

# **AMTA** **IN** **THE** **ATL.**



## **EXHIBITOR PROSPECTUS**

**FOR THE 2011 CONFERENCE OF THE  
AMERICAN MUSIC THERAPY ASSOCIATION:**

**MEETINGS — November 15–20, 2011**

**INSTITUTES — November 16, 2011**

**CMTE COURSES — November 17 & 20, 2011**

**SESSIONS — November 17–20, 2011**

**Hilton Atlanta Hotel; Atlanta, Georgia**



## *Join Us AT THE 2011 CONFERENCE!*

**O**n behalf of the Board of Directors of the American Music Therapy Association (AMTA), we invite you to be a part of AMTA's 2011 Annual Conference in Atlanta, Georgia "AMTA in the ATL: Advocacy, Therapy, Leadership."

2011 has been especially exciting for music therapy as awareness of the benefits of music therapy have been highlighted for the general public through a movie, best selling novels, television news, Internet references and footage of music therapists in action.

You will be a participant in the largest music therapy conference in the U.S., bringing together music therapists, musicians, music therapy students, and other health care professionals. This conference will connect you to dedicated professionals, as well as provide opportunities to learn more about music therapy and its many applications through conference sessions, specialized courses, and many other conference activities. Conference attendees look forward to coming together as a community to take advantage of all the conference activities including making music, and networking.

Your participation as a conference exhibitor, advertiser, and/or sponsor, will assist you in promoting your products by reaching over 1500 music therapists and related professionals who are looking for new and innovative products and services to support their clinical work.

Your involvement in the AMTA Annual Conference not only gives you direct access to the organization leadership, and music therapy professionals, but also supports AMTA's mission to increase access to quality music therapy services in a rapidly changing world.

We look forward to your participation at this exciting conference in Atlanta.

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

# ADVERTISING OPPORTUNITIES

The AMTA 2011 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.

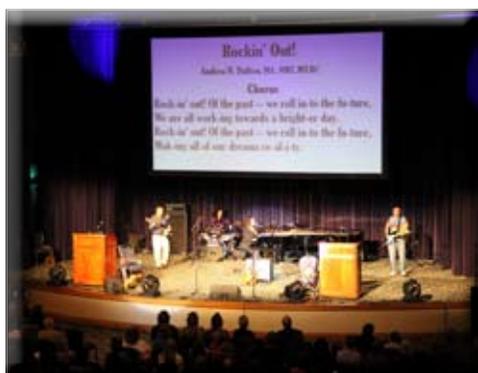
## Official Conference Program

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 15% discount on all program ad sizes.***

Space	Dimensions	Rate	15% discount Exhibitor Rate	Program Covers
Full page	7 W x 10 H	\$275.00	\$233.75	\$500 - front inside cover (1 space only; 1 <sup>st</sup> come, 1 <sup>st</sup> served 15% off)
Half page	7 W x 5 H	\$185.00	\$157.25	
Quarter page	3 1/2 W x 5 H	\$165.00	\$140.25	
Tombstone	2 1/3 W x 3 H	\$145.00	\$123.25	

Deadline for all Program ad submissions: September 5, 2011

To Reserve Ad Space, Contact:  
Jane Creagan, AMTA  
8455 Colesville Rd., Ste. 1000  
Silver Spring, MD, 20910  
creagan@musictherapy.org  
301-589-3300 ext. 104



## Exhibitors On Stage

**NEW** this year in the exhibit hall is AMTA Exhibitors On Stage. Exhibitors may sign up for specific time slots to demonstrate or lead interactive experiences to feature their products. On Stage will be open during Exhibit Spectacular times. A schedule will be sent to exhibitors once all fees are received at the AMTA national office and booths are assigned. Slots will be assigned on a first-come, first-served, basis.

# 2011 ADVERTISING CONTRACT: deadline Sept. 5th

**Ad Sizes & Artwork Requirements - 2011 Exhibitors receive 15% off**

Space	Dimensions	Rate	15% discount Exhibitor Rate	Program Cover
Full page	7 W x 10 H	\$275.00	\$233.75	\$500 - front inside cover (1 space only; 1 <sup>st</sup> come, 1 <sup>st</sup> served 15% off)
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Tombstone	2 1/3 W x 3 H	\$145.00	\$123.25	

**Ad reproduction requirements:** Electronic files: tiff or high resolution .jpg are acceptable. Do not send files in Microsoft Word, Power Point, Excel, Publisher or .pdf format. All ads must be camera ready and in black and white. Color ads are not accepted; 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 creagan@musictherapy.org.

