The health and safety of our attendees, staff and community is our top priority. We will be in close contact with our partners in Tampa regarding steps they are taking to make our meeting safe and enjoyable.

AMTA will follow CDC, state, local and facility guidelines regarding the COVID-19 pandemic and will continue to update information on our Convention web page. For the latest safety information, please visit amtamassage.org/Convention/Safety.

Though our annual convention may look a little different this year, we are looking forward to bringing our community together again in person.
Experience Convention

AMTA National Convention is the largest and most prestigious event in the massage therapy community, featuring inspiring speakers, continuing education, networking and the latest products.

**GET INSPIRED**
Let inspiring speakers and experts in the field reignite your passion for massage therapy.

**LEARN NEW SKILLS**
Practice new massage techniques in hands-on classes, and learn the latest in massage therapy research, business and ethics.

**CONNECT WITH YOUR COMMUNITY**
Network with leaders in the massage therapy profession, and share ideas with like-minded peers. Reconnect face-to-face again with old friends, and make some new ones!

**TRY THE LATEST PRODUCTS**
See the newest innovations in massage therapy in the Exhibit Hall.

**EXPLORE TAMPA**
Get out and see what awaits you in the water and on land in this summer vacation destination.

“*It continues to be the highlight of my year. I absolutely love going to convention. The strong and healthy energy is palpable!*”

**SPACE IS LIMITED – RESERVE YOUR SPOT TODAY!**
Registered individuals may request a full refund for any reason through June 30th.
Making a Difference

After a year like no other, the difference you make as a massage therapist is more important than ever. You help others manage pain, deal with stress, or even come back from surgery. People are leading better lives because of you. This year our keynote speakers will share their inspiring stories of how they strive to make a difference too. Gain a deeper sense of purpose in your massage therapy career and life, as you listen to stories of courage, determination and innovation that have created profound and lasting change in the world.

MICHAEL PHELPS

Michael Phelps, the most decorated swimmer in World Championship history, will join us in Tampa as the Opening Session Keynote Speaker. Michael is widely regarded as one of the greatest athletes of all time. He captured 28 Olympic medals, including a record-setting 23 gold medals, and set 39 world records over the course of his career.

In 2008, Michael established the Michael Phelps Foundation, which promotes water safety, healthy living and the pursuit of dreams. Listen as Michael shares his struggles with mental health, his incredible journey to triumph, how sports massage kept him in top condition, and the way he gives back today.

In this Opening Session and Business Meeting, we will also share the many achievements of the association while celebrating contributions to AMTA and the massage profession.

W. MITCHELL

Kick off Friday with a morning of inspiration before starting your CE courses for the day. Author and business leader, W. Mitchell will challenge you with the question, “Are the unexpected changes facing you today setbacks, or could they be exciting new starting points?”

Listen to his extraordinary story of overcoming adversity to create a life of phenomenal achievements – invigorating you to live your best life and help others thrive too.

MICK EBELING

Recently named by Fortune Magazine as one of the Top 50 World’s Greatest Leaders - producer, filmmaker and inventor, Mick Ebeling has sparked a humanitarian movement with his company Not Impossible Labs. Mick and his team create revolutionary solutions in technology to empower people and help give them back their lives. Hear about his awe-inspiring innovations, including state-of-the-art prostheses for amputees, a voice for an ALS patient, and wearable technology for deaf people. Close out Saturday’s education as Mick inspires you to defy the impossible and help change the world one story at time.

amtamassage.org/Convention
“Thank you to all of the teachers for their passion, energy, generous knowledge and humor.”

Continuing Education

Learn from top massage therapy educators and earn the highest quality CE credits in the field at the AMTA 2021 National Convention! Our continuing education is rigorously vetted, meaning we take the extra steps to submit for NCBTMB and each state, as required.

Explore new techniques in hands-on courses, and stay up to date with the most recent massage research. Step up your practice and stay ahead of the curve with top courses in business, self-care, ethics, research and teaching skills.

To view the full list of course options and schedules visit amtamassage.org/Convention/Education
The heart of Florida's Gulf Coast has countless ways to experience the great outdoors. Explore the Riverwalk, Waterfront Park, get out on the water, or head across the bay to the beach.

AMTA 2021 NATIONAL CONVENTION LOCATION:

Tampa Convention Center
333 S. Franklin Street, Tampa, FL 33603
AMTA National Convention Hotel

Tampa Marriott Water Street
505 Water Street, Tampa, FL 33602
AMTA room rate: $169/night (plus taxes and fees)

Visit amtamassage.org/Convention/Travel for hotel details.

Stay in the hub of convention activity at AMTA's official host hotel. The deadline to book a guest room at the special AMTA rate is July 29!

Getting to Tampa

- Tampa International Airport (TPA) is located 7 miles from downtown Tampa.
- St. Pete-Clearwater International Airport (PIE) is located 17 miles from downtown Tampa.
- Union Station Tampa is located in downtown Tampa, 1.1 miles from the convention hotel.

Visit amtamassage.org/Convention/Travel to learn more and book your stay.
TOP 5 THINGS TO DO IN TAMPA BAY

Tampa Bay has been having a moment, and you can be a part of it. With a Stanley Cup, a trip to the World Series, and a Super Bowl title, Tampa has been front and center in the sports world. Now you can come and see this winning city for yourself. At the heart of Florida’s Gulf Coast, Tampa has countless ways to experience the water, culture, history, and sunshine.

For more information on local guidelines and openings, check out VisitTampaBay.com.

5 EXPLORE THE RIVERWALK
The Riverwalk connects city parks and outdoor venues with the downtown business center. You’ll go by museums, restaurants, parks and shopping, plus plenty of stops for family fun in the summer.

4 GET A DOSE OF LOCAL HISTORY
The Tampa Bay History Center tells the stories of First Nations people, European Explorers, pirates, and more. Learn about the Gilded Age and the innovations of Henry B. Plant and others at the Henry B. Plant Museum.

3 GET UP CLOSE WITH WILDLIFE
See endangered species and your favorite animals at Busch Gardens Tampa Bay, one of North America’s largest zoos. Get to know the local wildlife at ZooTampa – one of the most popular zoos in the Southeast and a five-time winner of TripAdvisor’s Certificate of Excellence!

The Florida Aquarium takes you through the waters right outside, down to the Florida Keys and beyond, as you visit their 9,000 animals.

2 GET OUT ON THE WATER!
Canoeing, kayaking and paddleboarding are nearby. Head out on a fishing charter, take a ride on a pirate ship, or just use the water taxi to explore the city. There’s plenty of ways to take advantage of all the water surrounding Tampa!

1 HEAD FOR THE BEACH!
St. Pete Beach, Clearwater Beach and North Beach at Fort Desoto Park are all within 25-40 miles of Tampa. If a water park is more your style there are plenty around Tampa!

Get more information amtamassage.org/Convention/Travel to learn more about what to do while in town.

RESERVE YOUR SPOT!

amtamassage.org/Convention