

# AMTA



# SCHOOLS SUMMIT

February 1-2, 2024  
Arlington, VA

## EXHIBITOR & SPONSOR PROSPECTUS

AMTA Exhibit & Sponsorship Sales  
Hallie Brown, Sales Manager  
Tel: 202-367-1229  
[hbrown@smithbucklin.com](mailto:hbrown@smithbucklin.com)



**amta**  
american **massage therapy** association®

[amtamassage.org/schoolssummit](http://amtamassage.org/schoolssummit)

# JOIN US

AMTA's Massage Therapy Schools Summit is the largest meeting of owners, administrators and teachers from both large and small massage therapy schools throughout North America. Sponsor education or a reception, exhibit your products and services, or insert product samples in specially designed tote bags.

Schools Summit exhibitors are active participants in the program, so this is a great opportunity for companies supporting massage therapy schools to meet and network in a very personal way.

Don't delay as space will sell out! Contact Hallie Brown at [hbrown@smithbucklin.com](mailto:hbrown@smithbucklin.com) or 202.367.1229 to confirm your participation.

# LOCATION

Renaissance Arlington Capital View Hotel  
2800 S Potomac Ave, Arlington, VA 22202

AMTA Rate: \$149

For more information on booking your hotel room visit:

<https://www.amtamassage.org/continuing-education/schools-summit/hotel-and-travel/>



## BECOME AN EXHIBITOR

At AMTA Schools Summit you're part of the conversation. Exhibitors are invited to participate in any or all of the education sessions. Discuss your perspective on issues facing massage therapy schools and teachers right along with the school owners and administrators.

### 1 Premium Table Top Exhibit – \$1,500

Priority placement in the primary meeting room will give your company the most exposure to attendees. (Limited availability)

### 2 Standard Table Top Exhibit – \$1,250

Network with attendees—the school administrators and teachers you're targeting—during session breaks.

Each table top exhibit includes:

- ✓ One six foot skirted table (Includes electricity. WiFi and/or additional AV is the responsibility of the exhibitor.)
- ✓ Two registrations to AMTA Schools Summit (additional are \$199 each)
- ✓ Lunch Thursday and Friday

## SPONSORSHIP OPTIONS

### 1 Sponsor a Meal or Reception

As a sponsor, you will be identified and thanked by AMTA in announcements and signage.

- Opening Night Reception \$5,000
- Thursday Coffee Break \$1,500
- Thursday Attendee Lunch \$2,000
- Friday Coffee Break \$1,500
- Friday Attendee Lunch \$2,000

### 2 Education Sponsor – \$2,500

Your company will be recognized by AMTA's president during the Friday introduction and on event signage.

### 3 Research Report – \$3,000

Be the official sponsor of AMTA's Massage Profession Research Report for schools. Your logo will be included on the cover along with AMTA's branding. This annual report is distributed to all attendees and will be made available online to school members.

### 4 Tote Bags – \$2,500

Your logo, accompanied by the meeting theme, will be screened on each bag, a walking advertisement of your support for schools.

### 5 Chair Drops – \$1,000

Your promotional item will be distributed on attendees' chairs before the speaker sessions.

### 6 Tote Bag Insert – \$500

Send us your flier or product sample to be included in the attendee tote bag (pre-approval required). Must be received by January 6.

## EXHIBIT HOURS

WED  
JAN 31

### 3:00 PM–5:00 PM

Exhibitor setup; exhibits **must** be setup by 5:00 PM on Wednesday.

THU  
FEB 1

### 8:00 AM–5:00 PM

AMTA Schools Summit

FRI  
FEB 2

### 8:00 AM –3:00 PM

AMTA Schools Summit

### 3:00 PM–5:00 PM

Tear down; exhibit tear down must be in designated hours.

