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

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

Please submit all print-ready (350 dpi) ads to 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
Conf. Program
Online Program
Tote Insert
Exhibit

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

○ Check
○ Money Order
○ MasterCard
○ Visa

Total Amount: $_____________________________________

Credit card number ____________________________________

Expiration date ______________________________________

Signature __________________________________________

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

Email: marketing@nadt.org
Tel: (888) 416-7167
Fax: (703) 738-7065