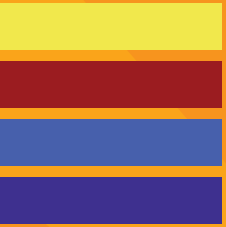


AMERICAN ASSOCIATION FOR MARRIAGE AND FAMILY THERAPY  
EXHIBIT AND SPONSORSHIP PROSPECTUS



# AAMFT17

ANNUAL CONFERENCE AND EXPOSITION

October 5–8, 2017 | Atlanta, GA



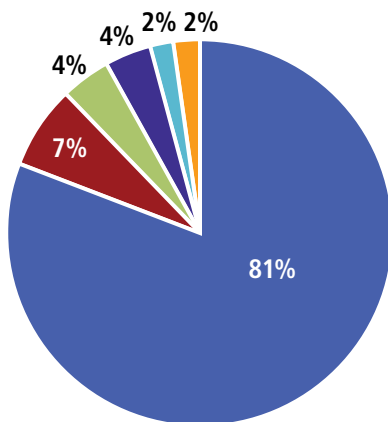
## ABOUT AAMFT

The American Association for Marriage and Family Therapy (AAMFT) is the professional association for the field of marriage and family therapy with almost 26,000 members. Founded in 1942, we represent the professional interests of marriage and family therapists and other mental health professionals legally authorized to independently treat couples, and families throughout the United States, Canada, and 53 other countries.

Marriage and family therapists treat, research, and teach about a wide range of issues that affect their clients. Some of the top therapy topics we receive inquiries about are infidelity, LGBTQ youth and couples, adoption, stepfamilies, and children dealing with divorce. AAMFT leads the way to increasing understanding, research, and education in the field and ensuring the public's needs are met by trained practitioners.

## ABOUT OUR MEMBERS

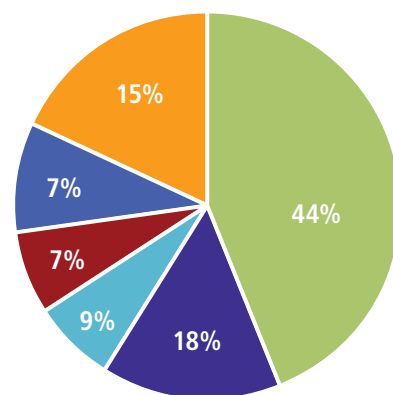
AAMFT PROFESSIONAL IDENTITIES



■ Marriage and Family Therapists  
■ Professional Counselors  
■ Pastoral Counselors

■ Psychologists  
■ Social Workers  
■ Other

PRACTICE PROFILE



■ Individual Practice  
■ Group  
■ Hospital  
■ Academic Training

■ Agency  
■ Hospital  
■ Other

## WHY THE AAMFT ANNUAL CONFERENCE?

AAMFT's annual conference brings together the largest number of marriage and family therapists than any other conference. Marriage and family therapists represent a highly educated, niche market that address and influence a multitude of family issues, research, and education. They are involved in increasing relevance and influence in the ever changing institutions of couples and family. Exhibiting with AAMFT is a unique opportunity to connect with more than 1,500 mental health professionals and students.

- Promote name and brand recognition
- Create new professional contacts
- Networking opportunities
- Recruit highly trained staff and interns
- Market to students seeking masters and PhD programs
- Gain resources and information from other exhibitors
- Gain relevancy within the mental health field
- Develop potential internship opportunities

## WHAT DO ATTENDEES WANT TO SEE FROM EXHIBITORS?

- Hands on products to use with clients
- Resources and tools for therapists working with various populations.
- Practice management services
- Electronic records and medical billing services
- Alternative therapies and solutions
- Textbooks, books, therapy curriculum
- Therapy tools and resources for music, sex and couples therapy; play tools, games, instruments, posters, and books

## EVENTS THAT DRIVE TRAFFIC TO THE EXHIBITS:

- AAMFT bookstore
- AAMFT continuing education center
- Grand opening reception
- Conference registration
- Discussion groups
- Daily giveaways from AAMFT



