

AMTA 2024 NATIONAL CONVENTION

September 12-14
Tampa, FL



Exhibit & Sponsor Prospectus



amta
american massage therapy association™



You're Invited!

Join the massage therapy community at AMTA's National Convention, the premier event for inspiration, renewal, and the highest quality education in the massage profession.

The AMTA National Convention offers superior sales exposure to massage product and service buyers. Choose from exhibit booth opportunities, tote bag inserts and much more.

Don't delay as space will sell out! Reserve your booth and sponsorship soon.

AMTA Exhibit & Sponsorship Sales

Hallie Brown, Sales Manager
Smithbucklin
P: 202.367.1229
E: hbrown@smithbucklin.com



Convention Location

AMTA 2024 National Convention

Tampa Convention Center
333 S Franklin St
Tampa, FL 33602

Opening Session Keynote, Business Meeting & Awards Presentation

(Exhibitors welcome, badge required)
Thursday, September 12, 9:00AM
Tampa Convention Center
333 S Franklin St
Tampa, FL 33602

Convention Hotel

Stay in the hub of convention activity at AMTA's host hotel. [Reserve your room by August 15, 2024.](#)

Tampa Marriott Water Street

505 Water St
Tampa, FL 33602

Rate: \$195/night plus taxes and fees

Make your reservation by visiting amtamassage.org/Convention



Exhibit Booth Options

1

20 x 20' Premium Booth – \$6,600

Priority placement within the exhibit hall will give your company the most exposure to attendees. Up to six booth staff included.

2

10 x 20' Booth – \$3,475

Larger booths draw steady traffic for your company. Up to four booth staff included.

3

10 x 10' Standard End Booth – \$1,975

The most popular exhibit option year after year—reserve yours before the best booths are taken. Up to three booth staff included.

Add-Ons

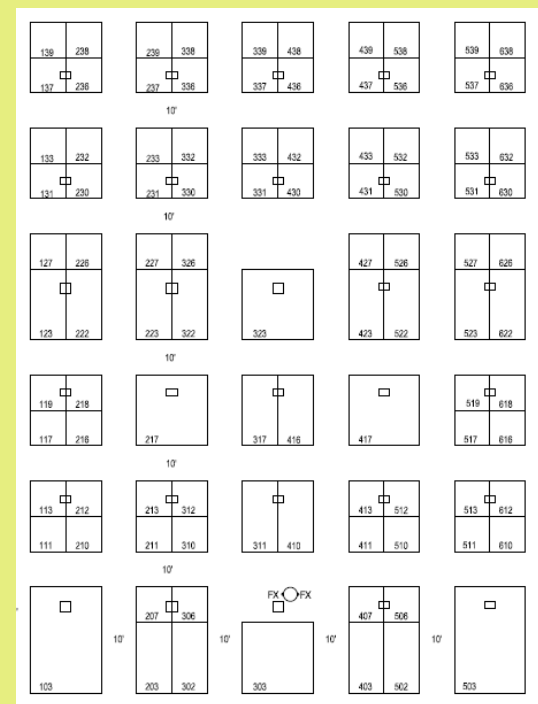
1

Additional Booth Staff Registrations

\$20 each

Exhibit Hall Floor Plan

Tampa Convention Center



Floor plan is subject to change

93%

of attendees found the exhibit hall beneficial to their convention experience

69%

of attendees made a purchase at the exhibit hall

66%

of exhibit hall purchases were \$100 or more

**Based on 2023 AMTA convention survey.*



Furnishings

AMTA will provide standard carpeting, skirted table, chairs and a trash can for each booth. Join us in our efforts to provide environmentally conscious products and exhibitor services at the show.

Exhibitor Hours & Exhibit Hall Events

The hall is open one hour prior to exhibit hours for exhibitors only. Badges must be worn at all times.

