



Marketing Opportunities at the 2014 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, 10/31/2014. 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 \$110 (\$160 value). This ad will also be included in our online program.

Advertising Rates

Exhibit tables- **\$175 for a full table and \$115 for a half table**

Registration Packet Insert - **\$100 for each insert and \$85 for accredited educational institutions**

(You will need to provide us with 300 copies by October 3, 2014)

Conference Program Ads – **See chart on next page.**

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 Reach

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
- Books and CDs
- Continuing education opportunities including conferences, workshops & related products
- Parenting resources
- Assessment tools
- Journal and magazine subscriptions
- Memberships in related Associations
- Medical equipment & supplies
- Conference and meeting space
- Travel, Lodging, etc.

CONFERENCE PROGRAM AD RATES

Size of Conference Program Ad	Conference Program Member Rates	Conference Program Non-Member	Online Program Member Rates	Online Program Non-Member Rates
Full Page Inside Front or Back	\$500	\$550	Included	Included
Full Page 7 ¾ " wide x 9 ¾" tall	\$250	\$300	Included	Included
Half Page 3 ¾" wide x 9 ¾" tall (vertical) 7 ¾" x 4 ¾" tall (horizontal)	\$160	\$210	Included	Included
Quarter Page 3 ¾" X 4 ¾" tall	\$110	\$160	\$100	\$125
Business Card 4 7/8 X 1 ¾ tall	\$80	\$130	\$100	\$125

Please submit all print-ready (300 dpi) .jpg ads to office@nadta.org by September 12, 2014.



Advertising Contract

Contact person _____ Email _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Billing address (if different) _____

City _____ State _____ Zip _____

Authorized signature _____

Marketing Selection **Size / Cost**

- Sponsorship
- Conf. Program
- Online Program
- Tote Insert
- Exhibit

Check one:

- Print-ready artwork enclosed
- Print-ready artwork will be sent by
Date: _____

Deadline is September 12, 2014

Payment Options:

- Check
- Money Order
- MasterCard
- Visa

Total Amount: \$ _____

Credit card number _____

Expiration date _____

Signature _____

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

NADTA
1450 Western Avenue Suite 101

E: office@nadta.org

F: 518.463.8656

T: 888.416.7167