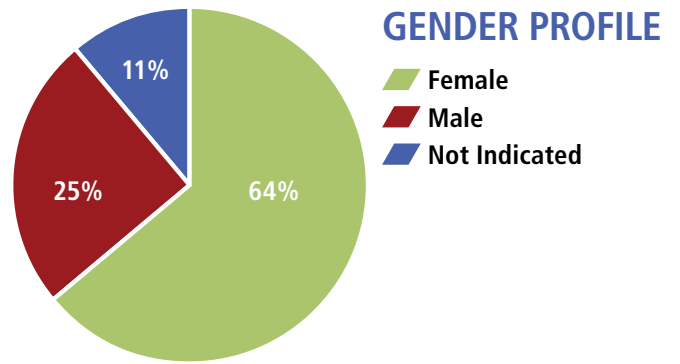
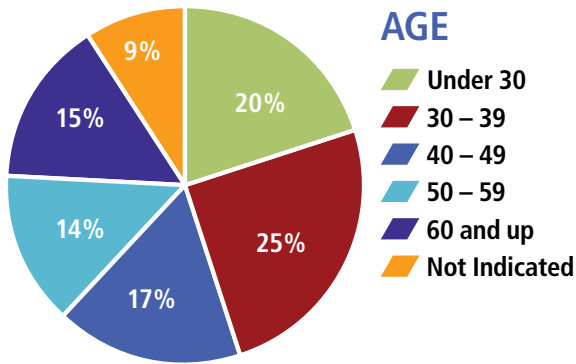
**AAMFT's Annual Conference Offers High Visibility – In Person!**

# ANNUAL CONFERENCE DEMOGRAPHICS

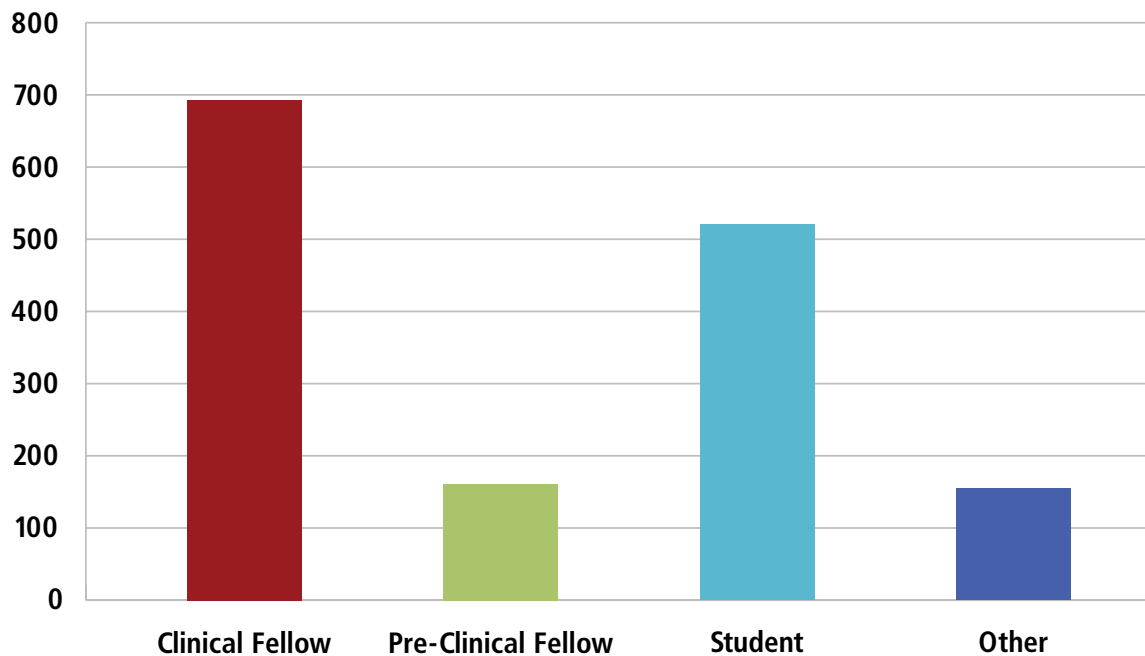
**42%** of attendees are new to the conference

