



Dear Friend of Music Therapy,

The Mid-Atlantic Region of the American Music Therapy Association will be holding its annual conference in Rochester, New York, on March 15-18, 2017. The Mid-Atlantic Region was formed in 1953 and remains the largest region of the American Music Therapy Association, encompassing Delaware, Maryland, Pennsylvania, New Jersey, New York, Virginia, West Virginia, and Washington D.C. Over 700 music therapists, students, educators, and leaders from related fields have attended these annual conferences for the last several years. This year's conference, located at the *Joseph A. Floreano Rochester Riverside Convention Center*, is a great opportunity to connect with your ideal target audience!

There are several ways to take advantage of this opportunity:

- ✓ Reserve a booth in the EXHIBIT Hall
- ✓ SPONSOR a conference event
- ✓ DONATE door prizes/silent auction items
- ✓ ADVERTISE in the conference app (which includes the conference program)
- ✓ Include brochures, catalogues, or products in the conference bag

The exhibitors are an important part of the conference and provide the attendees with the opportunity to enhance themselves and their programs with the latest merchandise and services. The exhibit hall will be open at various times throughout the conference and will be highlighted with an Exhibits Spectacular on Friday at midday, scheduled to include live music and a silent auction.

Sponsorship is another excellent opportunity to connect with your target audience while supporting music therapy. Generous sponsors get extra recognition throughout conference. More details on all of these exciting opportunities are included in this Prospectus.

This year the region is excited to continue with the very popular and heavily used app-based conference program. Having an app-based program provides several cutting edge advertising opportunities including Banner Ads, Push Alerts, and more. For those not quite ready for the leap into an app-based advertisement, there are plenty of other opportunities as well.

To register as an exhibitor or purchase an advertisement, please visit:

<https://www.regonline.com/builder/site/?eventid=1921591>

Sincerely,

Brigette K. Sutton, MA, MT-BC

MAR-AMTA Exhibits Coordinator

www.mar-amta.org | marexhibits@gmail.com

EXHIBITING OPPORTUNITIES

Exhibitor Registration includes one 8x10 booth with decorating and drayage services, as well as complimentary listing in the Exhibitor Directory on our NEW app-based conference program.

Exhibitor Agreement

This agreement will serve as a formal agreement between the Mid-Atlantic Region-American Music Therapy Association (MAR-AMTA) and the Exhibitor. Registering to exhibit acknowledges your acceptance of this agreement.

Decorating & Drayage Services

The basic decorating (pipe and drape) will be included in the cost of the exhibit space. Pipe and drape are being provided through Great Lakes Events. The standard booth size is 8'x10' and includes one 6' draped table, two chairs, wastebasket, and a sign. If the exhibitor desires additional services/booth furnishings, the exhibitor may order these through Great Lakes Events. The size of the booth may be reduced to 6' x 8' for non-merchandiser vendors at the discretion of MAR-AMTA.

EXHIBITOR REGISTRATION	Early Bird Deadline: January 31, 2017	Final Deadline: February 15, 2017
Sales, Marketing, Professional Organization	\$225 (\$25 discount for additional booth*)	\$250 (\$25 discount for additional booth*)
State Association, University/College	\$100	\$125

**Contact Exhibits Coordinator (marexhibits@gmail.com) for coupon code before registering for multiple booths.*

Conference Registration

Exhibitors must register separately for conference attendance if attending conference events/sessions outside of the exhibit hall.

Cancellation Policy

Cancellation of booth space for any reason is subject to the following terms:

Cancellation on or before the Early Bird deadline will result in a 50% refund of the exhibit fee. After the Early Bird deadline, the full exhibit fee will be retained. All cancellation notices must be sent to marexhibits@gmail.com.

