



Dear Friend of Music Therapy,

The Mid-Atlantic Region of the American Music Therapy Association will be holding its annual conference in Reston, Virginia from March 8<sup>th</sup> – 10<sup>th</sup>, 2019. 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 *Hyatt Regency in Reston*, 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 at the gold, silver, bronze, or “Friend of MAR” level.
- ★ DONATE door prizes/silent auction items.
- ★ ADVERTISE in the conference app (which includes the conference program.)
- ★ Include brochures, catalogues, or products in the conference bags.

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 the 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!

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

<https://www.regonline.com/builder/site/?eventid=2538871>

Sincerely,  
Christopher A. Gold, MA, LCAT, MT-BC  
MAR-AMTA Exhibits Coordinator  
[www.mar-amta.org](http://www.mar-amta.org) | [marexhibits@gmail.com](mailto: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 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 Shepard Expo. 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 or freight shipping, the exhibitor may order these through Shepard. Once registered, the Exhibits Coordinator will forward you a link to order additional supplies and freight delivery. Electricity is ordered through the Hyatt Regency. 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 15, 2019	Final Deadline: February 15, 2019
Sales, Marketing, Professional Organization	\$225 ( <i>\$25 discount for additional booth*</i> )	\$250 ( <i>\$25 discount for additional booth*</i> )
State Association, University/College	\$100	\$125
Internship Site	Free	Free

## Conference Registration

In order to attend events/sessions at the conference outside of the Exhibit Hall, all exhibitors must register separately for conference attendance. Sales, Marketing, and Professional Organizations get one free conference attendance registration with their booth registration. State Associations, University/Colleges, and Internship site representatives must pay for their individual conference registrations to attend conference 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](mailto:marexhibits@gmail.com).

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

Exhibitor Set up:	Friday, March 8	10:00am – 3:00 pm
Show hours:	Friday, March 8	3:00pm – 7:00pm
Show hours:	Saturday, March 9	9:00am – 2:00pm* & 4:00pm – 6:00pm
Show hours:	Sunday, March 10	8:00am – 11:00am
Exhibitor Take Down:	Sunday, March 10	11:00am – 1:00pm

\*The Exhibit Hall Spectacular, Saturday, March 9 from 12pm-2pm, will feature the Exhibit Hall with live music, a silent auction, and refreshments.

**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 and internet must be ordered through the Hyatt Regency. Once registered, exhibitors will receive additional ordering information.

**Security**

MAR-AMTA will provide for the security of the exhibit area during set-up and all open exhibit hours and 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. Exhibitors must wear their name badges at all times.

The Exhibitor assumes responsibility and agrees to indemnify and defend MAR-AMTA, Hyatt Regency at Reston, 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 Hyatt Regency 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.*

## Why become a sponsor?

The MAR-AMTA annual conference relies on the generous financial support from music therapists in the region, businesses that support and promote music therapy, educational institutions, and other non-for-profits that employ music therapists or utilize music therapy services. Anyone can become a conference sponsor.

## Your sponsorship dollars go toward:

***Music Therapy Advocacy:*** Helps to educate the public about the music therapy profession, especially for licensure, and helps to increase client access to music therapy services in the region.

***Music Therapy Education:*** Ensures that professional music therapists have the education and training they need to treat their clients effectively and provide the best possible services.

***Reduced Conference Registration Fees:*** Helps to offset the cost of holding the conference, and gives more music therapists the opportunity to attend without financial hardship.

***Professional Networking:*** Increases opportunities for employment in the Washington D.C. and Virginia regions and throughout the Mid-Atlantic region.

# Sponsorship Levels

## GOLD LEVEL SPONSOR

With your gift of **\$500 or more**, you receive the following benefits:

1. Formal recognition during the opening ceremony.
2. Recognition on poster displays throughout the conference.
3. One banner ad on the conference app.
4. Complimentary listing in the conference app directory.
5. Three complimentary push notifications on the conference app. (1 per day - a \$200 value!)

## SILVER LEVEL SPONSOR

With your gift of **\$300 or more**, you receive the following benefits:

1. Formal recognition during the opening ceremony.
2. Recognition on poster displays throughout the conference.
3. One complimentary push notification on the conference app.
4. Reduced fee for listing in the app directory (\$10 per ad instead of \$25).

## BRONZE LEVEL SPONSOR

With your gift of **\$100 or more**, you receive the following benefits:

1. Formal recognition during the opening ceremony.
2. Reduced fee for listing in the app directory (\$10 per ad instead of \$25).

## FRIEND OF MAR SPONSOR

With your gift of **up to \$100**, you receive the following benefits:

1. Formal recognition during the opening ceremony.

*Level sponsorships are determined by the dollar amount donated or the retail value of donated items, goods, and services.*

## Sponsor a Conference Event!

You or your organization or business can sponsor a conference event.