**64%** of attendees are licensed therapists

**95%** of attendees visit the exhibits area



## MEMBER TYPE



# SPONSORSHIPS

## MAXIMIZE YOUR EXPOSURE AND BUILD BRAND RECOGNITION

*Sponsoring one or more AAMFT conference events is an excellent way to show your commitment to the field of marriage and family therapy along with providing excellent visual presence and brand awareness to thousands of mental health professionals.*

### **T-SHIRT SPONSOR – \$15,000 (EXCLUSIVE)**

Solidify name and brand recognition and drive traffic to your booth by having your logo on the back of the official conference t-shirt.

### **CONFERENCE LANYARD – \$12,000 (EXCLUSIVE)**

Since badges are required for admittance, the badge holder neck wallet is a great opportunity to gain high visibility as attendees wear the conference lanyard throughout the duration of the conference. This sponsorship will drive a high amount of traffic since attendees will redeem the lanyard at your booth.

### **MEDIA CENTER – \$10,000 (EXCLUSIVE)**

The media center is a focal point in the center of the exhibit hall. It hosts important conference information, interactive games, conference twitter feed, contests, and prizes. Make your company stand out with your logo prominently printed on the media center panel and your booth located in close proximity to the media center.



### **CONFERENCE BAG – \$10,000 (EXCLUSIVE)**

Create brand recognition with your company logo (with AAMFT'S) on the official conference tote bag. This sponsorship will drive a high amount of traffic since attendees will redeem the bag at your booth.

### **CONFERENCE APP – \$10,000 (EXCLUSIVE)**

Put your brand front and center by having your logo integrated into our conference app. Since conference attendees receive most of their information like schedules, room numbers, exhibit map, and more from the mobile application, you have the potential to reach every attendee.

### **MICROPHONE CATCHBOX – \$6,500 (EXCLUSIVE)**

Get recognition with this sponsorship by having your logo printed on all of the conference microphone catchboxes. This device is a throwable microphone that attendees use throughout various sessions during discussions and Q&A sessions.



### **SNACK/COFFEE BREAKS – \$5,000–\$10,000 (NON-EXCLUSIVE)**

Encourage attendees to refuel and take a coffee or lemonade break at snack stations placed strategically in the exhibit hall. Gain visibility with your company logo placed in key areas of the breaks area(s).

### **KEYNOTE ADDRESS – \$5,000 (NON-EXCLUSIVE)**

### **NETWORKING LUNCHEON – \$5,000 (EXCLUSIVE)**

### **POSTER SESSION – \$3,000 (NON-EXCLUSIVE)**

### **DISCUSSION SESSION – \$3,000 (NON-EXCLUSIVE)**

For sponsorship opportunities please email [marketing@aamft.org](mailto:marketing@aamft.org).  
Our marketing staff will follow up with a sponsorship agreement.

## ENHANCE YOUR VISIBILITY

*Take advantage of these marketing opportunities available exclusively at the conference.*

### ANNUAL CONFERENCE MARKETING SLIDES

Highlight your products and services in the pre-keynote or exhibit hall slides shows. The slides include information about key events at the conference, award winners, products at the AAMFT booth, conference sponsorship call outs, and advertisements. This is a terrific way to catch the eye of attendees and draw them to your booth or website.

**Keynote slide – \$500, one slide for all keynote sessions**

### BAG INSERTS

The tote bag inserts are essential to ensuring all attendees have your company literature in their hands. Take advantage of this crucial opportunity to reach up to 1,500 mental health professionals.

**Exhibitor – \$600 (one piece)**

**Non-exhibitor – \$1,000 (one piece)**



# APPLICATION AND CONTRACT

## COMPANY INFORMATION

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

Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Phone: \_\_\_\_\_

## REGISTRATION FORM

Please list the names of your booth personnel for their name badges.  
(Additional exhibit hall badges can be purchased for \$50 per person).