W E D SEP 11	11:00AM–5:00PM Exhibit Set-up	F R I SEP 13	11:30AM–3:30PM Exhibits Open
			5:30–7:00PM Exhibits Open
T H U SEP 12	11:00AM–2:00PM Exhibits Open		
	5:30–7:00PM Exhibits Open	S A T SEP 14	11:00AM–1:45PM Exhibits Open
			1:45–5:00PM Exhibit Tear-down

*Please remember that no outside events may be scheduled that conflict with the official convention hours. We do everything possible to avoid programs that compete with education sessions or the exhibit hall hours, and to provide the most valuable, non-compete time to our exhibitors. **All exhibit, setup and tear down hours are subject to change.***





AMTA National Convention Sponsorship Program

Complement your company's exhibit booth by increasing your visibility as an official AMTA National Convention sponsor! With the AMTA Sponsorship Program, we offer customized packages to combine several opportunities to receive added discounts. If you have a sponsorship idea in mind, just let us know and we'll work with you on a custom approach.

Sponsorship Key

EXCLUSIVE SPONSORSHIPS

Get more exposure with a distinctive sponsorship opportunity. No competition equals better exposure.

CO-SPONSORSHIPS

Explore many opportunities to get the exposure you want at a lower cost when you collaborate with another sponsor.

CONNECT WITH TEACHERS

An ideal opportunity to reach teachers from schools across the country.

CONNECT WITH STUDENTS

Gain more exposure to massage students by participating in the Student Day program as a sponsor.

All sponsored giveaways are subject to AMTA approval.

Sponsorship Options

1

SOLD! ■ AMTA National Convention Platinum Sponsorship

Brand your company with premier exposure to massage therapists from around the country with this exclusive sponsorship opportunity.

2

SOLD! ■ Convention Tote Bags – \$8,500

Your logo will be imprinted on the convention tote bags. Must be ordered by June 1, 2024 to secure listed price.

3

■ Hotel Key Cards – \$5,000

Place your brand in the hands of attendees. Your custom design will be placed on hotel key cards distributed to convention attendees staying in the host hotel.

4

SOLD! ■ Badge Holder Lanyards – \$4,500

Your logo will be imprinted with AMTA's logo on the convention lanyards worn by every attendee. Must be reserved by June 1, 2024 to secure listed price.

5

■ ■ AMTA Student Day Co-Sponsorship – \$5,000

Promote your organization to massage therapy students in our popular Student Day, a day full of professional development tips and resources to assist them as they enter the profession.

6

■ Pens – \$4,000

Sponsor the pens attendees will use throughout the convention. Your logo will be imprinted on branded pens. Must be reserved by June 1, 2024 to secure listed price.

7

■ Opening Session Gift – \$3,500

Welcome attendees to convention with a welcome gift at our Opening Session. Subject to approval.

8

■ First-Timers Lunch – \$3,500

First-time convention attendees are a valuable audience and are receptive customers as they are often new to the profession. Make their first convention memorable by sponsoring this lunch in their honor. Your name will appear on signage and you will have 2-3 minutes to address the group at the start of the lunch. You will also have a table-top display for your product.



Sponsorship Options

- 9 ■ Teachers Education Day – \$3,000**
 Connect with leading educators during this inspiring Friday event. Your name will appear on signage. You will also have a table-top display with your product or service information, and an opportunity to provide a table gift (requires 100+ pieces). Two lunch tickets are included.
- 10 ■ Closing Session Gift – \$3,000**
 Reach attendees with a gift at the Closing Session. Subject to approval.
- 11 ■ Reception– \$2,500**
 All attendees are invited to attend this reception on Friday evening. Sponsorship includes recognition during the event, on signage and a food station located near their booth. This opportunity will be limited to 4 sponsors.
- 12 ■ Floor Decal – \$1,500 each**
 Floor graphics placed strategically are a creative reminder about your product and/or booth location. Your decal would include your company logo and a convention welcome.
- 13 ■ Tote Bag Insert – \$1,500 each**
 Your product sample and/or brochure delivered to each attendee in the tote bag they receive at registration. Subject to approval.
- 14 ■ Student Day Tote Bag Insert – \$1,000 each (open to employers and non-employers)**
 Your product sample, or brochure delivered to each Student Day attendee. Subject to approval.

