

2019

HOSTED BY:



Alliance for
Massage Therapy
Education

EDUCATIONAL CONGRESS

Sponsor & Exhibitor Prospectus

July 25-27, 2019

Hilton Philadelphia City Avenue

Philadelphia, PA

Excellence in Education:
*Influencing Practice, Policy,
Teacher Training & Research*

Letter from AFMTE

Dear Valued Partner,

As you know, massage therapy and bodywork education is in a state of transformation. The Educational Congress is the premier industry event for anyone involved in massage therapy and bodywork education, bringing together the best and the brightest. We are excited to announce that the third biennial Congress will be taking place in historic Philadelphia July 25-27, 2019.

As an AFMTE partner, you are an integral part of what makes the AFMTE's Educational Congress a critical networking platform for members of our industry. The Educational Congress is an opportunity to build awareness for your organization among leaders and practitioners.

In the past, our event has brought together **hundreds of attendees, featured dozens of sessions, and has been supported by dozens of sponsors.** We expect 2019's event in Philadelphia will be even bigger and better, and we sincerely hope you'll join us! We offer a wide arrange of sponsorship opportunities to match your goals. I encourage you to review our sponsorship prospective and respond quickly, as we expect to sell out. Please note that booth selection is based on your contract submission date, so don't delay!

On behalf of the entire AFMTE team, I hope you'll choose to partner with us for what's shaping up to be our most successful Educational Congress yet!



Cherie Sohnen-Moe
Educational Congress
Sponsor/Exhibitor Coordinator

What Our 2017 Sponsors & Vendors Thought:

"The 2017 AFMTE Biennial Educational Congress was a great event. As a presenter, I was amazed by the passion for the industry and education displayed by the member schools and attendees. The event was well planned, and Cherie and her team did a great job and went out of their way to make us feel welcome and included. I took away a lot of great insight and the sessions were all well done. I'm looking forward to the 2019 event and once again meeting with some really great and passionate educators."

—Tom King, Vice President of Training & Development for Enrollment Resources

"As a stakeholder in the massage community, Massage Warehouse is honored to attend and exhibit at the AFMTE Educational Congress. This event brings so many amazing educators and stewards of the industry together to work on issues and problem resolutions. The atmosphere is that of working together, and finding ground for our industry to thrive. I enjoy the people, the camaraderie, and the connection to the people shaping the future of massage."

—Angie Patrick, Director of Corporate Sales for Massage Warehouse/Scrip Companies

"I am remarkably proud to have represented Universal Companies as we provided Platinum Sponsorship for the 2017 Educational Congress. I am continually amazed by the professionalism and quality brought forth by the participants and facilitators. As an advanced education provider and multi-line distributor, Universal Companies is dedicated to providing excellence within the industry and is proud to partner with such a stand-up organization as AFMTE. As we link arms towards the common goal of strengthening and improving the field of massage and bodywork, we hope that more will join us!"

—Terry Russell, Director of Sales, Schools, and Distributors for Universal Companies

- **100%** of 2017 vendors and sponsors said they benefited from **NETWORKING** at the 2017 Congress
- **100%** of vendors and sponsors said they enjoyed the Speakers
- **85.8%** of vendors and sponsors said they are likely to attend the 2019 event

What Our 2017 Attendees Thought:



Nowhere else can you spend time with such a diverse group of thought leaders dedicated to the future of massage therapy education. If you're serious about this field, you'll attend this meeting.

The AFMTE 2017 Educational Congress provided a comprehensive opportunity to network, learn, and share with massage educators and industry leaders.

The Alliance courageously offers a wonderful forum for massage therapy professionals to share and brainstorm best practices for future massage therapists.

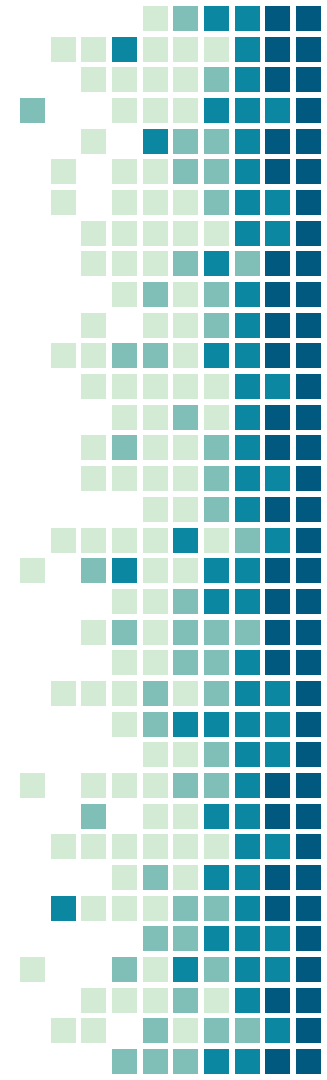
There are few opportunities in our field for Independent CE Providers to discuss issues, venues, problems, hear new information and ask questions due to the way we work. This is the ideal venue for these issues to be discussed and absorbed as we follow our passion and teach others.

