

North American Drama Therapy  
Association (NADTA)  
33rd Annual Conference

November 2-5, 2012  
New Haven, Connecticut



Witnesses to the Dark: the Absence, Emergence and Performance of Trauma

## Marketing Opportunities at the 2012 Annual NADTA Conference

The North American Drama Therapy Association's Annual Conference, held this year in New Haven, CT, 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.

***You will reach a specialized market of 275+ conference attendees, 700 NADTA members and over 3,400 monthly website visitors.***

### Conference Program Advertising

The on-site conference 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. Rates for a variety of sized ads are included below.

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

### Registration Tote Bag Insert

Place your marketing collateral in the conference registration bag (distributed onsite). With attendance of 275+ drama therapists, this is an excellent way to reach your target audience. Inserts are \$100 for each insert and \$75 for NADTA accredited educational institutions. You will need to provide us with 300 copies by October 5<sup>th</sup>, 2012.

### 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. Exhibit tables are \$150 for a full table and \$100 for a half table.

**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.

### Keynote Luncheon Sponsorship

Sponsors of the Keynote Luncheon, attended by 275+ attendees, will receive recognition at the Luncheon and can include an insert in the registration tote bag at no additional cost. Sponsorships varies from:

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

# Why Advertise with 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



## 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, CDs & Parenting resources
- Assessment tools
- Journal and magazine subscriptions
- Memberships in related Associations
- Medical equipment & supplies
- Conference and meeting space
- Travel, lodging, etc.

# Advertising Rates

## ***Program & Insert Rates***

<b>Size of Conference Program Ad</b>	<b>Conference Program Member</b>	<b>Conference Program Non-Member</b>	<b>Online Program Member</b>	<b>Online Program Non-Member</b>
<b>Full Page</b> (color) Inside Front or Back	\$500	\$550	Included	Included
<b>Full Page</b> (blk/white) 7 ¾ " wide x 9 ¾" tall	\$250	\$300	Included	Included
<b>Half Page</b> (blk/white) Vertical: 3 ¾" wide x 9 ¾" tall OR Horizontal: 7 ¾" x 4 ¾"	\$150	\$200	Included	Included
<b>Quarter Page</b> (blk/white) 3 ¾" X 4 ¾" tall	\$100	\$150	\$100	\$125
<b>Business Card</b> (blk/white) 4 7/8 X 1 3/4 tall	\$75	\$125	\$100	\$125
<b>Registration Tote Bag Inserts</b> (*\$75 rate only for NADTA accredited educational institutions)	\$75*	\$100	N/A	N/A

## ***Exhibit Table Rates***

<b>Size of Table</b>	<b>Cost</b>
Full Table	\$150
Half Table	\$100

## ***Keynote Luncheon Sponsorship***

Sponsors of the Keynote Luncheon to be held on Friday November 2, 2012 will receive recognition at the Keynote Luncheon and can include an insert in the registration tote bag.

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

**Please submit all print-ready (350 dpi) ads to Christine Mayor and Marissa Manzanares at [marketing@nadt.org](mailto:marketing@nadt.org) by October 5<sup>th</sup>, 2012.**

# 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:**

Keynote Sponsorship

Print-ready artwork enclosed

Conference Program

Print-ready artwork will be sent by

Online Program

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

Registration Tote Insert

**Deadline is October 5<sup>th</sup>, 2012**

Exhibit (see separate contract below)

**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: (571) 223-6440

Signature \_\_\_\_\_

\* Please note that all advertising material is subject to final approval by members of the NADTA Board and Conference Committee before going to press.

# NADTA Conference Exhibitor General Regulations

## Venue

Exhibits will be in a high-traffic public area readily accessible to conference attendees at our conference venue, the Omni at Yale, New Haven.

**Exhibit Fee:** Full Table: \$150 Half Table: \$100

Space is available on a first-come, first serve basis. Each full table exhibit space is a 6 foot x 30 inch table. Each half-table space is 3 foot x 30 inches.