Person 1: \_\_\_\_\_  
(Exhibit hall access only)

Person 2: \_\_\_\_\_  
(Exhibit hall access only)

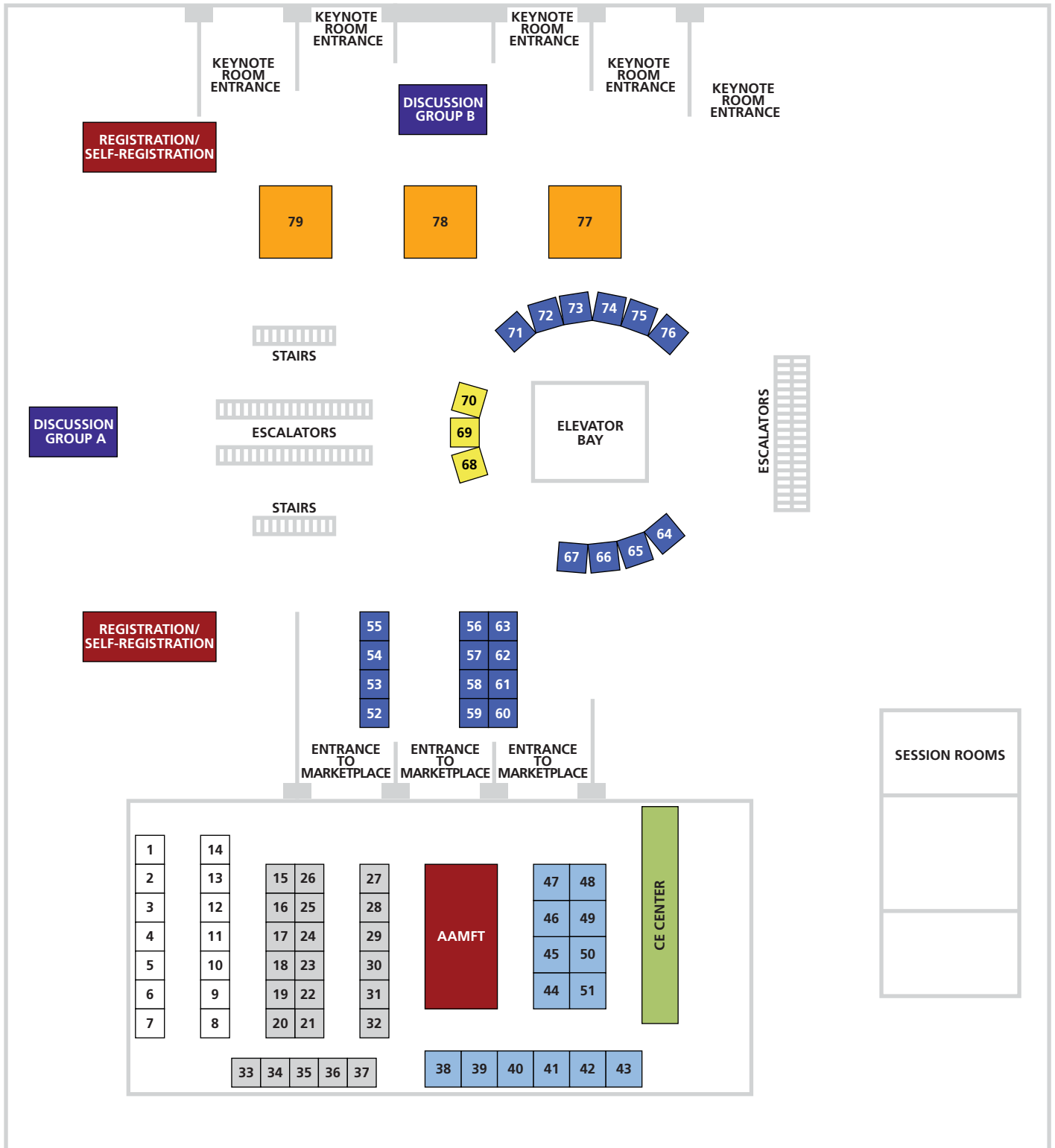
Person 3: \_\_\_\_\_  
(Exhibit hall access only)

## COMPANY DESCRIPTION

List 25 word company description that will appear in the onsite guide (if sent before **August 1, 2017**)

Send signed contract, order forms and check or credit card information by email to [marketing@aamft.org](mailto:marketing@aamft.org),  
by fax to (703) 253-0509 or mail to 112 South Alfred Street, 3rd Floor, Alexandria, VA 22314.






