

Changing Winds: Innovation in Music Therapy



OCTOBER CONFERENCE

the 2012 Conference
of the American Music
Therapy Association

Exhibitor Prospectus



Exhibits: October 11-13

Sessions: October 11-14

Meetings: October 9 -14

Trainings & Institutes: October 8 -10

CMTEs: October 11 & 14

Pheasant Run Resort, St. Charles, IL



Join Us at the 2012 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 2012 Annual Conference in St. Charles, IL, ***“Changing Winds: Innovation in Music Therapy.”***

This year the conference will focus on the winds of change, new directions, innovations and new answers for both professionals and students engaged in music therapy. From cutting edge research to rhythm and blues you can use, there will be something for everyone at this music therapy event of the year!

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. You are an important part of the “innovation” as music therapists look for new and exciting 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 St. Charles.

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

Exhibitor Fast Facts

Move In: Wednesday, October 10, 12:00 pm - 8:00 pm
 Thursday, October 11, 8:00 am - 1:30 pm

Exhibit Hours:

Thursday, October 11 2:30 pm - 5:00 pm
 Exhibit Spectacular: 9:00 pm - 11:00 pm (Opening Night Reception)

Friday, October 12 11:30 am - 6:15 pm
 Exhibit Spectaculars: 11:30 am - 2:00 pm & 5:45 pm - 6:15 pm

Saturday, October 13 9:00 am - 4:30 pm
 Exhibit Spectaculars: 9:00 am - 9:30 am & 12:15 pm - 1:30 pm

Dismantling: Saturday, October 13th, beginning at 4:30 pm (Materials must be crated for shipment immediately following exhibit hall closure.)

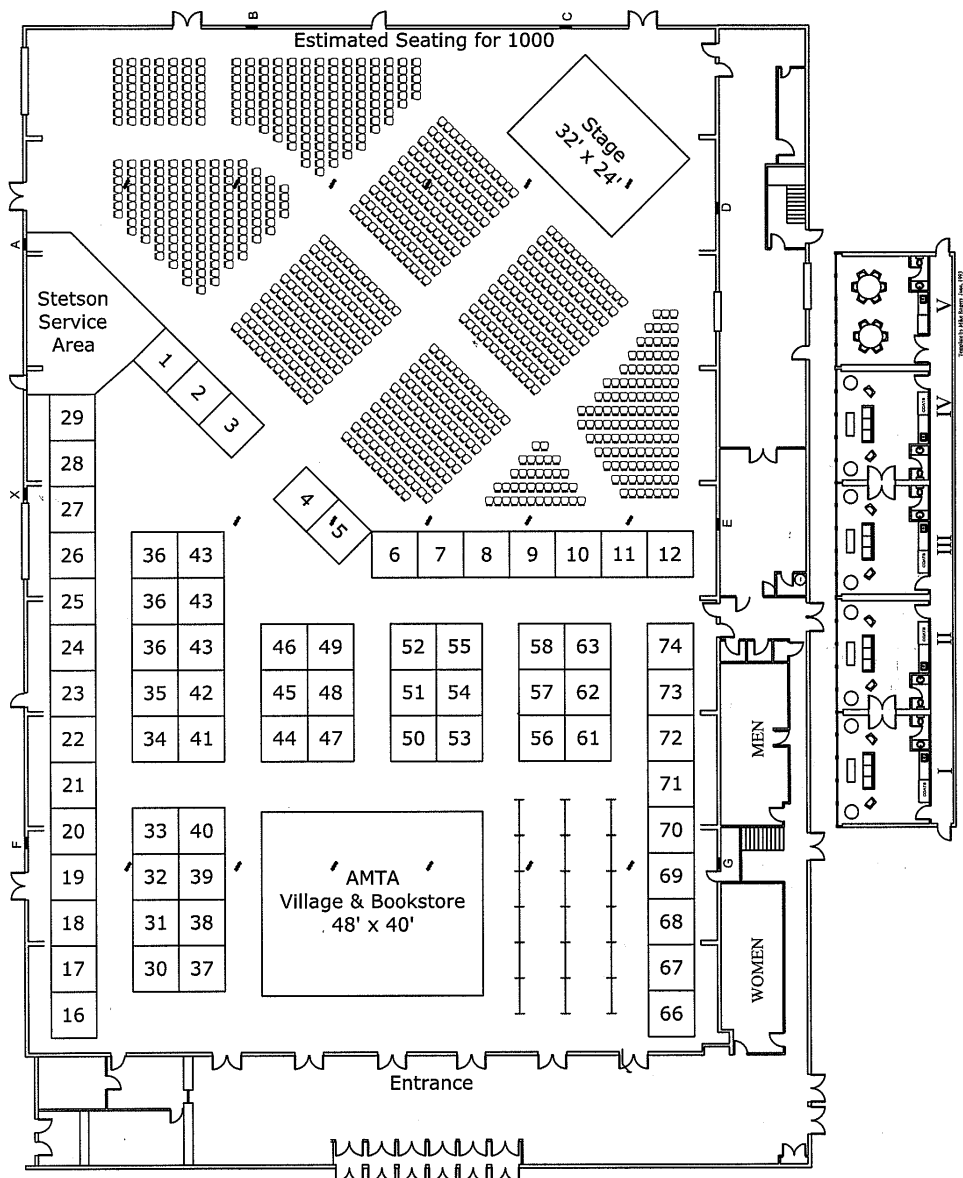
Rates: Exhibit space rates are \$800 for a single 10x10 booth. Special discounts apply to individual members, corporate members, regions, schools, and associations (see Exhibit Contract for details). Prices include this package provided by Stetson Convention Services, the official decorator for the 2012 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)