Company/Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Commitment: - YES! We will ADVERTISE at the 2011 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     Money Order     Invoice

I authorize payment of the designated amount:

Credit Card #: \_\_\_\_\_

Exp. date: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Billing address: \_\_\_\_\_

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  
 Deadline: September 5, 2011

# EXHIBITOR APPLICATION & CONTRACT

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

Contact Person:

Address:

City:

State:

Zip:

Phone:

Fax:

Mobile:

Email:

Commitment: - YES! We will EXHIBIT at the 2011 Conference as: (exhibit prices are per booth)

- Commercial — \$800       Association — \$575       School/Region — \$300  
 Patron member — \$720       Affiliate member — \$760       Ed. Affiliate member — \$285  
 AMTA individual member — \$150 \*conference registration not included

TOTAL EXHIBITING COMMITMENT \$ \_\_\_\_\_

Method of Payment:

- Check       MasterCard       VISA       Money Order       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)

1<sup>st</sup> choice

2<sup>nd</sup> choice

3<sup>rd</sup> 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 (Each single booth receives 2 exhibit badges)

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

12.

Extra Badge policy \$50.00 per extra exhibitor badge (Does not entitle bearer to educational sessions, Institutes, or CMTes)

Submit a brief description (50 words or less) of the products, equipment, services, or facility you will exhibit. This description will be published in the conference program. AMTA reserves the right to edit text to conform with format requirements when necessary. Write below and submit with contract.

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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

Deadline: September 5, 2011

# EXHIBITOR FAST FACTS

**Move In:** Wednesday, November 16, 12:00 pm - 8:00 pm;  
Thursday, November 17, 8:00 am - 1:30 pm

## Exhibit Hours:

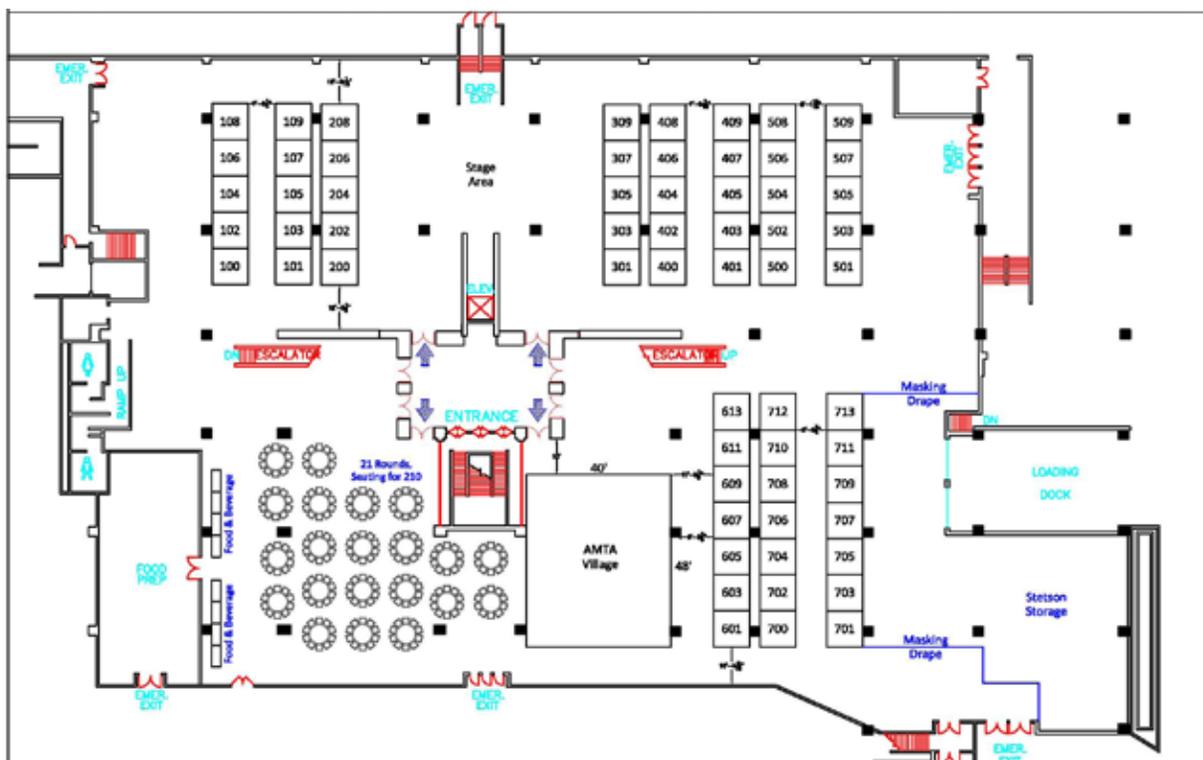
Thursday, November 17	2:30 pm - 5:00 pm
Exhibit Spectacular:	9:00 pm - 11:00 pm (Opening Night Reception)
Friday, November 18	11:30 am - 6:15 pm
Exhibit Spectaculars:	11:30 am - 2:00 pm & 5:45 pm - 6:15 pm
Saturday, November 19	9:00 am - 4:30 pm
Exhibit Spectaculars:	9:00 am - 9:30 am & 12:15 pm - 1:30 pm

