

UNDER THE CANOPY:

THE MUSIC THERAPY PROFESSION

2016 AMTA Conference



2016 Exhibitor Prospectus

Your resource for conference exhibit and advertising information



Opening Session: November 10

Exhibits: November 10-12

Sessions: November 11-13

Meetings: November 8-13

Trainings & Institutes: Beginning November 7

CMTEs: November 10-12

Kalahari Resorts and Convention Center
Sandusky, OH

EXHIBITORS: Join Us at the 2016 Conference!



On behalf of the Board of Directors of the American Music Therapy Association (AMTA), we invite you to be a part of AMTA's 2016 Annual Conference in Sandusky, OH for **"UNDER THE CANOPY: THE MUSIC THERAPY PROFESSION."**

The AMTA Annual Conference celebrates the best in music therapy anywhere. You will find more than 1,500 attendees from around the world, eager to attend educational sessions and seminars, connect with their peers and speak to vendors (YOU!) in this unique venue where they can gain more knowledge and advance their profession.

Our 2016 Conference is the perfect place to put your business front and center. Your products and services can provide necessary resources for our growing profession, so come and participate in one of the largest music therapy conferences, bringing together music therapists, musicians, music therapy students, and other health care professionals. The Exhibit Hall is consistently rated as one of the most popular features of our Annual Conference.

Hurry! The deadline to reserve your exhibitor booth is **September 1!** Don't miss this opportunity to highlight your business at the largest gathering of music therapists in the nation. See page 5 of this Exhibitor Prospectus for the application & contract, and reserve your booth today!

Special Sponsorship Opportunity for Exhibitors: Demonstrate Your Leadership and become a Sponsor at the 2016 Conference!

Sponsors make it possible for AMTA to provide a high-quality conference program, while maintaining affordable registration rates for our members. When you become a sponsor at the Annual Conference, you demonstrate your leadership and show your support for the music therapy profession, promote good will, create positive PR, and forge new relationships and strengthen and nurture existing ones with key partners.

Sponsorship gets you noticed! As a conference sponsor, participating exhibitors can increase their visibility among attendees, while also supporting conference sessions and events. Participating exhibitors will be listed as conference sponsors on the AMTA conference page on the website, in the final program and on signage at the conference.

Exhibitors can become a conference sponsor for \$600. Once you have indicated your booth category and payment amount, please check the box for "Sponsor Package" on the *Exhibitor Application & Contract* to indicate participation. (For other specific sponsorship opportunities, please see the *2016 Conference Sponsorship Opportunities* document.)

You are an important part of the conference as music therapists look for new and exciting products and services to support their clinical work. Your involvement in the AMTA Annual Conference supports AMTA's mission to increase access to quality music therapy services in our rapidly changing world!

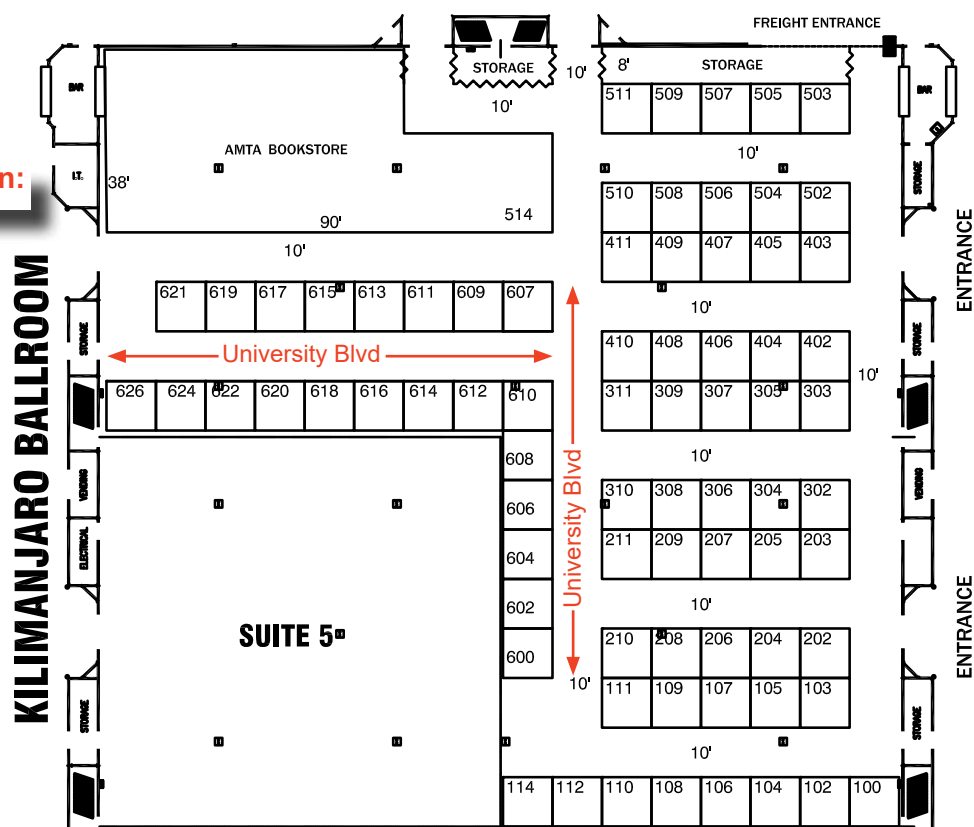
We look forward to your participation at this exciting conference in Sandusky!

