



2015 Exhibitor Prospectus

Your resource for conference exhibit and advertising information



AMERICAN
MUSIC
THERAPY
ASSOCIATION®

Opening Session: November 12

Exhibits: November 12-14

Sessions: November 13-15

Meetings: November 10-15

Trainings & Institutes: Beginning November 9

CMTEs: November 12

Sheraton Kansas City Hotel at Crown Center
Kansas City, MO

Join Us at the 2015 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 2015 Annual Conference in Kansas City, MO for ***"Music Therapy: A Continuum of Growth."***

The AMTA Annual Conference celebrates the best in music therapy anywhere. From cutting edge research, to international service opportunities, to drumming for clinical populations, there will be something for everyone at this music therapy event of the year!

Come and participate in one of the largest music therapy conferences in the world, bringing together music therapists, musicians, music therapy students, and other health care professionals.

Top reasons to join us in Kansas City:

- Access to over 1500 decision makers in a specialized market from across the U.S. under one roof.
- VIP status and invitations to key conference events
- Opportunities for optimum visibility through advertising, exhibiting, sponsorship
- Customizable sponsorship and exhibit opportunities to fit your budget
- Direct access to organization leadership

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 a rapidly changing world.

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

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



Exhibitor Fast Facts

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

Exhibit Hours: Thursday, November 12 2:30 pm - 5:00 pm
 Exhibit Spectacular: 9:00 pm - 11:00 pm (Opening Night Reception/Take-A-Chance)

Friday, November 13 10:30 am - 6:30 pm
 Exhibit Spectaculars: 11:30 am - 2:00 pm & 5:45 pm - 6:30 pm

Saturday, November 14 9:00 am - 4:30 pm
 Exhibit Spectaculars: 9:00 am - 9:30 am & 12:15 pm - 1:30 pm

Dismantling: Saturday, November 14, beginning at 4:30 pm (Materials must be crated for shipment immediately following exhibit hall closure.)

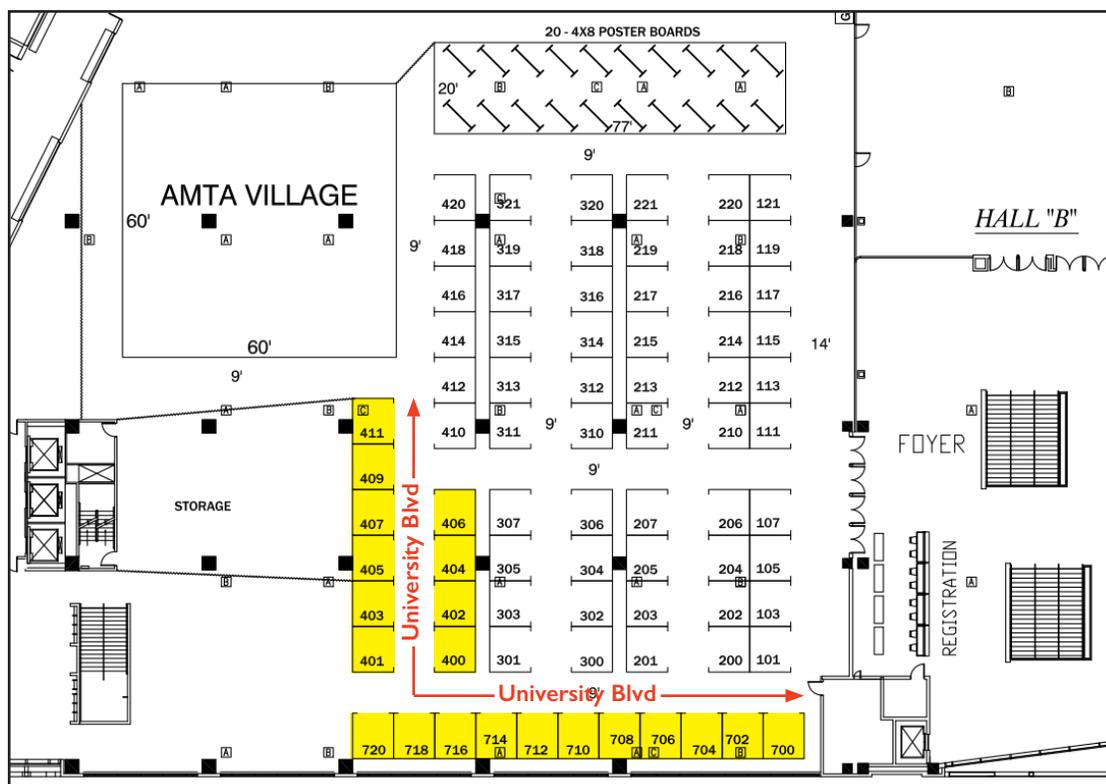
Rates: Exhibit space rates are \$900 for a single 9 x 10 booth. Special discounts apply to individual members, corporate members, regions, schools, and international organizations (see Exhibit Contract for details). Prices include the following package provided by Fern Exposition Services, the official decorator for the 2015 AMTA conference:

