

AMTA National Convention

Exhibitor Prospectus - 2009

DISCOVER



American Massage Therapy Association

2009 National Convention

Rosen Shingle Creek Resort | Orlando, Florida | September 23-26



Exhibitor Information

Location

Rosen Shingle Creek Resort • 9939 Universal Boulevard • Orlando, FL 32819 • www.rosenshinglecreek.com

Hotel Accommodations

A block of rooms has been reserved at a discounted rate for convention participants at:

Rosen Shingle Creek Resort • 9939 Universal Boulevard • Orlando, FL 32819

Toll Free: **866.996.6338**

Website: www.rosenshinglecreek.com

Room Rate: **\$165 single/double; \$185 triple; \$205 quadruple**

Hotel reservations should be made prior to August 18, 2009 to be assured of group rate and availability.

Exhibitors are responsible for making their own reservations by calling the hotel directly. When making reservations, please mention that you are with the American Massage Therapy Association.

Registration

To register as an exhibitor, complete the attached Application for Exhibit Space contract, read and sign the attached Terms & Conditions and submit with at least one-half of the total payment to:

American Massage Therapy Association, 500 Davis Street, Suite 900, Evanston, IL, 60201-4695, Attn: National Convention Exhibit Sales. Please direct any questions regarding the AMTA Exhibits Marketplace or future exhibiting opportunities to **Jim Perrus** at **410.788.1735**, or jperrus@townsend-group.com.

Official Contact Person

The person named on the Application/Contract is the person considered by AMTA as the official contact of the participating organization for all purposes related to the program. All material relating to the participating company's participation as an exhibitor will be directed to the official contact person named on the exhibit application unless a written request to change that person is received by AMTA in a reasonable amount of time. The official contact is responsible for providing on-site representatives with badges, time schedules and other exhibit information. The official contact will receive a confirmation packet upon check-in at the exhibitor registration area. A representative from each exhibiting organization must check in during exhibitor registration desk hours to receive exhibitor materials.

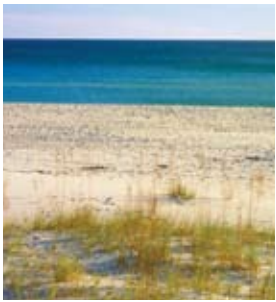
Dinner Dance Tickets

Exhibitors who wish to attend the Saturday evening Dinner Dance have two options: they may either register for the entire convention, which includes a dinner ticket, or purchase a Dinner Dance ticket separately. Registration materials for the convention and social events will be available online in March 2009. Tickets will also be sold onsite on a first-come, first-served basis, at the AMTA Registration Desk.

For more information, please call or e-mail **Jim Perrus** at **410.788.1735**, or jperrus@townsend-group.com

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Exhibitor Information

Eligibility for Exhibiting

All products and services exhibited must be relevant to the practice of massage therapy. Content of the exhibits is subject to approval. AMTA reserves the right to refuse entrance/set-up to exhibitors not meeting required standards, as well as the right to curtail or close exhibits or parts of exhibits that reflect unfavorably on the character of the meeting. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc.

Draping

Exhibitors are reminded that massage provided in their booths must be conducted in accordance with the AMTA Code of Ethics and must comply with AMTA's proper draping policy, including but not limited to:

Only the area being massaged is undraped; the genital area and the breast area of a woman are never undraped; draping methods should cover the client in all positions, including a seated position.

Fundraising

Unless prior approval is granted, fundraising on the exhibit floor is strictly prohibited; the only exception being funds raised by/for the Massage Therapy Foundation.

Exhibitor Registration Desk Hours

Exhibitor registration will be located in the Convention Center, next to the main attendee registration.