Andrea H. Farbman, EdD,
Executive Director,
American Music Therapy Association

EXHIBITOR Fast Facts

Move In:	Wednesday, November 9 Thursday, November 10	12:00 pm - 8:00 pm 8:00 am - 1:30 pm
Exhibit Hours:	Thursday, November 10 <i>Exhibit Spectacular:</i> Friday, November 11 <i>Exhibit Spectaculars:</i> *Saturday, November 12 <i>Exhibit Spectaculars:</i>	2:30 pm - 5:00 pm <i>9:00 pm - 11:00 pm (Opening Night Reception/Take-A-Chance)</i> 11:00 am - 6:30 pm <i>12:00 pm - 2:00 pm & 5:45 pm - 6:30 pm</i> 9:00 am - 4:30 pm <i>9:00 am - 9:30 am & 12:15 pm - 1:30 pm</i> * NEW THIS YEAR: Free Exhibit Hall Breakfast available beginning at 9:00!
Dismantling:	Saturday, November 12, beginning at 4:30 pm <i>(Materials must be crated for shipment immediately following exhibit hall closure.)</i>	
Rates:	Exhibit space rates are \$920 for a single 10 x 10 booth <i>Special discounts apply to individual members, corporate members, regions, schools, and international organizations--see Exhibit Contract for details)</i>	
Exhibit Package:	Provided by Fern Exposition Services, the official decorator for the 2016 AMTA conference, includes: <ul style="list-style-type: none"> • 1 6ft. draped table • 2 chairs • 8' draped backdrop • 36" draped side rails • 7"x 44" ID sign • carpeted Exhibit Hall • installation and removal (move in set-up, move out break-down) • exhibitor badges for up to 2 booth staff per booth—<i>School/Region booths come with 1 exhibitor badge, which admits them to all general conference sessions on Friday & Saturday, and conference evening events</i> • complimentary listing in the official conference program (<i>must be submitted by contract deadline date</i>) 	

Exhibit Hall Floor Plan:



EXHIBITOR Hall Policies & Procedures

Eligibility to Exhibit — AMTA specifically reserves the right to determine the acceptability of applications for exhibit space. Applications to exhibit will be accepted or rejected based on criteria including but not limited to the products/services professional or educational benefit, consistency with AMTA mission or goals, and spatial constraints in the exhibit hall.



Conduct/Liability — The handling and setting up of exhibits within the area must conform to regulations and instructions of the exhibit management and the Kalahari Resorts and Convention Center. Re-assigning, subletting, or sharing allotted space without the consent of AMTA management is prohibited. No signs or other articles may be affixed, nailed, or otherwise attached to walls, doors, drapery, etc. in the Exhibit Hall. No attachments may be made to floors by nails, screws, or other devices that may cause damage. Exhibitors causing damage in the Exhibit Hall will be responsible for costs incurred.

Space Assignments — Preference for booth space is given to AMTA Patron and Affiliate corporate members; booths are then assigned on a first-come, first-served basis according to choices requested in writing on the exhibit application. Every effort is made to consider location of competitors and accommodate special requirements when space is assigned; however, preference for booth location cannot be guaranteed. AMTA reserves the right to assign the next best space, or another space altogether, when the space requested is not available. Exhibitors will be notified of booth assignments as soon as they are confirmed.

SPECIAL: School exhibit booths are designated in yellow on the Exhibit Hall floor plan.

Staff Registration — Two complimentary badges are given for each 10'x10' booth purchased **with the exception of each school/region, which receives one complimentary badge.** These badges provide admission to the Exhibit Hall and all non-ticketed Conference events. Conference exhibitor badges must be worn at all times in the Exhibit Hall and at all events. To register, please list the booth staff on the Application & Contract. Submitting exhibit application and contract constitutes exhibitor registration for the conference. There will be an additional charge for the registration of each additional booth representative who exceeds the allotted number. These badges include access to the Exhibit Hall, but not conference registration. Each exhibitor registered in advance will have an exhibitor badge available for pickup at the AMTA registration desk during registration hours.