NEW!!! Special Sponsorship Package for Exhibitors:

Exhibitors can become a conference sponsor for \$500.00. This would be added onto the booth fee. Exhibitors buying individual or multiple booths would add \$500.00 to booth total. Participating exhibitors would be general conference sponsors, meaning the \$500.00 would be used as needed to support conference sessions/events. Participating exhibitors will also be listed as conference sponsors on the AMTA conference page on the website, in the final program and on signage at the conference. The Exhibitor Application and Contract will have a check box and additional line to indicate participation in this sponsor package.

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 Pheasant Run Resort. 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.

Staff Registration—

Complimentary 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—

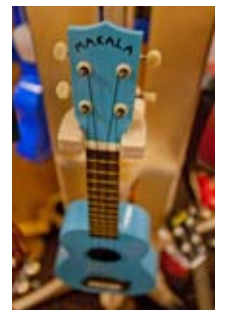
All exhibit contracts must be signed and accompanied by a 50% deposit of the total cost of exhibit space. AMTA will not assign booth space without a 50% deposit and signed contract. The balance of the exhibit fee is due within 10 days after notification of space assignment. Exhibit contracts received after August 27, 2012 must include full payment. Cancellation of booth space for any reason is subject to the following terms: Cancellation on or before August 27, 2012 will result in 50% of booth rental refunded. After August 27, 2012 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

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.



Advertising Opportunities

The AMTA 2012 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	\$280	\$238	\$600 - front inside cover (1 space only; 1 st come, 1 st served)
Half page	7 W x 5 H	\$190	\$161.50	
Quarter page	3 1/2 W x 5 H	\$170	\$144.50	

Deadline for all Program ad submissions: August 27, 2012

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



2012 Advertising Contract: deadline August 27th

Ad Sizes & Artwork Requirements - 2012 Exhibitors receive 15% off

Space	Dimensions	Rate	15% discount Exhibitor Rate	Program Covers
Full page	7 W x 10 H	\$280	\$238	\$600 - front inside cover (1 space only; 1 st come, 1 st served)
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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 grasty@musictherapy.org.

Company/Organization: _____

Contact Person: _____

Address: _____

City: _____

State: _____

Zip: _____

Phone: _____

Fax: _____

Mobile: _____

Email: _____

Commitment: - YES! We will ADVERTISE at the 2012 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: Tawna Grasty, 8455 Colesville Rd, Suite 1000, Silver Spring, MD 20910
phone 301-589-3300 ext. 100 — fax 301-589-5175

Deadline: August 27, 2012

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 2012 Conference Sponsorship Opportunities. **Don't forget to note the NEW Special Sponsorship Package for Exhibitors!** If you have an idea that's not listed, 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.