- 15 ■ Career Fair: AMTA Employer Passport – \$1,000**
 Looking to hire massage therapists? AMTA Student Day will bring massage therapy students and recent graduates together in the exhibit hall to meet with employers and explore their career options. Each Student Day attendee will be given an employer passport that they will get stamped when they visit the employer's booth. Includes a listing on the passport, an insert in the Student Day tote bag and registration for up to four hiring managers.
- 16 ■ Bathroom Mirror Clings – \$2,000**
 Increase booth visibility by showcasing your company on mirror clings that will be placed in the exhibit hall bathrooms.
\$1,500 Add on to provide product samples that will be placed in these bathrooms throughout the convention.
- 17 ■ AMTA Teacher of the Year – \$500 sponsorship fee**
 AMTA presents these awards to instructors who demonstrate exceptional teaching abilities and commitment to high standards of education in massage therapy.
- 18 ■ Passport to Prizes – \$400 fee + \$250 prize**
 A great way to drive traffic to your booth, attendees visit each sponsor's booth and get a stamp on their passport to qualify for prize giveaways. Prizes are subject to approval. Deadline July 15, 2024.

Mobile App Opportunities:

The mobile app is the go to resource for AMTA attendees. As a Mobile App sponsor, your organization will have the opportunity to stand out in a big way with two options:

- 1 ■ App Sponsor – \$1,500**
 Become a top sponsor of the convention app, showcasing your logo in banner ads. Limited to just four exhibitors for exclusive exposure.
- 2 ■ App Video – \$1,000**
 Boost your booth listing on the app by becoming a video sponsor, integrating a captivating video created by you, limited to 90 seconds in length, subject to approval by AMTA.

AMTA 2024 NATIONAL CONVENTION • SEPTEMBER 12-14 • TAMPA, FL
EXHIBITOR/SPONSOR FORM

Send this form to:
hbrown@smithbucklin.com

Questions? Contact Smithbucklin, 2001 K Street NW, 3rd Floor, Washington, DC 20006 | 202.367.1229

1

COMPANY INFORMATION

Company Name: _____
(as you would like listed)

Contact Person: _____

Billing Address: _____

City, State, Zip: _____

Phone: _____

E-mail: _____

Website: _____

List three booth choices: _____

Product Type(s): _____

Name of company/product line I prefer not to be near (if any)

3

SPONSORSHIP OPTIONS

<input type="checkbox"/>	1. AMTA National Convention Platinum Sponsorship	SOLD	<input type="checkbox"/>	12. Floor Decal	\$1,500 each
<input type="checkbox"/>	2. Convention Tote Bags	SOLD	<input type="checkbox"/>	13. Tote Bag Insert	\$1,500 each
<input type="checkbox"/>	3. Hotel Key Cards	\$5,000	<input type="checkbox"/>	14. Student Day Tote Bag Insert	\$1,000 each
<input type="checkbox"/>	4. Badge Holder Lanyards	SOLD	<input type="checkbox"/>	15. Career Fair: Employer Passport	\$1,000
<input type="checkbox"/>	5. AMTA Student Day Co-Sponsorship	\$5,000	<input type="checkbox"/>	16. Bathroom Mirror Cling	\$2,000
<input type="checkbox"/>	6. Pens	\$4,000	<input type="checkbox"/>	17. AMTA Teacher of the Year	\$500
<input type="checkbox"/>	7. Opening Session Gift	\$3,500	<input type="checkbox"/>	18. Passport to Prizes (fee + \$250 prize)	\$400
<input type="checkbox"/>	8. First-Timers Lunch	\$3,500	<input type="checkbox"/>	19. Mobile App Sponsor	\$1,500
<input type="checkbox"/>	9. Teachers Education Day	\$3,000	<input type="checkbox"/>	20. Mobile App Video	\$1,000
<input type="checkbox"/>	10. Closing Session Gift	\$3,000			
<input type="checkbox"/>	11. Reception	\$2,500			

Comments/Notes:

2

EXHIBIT OPTIONS

20 x 20' Premium Booth: _____ x \$6,600 = _____

10 x 20' Booth: _____ x \$3,475 = _____

10 x 10' Standard End Booth: _____ x \$1,975 = _____

Booth Representative(s): _____

Your booth includes (6) reps for premium, (4) for 10 x 20', and (3) for standard booths.
Names must be confirmed no later than July 15, 2024 to Laura Kozak at
lkozak@amtamassage.org.