*Hours are subject to change.*

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FEBRUARY 1-2, 2024 • ARLINGTON, VA

## EXHIBITOR & SPONSOR FORM

**IMPORTANT** This form is used to process credit card payments and cannot be submitted electronically or via email. For your protection, complete the form and submit it by mail to Smithbucklin, 2001 K Street NW, 3rd Floor North, Washington, DC 20006

### COMPANY INFORMATION

Company Name \_\_\_\_\_

How does your company support the massage therapy schools market? \_\_\_\_\_

Contact Person (to receive pre-event communications) \_\_\_\_\_

Street Address, City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Website \_\_\_\_\_

E-mail \_\_\_\_\_

### EXHIBIT OPTIONS

1) Premium Table Top Exhibit in Education Room \_\_\_\_\_ x \$1,500 = \_\_\_\_\_

2) Standard Table Top Exhibit \_\_\_\_\_ x \$1,250 = \_\_\_\_\_

3) Additional Registrations \_\_\_\_\_ x \$199 = \_\_\_\_\_

Two registrations included with each exhibit booth. If not known at time of contract, those names must be e-mailed no later than January 5 to [lkozak@amtamassage.org](mailto:lkozak@amtamassage.org).

Booth Representative 1 \_\_\_\_\_ Booth Representative 2 \_\_\_\_\_

### SPONSORSHIP OPTIONS

- |  |         |  |         |
|--|---------|--|---------|
| <input type="checkbox"/> Opening Night Reception | \$5,000 | <input type="checkbox"/> Tote Bags       | \$2,500 |
| <input type="checkbox"/> Thursday Coffee Break   | \$1,500 | <input type="checkbox"/> Chair Drop      | \$1,000 |
| <input type="checkbox"/> Thursday Attendee Lunch | \$2,000 | <input type="checkbox"/> Tote Bag Insert | \$500   |
| <input type="checkbox"/> Friday Coffee Break     | \$1,500 |  |         |
| <input type="checkbox"/> Friday Attendee Lunch   | \$2,000 |  |         |
| <input type="checkbox"/> Education Sponsor       | \$2,500 |  |         |
| <input type="checkbox"/> Research Report         | \$3,000 |  |         |

### PAYMENT INFORMATION

Billing Contact \_\_\_\_\_

E-mail \_\_\_\_\_ Phone \_\_\_\_\_

Total Amount: \$ \_\_\_\_\_

#### OPTION 1: PLEASE INVOICE ME TO PAY WITH A SECURE CREDIT CARD LINK

#### OPTION 2: CHECK

- Check enclosed payable to the American Massage Therapy Association  
Mail to: AMTA Sponsorship, 500 Davis Street, Suite 900, Evanston, IL 60201-4695

Signature Required \_\_\_\_\_ Date \_\_\_\_\_

- My signature indicates that I agree to comply with AMTA's advertising policies.

### AMTA CANCELLATION & PAYMENT POLICY

Payment must accompany contract. Should you need to cancel, cancellation of exhibit space/sponsorships must be in writing on company letterhead. Telephone cancellations will not be accepted. Cancellations received by January 5, 2024 will receive a refund of any payments above the 50% non-refundable deposit. No refunds will be issued for cancellations made after January 5, 2024. The right to reject any advertising remains the sole discretion of the publisher. All ads are governed by the AMTA Advertising Policy, accessible at [www.amtamassage.org](http://www.amtamassage.org).

### AMTA EXHIBITING/ADVERTISING POLICY

To be eligible to advertise or exhibit at AMTA events exhibitors must: (i) only promote products or services that align with AMTA's mission and values; (ii) not compete with AMTA; (iii) not take actions or promote positions contrary to AMTA's; and (iv) not work to undermine AMTA's membership, leadership, or business decisions. AMTA reserves the right to refuse acceptance of contract and/or 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. Please refer to AMTA's full advertising and exhibitor policies at [www.amtamassage.org](http://www.amtamassage.org) with any questions about eligibility to exhibit.

### SET-UP/DISMANTLE HOURS

Set-up: Wednesday, January 31, 2024 from 3:00 PM–5:00 PM / Tear-down: Friday, February 2, 2024 from 3:00 PM–5:00 PM Any exceptions must be approved by AMTA staff.