- 1 6ft. draped table
- 2 chairs
- 8' draped backdrop
- 36" draped side rails
- 7"x 44" ID sign
- carpeted aisles (exhibitors will need to purchase carpet for booth)
- installation and removal
- exhibitor badges for up to 2 booth staff *School/Region booths come with 1 exhibitor badge* (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)

Special Sponsorship Package for Exhibitors:

Exhibitors can become a conference sponsor for \$500.00. Exhibitors buying individual or multiple booths add \$500.00 to booth total. Participating exhibitors will be general conference sponsors, meaning the \$500.00 will 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. Please check the box for "Sponsor Package" on the Exhibitor Application & Contract to indicate participation.

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 Sheraton Kansas City Hotel at Crown 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 (Booth #s 400-411, 700-720)**

Staff Registration — Two complimentary badges are given for each 9'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 a printed exhibitor badge 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 by 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 25, 2015 must include full payment. Cancellation of booth space for any reason is subject to the following terms: Cancellation on or before September 25, 2015 will result in 50% of booth rental refunded. After September 25, 2015 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. George Fern 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 George Fern 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 George Fern.

Exhibitor Application & Contract: **deadline September 25th!**

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 2015 Conference as: (exhibit prices are per booth)**

- | | | |
|--|---|--|
| <input type="checkbox"/> Commercial & Organization — \$900 | <input type="checkbox"/> International — \$700 | <input type="checkbox"/> School/Region — \$350 |
| <input type="checkbox"/> Patron member — \$810 | <input type="checkbox"/> Affiliate member — \$865 | <input type="checkbox"/> Ed. Affiliate member — \$332.50 |
| <input type="checkbox"/> AMTA individual member — *\$150 (*conference registration not included) | <input type="checkbox"/> Sponsor Package — addtl \$500 | |

TOTAL EXHIBITING COMMITMENT \$ _____

(Please include addtl \$500 in TOTAL COMMITMENT if "Sponsor Package" is selected)

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)

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 (Each single booth receives 2 exhibit badges, **Each School/Region booth receives 1 exhibitor badge**)

1.	5.	9.
2.	6.	10.
3.	7.	11.
4.	8.	12.

Extra Badge policy \$75.00 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.

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 25, 2015

Advertising Opportunities

The AMTA 2015 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.**

Deadline for all Program ad submissions: September 25, 2015.

(Note: Ad space is limited. To ensure proper placement of your ad, please send it in on/before September 25th.)

Space	Dimensions	Rate	15% discount Exhibitor Rate	Program Cover (front inside)
Program cover	7W x 10 H	\$600	\$510	\$600 - front inside cover (1 st come, 1 st served)
Half page	7W x 5 H	\$190	\$161.50	
Quarter page	3 1/2W x 5 H	\$170	\$144.50	

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



2015 Advertising Contract: deadline September 25th!

Ad Sizes & Artwork Requirements - 2015 Exhibitors receive 15% off

Space	Dimensions	Rate	15% discount Exhibitor Rate	Program Cover (front inside)
Program cover	7 W x 10 H	\$600	\$510	\$600 - front inside cover (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	

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; 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 2015 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 – grasty@musictherapy.org

Deadline: September 25, 2015

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 “2015 AMTA Conference Sponsorship Opportunities.” 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.