# EXHIBIT MAP



- FEATURED ISLANDS (20' X 20')
- FOYER BOOTHS (8' X 8')
- MFT JOURNEY BOOTHS (8' X 8')
- PREMIUM BOOTHS (8' X 8')
- STANDARD (10' X 10')
- RESERVED FOR COMAFTE ACCREDITED PROGRAMS



# EXHIBIT BOOTH ORDER FORM

EXHIBIT BOOTH OPTIONS	BEFORE MAY 15, 2017	AFTER MAY 15, 2017	QUANTITY
 Island Booth 20' x 20'	\$2,300	\$2,400	
 Premium Booth 8' x 8'	Package Prices Only	Package Prices Only	
 Foyer Booth 8' x 8'	\$1,350	\$1,450	
 Standard 10' x 10' Booth	\$1,250	\$1,350	
 MFT Journey Booth	\$950	\$1,050	
Standard Booth and keynote advertising slides	\$1,700	\$1,800	
Foyer Booth* and keynote advertising slides	\$1,800	\$1,900	
Standard Booth and One (1) 2016 e-Newsletter Ad**	\$1,850	\$1,950	
Foyer Booth* and One (1) 2016 e-Newsletter Ad**	\$1,950	\$2,050	
Standard Booth and Tote Bag Inserts	\$1,800	\$1,900	
Foyer Booth* and Tote Bag Inserts	\$1,900	\$2,000	

\* While available    \*\* 195 x 195 pixel size ad

## BOOTH DESCRIPTIONS

**FEATURED ISLANDS (20' X 20')** Since these booths are located outside the keynote room this should be a high traffic area. With more space for banners, rolls ups, couches, and tables you can have high visibility. These are perfect for groups featuring demonstrations, discussions, and one-on-one conversations.

**PREMIUM BOOTHS (8' X 8')** You will have the best visibility as these booths are located right near the escalators where attendees will arrive and exit. They are central to all the action of the conference exhibit space. Offered to those who want a comprehensive marketing package that includes conference and year round advertising. Please email [marketing@aamft.org](mailto:marketing@aamft.org) for more information.

**FOYER BOOTHS (8' X 8')** High visibility and traffic during the whole conference as these are located near the keynote room, session rooms, registration, and the marketplace. **This space is NOT ideal for those exhibitors who need 24-hour security.** Not sure what's right for you? Contact [marketing@aamft.org](mailto:marketing@aamft.org) for more information.

**STANDARD BOOTHS (10' X 10')** These booths are perfect for exhibitors who are selling goods and need 24-hour security. These booths will be located in the designated marketplace area of the exhibits. This area will include booksellers, vendors selling therapy tools or games, and companies selling other MFT related products. Designated reception will be held in this area Friday night.

**MFT JOURNEY DESIGNATED AREA (8' X 8')** This area will highlight exhibitors who are offering internship and employment opportunities, university programs, and other services specifically for students during their journey to become and MFT. Designated reception will be held in this area Friday night.

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# CONFERENCE ADVERTISING ORDER FORM

## ANNUAL CONFERENCE PROMOTIONS

Please circle your selections.