Exhibit Hall Schedule *(Subject to change at the discretion of MAR-AMTA.)*

Exhibitor Set up:	Thursday, March 16	9:00am – 3:00 pm
Show hours:	Thursday, March 16	3:00pm – 7:00pm
Show hours:	Friday, March 17	9:00am – 2:00pm & 4:00pm – 8:00pm
Show hours:	Saturday, March 18	8:00am – 12:00pm
Exhibitor Take Down:	Saturday, March 18	12:00pm – 2:00pm

Use of Space

Exhibits shall not extend into the aisles nor obstruct the view from adjacent booths. Nothing shall be posted on or otherwise attached to columns, walls, floors, or other parts of the building or furniture. All activities must be confined to the assigned exhibit space of the exhibitor. Exhibitors shall not share space or sublet space without expressed consent of MAR-AMTA Exhibits Coordinator or designee. No outside alcoholic beverages will be permitted in the exhibits area at any time. The exhibit area shall not be used for storage during open hours. All local fire and safety regulations will be enforced. Exhibitors are not permitted to provide their own electrical equipment. Electricity must be ordered through the Rochester Riverside Convention Center. (Order form provided in addition to this Prospectus.)

Security

MAR-AMTA will provide for the security of the exhibit area during set-up and Friday from 12:00pm to 8:00pm, which includes the Exhibit Hall Spectacular, meal break, and evening hours. You are responsible for your booth when the exhibit hall is open. The MAR-AMTA, its officers, and the hotel/convention center do not assume responsibility for the loss of exhibitor's property due to theft, fire, accident, or other causes.

The Exhibitor assumes responsibility and agrees to indemnify and defend MAR-AMTA, Rochester Riverside Convention Center, and their respective employees and agents against claims or expenses arising out of the use of the exhibition premises. The Exhibitor understands that neither MAR-AMTA nor the convention center maintains insurance covering the Exhibitor's property, and it is the sole responsibility of the Exhibitor to obtain such insurance.

SPONSORSHIP OPPORTUNITIES

MAR-AMTA is a 501(c) 3 organization. All Donations are tax deductible.

Name Badges: \$900 (or 600 badges)

Sponsor badge holders for attendees that will feature your name and logo.

Advocacy Breakfast: \$800 (partial sponsorship available)

This event recognizes music therapy advocates within the local community and educates area agencies and administrators about music therapy in New York. Attendees may include administrators of companies that employ music therapists, legislators that support the state recognition of music therapy, state agency directors and staff, state task force members, MAR and AMTA government relations committee members, and local conference chairpersons.

The breakfast will be a buffet with live music provided by Nazareth College students. A video presentation of music therapy in action will be provided. Speakers are to include Judy Simpson, AMTA Director of Government Relations, on the national and local efforts of music therapy advocacy; local music therapists on academic and clinical perspectives; Diana Georgia, legislative advocate, and/or David Hamilton, Executive Secretary of the State Board for Mental Health Practitioners; and Dena Register, Certification Board of Music Therapists, with closing remarks.

Opening Session: \$750 (partial sponsorship available)

Sponsor entertainment or plenary speaker during the opening session to conference.

Exhibit Hall Spectacular: \$500 (partial sponsorship available)

Sponsor entertainment during an event highlighting the exhibit hall.

Dessert Bar: \$2500 (partial sponsorship available)

Sponsor a dessert bar for conference attendees one evening.

Award Ceremony: \$2500 (partial sponsorship available)

Sponsor appetizers for an event to recognize notable individuals in music therapy.

Door Prizes/Silent Auction Items

Donate items to be given away throughout conference or used for a silent auction.

Mail to: Chris Gold, 69 Boulevard Parkway, Rochester, NY 14612

Deadline: March 10, 2017

Lend Instruments

Provide needed support for the conference through instrument loans (small hand percussion, drums, Orff xylophones, pianos, guitars, etc.)