## Exhibit Contract

Complete and return the exhibitor contract. Contracts and payment are due by October 5<sup>th</sup>, 2012.

## Assignment of Space

All exhibition space is sold on a first-come, first-serve basis.

Decisions of the conference staff regarding booth location will be final.

## Cancellations

All cancellations must be made in writing and received by the NADTA Office and the Exhibits Coordinator at [marketing@nadt.org](mailto:marketing@nadt.org) no later than October 15<sup>th</sup>, 2012. No refunds will be made for cancellation requests received after this date.

## Exhibit Schedule

Set-up: Friday, November 2 <sup>th</sup>	7:30 am – 5:00 pm
Saturday, November 3 <sup>th</sup>	8:00 am – 5:00 pm
Sunday, November 4 <sup>th</sup>	8:00 am – 5:00 pm
Monday, November 5 <sup>th</sup>	8:00 am – 3:00pm

## Exhibitor Registration

Each exhibitor may register at the presenter rate.

## Booth Size, Equipment and Services

Each full table exhibit space is a 6 foot x 30 inch tabletop. Each half table space is 3 foot x 30 inches.

Electrical service (110 volt) and power-strip is available by request – PLEASE INDICATE ON YOUR EXHIBIT CONTRACT IF YOU REQUIRE ELECTRICITY. Signs are not provided. Exhibitors may only sell items at their table with the permission of the NADTA.

## Care of Building and Equipment

Exhibitors must not injure or deface the walls or floors of the building, the booths or the equipment of the booths. Nothing shall be posted on, tacked, nailed, screwed, or otherwise attached to columns, floors, or other parts of the building or the furniture. When such damage appears, the exhibitor is liable to the owner of the property so damaged.

## Security

Security will not be provided to the conference and exhibit area. The exhibit area will not be in a secure room, and the exhibitor is solely responsible for his/her materials and property. Valuables should be personally stored overnight.

## Liability and Insurance

Neither the North American Association for Drama Therapy nor the conference venue, or their representatives will be responsible for any injury, loss or damage that may occur to the exhibitor. Exhibitors wishing to insure their goods must do so at their own expense.

## Payment

All payments should be in check or credit card (MasterCard or Visa) payable to the North American Drama Therapy Association and be made by October 5, 2012.

## NADTA Conference Exhibitor Contract: 2012

I, the undersigned, hereby make application for exhibit space as indicated below. I have read and I understand the General Regulation for Exhibitors and agree to abide by them. I agree to pay all fees in full by October 5, 2012. If reservations are made after that date, I agree to pay all fees within 5 calendar days.

<b>Exhibit Space Desired</b>	Full Table \$150 _____ Half Table \$100 _____		
<b>Add a half-page Conference Program Ad for \$100? (Save \$50)</b>	Yes / No	If yes, please provide print-ready artwork for program ad by October 5 <sup>th</sup> , 2012.	
<b>Number of Exhibit Spaces Desired:</b>		<b>Do you require Electrical Service?</b>	Yes _____ Power-strip _____ No _____
<b>Organization</b>			
<b>Contact Name</b>			
<b>Telephone</b>		<b>Email</b>	
<b>Address</b>			
<b>City, State, Zip</b>			
<b>Country</b>			
<b>Website Address</b>			

**Authorized Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Method of Payment (Please pay in US dollars):** Check:  VISA/MasterCard:

**Please Print:**

<b>Cardholder Name</b>			
<b>Billing Address</b>			
<b>City, State, Zip</b>			
<b>Country</b>			
<b>Credit Card Number</b>			
<b>Expiration Date</b>		<b>Security Code</b>	

**Amount:** \_\_\_\_\_

**Authorized Signature for Credit Card:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Please email your signed form to Christine Mayor and Marissa Manzanares at [marketing@nadt.org](mailto:marketing@nadt.org). If paying by check, please print and mail this form with check payable to the North American Drama Therapy Association to: NADTA, 44365 Premier Plaza, Ste. 220, Ashburn, VA 20147.