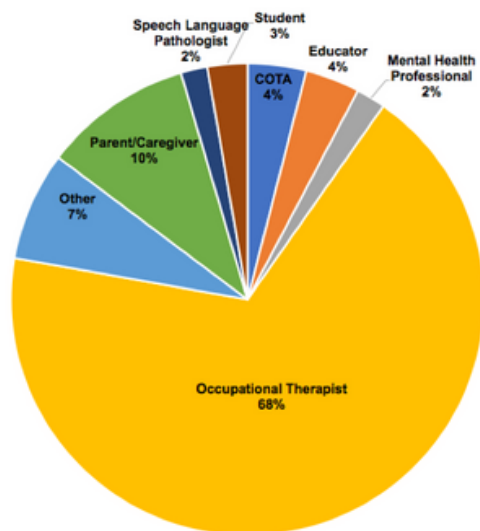
- Company logo to be broadcast live during 1 assigned presentation session and available to view via recording after the event
- Sponsorship recognition & URL will be display on scrolling ticker
- 1 Digital promotional item included in the Swag Bag

Swag Bag Insert [ONLINE] - \$75

Share with attendees more about your company and your services/products by providing a digital bag insert for attendees to view as part of the unlimited usage download package. You can supply a PDF promotional item with links or a short promotional video (max 10-minutes).

- 1 Digital promotional item included in the Swag Bag

Attendee Demographics



Who Attends?

The large majority of attendees of the Symposium are Occupational Therapists.

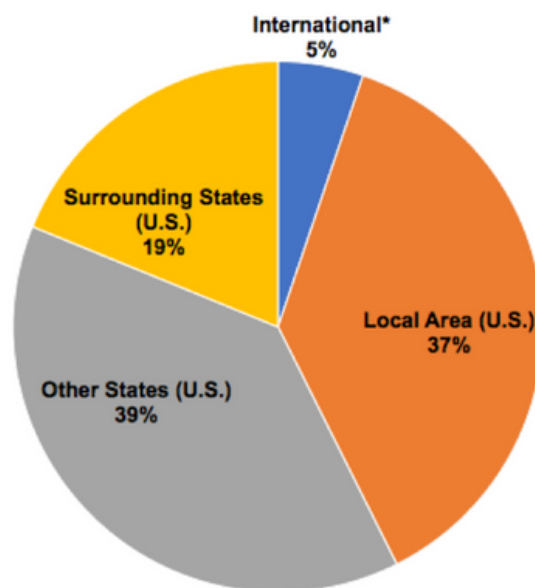
Other demographics include:

- Women (over 90%)
- Ages 25-54
- Pediatric Focus
- Sensory Processing background

Where Are Attendees From?

Approximately 95% of attendees come from the United States. The rest come from various locations outside of the United States.

**Previous Attendees from Australia, Brazil, Canada, Denmark, India, Israel, Mexico, Netherlands, South Korea, and United Kingdom*



Previous Exhibitors

- | | | |
|-------------------------------|--------------------------------------|--------------------------------------|
| Academic Therapy Publications | Handee Band | Mightier |
| Advance My Baby | HandiThings | Nasco |
| Autism Community Store | Henry OT Services | Occupational Therapy Consulting, LLC |
| Chewigem | Howda Designz | SensaCalm |
| Clinic Source | IDCL – Home of DIR and DIR Floortime | Sensational Kids Therapy |
| CoordiKids | Unyte Health/Integrated | Sensational Learners |
| Dartmoor School | Listening Systems | Sensory World |
| Discovery Toys | Kids-Can | Smart Knit Kids |
| Dye-namic Movement Products | Kids' Communication Center | SnugVest |
| FlagHouse | KnitRite | Sommerfly |
| Footfidget | KnotSense | SPIO Inc. |
| Free Notes Harmony Park | Kozie Clothes | Super Duper Publications |
| Future Horizons | Landscape Structures, Inc. | Tools to Grow |
| Haley's Joy | | TumbTrak |