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## EXHIBITOR & SPONSOR FORM

**Eligibility for Exhibiting:** To be eligible to advertise or exhibit at AMTA events exhibitors must: (i) only promote products or services that align with AMTA's mission and values; (ii) not compete with AMTA; (iii) not take actions or promote positions contrary to AMTA's; and (iv) not work to undermine AMTA's membership, leadership, or business decisions.

All products and services exhibited must be relevant to the practice of massage therapy and must be the products listed on your contract and be affiliated with your company unless previous arrangements have been made with AMTA. No booth sharing or subletting of booth space by more than one company or of another company's products is allowed without prior written agreement from AMTA. Content of the exhibits is subject to approval. AMTA reserves the right to refuse acceptance of contract and/or entrance/set-up to exhibitors not meeting required standards or in competition to AMTA, 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. Please refer to AMTA's advertising and exhibitor policies at [www.amtamassage.org](http://www.amtamassage.org) with any questions about eligibility to exhibit.

AMTA will not make any refunds or otherwise be responsible for expenses associated with such refusal, restriction or eviction.

**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. If you are conducting massage in your booth, please refer to the AMTA on-site massage policy regarding intake forms and eligible massage therapists.

**Set-up:** All exhibitors must be setup by 5:00pm Wednesday, January 31. Exhibitors not set up at this time may forfeit their booth space. This will be strictly enforced by AMTA. Exhibitor Badge must be worn at all times in order to gain entry and work in the exhibit space.

**Fundraising:** Unless prior approval is granted from AMTA, fundraising on the exhibit floor is strictly prohibited.

**Liability:** 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.

**Responsibility Clause:** Exhibitor assumes responsibility and agrees to indemnify and defend AMTA against any claims and expenses arising out of the use of the Exhibit Space. Exhibitor understands that it is the sole responsibility of the Exhibitor to obtain insurance for this event. AMTA may dispose of any goods or products left in the exhibit area after move-out.

**Lodging:** Exhibitor/Sponsor's overnight lodging, if necessary, is at Exhibitor/Sponsor's own expense. Exhibitor/Sponsor is responsible for reserving their own sleeping accommodations with the hotel/resort.

**Music, Giveaways, Exhibitor Events:** Exhibitor represents and warrants that it shall not violate any copyright, trademark, or other similar intellectual property laws and that it shall comply with all copyright restrictions including, but not limited to, any license AMTA may obtain or any other laws or restrictions with respect to the use or performance of music. Exhibitor further represents and warrants that it shall obtain any and all licenses or grants of authority required of Exhibitor under the copyright laws, and present AMTA with a copy of such license or grant no less than thirty (30) days prior to the start of the Exhibition. Individual giveaways within your own booth are certainly encouraged, but must be confined to your booth space. Exhibitor is solely responsible for its compliance with all federal, state and local requirements governing giveaways and other games of chance.

**Sales Tax:** Exhibitors planning to sell products at the Schools Summit should check with the state of Virginia to determine if they need a tax permit. As always, consult your tax and/or legal representative to ensure you are complying with state laws that affect your specific company.

**Photography/Videography:** By exhibiting at this event you give AMTA and its business partners permission to use any photographs and/or video images of you in future communications and marketing materials without further payment to or consent from you. AMTA does not allow photography or videography by Exhibitors in the Exhibit Space during Exhibit hours.

**Official Contact Person:** The person named on the Exhibit & Sponsor Form 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 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 AMTA with booth staff names by January 5, 2024 and then providing on-site representatives with badges, time schedules and other exhibit information.

**Payment:** For all contracts signed and submitted prior to January 5, 2024, a non-refundable 50% deposit is due immediately, with balance due after January 5, 2024. For all contracts signed and submitted after January 5, 2024, payment is due, in full, at the time of submission. If payment is not received within these parameters, said booth/sponsorship will be forfeited. Checks, Visa, MasterCard, AMEX and Discover are accepted. Checks should be made payable to the American Massage Therapy Association.