Association Member Exhibitors — Group Exhibit Space. Individual association members have the opportunity to exhibit their products at an affordable price by sharing a group space in the Exhibit Hall. Association members each pay to reserve a booth space, and members will be assigned to a group exhibit space on a first-come, first-served basis. The booth fee DOES NOT include conference

registration. Association members must also register for the conference online if they wish to attend conference meetings and events.

Security — Around the clock security is provided in the Hall, **however**, exhibitors are solely responsible for their own exhibit material. Although every effort is made to protect merchandise and displays, insurance is strongly encouraged to protect against loss or damage.

Payment & Cancellations — All exhibit contracts must be signed and accompanied by a 50% deposit of the total cost of exhibit space. AMTA will not assign booth space without a 50% deposit and signed contract. The balance of the exhibit fee is due within 10 days after notification of space assignment. Exhibit contracts received after **September 1** must include full payment. Cancellation of booth space for any reason is subject to the following terms: Cancellation on or before **September 1** will result in 50% of booth rental refunded. After **September 1** full booth rental will be retained. All cancellations must be received in writing.

Service kits — Services kits will be emailed by Fern Exposition Services.

Labor — Fern Exposition Services is the official contractor to handle materials coming into the exhibit hall. Full-time employees of exhibit companies may “hand carry” material provided that it is limited to only what one person can carry in one trip and no material handling equipment is used. Fern Exposition will control access to the loading docks in order to provide for a safe and orderly move-in/out. Exhibitor freight may be shipped to the Fern Exposition advance warehouse or directly to show site during exhibitor move in times. Unloading or reloading at the dock of any and all contracted carriers will be handled by Fern Exposition.

EXHIBITOR Application & Contract: **deadline September 1!**

Company/Organization: *(exactly as it should appear in print)*

Contact Person:

Address:

City/State/Zip:

Phone:

Fax:

Mobile:

Email:

Commitment: — YES! We will EXHIBIT at the 2016 Conference as (exhibit prices are per booth):

☐ Commercial & Organization— \$920

☐ International — \$720

☐ School/Region — \$370

☐ Patron member — \$830

☐ Affiliate member — \$885

☐ Ed. Affiliate member — \$350

☐ AMTA individual member — *\$170 (*conference registration not included)

☐ **Sponsor Package — addtl \$600**

TOTAL EXHIBITING COMMITMENT: \$ _____

(Please include Sponsor Package fee (addtl \$600) and/or Badge fee (addtl \$75 per badge) in TOTAL EXHIBITING COMMITMENT, if selected)

Method of Payment:

☐ Check

☐ MasterCard

☐ VISA

☐ Discover

☐ Invoice

I authorize payment of the designated amount:

Credit Card #:

Exp. date:

Signature:

Date:

Billing address:

Please indicate booth preferences (see exhibit hall floor plan):

1st choice

2nd choice

3rd choice

List exhibitors that you do NOT wish to be placed next to *(every effort will be made to accommodate requests, however they cannot be guaranteed)*: _____

Exhibitor Registration Name(s): Each single booth receives 2 exhibit badges **(Each School/Region booth receives 1 exhibitor badge) — Extra Badge policy \$75.00 per extra exhibitor badge** *(Does not entitle bearer to educational sessions, Institutes, or CMTes)* Please include extra badge fee in “Total Exhibiting Commitment.”

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Submit a brief description below: *(50 words or less)* of the products, equipment, services, or facility you will exhibit. Descriptions will be published in the conference program. AMTA reserves the right to edit text when necessary.

Send completed contract and payments to:

AMTA, Attn: Jane Creagan, 8455 Colesville Rd, Suite 1000, Silver Spring, MD 20910
phone 301-589-3300 ext. 104 – fax 301-589-5175 – creagan@musictherapy.org

Deadline: September 1

Advertising Opportunities

The AMTA 2016 Annual Conference offers unique opportunities to showcase your company programs, products, and services to a highly influential group of allied health professionals. Conference attendees include music therapists, music educators, psychologists, nurses, occupational therapists, physical therapists, social workers, other creative arts therapists, and others who want to know the latest on music therapy applications.