Extra Booth Staff Registrations: _____ x \$20 = _____

4

PAYMENT INFORMATION

Please submit form with at least 50% of total payment to:
AMTA Sponsorship, 500 Davis Street, Evanston, IL 60201-4695

OPTION 1: CHECK

☐ Make payable to AMTA

OPTION 2: CREDIT CARD

☐ Please invoice me to pay with
a secure credit card link.

\$ _____

SIGNATURE REQUIRED

Company agrees to abide by AMTA's advertising and exhibit policies and all Terms and Conditions governing the AMTA convention, which are incorporated by reference and made a part of this Exhibitor/Sponsor Form (the "Application"). Acceptance of this Application by the American Massage Therapy Association constitutes a contract. I represent that I am authorized to sign on behalf of the company listed above.

x _____ Date: _____

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 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, September 11. 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 hour prior to open exhibit hours to prepare for attendees. Exhibitor Badge must be worn at all times in order to gain entry and work in the exhibit hall.

Exhibitor Service Manual: An Exhibitor Service Manual, provided by the official decorator, will be distributed to confirmed exhibitors before June 1, 2024. The manual contains policies and order forms for services provided by the exhibits decorator and other subcontractors. These include: shipping, additional furnishings, electricity, audio visual equipment, etc.

Booth Assignments: An exhibit point system will be utilized for the 2024 booth selection process. AMTA will make every effort to assign preferred booth space. 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. 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.

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

Promotion: The AMTA Exhibit Hall may be 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 Exhibit Hall in an effort to encourage attendance. One-time use of a mailing list of National Convention attendees will be available by request to exhibitors at pre-registration cut off. 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, according to AMTA's list rental policies.

Liability: AMTA will provide security in the Exhibit Hall during exhibit hall hours. 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 Hall. Exhibitor understands that it is the sole responsibility of the Exhibitor to obtain insurance for this event.

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 Tampa convention should check with the state of Florida 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: Exhibitors interested in taking photos or video during the Convention must arrange it in advance with AMTA. AMTA can arrange for times and appropriate locations to capture content during the convention. AMTA official photography and videography are available to exhibitors after the convention for reuse and exhibitor promotions. 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 Hall 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 July 15, 2024 and then providing on-site representatives with badges, time schedules and other exhibit information.

Payment: For all contracts signed and submitted prior to May 30, 2024, a refundable 50% deposit is due immediately, with balance due after May 30, 2024. For all contracts signed and submitted after May 30, 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.

Cancellations: Cancellation of exhibit space/sponsorships must be sent to AMTA in writing on company letterhead. Telephone cancellations will not be accepted. Any payment will be refunded on cancellations received on or before May 30, 2024. No refunds will be issued for cancellations made after May 30, 2024. In the event the AMTA National Convention 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 National Convention and Exhibit Hall 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 Hall; 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 Hall, 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 Hall will be by badge only. Exhibitor badges will be available for pickup during Exhibitor 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. Security guards will be monitoring the entrance to the Exhibit Hall for proper identification. Only attendees and registered Exhibitors will be admitted to the Exhibit Hall. No unregistered guests are allowed in the Hall at any time. No infants or children under the age of 16 are allowed in the Exhibit Hall. Proof of ID is required.

Distribution of Advertising Material: Canvassing any part of the Exhibit Hall 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, communicable disease 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 Hall 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.



Exhibit, Sponsorship & Advertising Sales

Smithbucklin
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