



Ontario Society of
Occupational Therapists

VENDOR DIRECTORY GUIDE

**ADVERTISING RATES AND
SPECIFICATIONS**

INTRODUCTION

[The Ontario Society of Occupational Therapists' online Vendor Directory](#) is one of the most AFFORDABLE ways to establish a visible presence in the ot marketplace and ensure occupational therapists are aware of your products and services. Our goal is to host a powerful online directory so you can maximize your business growth and strengthen client/partner relationships for consistent and long-term success. Reaching over 5,000 occupational therapists regularly, our Vendor Directory is unique because it is currently the only online directory targeting the occupational therapy community.

ABOUT THE ONTARIO SOCIETY OF OCCUPATIONAL THERAPISTS

The Ontario Society of Occupational Therapists (OSOT) is the voluntary provincial professional association of Ontario's occupational therapists. With focus in the areas of Member Services, Government Relations, Professional Promotion, and Professional Development and Practice Support, the Society serves and represents the interests of members and promotes the profession of occupational therapy in the province of Ontario.

OSOT is currently a membership of over 4,000 occupational therapists, students of occupational therapy and others who seek to associate with the profession. From its early roots in 1921, as the first occupational therapy organization in Canada, OSOT has provided professional leadership to the growing profession throughout its history in Canada.

Now over 90 years strong, OSOT is a member focused and driven organization. The Society's strategic plans, goals and objectives are directed to ensure that services meet members' evolving needs and that advocacy and representation effectively position the profession of occupational therapy in Ontario's evolving health system, ensuring that OSOT is **leading by providing vision, voice, visibility and value for Ontario occupational therapists!**

WHAT DOES A LISTING LOOK LIKE?

Each listing includes: full contact information, an overview of products and services, and a company logo. Links to your website and e-mail contact are allowed and are encouraged.

Your company listing will be included in the Vendor Directory in the category(s) you selected on the order form. Listings will be randomly sorted and not in alphabetical order. This is a benefit to you because even if your company name starts with 'W' your listing will not necessarily appear at the bottom of the page, thus providing greater visibility. Your listing will include: your company logo, company name, full address, telephone and fax numbers, contact name, hyperlink to your email address, hyper link to your website and a brief description of your company (150 words or less). Here is an example:

Ontario Society of Occupational Therapists



Ontario Society of Occupational Therapists
55 Eglinton Avenue East, Suite 210
Toronto, ON M4P 1G8
Telephone: 416-322-3011
Fax Number: 416-322-6705
Contact Name: Rob Linkiewicz
E-Mail: osot@osot.on.ca
Website: www.osot.on.ca

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Viewers will be able to search for your listing by using the search function on the OSOT website for your company name, product and service category, and keyword search.

WHAT CATEGORIES CAN I LIST UNDER?

You can choose to list your company under the following categories. (More than one category may be chosen):

- Adaptive Equipment and Assistive Devices & Technology
- Augmentative and Alternative Communication
- Driver Rehabilitation Services and Products
- Home Accessibility/Safety Products and Services
- Professional Services – Practice support - (Translation Services, Lawyers, Banks, Accountants)
- Seating and Mobility Aids & Equipment
- Sensory Aids & Equipment
- Therapy Supplies & Equipment

- Community Support Services (E.g. Wheeltrans)

HOW WILL THE DIRECTORY BE MARKETED?

The online Vendor Directory will be marketed through different avenues. OSOT will highlight the online Vendor Directory in its monthly update e-mail that reaches a target audience of 4,000 members as well as our newly launched social medial platforms of Twitter with 375 followers, Facebook with over 1,500 followers, and LinkedIn with over 100 followers and growing! OSOT will ensure that the Vendor Directory is marketed to its maximum potential to create maximum exposure to occupational therapists.

MY COMPANY IS NOT BASED IN ONTARIO, CAN I LIST IN THE OSOT VENDOR DIRECTORY?

If your products or services are accessible to OTs or clients in Ontario, any company is encouraged to list in our directory as we get many visitors to our website outside of Ontario; even Canada.

WHAT ARE THE RATES FOR LISTING IN THE VENDOR DIRECTORY?

The rates for listing in the Vendor Directory are \$150 for a 60 day listing or take advantage of an annual listing for \$750 – That's a \$150 savings!

PAYMENT INFO

All advertisements must be prepaid. Ads cannot be place until payment is received. Authorized signature must accompany all payments.

HOW DO I GET MY COMPANY LISTED?

Complete the order form at the end of this document or to contact our office at osot@osot.on.ca or 416-322-3021.

OSOT VENDOR DIRECTORY ADVERTISING ORDER FORM

Company: _____

Contact: _____

Address: _____ City _____ Postal Code _____

Telephone: _____ Fax: _____

Email: _____

Website: _____

Authorized Signature: _____ Date: _____

Vendor Directory Category Posting

(Please choose any categories from the list below that you wish to be listed under)

- Adaptive Equipment and Assistive Devices & Technology
- Augmentative and Alternative Communication Devices
- Community Support Services (E.g. Transport Services, Personal Support, etc.)
- Driver Rehabilitation Services and Products
- Home Accessibility/Safety Products and Services
- Professional Services (E.g. Translation Services, Lawyers, Accountants, etc.)
- Seating and Mobility Devices & Equipment
- Sensory Aids and Equipment
- Therapy Supplies, Equipment, and Assessment Tools

Cost

Annual Subscription \$750 = _____ 60 Days Subscription \$150 = _____

HST 13% = _____

Total = _____

Payment

MasterCard Visa Cheque (payable to OSOT) *HST #R104002092*

Card Number: _____ Expiry Date: _____ / _____

Name on Card: _____ Signature: _____

**PLEASE RETURN COMPLETED FORM ALONG WITH 150 WORD SUMMARY AND LOGO IN .JPG FORMAT
BY EMAIL:**

Ontario Society of Occupational Therapists • 55 Eglinton Ave E., Suite 210 • Toronto, ON • M4P 1G8 •

Tel: 416-322-3011 • Fax: 416-322-6705 • Email: osot@osot.on.ca

This completed form constitutes a contract for display advertising on the OSOT website indicated above. Cancellation must be supplied in writing to OSOT 2 business days prior to posting of advertisement in order to avoid financial penalty.