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**Cancellations:** Cancellation of exhibit space/ sponsorships must be sent to AMTA in writing on company letterhead. Telephone cancellations will not be accepted. Cancellations received by January 5, 2024 will receive a refund of any payments above the 50% non-refundable deposit. No refunds will be issued for cancellations made after January 5, 2024. In the event the AMTA Schools Summit is canceled due to fire, strikes, government regulations, acts of God, unavailability of facilities, national emergencies, serious communicable health risks, curtailment of transportation facilities, or any other cause beyond the control of AMTA, AMTA shall not be held liable for failure to hold the Schools Summit as scheduled, and AMTA shall determine the amount of exhibit fees to be refunded, if any.

**Rules, Regulations, and Laws:** Exhibitor agrees to abide by (i) the rules and regulations set forth in this agreement, the AMTA Exhibit/Sponsor Prospectus, and AMTA Exhibitor Service Kit; (ii) the rules and regulations of the facility and Exhibit Space; and (iii) all applicable federal, state, provincial, and local laws and ordinances. This agreement shall be governed by the laws of the State of Illinois. Further, Exhibitor agrees to: (i) interact respectfully with all registrants in the Exhibit Space educational sessions, and social situations; and (ii) respect the rights of other exhibitors to conduct business without interference. Exhibitor acknowledges that AMTA and/or the meeting venue may remove Exhibitor from the meeting (without any compensation to Exhibitor) if Exhibitor fails to cooperate in any way.

**Badge Policy:** Admission to the Exhibit Space will be by badge only. Exhibitor badges will be available for pickup during Registration Hours and will be held under the company name. All exhibit booth personnel, as well as meeting attendees, are required to wear their official badge at all times during the event. Only attendees and registered Exhibitors will be admitted to the Exhibit Space. No unregistered guests are allowed at any time. No infants or children under the age of 16 are allowed in any events associated with Schools Summit. Proof of ID is required.

**Distribution of Advertising Material:** Canvassing any part of the Exhibit Space or meeting rooms by anyone representing or connected with a non-exhibiting company is strictly forbidden. Anyone doing so will be escorted from the premises. Canvassing or distribution of advertising material by an Exhibitor will not be permitted outside of the Exhibitor's allotted booth space.

**Disability Provisions:** Exhibitor represents and warrants (a) that its exhibit will be accessible to the full extent required by all applicable laws, ordinances and regulations; (b) that its exhibit will comply with the Americans with Disabilities Act ("ADA") and with any regulations implemented by that Act; and (c) that it shall indemnify and hold AMTA harmless from and against any and all claims and expenses, including attorneys' fees and litigation expenses, that may be incurred by or asserted against AMTA on the basis of the Exhibitor's breach of this paragraph or noncompliance with any of the provisions of the ADA.

**Force Majeure:** In the event the facility or any part of the exhibit area thereof is unavailable whether for the entire Exhibition, or a portion of the Exhibition as a result of fire, flood, tempest, inclement weather or other such cause or as a result of governmental intervention, malicious damage, acts of war, terrorism, strike, lock-out, labor dispute, riot, pandemic or other cause or agency over which AMTA has no control, or should AMTA decide that because of any such cause that it is necessary to cancel, postpone, or re-site the Exhibition, or reduce the move-in and installation time, show time, or move-out time, AMTA shall not, and shall not be obligated to, indemnify or reimburse the Exhibitor in respect of any damage or loss, direct or indirect, arising as a result thereof.

**Violations:** Complaints of any violation of any rules and regulations are to be made promptly to AMTA, and Exhibitor and its personnel agree to abide by the decisions of AMTA.

**Default:** Exhibitor will not be permitted to set up its exhibits, or will be subject to eviction from the Exhibit Space without refund, if Exhibitor violates this agreement.

**Amendments:** Any and all matters not specifically covered by this agreement and the rules and regulations contained in the AMTA Exhibitor Prospectus and AMTA Exhibitor Service Kit shall be subject to the decision of AMTA, in its sole discretion. AMTA shall have the full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of Exhibitors. Each Exhibitor, for itself and its employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

**Questions?** Contact Hallie Brown of Smithbucklin, 2001 K Street NW, 3rd Floor, Washington, DC 20006  
Tel: 202-367-1229, Email: [hbrown@smithbucklin.com](mailto:hbrown@smithbucklin.com)