SPONSORSHIP BENEFITS

Bronze Sponsors (valued at \$100 or more)

Recognition during the Opening Session

Silver Sponsors (valued at \$300 or more)

Bronze benefits + Recognition on a poster displayed throughout conference

Gold Sponsors (valued at \$500 or more)

Silver benefits + Complimentary listing in our app-based Advertiser Directory

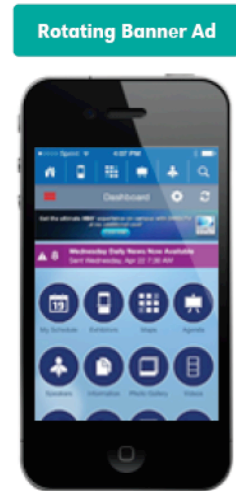
ADVERTISEMENT OPPORTUNITIES

Banner Advertiser: \$300

Limit: ONE opportunity

Features: Rotating Banner Ad

Benefits: Sponsorship is for a period of one year and all materials will be available for viewing and download throughout the year.



Banner ads rotate at the top of the app Dashboard page, and click through to a full-screen App Landing Page.

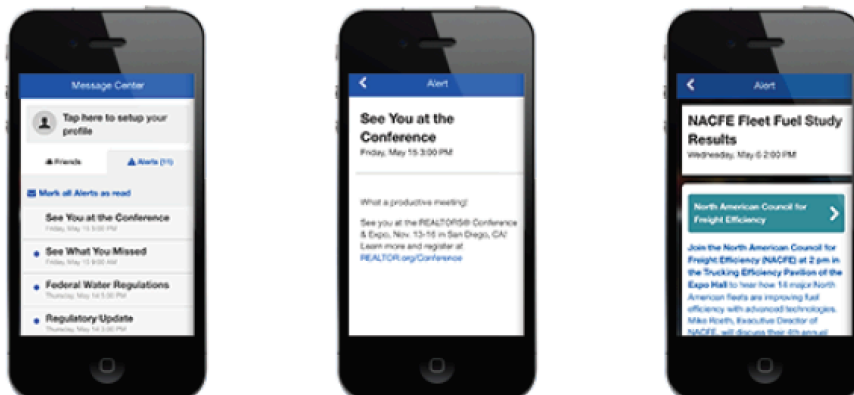
Push Alert Advertiser: \$75 for one or \$125 for two

- **First advertiser to purchase a push alert receives a \$25 refund!**

Limit: FIFTEEN opportunities available.

Features: The body of the alert message can be scrolled to accommodate lengthier messages, and can contain full URLs to link the user to a webpage.

Benefits: The three most recent alerts appear at the top of the Dashboard page, and all alerts are saved under the “Alerts” Dashboard icon.



Specifications: Alert subject lines or titles longer than 29 characters will be automatically and randomly abbreviated by the mobile app. So, to maintain content and context, you might consider keeping your subject line fewer than 29 characters.

Please provide:

- 1) Alert title
- 2) Body of alert message
- 3) Top three (3) choices of date/time for alert to be sent

Directory Listing Advertiser: \$25

Limit: UNLIMITED opportunity

Features: Upload your organization's information to the app. Attendees see it on the mobile app Advertiser Directory.

PLUS: Upload product literature, brochures, press releases, and other documents straight to the app OR provide a web link to be featured.

Document Specifications:

PDF format only

Benefits: Your company information remains available on the mobile app for an entire year. It's a great place to point your target audience whenever new information about your company or products becomes available, on a device they use daily right in the palm of their hand!

INSTRUCTIONS: Email **all** app advertising materials to marexhibits@gmail.com

Standard Listing



Traditional Advertiser

Print Material Distribution: \$100

Advertise your business, school/university, product, or services by providing 700 copies of your print material (brochures, fliers, catalogs, etc.) for insertion in conference bags.

Product Distribution: \$50

Advertise your business, school/university, product, or services by providing 700 of your own product (pens, notepads, guitar strings, CDs, etc.) for insertion in conference bags. (Subject to MAR-AMTA approval.)

Mail to:

Joy Kaminski
Rochester Psychiatric Center
1111 Elmwood Ave, Unit 3D
Rochester, NY 14620

Deadline: March 8, 2017