PROMOTION	PRICE	QUANTITY
<b>Bag Inserts</b>	\$600 (exhibitors) \$1,000 (non-exhibitors)	
<b>Keynote Ad Slides</b>	\$500	
<b>Keynote Chairs</b> Reach more attendees by having your piece of literature on each chair at <b>one</b> of the keynote sessions.	\$375	

CONFERENCE PROGRAM	PRICE	AD SIZE	QUANTITY
<b>Full Page</b>	\$1,950	7" x 10"	
<b>Half Page</b>	\$1,100	7" x 4 1/2"	
<b>1/3 Page Square</b>	\$650	4 1/2" x 4 7/8"	
<b>1/3 Page Vertical</b>	\$650	2 1/8" x 10"	
<b>1/6 Page Vertical</b>	\$450	2" X 4 1/2"	
<b>CONFERENCE PROGRAM APPLICATION AND ARTWORK DUE APRIL 17, 2017</b>			

CONFERENCE ONSITE GUIDE	PRICE	QUANTITY
<b>Front Inside Cover</b>	\$2,000	
<b>Back Inside Cover</b>	\$2,000	
<b>Back Outside Cover</b>	\$3,000	
<b>Full Page</b>	\$1,100	
<b>1/2 Page</b>	\$600	
<b>CONFERENCE ONSITE GUIDE APPLICATION AND ARTWORK DUE AUGUST 1, 2017</b>		

Send signed contract, order forms and check or credit card information by email to [marketing@aamft.org](mailto:marketing@aamft.org), by fax to (703) 253-0509 or mail to 112 South Alfred Street, 3rd Floor, Alexandria, VA 22314.

# CREDIT CARD AND AUTHORIZATION PAGE

**\*\*ALL ORDERS MUST BE PRE-PAID FOR YOUR REQUEST TO BE ACCEPTED. BOOTH SPACE OR AD SPACE CANNOT BE RESERVED UNTIL PAYMENT IS RECEIVED.**

MasterCard       Visa       American Express       Check: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Vcode: \_\_\_\_\_

Please charge my credit card the following amount: \$ \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

*I agree to authorize AAMFT to charge my credit card the total amount for all exhibit space, sponsorship and/or ads selected above.*

## AGREEMENT AND SIGNATURE

As the representative of the company/organization named on page one of this application, I have read and agree to abide by all of the [terms and conditions](#) stated by AAMFT.

Submitted by (please print): \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please Note:** *All orders must be paid within 30 days from the date this order form was submitted. If you are paying by check, your check must be received by AAMFT within 30 days from the date this order form was submitted or the invoice date (if an invoice was requested).*

Send signed contract, order forms and check or credit card information by email to [marketing@aamft.org](mailto:marketing@aamft.org),  
by fax to (703) 253-0509 or mail to 112 South Alfred Street, 3rd Floor, Alexandria, VA 22314.

# KEY EXHIBIT INFORMATION AND CHECKLIST

## EXHIBIT SET UP

### Wednesday, October 4

2:00 – 5:00 p.m. (optional for those who wish to arrive early)

### Thursday, October 5

6:30 – 7:00 a.m. (mandatory, all exhibitors must be moved in by 7:00 a.m.).

## EXHIBIT BREAK DOWN

### Saturday, October 7

4:30 – 6:00 p.m. (optional for those who wish to leave early)

7:00 – 8:00 p.m. (All exhibitors must be out by 8:00 p.m.)

## EXHIBITION HOURS

### Thursday, October 5

10:00 a.m. – 7:00 p.m. (mandatory); 9:00 a.m. – 7:00 p.m. (optional)

### Friday, October 6

11:30 a.m. – 8:00 p.m. (mandatory); 9:30 a.m. – 8:00 p.m. (optional)

### Saturday, October 7

10:30 a.m. – 7:00 p.m. (mandatory); 7:00 a.m. – 7:00 p.m. (optional)

*\*schedule subject to change*

## CONFERENCE LOCATION

Marriott Marquis  
265 Peachtree Center Ave NE,  
Atlanta, GA 30303

## EXHIBITOR CHECKLIST:

- Send AAMFT application, order forms, and contract
- Send AAMFT 25 word company description for onsite guide by August 1, 2017
- Send AAMFT names of booth personnel