Official Conference Program

The conference program contains all session information, meetings, events, presenters, and more. Each attendee will receive a conference program when they register for the conference. This program is used during and after the conference as attendees take it with them to share with their professional colleagues. **Our valued exhibitors receive a discount on all program ad sizes.**

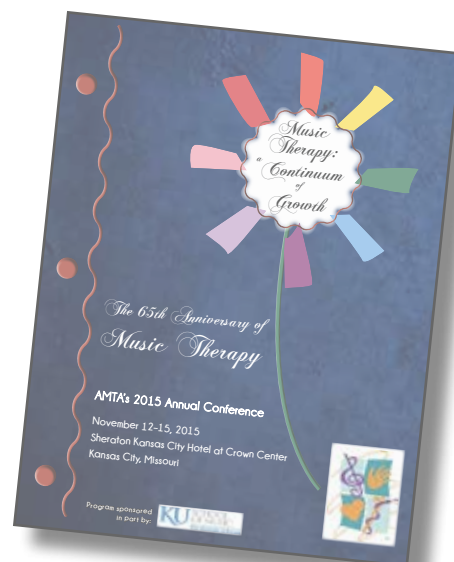
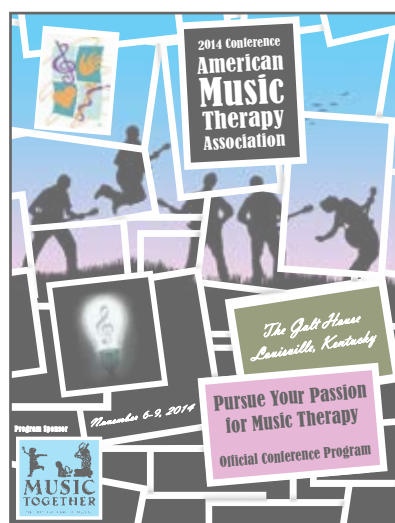
Deadline for all Program ad submissions: September 1!

(Note: Ad space is limited. Please remember, there is only **one FULL PAGE/COLOR** program opportunity (inside cover)! To ensure proper placement of your ad, please send it in on/before **September 1!**

Space	Dimensions	Rate	Discounted Exhibitor Rate
Full page-color (inside cover)	7 W x 10 H	\$1000	---
Half page	7 W x 5 H	\$190	\$161
Quarter page	3 1/2 W x 5 H	\$170	\$144

To Reserve Ad Space, Contact:

Tawna Grasty, AMTA
8455 Colesville Rd., Ste. 1000
Silver Spring, MD, 20910
grasty@musictherapy.org
301-589-3300 ext. 100



2016 Advertising Contract: **deadline September 1!**

Ad Sizes & Artwork Requirements - 2016 Exhibitors receive Discount!

Space	Dimensions	Rate	Discounted Exhibitor Rate
Full page-color (inside cover)	7 W x 10 H	\$1000	---
Half page	7 W x 5 H	\$190	\$161
Quarter page	3 1/2 W x 5 H	\$170	\$144

Ad reproduction requirements:

Electronic files: **ONLY tiff or high resolution .jpg will be accepted.** Files sent in other formats (Microsoft Word, Power Point, Excel, Publisher or .pdf format) will be returned! **ALL ads must be camera ready and in black and white.** COLOR ADS ARE NOT ACCEPTED (with the exception of the one full-page ad); no bleeds. Ads will be accepted via email in the correct format only. AMTA reserves the right to accept or reject conference program ads. Email ad files to grasty@musictherapy.org.

Company/Organization: _____

Contact Person: _____

Address: _____

City/State/Zip: _____

Phone: _____

Fax: _____

Mobile: _____

Email: _____

Commitment: - YES! We will ADVERTISE at the 2016 Conference: (fill in below)

Ad size: _____ Price: \$ _____ Ad size: _____ Price: \$ _____

Ad size: _____ Price: \$ _____ Ad size: _____ Price: \$ _____

TOTAL ADVERTISING COMMITMENT \$ _____

Method of Payment:

☐ Check

☐ MasterCard

☐ VISA

☐ Discover

☐ Invoice

I authorize payment of the designated amount:

Credit Card #: _____

Exp. date: _____

Signature: _____

Date: _____

Billing address: _____

Send completed contract and payments to:

AMTA, Attn: Tawna Grasty, 8455 Colesville Rd, Suite 1000, Silver Spring, MD 20910
phone 301-589-3300 ext. 100 – fax 301-589-5175 – grasty@musictherapy.org

Deadline: September 1

Remember:

Don't miss this opportunity
to highlight your business
at the largest gathering of music therapists in the nation
by exhibiting in Sandusky, Ohio this year!

- *Build your brand
- *Highlight the value of your product/services to participating clinicians
- *Network
- *Increase access to quality music therapy services

AND

Add Increased Visibility of Your Organization through Conference Sponsorship!

For the complete list of sponsorship opportunities, please see "2016 AMTA Conference Sponsorship Opportunities." If you have an idea that's not listed, call Jane Creagan (301-589-3300 x104) or Cindy Smith (301-589-3300 x102) to discuss your thoughts. Share the cost with a sister company and gain exposure for both companies!



...AND save the date for:

**the 2017 AMTA National Conference
in St Louis, Missouri**

November 16-18