Exhibits Marketplace Hours/Events

Exhibitor badge and lanyard must be worn at all times

Wednesday, September 23, 2009

- 8:00am - 4:00pm Exhibitor Registration
- 9:00am - 4:00pm Exhibitor Set-up
- 6:30pm - 9:00pm Opening Reception – Exhibits Open

Thursday, September 24, 2009

- 11:00am - 2:00pm Exhibits Open
- 5:30pm - 9:00pm Exhibits Open

Friday, September 25, 2009

- 11:30am - 3:30pm Exhibits Open
- 5:30pm - 7:30pm Exhibits Open

Saturday, September 26, 2009

- 10:00am - 2:00pm Exhibits Open
- 2:00pm - 7:00pm Exhibits Teardown
- 7:30pm - 12:00am Dinner Dance

For more information, please call or e-mail **Jim Perrus** at **410.788.1735**, or jperrus@townsend-group.com



Exhibitor Information

Set-up

On Wednesday, September 23, 2009, all exhibitors must be set up by 4:00pm and ready for the official opening at 6:00pm. Exhibitors not set up at this time may forfeit their booth space. This will be strictly enforced by AMTA. During the convention, exhibitors will be admitted to the exhibit area one-half hour prior to open exhibit hours to prepare for attendees. Exhibitor Badge and ribbon must be worn at all times in order to gain entry and work in the exhibit hall.

Space Specifications

(See accompanying Application for Exhibit space)

Show Decor

Color scheme –Blue & White

Official Decorator Service Contractor

TBD

Exhibitor Service Manual

An Exhibitor Service Manual, provided by the official decorator, will be mailed to confirmed exhibitors on or before June 1, 2009. The service manual contains service policies and order forms for services provided by the exhibits decorator and other subcontractors. These services include: Carpeting, shipping, additional furnishings, electricity, audio visual equipment, etc.

Booth Assignments

Priority in space assignment will be given to previous exhibitors who reserved space at last year's convention. After the priority space assignments have been made, space will be assigned on a first-come, first-served basis, contingent upon receipt of the exhibit application and full payment. A floor plan of the exhibit area is included in this prospectus. AMTA will make every effort to assign preferred booth spaces. For those exhibitors who do not wish to be located next to a particular company or product, please indicate this in the allotted space on the exhibit application. It is the policy of AMTA to avoid assigning adjacent booth space to companies with the same product type(s). Therefore, we ask that exhibitors list their product type(s) in the space provided on the exhibit contract. AMTA reserves the right to relocate or reassign exhibit booths at any time for the overall benefit of the program.

Payment

Half payment of the booth fee must be included with the signed contract. The balance is due no later than June 1, 2009. If the contract is signed after June 30, the balance is due 30 days from the date of the signed contract. If payment is not received within these parameters, said booth will be forfeited.

Checks, Visa, MasterCard and Discover are accepted. Checks should be made payable to the American Massage Therapy Association.

For more information, please call or e-mail **Jim Perrus** at **410.788.1735**, or jperrus@townsend-group.com



Exhibitor Information

Sponsor Discounts

Sponsors who have reached the \$10,000 level or above for the year will receive a 5% discount off any booth price. For additional details, contact **Jim Perrus** at **410.788.1735**, or **jperrus@townsend-group.com**.

Promotion

The AMTA Exhibits Marketplace is promoted through magazine ads, direct mail, broadcast e-mail, the AMTA website, national publicity, personal contact and other promotions. Exhibitors are invited to participate in promoting the AMTA Exhibits Marketplace in an effort to encourage attendance. A pre-registered participant list will be available by request to exhibitors after September 9, 2009. This list will provide an opportunity for each exhibitor to mail their own promotions to attendees who wish to share their mailing addresses to vendors prior to the convention.

Liability

AMTA will provide security in the Exhibit Marketplace from exhibit set-up through exhibit teardown and will exercise reasonable care for the protection of exhibitors' materials and displays. Neither AMTA nor any officer, staff member, agent or member is liable for the safety of exhibitors' property, agents or employees from theft, damage by fire, accident, or any other causes.

