



North American Drama Therapy Association (NADTA)

34th Annual Conference

September 26 - 29, 2013

*Knowledge through Performance: Arts Based Research and Drama Therapy*

## Marketing Opportunities at the 2013 Annual NADTA Conference

The North American Drama Therapy Association's Annual Conference is the premier event for drama therapists, clinicians, educators, students, counselors and professionals from other related fields. You can increase your visibility by participating in a variety of opportunities including advertising, sponsorships and exhibits.

### Sponsorship

I would like to sponsor or donate money in support of the Keynote Address on Friday, 09/27/2013. Sponsors receive recognition at the Keynote Address and can also include an insert in the conference registration packet.

\_\_\_\_\_ \$100 \_\_\_\_\_ \$250 \_\_\_\_\_ \$500 \_\_\_\_\_ \$750 \_\_\_\_\_ \$1,000 \_\_\_\_\_ Other

### Conference Program Advertising

The on-site program is a highly efficient tool for enhancing your image and raising your visibility with drama therapists. Your advertising dollars are leveraged as attendees reach thousands of patients, clients and students each year! The conference program is distributed to 275+ attendees. Advertising space in the program is an effective way to reach this specialized audience.

**Valued Added:** Your full or half conference program ad will be included in our online conference program where it will reach an additional **3,400** monthly visitors.

### Registration Packet Insert

Place your marketing collateral in the conference registration packet (distributed onsite). With attendance of 275+ drama therapists, this is an excellent way to reach your target audience.

### Exhibit Table

Meet conference participants face-to-face in one of the most popular settings of the conference. The exhibit hall is the cornerstone location for networking. Here you can showcase your products and services to conference participants from around the world.

**Value Added:** Exhibitors may submit a half-page ad in the conference program for an additional \$100 (\$150 value). This ad will also be included in our online program.

## Advertising Rates

Exhibit tables- **\$150 for a full table and \$100 for a half table**

Registration Packet Insert - **\$100 for each insert and \$75 for accredited educational institutions**

(You will need to provide us with 300 copies by September 2, 2013)

Conference Program Ads – **See chart below**

## Why Advertise with the North American Drama Therapy Association?

### About the North American Drama Therapy Association

The North American Drama Therapy Association (NADTA) is the most prestigious association in the field of drama therapy and is dedicated to increasing recognition of the profession across the US and Canada. Founded in 1979, the organization represents practicing drama therapists, students, educators, and related practitioners. Drama therapists are master's-level professionals who hold a degree in drama therapy or a related field. The organization maintains high standards of training that must be met to qualify as a registered drama therapist (RDT).



### Where do drama therapists work?

Drama therapists are trained to work with people of all ages and impairments in a variety of settings, including:

- Hospitals and medical centers
- Rehabilitation facilities
- Psychiatric and mental health centers
- Residential treatment
- Educational Institutions
- K-12 Schools
- Assisted living facilities
- Community service organizations
- Private practice

### Market Penetration

You will reach a specialized market of more than 700 members and over 3,400 monthly website visitors including:

- Credentialed & Professional Members
- Mental Health Clinicians
- Educators
- Educational Institutions
- Graduate and undergraduate students
- Researchers
- Counselors
- Related practitioners
- Families & Parents
- Veterans
- Elderly



**Our members and their employees buy a wide range of products and services used by their hospitals, medical centers, educational institutions, private and group practices, community and civic organizations and other related facilities. Products and services most in demand include:**

- Educational products & learning aids
- Theater supplies (scarves, masks, puppets, etc.)
- Office and School supplies
- Technology products & A/V equipment
- Insurance and legal services
- Continuing education opportunities including conferences, workshops & related products
- Books and CDs
- Parenting resources
- Assessment tools
- Journal and magazine subscriptions
- Memberships in related Associations
- Medical equipment & supplies
- Conference and meeting space
- Travel, Lodging, etc.

### RATES

<b>Size of Conference Program Ad</b>	<b>Conference Program Member Rates</b>	<b>Conference Program Non-Member</b>	<b>Online Program Member Rates</b>	<b>Online Program Non-Member Rates</b>
<b>Full Page</b> Inside Front or Back	\$500	\$550	Included	Included
<b>Full Page</b> 7 ¾ " wide x 9 ¾" tall	\$250	\$300	Included	Included
<b>Half Page</b> 3 ¾" wide x 9 ¾" tall (vertical)  7 ¾" x 4 ¾" tall (horizontal)	\$150	\$200	Included	Included
<b>Quarter Page</b> 3 ¾" X 4 ¾" tall	\$100	\$150	\$100	\$125
<b>Business Card</b> 4 7/8 X 1 ¾ tall	\$75	\$125	\$100	\$125

**Please submit all print-ready (350 dpi) ads to [marketing@nadt.org](mailto:marketing@nadt.org) by August 15, 2013.**

# Advertising Contract

Contact person \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_

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

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Billing address (if different) \_\_\_\_\_

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

Authorized signature \_\_\_\_\_

## Marketing Selection

## Size / Cost

## Check one:

Sponsorship

Print-ready artwork enclosed

Conf. Program

Print-ready artwork will be sent by

Online Program

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

Tote Insert

**Deadline is August 15, 2013**

Exhibit

## Payment Options:

- Check
- Money Order
- MasterCard
- Visa

**Please submit form and payment  
via mail, email, or fax to:**

North American Drama Therapy  
Association  
44365 Premier Plaza, Suite 220  
Ashburn, VA 20147

Total Amount: \$ \_\_\_\_\_

Email: [marketing@nadt.org](mailto:marketing@nadt.org)

Credit card number \_\_\_\_\_

Tel: (888) 416-7167

Expiration date \_\_\_\_\_

Fax: (703) 738-7065

Signature \_\_\_\_\_