- **Advocacy Event:** Sponsors provide financial support for an Advocacy Breakfast, special guest speaker or panel of professionals. This event is designed to booster support for music therapy services within the Virginia region and throughout the Mid-Atlantic region.
- **Awards Ceremony:** Sponsors provide financial support for the ceremony that recognizes achievements of the music therapists and music therapy advocates in Virginia and throughout the Mid-Atlantic Region.
- **Conference Session:** Sponsors provide financial support to acquire a special guest speaker for a conference session or the Opening Ceremonies.

### Benefits of sponsoring a conference event:

- All Gold Level Sponsorship benefits
- Launch graphic and watermark on the conference app. There is 1 available to the highest monetary donor for a conference event or for conference materials.

## Sponsor Conference Materials!

You or your organization or business can sponsor conference materials.

- **Name Badges:** Your logo will appear on name badges used by over 700 conference attendees during the conference.
- **Conference Bags:** Your logo will appear on conference bags holding advertising and printed materials distributed to over 700 conference attendees.

### Benefits of sponsoring conference materials:

- All Gold Level Sponsorship benefits
- Launch graphic and watermark on the conference app. There is 1 available to the highest monetary donor for a conference event or for conference materials.

*To sponsor events and materials, please contact Christopher Gold, the Regional Exhibits Coordinator at [marexhibits@gmail.com](mailto:marexhibits@gmail.com) or 585-766-3084.*

## **Donate Items, Instruments, or Services!**

You or your organization or business can donate items, instruments, or services to raise money for MAR-AMTA!

**Silent Auction:** Donate musical instruments, books, educational opportunities, products, services, and music. All proceeds from the auction, held during the Exhibit Hall Spectacular, go toward funding vital MAR-AMTA programs and services.

Please send donated items to:

Becky Sowers  
20327 Brentmeade Terrace  
Sterling, VA 20165

Deadline: March 1, 2019

**Door Prizes:** Donate musical instruments, books, educational opportunities, products, services, and music. Items will be raffled at specific conference events to promote attendance and to advertise your products and services.

Please send door prize items to:

Becky Sowers  
20327 Brentmeade Terrace  
Sterling, VA 20165

Deadline: March 1, 2019

**Lend Instruments:** Instruments are crucial for a successful music therapy conference. Needed items include drums, guitars, keyboards, and Orff percussion. Please contact: Irv Kalugdan, [irvkalugdanmtbc@gmail.com](mailto:irvkalugdanmtbc@gmail.com) OR Zach Bohnert, [instrumentszach@gmail.com](mailto:instrumentszach@gmail.com) who will be coordinating the instruments at the conference.

# ADVERTISING OPPORTUNITIES

Advertising through the conference app is a great way to reach your targeted audience!

For the past four years, the MAR-AMTA has made a concerted effort to reduce waste and encourage more sustainable, environmentally conscious practices at its events. Over 700 conference attendees receive the conference itinerary through an interactive mobile app, which reduces the need to copy and print paper itineraries by 99%. The conference mobile app also contains uploaded PDFs of conference presentations and workshop handouts, which reduces the need to distribute paper copies. All conference attendees will have access to the app throughout the year.

## Banner Advertiser: \$300

**Limit:** FIVE opportunities

**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.

**Specifications:** 640Wx110H pixels, .jpg or .png format, 300 dpi



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

## Launch Graphic and Schedule Page Watermark

**Limit:** ONE opportunity. Available to the highest monetary donor for a conference event or conference materials, such as conference bags or badges.

**Features:** Landing page appears after opening screen. A watermark of the sponsor's logo appears on all app My Schedule calendar pages.

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

### Specifications for Launch Graphic:

320Wx418H pixels, 640Wx1008H pixels  
1408Wx1408H or 704W704H pixels  
1536Wx1920H or 768Wx960H pixels  
2160Wx3840H pixels (iPhone 7/7P) .jpg or .png format 300 dpi

### Launch Graphic



### Schedule Watermark



## 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 opportunities

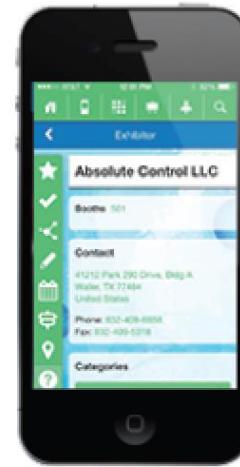
**Standard Listing**

**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 weblink 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 advertise to 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](mailto:marexhibits@gmail.com)

## **Traditional Advertising**

### **Print Material Distribution: \$100**

Advertise your business, school/university, product, or services by providing 700 copies of your print material (brochures, flyers, 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:** Katie Myers  
2631 Jamestown Lane #203  
Alexandria, VA 22314

**Deadline:** March 1, 2019