## WHAT YOUR BOOTH INCLUDES

- 25 word description of company and link to your website on AAMFT's conference website
- 44" x 7" identification sign
- One 6' draped table, two chairs, and wastepaper basket
- Carpet
- One complimentary conference registration
- Three exhibitor (exhibit hall access only) personnel badges
- 25-word listing in the On-Site Guide, if submitted by August 1, 2017

# TERMS AND CONDITIONS

## EXHIBITOR AND EVENT ADVERTISING POLICY

### 1.00 General Policies.

**1.01 Reservation of Rights and Compliance with Applicable Laws.** AAMFT reserves the right to reject an exhibitor application for any reason at any time. AAMFT reserves the right to cancel any advertisement in any AAMFT publication for any reason at any time. AAMFT complies with all applicable laws prohibiting discrimination. AAMFT will not accept advertisements that, at AAMFT's sole discretion, appear to be libelous, slanderous, sexually explicit, or in conflict with AAMFT policies.

### 1.02 Academic Programs.

**1.02.1 Currently Accredited Programs.** Only programs that are currently accredited by the Commission on Accreditation for Marriage and Family Therapy Education (COAMFTE) are eligible to sponsor AAMFT events.

**1.02.2 Programs Applying for Accreditation.** In order to avoid any perceived or actual conflict of interest, programs that are applying for accreditation are not permitted to sponsor AAMFT events.

**1.02.3 Non-Accredited Programs.** Programs that are not COAMFTE-accredited are permitted to exhibit at events and advertise in AAMFT publications, but AAMFT reserves the right to indicate on advertisements, event signage, and other locations, as determined by AAMFT, that a program is not COAMFTE-accredited.

**2.00 Exhibitor Cancellation and Refund Policies.** All cancellations must be submitted in writing. In order to receive a refund of 50%, cancellations must be sent prior to June 16, 2017. No refunds will be made on cancellations received after June 16, 2017. AAMFT reserves the right to dismiss exhibitors from the exhibit area. If an exhibitor is dismissed from the exhibit area, no refund shall be made.

**3.00 Decorator & Drayage.** Each exhibitor will receive a complete service kit from the decoration and drayage company prior to the event. This kit will contain order forms, rental costs for extra booth furniture, additional draping, and accessories, as well as information on special work (such as electrical work, internet access, audiovisual equipment rental, etc.), labor regulations, payment terms, and information on shipping your materials.

**4.00 Payment.** Unless otherwise stated on the order form, all orders must be pre-paid for your request to be accepted. Neither booth space nor ad space can be reserved until payment is received. Checks, Visa, MasterCard, American Express, or money orders are all acceptable forms of payment. Payment shall be made in US currency. Payment for any additional costs incurred by AAMFT must be paid 30 days from the invoice date. AAMFT reserves the right to cancel order due to delinquency. Rates are subject to change without notification.

**5.00 Placement of Booths.** AAMFT cannot guarantee that competitors will not be placed near each other in the exhibit hall, but AAMFT will make reasonable attempts to avoid such placements.

**6.00 Refunds on Event Advertisements.** There is no refund for ads that are placed.

**7.00 Cancellations or Changes to Event Advertisements.** Cancellations or changes must be submitted in writing. Cancellations must be submitted 15 days prior to date art work is due. Changes must be submitted two weeks prior to date art work is due.

**8.00 Indemnification.** The exhibitor shall indemnify and hold harmless AAMFT and its publications from and against any and all claims, damages, losses and liabilities, including reasonable attorney's fees and costs, arising out of the publication of the exhibitor's advertisement or the acceptance of the exhibitor's request to exhibit at an AAMFT event.

**9.00 Disclaimer of Endorsement.** Acceptance of advertisements or an exhibitor shall not be construed as any type of endorsement of the advertising, the advertiser, the exhibitor, or the advertiser's or exhibitor's organization, product, system or service, by AAMFT, COAMFTE, or the AAMFT Foundation.

**10.00 Disclaimer of Liability.** AAMFT is not liable for print quality of advertisements that do not meet the ad specs specified on the order form.

**11.00 Applicability of Policy.** This policy applies to all AAMFT events and publications, including electronic and print materials.