

Marketing with the North American Drama Therapy Association!



Beyond the Fourth Wall:
Engaging Therapeutic
Performance to Expand
Our Impact on
Communities



**NADTA's 39th
Annual Conference**
October 25 - 28, 2018
Kansas City, MO, USA

What is the North American Drama Therapy Association?



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- ▶ 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).



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Why Advertise with the North American Drama Therapy Association?



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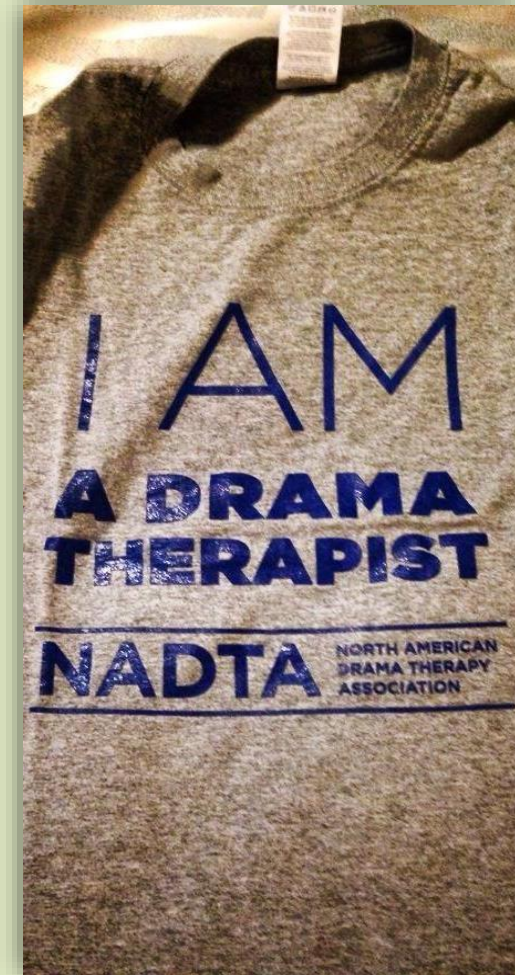
Kansas City, MO
United States



- ▶ The onsite program is a highly efficient tool for enhancing your image and raising your visibility with drama therapists.
- ▶ Your ad at the 2018 NADTA conference is expected to impact around 350 direct participants at the conference to whom the program is distributed to, advertising space in the program is an effective way to reach this specialized audience. **And countless more indirect beneficiaries** as attendees reach thousands of patients, clients and students each year!
- ▶ **Value 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.

[See last page for advertising rates.](#)

[Value added bundle options](#)



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Where do drama therapists work? / Market Reach



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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

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



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Market Reach



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



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Marketing Opportunities at the 2018 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.

1) Sponsorships

a) **Conference Tote:** Each conference attendee will receive a woven reusable tote bag with your logo or a message of your choice printed on one side. This is an opportunity to spread awareness of your organization throughout the conference and beyond. **Tote Bag Rates: \$550 for one-color printing, \$1,200 for full color printing.**

b) **Community Luncheon:** Sponsor or donate money in support of Community Luncheon on Friday, 10/28/2016. Sponsors receive recognition in the conference program, and acknowledgement at the Community Luncheon. **Luncheon Sponsorship options: ___\$500 ___\$750 ___\$1,000 ___\$2,000.**

Other Value Added: You can also include an insert in the conference registration packet at no additional cost.

c) **Coffee/Tea:** Your sponsorship provides morning coffee/tea to conference attendees. This is a lovely touch that is much appreciated by our conference attendees. **Cost of sponsoring coffee/tea is \$600 per the day of your choosing. Other Value Added:** Sponsors will receive recognition at the coffee/tea service table and can include a ½ page program advertisement or a registration packet insert at no additional cost.



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2) Conference Program Advertising

The onsite 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 320+ attendees.** Advertising space in the program is an effective way to reach this specialized audience.

Value 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. See page 3 for advertising rates.

3) Registration Packet Insert

Place your marketing collateral in the conference registration packet (***distributed onsite***). With attendance of 320+ drama therapists, this is an excellent way to reach your target audience. (**You will need to provide us with 300 copies by October 1, 2018**)
Rates: \$100 for each insert and \$80 for educational institutions accredited by NADTA.

4) 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. **Rates: \$175 for a full table and \$115 for a half table.**

Value Added: Exhibitors may submit a half-page ad in the conference program for an additional \$110 (\$50 discount). This ad will also be included in our online program.



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Conference program ad rates



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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 3/4" wide x 9 3/4" tall	\$250	\$300	Included	Included
Half Page 3 3/4" wide x 9 3/4" tall (vertical) 7 3/4" x 4 3/4" tall (horizontal)	\$160	\$210	Included	Included
Quarter Page 3 3/4" X 4 3/4" tall	\$110	\$160	\$100	\$125
Business Card 4 7/8 X 1 3/4 tall	\$80	\$130	\$100	\$125



Please submit all print-ready (300 dpi) .jpg ads to office@nadta.org by September 16, 2018

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Value Options for combo Table/Ads



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■ Value Added Option 1:

- 1/2 table + 1/2 page ad = \$225
- Full table + 1/2 page ad = \$285
- \$115 for a Half table
- \$175 for a Full table

Exhibitors may submit a half page ad in the conference program for an additional \$110 (*\$50 discount*). This ad will also be included in our online program.

■ Value Added Option 2:

- Full table + 1/2 page ad + regular full conference registration (*includes pre-conference*)= \$710
- Full table + 1/2 page ad + student/65+ full conference registration (*includes pre-conference*)= \$590



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