Cancellations

Cancellation of exhibit space must be submitted in writing on company letterhead. Telephone cancellations will not be accepted. One-half of the exhibit fees will be refunded for cancellations received on or before June 1, 2009. No refunds will be issued for cancellations made after June 1, 2009.

In the event the AMTA National Convention is canceled due to fire, strikes, government regulations, acts of God or other causes beyond the control of the association, AMTA shall not be held liable for failure to hold the National Convention and Exhibits Marketplace as scheduled, and AMTA shall determine the amount of exhibit fees to be refunded.

Attendees/Attendance

The AMTA National Convention Exhibits Marketplace is attended by massage therapists. Most attendees are AMTA members with professional status, as well as other complementary healthcare professionals. Additionally, students at surrounding schools will be invited to tour the exhibit hall on Friday, Sept. 25. Attendance at the convention is typically 1,000. The last convention registered over 1,100 attendees.

Attendees are encouraged to spend time in the Exhibits Marketplace as we understand the importance of adequate hours to display your products and to talk to participants one-on-one. AMTA will continue its efforts to bring attendees into the Exhibits Marketplace by planning events that draw a crowd. Information on special promotions and sponsorships will be sent to all exhibitors after the booth assignments are completed.

Future AMTA 2010 National Convention

Minneapolis, MN • September 22-25, Minneapolis Convention Center • Host Hotel: Hilton Minneapolis

For more information, please call or e-mail **Jim Perrus** at **410.788.1735**, or **jperrus@townsend-group.com**

Application for Exhibit Space

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Premium Red Carpet	Before May 30, 2009	After May 30, 2009	Booth Furnishings
20' x 20'	\$6,250	\$6,550	Includes (4) 6' tables (8) chairs (2) waste baskets (1) I.D. sign. Up to 6 booth personnel allowed
10' x 30'	\$5,250	\$5,550	Includes (3) 6' tables (6) chairs (2) waste baskets (1) I.D. sign. Up to 4 booth personnel allowed
Island Booth	Before May 30, 2009	After May 30, 2009	Booth Furnishings
10' x 20'	\$3,250	\$3,550	Includes (2) 6' tables (4) chairs (1) waste basket (1) I.D. sign. Up to 4 booth personnel allowed
Standard Booths	Before May 30, 2009	After May 30, 2009	Booth Furnishings
10' x 10' Aisle Booth	\$1,650	\$1,950	Includes (1) 6' table (2) chairs (1) waste basket (1) I.D. sign. Up to 2 booth personnel allowed
10' x 10' End Booth	\$1,735	\$2,050	Includes (1) 6' table (1) chair (1) waste basket (1) I.D. sign. Up to 2 booth personnel allowed

Booth Selection

Company name you would like to appear on ID sign _____

Preferred Booth # _____

Second Choice # _____ Third Choice # _____

Product (s) _____

Contact Name _____

Billing Address _____

City, State, Zip _____

Telephone _____

Fax _____

E-mail Address _____

Web Address _____

Name of company/product line I would prefer NOT to be near (if any) _____

Payment Information

Payment must accompany contract. Should you need to cancel, cancellation of exhibit space must be in writing on company letterhead. Telephone cancellations will not be accepted. One-half of the exhibit fees will be refunded on cancellations received on or before June 1, 2009, only if the space can be resold to another participant by AMTA. No refunds will be issued for cancellations made after June 1, 2009.

Check enclosed payable to the American Massage Therapy Association in the amount of US\$ _____

Charge my credit card \$ _____

MasterCard® Visa® Discover®

Card # _____ VPN _____

Expiration Date _____

Name on Card _____

Signature _____ Date _____

AMTA Staff Signature _____

Date _____ Time _____



Complete this form and fax with credit card information to **Jim Perrus** at **301.215.7704**, or mail with payment to: **AMTA, Attn: National Convention Exhibit Sales, 500 Davis Street, Suite. 900, Evanston, IL 60201.** Include signed copy of this order.