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 5th, 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

<table>
<thead>
<tr>
<th>Size of Conference Program Ad</th>
<th>Conference Program Member</th>
<th>Conference Program Non-Member</th>
<th>Online Program Member</th>
<th>Online Program Non-Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page (color)</td>
<td>$500</td>
<td>$550</td>
<td>Included</td>
<td>Included</td>
</tr>
<tr>
<td>Inside Front or Back</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page (blk/white)</td>
<td>$250</td>
<td>$300</td>
<td>Included</td>
<td>Included</td>
</tr>
<tr>
<td>7 ¾” wide x 9 ¾” tall</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Half Page (blk/white)</td>
<td>$150</td>
<td>$200</td>
<td>Included</td>
<td>Included</td>
</tr>
<tr>
<td>Vertical: 3 ¾” wide x 9 ¾” tall OR Horizontal: 7 ¾” x 4 ¾”</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quarter Page (blk/white)</td>
<td>$100</td>
<td>$150</td>
<td>$100</td>
<td>$125</td>
</tr>
<tr>
<td>3 ¾” X 4 ¾” tall</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business Card (blk/white)</td>
<td>$75</td>
<td>$125</td>
<td>$100</td>
<td>$125</td>
</tr>
<tr>
<td>4 7/8 X 1 3/4” tall</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Registration Tote Bag Inserts</td>
<td>$75*</td>
<td>$100</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

* $75 rate only for NADTA accredited educational institutions

Exhibit Table Rates

<table>
<thead>
<tr>
<th>Size of Table</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Table</td>
<td>$150</td>
</tr>
<tr>
<td>Half Table</td>
<td>$100</td>
</tr>
</tbody>
</table>

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 by October 5th, 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:

- Print-ready artwork enclosed
- Print-ready artwork will be sent by ___________________

Keynote Sponsorship
Conference Program
Online Program
Registration Tote Insert
Exhibit (see separate contract below)

Payment Options: __________________________ Please submit form and payment via mail, email, or fax to:

- Check
- Money Order
- MasterCard
- Visa

Total Amount: $ __________________________

Credit card number: __________________________ Email: marketing@nadt.org

Expiration date: __________________________ Tel: (888) 416-7167

Signature: __________________________ Fax: (571) 223-6440

* 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 5th, 2012.

**Assignment of Space**
All exhibition space is sold on a first-come, first-serve basis.

**Cancellations**
All cancellations must be made in writing and received by the NADTA Office and the Exhibits Coordinator at marketing@nadt.org no later than October 15th, 2012. No refunds will be made for cancellation requests received after this date.

**Exhibit Schedule**
Set-up: Friday, November 2nd  7:30 am – 5:00 pm
Saturday, November 3rd  8:00 am – 5:00 pm
Sunday, November 4th  8:00 am – 5:00 pm
Monday, November 5th  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.

| Exhibit Space Desired | Full Table $150 _____ | Half Table $100 _____ |
|-----------------------|------------------------|
| Add a half-page Conference Program Ad for $100? (Save $50) | Yes / No | If yes, please provide print-ready artwork for program ad by October 5th, 2012. |
| Number of Exhibit Spaces Desired: | Do you require Electrical Service? | Yes ____ Power-strip ____ |
| | | No ____ |

| Organization |
| Contact Name |
| Telephone | Email |
| Address |
| City, State, Zip |
| Country |
| Website Address |

Authorized Signature: ________________________________ Date: __________

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

Please Print:

| Cardholder Name |
| Billing Address |
| City, State, Zip |
| Country |
| Credit Card Number |
| Expiration Date | Security Code |

Amount: __________________________

Authorized Signature for Credit Card: ________________________________ Date: __________

Please email your signed form to Christine Mayor and Marissa Manzanares at 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.