

# Sponsorship opportunities

**2023**  
Annual  
Conference  
14-15 June

## Be seen at the occupational therapy event of the year

Reach passionate and engaged occupational therapists, key decision makers and innovators

### Why sponsor?

Your brand will be associated with RCOT, the professional body for occupational therapists across the UK.

Connect  
with OTs

You'll have the opportunity to reach our **35,000+** membership.

Our reach

**3,515** attendees over the two days of #RCOT2022.

High  
turnout

You can engage directly with potential customers. **5,600+** interactions between delegates at #RCOT2022.

Effective  
engagement

“Ease of use of the platform. The continuation of the platform for the next few months. The information ahead of the event from RCOT was great for pre-planning.”

Dycem, 2022 Gold Sponsor

### Early bird discount

Sign up before **5pm, Friday 24 February 2023** and secure a **10% discount** on full-rate price!



## Sponsorship packages

Each type of sponsorship gives you different opportunities to be seen by thousands of occupational therapists across the UK and beyond.

	Headline Sponsor (exclusive) £6,900	Platinum (limited to 5) £3,500	Gold (limited to 10) £1,900
Pre-event marketing: Logo featured on registration page, invitations and all areas of event advertising	Prime positioning	Prime positioning	✓
Supplier Directory listing	1 year	1 year	
Print advert in Event Preview sent with May's <i>OTnews</i>	Full-page	Half-page	Quarter- page
Sponsor's dedicated page – Platform header advert image or header video	✓	✓	✓
Sponsor's dedicated page – Upload products and services	Unlimited	5 documents	3 documents
Sponsor's dedicated page – Meetings function (AI matched)	✓	✓	✓
Sponsor dedicated page - Customise background	✓	✓	
Homepage platform advert	✓		
Logo on speaker slides	✓	✓	
Skills exchange session	30 mins	30 mins	30 mins
Demo session – supplied by organisation	10 mins	10 mins	10 mins
Demo sessions	Unlimited	5 sessions	3 sessions
Private online chat function	✓	✓	✓
Prize draw*	✓	✓	
Company tickets	4	3	2
Marketing team member pre-setup and post access	3	2	2
Online data analytics	✓	✓	✓
Post-event marketing	✓	✓	✓

\* Submit a question. Attendees will find the answers in your adverts or on your dedicated sponsor page. You can also donate a prize from your company to the draw.

## Other packages

Are you looking for something more specific?

### Jobs Board sponsor – £2,900

- Exclusive sponsorship of the platform's virtual Jobs Board.
- Clear name acknowledgment e.g., 'Jobs Board sponsored by [Company name]'
- Up to 35 listings available.
- Advertise your listings alongside with other organisations.
- Half page OThews advert
- Access to post-event data analytics from your materials
- Logo featured on marketing publicity materials.
- Three company event tickets.
- On our platform:
  - Dedicated organisation page, with meeting functionality and AI match criteria.
  - Up to three on-demand demo sessions.

**1,661**  
Jobs Board  
visits during  
#RCOT2022

### Virtual poster sponsor (exclusive) – £2,900

You can be seen by practitioners in their daily roles by producing a poster relating to one of our Annual Conference themes.

A two-minute video will accompany your poster, and delegates will be able to contact you for queries on these topics.

As the virtual poster sponsor you will get:

- Your logo within the poster and on all poster-related information.
- Your logo on all of our Annual Conference emails relating to the posters.
- Post-event data on how many attendees looked at and downloaded your poster.

**9,086**  
poster area  
visits during  
#RCOT2022

**We chose our Annual Conference themes in consultation with our members. Shaping the programme makes the event even more engaging.**

## Skills exchange sessions – £1,500

Showcase your products, discuss the benefits of your brand, share case studies from your clients, and even discuss charitable work or advocacy.

- 30 minute broadcast presentation.
- Live at the event.
- Unlimited capacity.
- Q&A.
- Recorded by RCOT.

**128**  
average number  
of attendees at  
#RCOT2022  
Skills Exchange  
sessions

### Benefits of a skills exchange session:

- Your logo will be seen on our Annual Conference promotional emails about the sessions.
- Your company will be listed in the sessions area.
- You can engage directly with delegate and directly contact interested parties.
- You can see how many, and what types of delegates watched and were interested in your session.

## Book of abstracts advertiser – £550

Be seen in our digital book of all the abstracts and submissions for the Annual Conference sessions – this is available to all delegates. You can feature a full-page advert on either the inside front cover, central pages, and back covers (inside and out).

## Jobs board – £325 / £525

You can reach job hunters and promote your vacancy on our virtual platform Jobs Board (£325). Or we can include your vacancy as a standard listing on our RCOT Jobs web-page as well as on our virtual platform Jobs Board (£525).

## Bespoke packages

If you are looking for something more specific, we can tailor a sponsorship package to your needs. Ensure your brand is seen by thousands of occupational therapists.

### Contact:

Email: [advertising@rcot.co.uk](mailto:advertising@rcot.co.uk) or Tel: 020 3141 4622