

{Road to Success}

TACOMA, WA
MAY 1-3, 2014



AMTA-WA

2014 ANNUAL CONVENTION

May 1-3, 2014

Greater Tacoma Convention &
Trade Center

Sponsor & Exhibitor Opportunities



amta
american massage therapy association®

AMTA-WA

2014 ANNUAL CONVENTION

May 1-3, 2014

Greater Tacoma Convention &
Trade Center

YOU'RE INVITED!

Join the hundreds of massage therapists who have discovered AMTA-WA's Annual Convention as their source of inspiration, renewal and high-quality education. The AMTA-WA Annual Convention offers superior sales exposure to massage product and service buyers. Choose from exhibit booth opportunities, exclusive sponsorship opportunities to customize your message, special event sponsorship and much more.

Don't delay as space will sell out!

Contact Brenna Sandstrom at brenna@properplanningteam.com or 253-226-8824 to confirm your participation.

Greater Tacoma Convention & Trade Center is the host of AMTA-WA's 2014 Annual Convention. The acclaimed GTCTC's contiguous glass walls give way to breathtaking mountain and water views. Anchored in the heart of Tacoma, GTCTC is not only upscale and attractive but also dedicated to protecting the environment through implementation of green policies and practices.

Our convention host hotel, the **Courtyard Marriott Tacoma Downtown**, is conveniently located across the street from the Greater Tacoma Convention & Trade Center. Exhibitors are responsible for making their own reservations by calling the hotel directly at (253) 591-9100. A group rate of \$144, plus tax, has been established at the hotel so please advise hotel staff when making your reservations that you are with the "**AMTA-WA**" convention. Reservations should be made prior to **April 9, 2014**, or as soon as possible, to be assured of group rate and availability.

Courtyard Tacoma Downtown

1515 Commerce Street
Tacoma, Washington 98402
(253) 591-9100

Error! Reference source not found.

www.TacomaCourtyard.com

BECOME AN EXHIBITOR

SHOWCASE YOUR PRODUCTS & SERVICES!

Exhibiting at the 2014 AMTA-WA Chapter Annual Convention offers companies and individuals exciting ways to feature their products and services to massage practitioners and massage therapy students and educators from throughout Washington State.

We continue to strive to find new and innovative ways to drive traffic to the Exhibit Hall, adding value to the convention attendee experience and maximizing your return on convention investment. Look for exciting new Exhibit Hall programs this year!

EXHIBIT HOURS

Thursday, May 1st, 2014

10:00am - 2:00pm	Exhibitor Registration & Set-up
2:00pm - 7:00pm	EXHIBITS OPEN
6:30-7:00 pm	Welcome and Raffle Drawing in Exhibit Hall
7:00-8:00 pm	Special Event Fundraiser for Massage Therapy Foundation

Friday, May 2nd, 2014

7:00am - 7:00pm	EXHIBITS OPEN
5:30pm - 7:00pm	EXHIBITOR RECEPTION

**All exhibit, setup, and tear down hours are subject to change.*

EXHIBIT OPTIONS

Each exhibit space is carpeted and furnished with one 8' skirted table, two chairs, one wastebasket and complimentary Internet access. Conference meals are not included.

8 x 10' Premium Booth – \$695

Priority placement within the exhibit hall will give your company the most exposure to attendees. Up to four booth personnel allowed.

8 x 10' Standard Booth – \$495 (Booth fee: \$595 if reserved after March 7th, 2014)

The most popular exhibit option year after year - reserve yours before the best booths are taken. Up to four booth personnel allowed.

PAYMENT:

Full payment of booth space fee must be included with the signed application. Space will not be held until full payment is received.

SPECIAL NOTE: Completed Exhibitor Applications received by March 7th, 2014 will receive a complimentary listing in the spring issue of the *Washington Massage Journal*.

BECOME A SPONSOR

MAKE AN INVESTMENT! As a sponsor, you demonstrate your dedication to the massage profession as well as your enthusiasm for this convention. Sponsorship increases your recognition and the awareness of your company and its products and services. Different levels are available to accommodate various budgets.

1

Opening Reception Sponsor **\$3,000**

The Opening Reception Sponsor will be featured at the fundraiser to benefit the Massage Therapy Foundation, **Thursday evening, May 1st**. As the sponsor, your name and logo will be displayed on event signage and you will be acknowledged during the evening.

You will be recognized by Chapter leadership at the event and have 2-3 minutes to introduce your company.