**Dismantling:** Saturday, November 19<sup>th</sup>, beginning at 4:30 pm (Materials must be crated for shipment immediately following exhibit hall closure.)

**Rates:** Exhibit space rates are \$800 for a single 10x10 booth. Special discounts apply to individual members, corporate members, regions, schools, and associations (see Exhibit Contract for details). Prices include this package provided by Stetson Convention Services, the official decorator for the 2011 AMTA conference:

- 1 6ft. draped table
- 2 chairs
- 8' draped backdrop
- 36" draped side rails
- 7"x 44" ID sign
- carpeted exhibit hall
- installation and removal
- exhibitor badges for up to 2 booth staff (which admits them to all general conference sessions on Friday and Saturday, and conference evening events),
- complimentary listing in the official conference program (must be submitted by date indicated on contract).

## Map:



# 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 Hilton Atlanta Hotel. 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 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 by AMTA. If necessary, AMTA reserves the right to assign the next best space when the space requested is not available. Exhibitors will be notified of booth assignments as soon as it is confirmed.



badges (2) are given for each 10'x10' booth purchased. 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. Each exhibitor who registered in advance will have a printed exhibitor badge at the AMTA registration desk.

## 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.

## Security—

Around the clock security is provided by AMTA. 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.



## Staff Registration—

Complimentary



# EXHIBITOR HALL POLICIES & PROCEDURES

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 5, 2011 must include full payment. Cancellation of booth space for any reason is subject to the following terms: Cancellation on or before September 5, 2011 will result in 50% of booth rental refunded. After September 5, 2011 full booth rental will be retained. All cancellations must be received in writing.



## ***Service kits—***

Services kits will be emailed by Stetson Convention Services. [www.stetsonexpo.com](http://www.stetsonexpo.com)

## ***Labor—***

Stetson Convention 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. Stetson will control access to the loading docks in order to provide for a safe and orderly move-in/out. Exhibitor freight can be shipped to the Stetson 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 Stetson Convention Services.

# SPONSORING THE AMTA CONFERENCE

Sponsorship is an ideal way to gain prime exposure and make a long term impact among a highly influential audience. Sponsors stand out from the other exhibitors and deliver a message of commitment and support to attendees. These proven traffic builders will assist in increasing your visibility and help you achieve a greater return on your investment. AMTA is the largest music therapy conference in the U.S. for the presentation of cutting edge research and new clinical innovations in music therapy practice.

By joining us as a sponsor you have the opportunity to:

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

You can choose an individual item or event, or for maximum exposure, combine several items. For the complete list of sponsorship opportunities, please see attached 2011 Conference Sponsorship Opportunities. If you have an idea that’s not listed below, call Jane Creagan at 301-589-3300 x104 to discuss your thoughts. Share the cost with a sister company and gain exposure for both companies.