- **95.5%** of 2017 attendees rated their experience with vendors as good to excellent
- **99.9%** of attendees rated their overall experience as good to excellent
- **90%** of attendees reported they found the mobile conference app useful

2017 SPONSORS

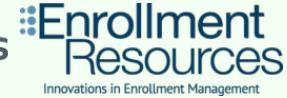
Thanks to the sponsors who help make our 2017 Educational Congress a huge success!

Platinum	Opening Reception	Silver	Continental Breakfast
 <p>universal companies[®] YOUR ONE SOURCE SPA SOLUTION[™]</p>	 <p>ME Massage Envy</p>	 <p>FSMTB FEDERATION OF STATE MASSAGE THERAPY BOARDS</p>	 <p>elements massage[®]</p>
Clipboard	Lanyard	Coffee Break	Video Livestream
 <p>MASSAGE HEIGHTS. body + face</p>	 <p>Books of Discovery</p>	 <p>MASSAGE WAREHOUSE MASSAGE • SPA • SALON</p>	 <p>American Organization for Bodywork Therapies of Asia</p>
Media Sponsors	Educator of the Year	Angel	Speaker
 <p>MASSAGE Insurance⁺ magazine PLUS</p>	 <p>PERFORMANCE HEALTH[®]</p>	 <p>FAS</p>	 <p>ACCREDITING BUREAU OF HEALTH EDUCATION SCHOOLS</p>
 <p>Massage Today</p>	 <p>Bon Vital[®] PROFESSIONAL MASSAGE THERAPY & SPA PRODUCTS</p>	 <p>ACCREDITING COUNCIL NATIONAL nac cas NATIONAL CAREER ARTS & SCIENCES</p>	
		 <p>Wolters Kluwer</p>	



2017 EXHIBITORS

Thanks to the exhibitors who help make our 2017 Educational Congress a huge success!



Basic Exhibitor Booth

SAVE \$200 WITH EARLY BIRD PRICING!*

\$995
MEMBERS*

\$1495
NONMEMBERS*

INCLUDES:

- Company name and logo on AFMTE website and social media conference promotions with a reciprocal link
- Listing in conference mobile app
- Complimentary tote bag insert of your marketing materials and/or samples
- 6" skirted table, two chairs in carpeted area, waste basket, wi-fi
- One registration (includes all provided meals)

The meal breaks, reception, and general sessions all take place in the Exhibitor Hall. Our breakout sessions are adjacent to the Exhibit Hall. Everything is convenient, and we have allotted ample time for attendees to visit the exhibitors.



Basic Exhibitor Booth Pricing

Early Bird Pricing is available until March 31, 2019

Early Bird Exhibitor Booth:

AFMTE Member: \$995

AFMTE Nonmember: \$1,495

Regular Exhibitor Booth:

AFMTE Member: \$1,195

AFMTE Nonmember: \$1,695



Want to send additional representatives?*

Registration Early Bird Price:

AFMTE Member: \$395

AFMTE Nonmember: \$495

Registration Regular Price:

AFMTE Member: \$495

AFMTE Nonmember: \$595

****All people attending the conference must be registered.***

2019 Conference Sponsorship Options



PLATINUM

\$15,000

Exclusive for ONE company

INCLUDES:

- Sponsor's name and logo listed as Platinum Sponsor on all conference materials, including select pre-conference advertising, conference signage, program material, and on the AFMTE website with a reciprocal link
- Prominently featured in our conference mobile app
- Recognition from podium during opening session
- Sponsor's name and/or logo imprinted on front of tote bags distributed to all attendees and speakers
- Opportunity to welcome attendees during opening session and during two educational sessions
- Complimentary Exhibitor table and tote bag insert
- Four complimentary conference registrations (includes all provided meals)
- Opportunity for a five-minute presentation



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GOLD

\$10,000

Exclusive for ONE company

INCLUDES:

- Recognition from podium during opening
- Opportunity for a two-minute presentation
- Opportunity to introduce keynote speaker
- Sponsor name/logo listed as a Gold Sponsor on all conference material, including select pre-conference advertising, conference signage, and conference webpage with a reciprocal link
- Complimentary Exhibitor table
- Complimentary tote bag insert
- Three conference registrations (includes all provided meals)
- Logo printed on the conference tote bag
- Prominently featured in digital conference program in conference mobile app



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DIAMOND/OPENING RECEPTION

\$10,000

ONE Available

INCLUDES:

- Recognition from podium during conference opening session
- Complimentary Exhibitor table
- Complimentary tote bag insert
- Two registrations (includes all provided meals)
- Sponsor name and logo on AFMTE website and social media conference promotions with reciprocal link
- Sponsor name in major AFMTE conference promotions
- Sponsor logo on reception sign
- Sponsor logo printed on conference tote bags
- Prominently featured in digital conference program in conference mobile app



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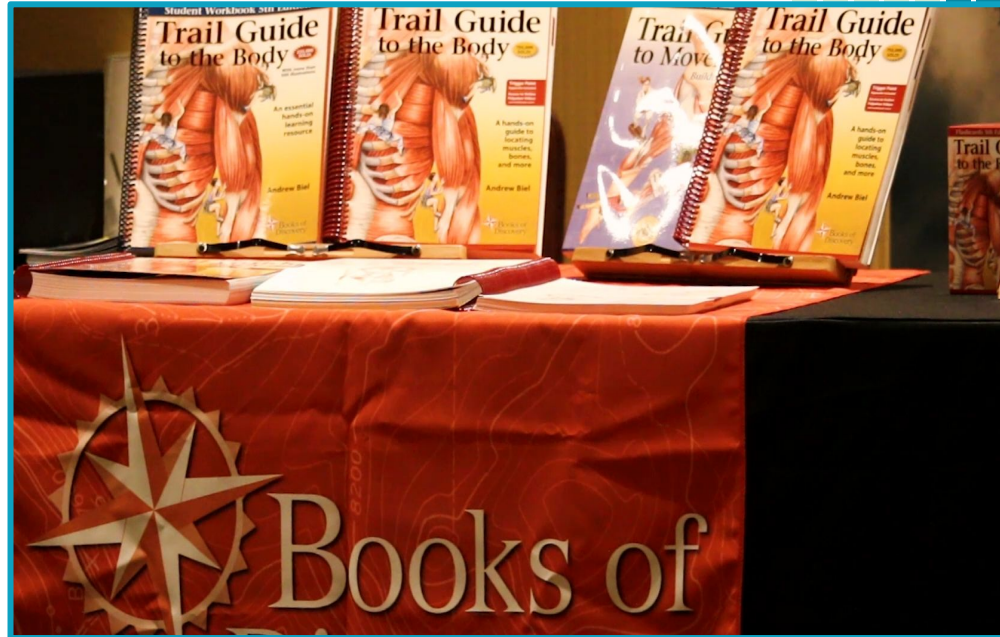
SILVER

\$5,000

THREE Sponsorships Available

INCLUDES:

- Recognition from the podium during the opening session
- Complimentary Exhibitor table
- Complimentary tote bag insert
- Two registrations (includes all provided meals)
- Sponsor name and logo on AFMTE website and social media conference promotions with reciprocal link
- Sponsor name in major AFMTE conference promotions
- Sponsor logo printed on conference tote bags
- Listed on the digital conference program in conference mobile app



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CONTINENTAL BREAKFAST

\$5,000

THREE Available

INCLUDES:

- Recognition from the podium during the conference opening session
- Complimentary Exhibitor table
- Complimentary tote bag insert
- One registration (includes all provided meals)
- Sponsor name and logo on AFMTE website and social media conference promotions with reciprocal link
- Sponsor name in major AFMTE conference promotions
- Sponsor logo on breakfast sign
- Listed on the digital conference program



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CLIPBOARD

\$2,000

Exclusive for ONE company

INCLUDES:

- Recognition from the podium during the conference opening session
- Every attendee receives a clipboard with your company's name and logo imprinted
- Sponsor name and logo on AFMTE website and social media conference promotions with reciprocal link
- A representative is invited to hand out clipboards during registration hours to attendees
- Listed on the digital conference program in conference mobile app



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LANYARD

\$2,000

Exclusive for ONE company

SOLD

INCLUDES:

- Recognition from the podium during the opening session
- Every attendee receives a lanyard with your company's name and logo imprinted
- Sponsor name and logo on AFMTE website and social media conference promotions with reciprocal link
- A representative is invited to hand out lanyards during registration hours to attendees
- Listed on the digital conference program in conference mobile app



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COFFEE BREAK

\$1,500

SIX Sponsorships Available

INCLUDES:

- Recognition from the podium during the opening session
- Tote bag insert of marketing materials and/or samples
- Sponsor name and logo on AFMTE website and social media conference promotions with reciprocal link
- Sponsor logo on Coffee Break sign
- Listed on the digital conference program in conference mobile app



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CONFERENCE ANGEL

\$1,000

UNLIMITED Available

INCLUDES:

- Complimentary tote bag insert of marketing materials and/or samples
- Sponsor name and logo on AFMTE website and social media conference promotions with reciprocal link
- Listed on the digital conference program in conference mobile app
- Recognition from the podium during conference opening session



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LIVE STREAM SPONSOR

Please
Contact
Us

EMAIL 2019EC@AFMTE.ORG

INCLUDES:

- Branded live stream broadcast of the general sessions, as well as video recordings of the breakout sessions for future viewing
- Sponsor name and logo on AFMTE website and social media conference promotions with reciprocal link
- Listed on the digital conference program in conference mobile app
- Recognition from the podium during conference opening session
- Please email us at 2019EC@AFMTE.ORG



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CONFERENCE SPONSORSHIP OPTIONS

CONGRESS SPEAKERS

Ten Available

- Recognition from podium during opening
- Opportunity to introduce a speaker
- Tote bag insert
- Sponsor name/logo on website and social media promotions

\$750

TOTE BAG INSERTS

Unlimited

- Sponsor name and logo on AFMTE website with link
- Tote bag insert of your marketing materials and/or samples

\$250

MEMBERS

\$500

NONMEMBERS

PRIZES

Unlimited

- Company name, logo, prize(s) on AFMTE website with link
- Items displayed on prize table in main room.
- Announcements of prizes before and during raffle



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The future is in our hands.

- Palpation
- Musculoskeletal Anatomy
- Physiology

Books of
Discovery



Exhibitor & Sponsorship Form

2019 Biennial Educational Congress



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Fax completed form to (520) 743-3656; Mail to AFMTE, PO Box 40014, Tucson, AZ, 85717;
Email to 2019EC@AFMTE.ORG | Questions: Call (520) 743-3936

Company Information

Company Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Fax: _____

Email: _____

Sponsorship Opportunities

- Platinum Level - **\$15,000** (includes 4 registrations)
- Gold Level - **\$10,000** (includes 3 registrations)
- Opening Reception - **\$10,000** (includes 2 registrations)
- Silver Level - **\$5,000** (includes 2 registrations)
- Continental Breakfast - **\$5,000** (includes 1 registration)
- Clipboard - **\$2,000**
- Lanyard - **\$2,000**
- Coffee Break - **\$1,500**
- Conference Angel - **\$1,000**
- Congress Speaker - **\$750**
- Tote Bag Insert - **\$250 (Member)**
- Tote Bag Insert - **\$500 (Non-Member)**

Exhibitor Booth Package (includes 1 registration)

Member: _____ x \$995= _____ Non-Member: _____ x \$1,495= _____

Additional staffing for booths must be registered. How many additional registrations do you need?

Member: _____ x \$395= _____ Non-Member: _____ x \$495= _____

Registrants (can be provided later)

Booth Rep. 1 Name: _____ Email: _____

Booth Rep. 2 Name: _____ Email: _____

Booth Rep. 3 Name: _____ Email: _____

Booth Rep. 4 Name: _____ Email: _____

If you are not currently an AFMTE member and would like to join or renew as an Allied Member to receive the member discount, please check here: **AFMTE Allied Membership (one year) - \$500**

Payment Information

Total Amount: \$ _____

Would you like to pay by credit card?

Or would you like to mail a check?

Credit Card Number: _____

CVV: _____

Expiration: _____

Name on Card: _____

Billing Address (If Different From Above):

Signature (Required): _____

Exhibitor & Sponsorship Form

2019 Biennial Educational Congress



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Booth Set-up and Break-down

All exhibitors must be setup between 4:00pm - 8:00 pm, Wednesday, July 24, 2019. Take-down is Saturday, July 27, 2019 from 5:00 - 6:00 pm.

Exhibitor Hotel Documents

You will be sent documents before June 1, 2019 with the policies and order forms for services provided by the exhibits decorator and other subcontractors. These include: shipping, additional furnishings, electricity, audio visual equipment, etc.

Promotion

The Educational Congress sponsors and exhibitors are promoted through venues such as magazine ads (print and digital), broadcast e-mail, the AFMTE website, national publicity, social media, personal contact, and our mobile conference app.

Sponsors and exhibitors are invited to participate in promoting this event. A list of attendees' names and email addresses will be provided shortly after the early bird deadline, and an updated list will be sent within two weeks following the event. You will also have access to the attendees' information on the Conference app.

Liability

Exhibitor assumes responsibility and agrees to indemnify and defend AFMTE 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.

Payment

For all contracts signed and submitted prior to March 31, 2019, a nonrefundable 50% deposit is due immediately, with balance due by March 31, 2019. For all contracts signed and submitted after March 31, 2019, payment is due, in full, at the time of submission. Checks, Visa, MasterCard, and AMEX are accepted. Checks should be made payable to the Alliance for Massage Therapy Education Association.

Cancellations

Cancellation of exhibit space/sponsorships must be sent to the AFMTE in writing on company letterhead. Any payment over 50% of the total exhibit/sponsorship fee will be refunded on cancellations received on or before March 31, 2019, only if the space/sponsorship can be resold to another participant by the AFMTE. No refunds will be issued for cancellations made after March 31, 2019.