Other benefits include:

- Complimentary premium exhibit space
- Logo and name recognition on convention website sponsor page, convention brochure, sponsor flyer in attendee packets and sponsor banner
- Logo imprinted on attendee tote bags
- Complimentary placement of item in attendee tote bags
- Logo and name recognition in the convention issue of the *Washington Massage Journal* (circulation 11,000+) and all other 2014 issues (circulation 4500+)

2

Registration Sponsor **\$3,000**

Registration Sponsor will have their **company logo exclusively imprinted on the nametag pouch worn by each attendee**. In addition, special signage **at the Registration Desk will say "(sponsor's name)" welcomes you to the 2014 AMTA-WA Chapter Convention.**

Other benefits include:

- Complimentary premium exhibit space
- Logo and name recognition on convention website sponsor page, convention brochure, sponsor flyer in attendee packets and sponsor banner
- Complimentary placement of an item in attendee tote bags
- Logo and name recognition in the convention issue of the *Washington Massage Journal* (circulation 11,000+) and all other 2014 issues (circulation 4500+)

3

Kick Start Sponsor **\$2500**

Receive significant exposure to massage students who will be tomorrow's leading practitioners. Connect with their teachers and other educators at the **Kick-Start program, Thursday, May 1st**. It will be marketed by AMTA-WA to massage schools throughout WA, including visits to the schools, email and direct mail, special mention in the convention brochure, website and the winter issue of *Washington Massage Journal*.

Other benefits include:

- Complimentary premium exhibit space
- Opportunity to speak for up to three minutes and distribute materials
- Logo and name recognition on all Kick Start promotional material, including flyers distributed to the schools
- Logo and name recognition on convention website sponsor page, convention brochure, sponsor flyer in attendee packets and sponsor banner
- Complimentary placement of an item in attendee tote bags
- Logo and name recognition in the convention issue of the *Washington Massage Journal* (circulation 11,000+) and all other 2014 issues (circulation 4500+)

4**Awards Lunch Sponsor**
\$2,500

This sit-down lunch served **Saturday, May 3rd** honors those who have contributed significantly to the profession. **As the awards lunch sponsor, your name and logo will be displayed on event signage and you will be individually recognized from the podium by Chapter leadership.**

Other benefits include:

- Complimentary premium exhibit space
- Logo and name recognition on convention website sponsor page, convention brochure, sponsor flyer in attendee packets and sponsor banner
- Complimentary placement of an item in attendee tote bags
- Logo and name recognition in the convention issue of the *Washington Massage Journal* (circulation 11,000+) and all other 2014 issues (circulation 4500+)

5**Lunch Sponsor**
\$2,000

As the **Friday lunch** sponsor, your name and logo will be displayed in the exhibit hall lunch, on event signage and you will be individually recognized by Chapter leadership.

Other benefits include:

- A \$250 reduction in the cost of exhibit space
- Name recognition on convention brochure, sponsor flyer and banner
- Complimentary placement of an item in attendee tote bags
- Name recognition in the Convention issue of the *Washington Massage Journal* (circulation 11,000+)

6**Exhibitor Reception Sponsor**
\$1,500

The Chapter hosts hors d'oeuvres in the Exhibit Hall on Friday evening. Activities also include a cash bar and a major raffle. As the sponsor, your name and logo will be displayed on event signage and you will be acknowledged during the evening.

Other benefits include:

- A \$200 reduction in the cost of exhibit space
- Name recognition on convention brochure, sponsor flyer and banner
- A 50% reduction in the cost to place an item in attendee tote bags
- Name recognition in the Convention issue of the *Washington Massage Journal* (circulation 11,000+)

7**Chair Massage/
Massage Room Sponsor
\$1,000**

Chair Massage offered to all attendees free of charge. It is available several times during the convention in the foyer leading to the main exhibit hall.

Massage Room is available during the convention at a modest price in a designated area. Sponsor's name will be displayed in massage chair/room area and on event signage.

Other benefits include:

- A \$100 reduction in the cost of exhibit space
- Name recognition on convention brochure, sponsor flyer and banner
- A 50% reduction in the cost to place an item in attendee tote bags
- Name recognition in the Convention issue of the *Washington Massage Journal* (circulation 11,000+)

8**Education Session
Sponsor
\$750, per session**

The 2014 Annual Convention will include distinguished speakers on subjects ranging from lectures and hands-on demonstrations on techniques to the business of massage. As a sponsor, you will be acknowledged as the host of an educational session and introduced at the start of the program.

A list of the educational sessions will be provided to sponsors once the agenda is set; and selection will be awarded on a first come first served basis.

Other benefits include:

- Name recognition on convention brochure and sponsor flyer

Note: Education sponsors are welcome to choose to support more than one session.

9**Spotlight Sponsor
\$500**

The Spotlight sponsorship gives companies that cannot participate as exhibitors the opportunity to promote their products and services.

Literature, product samples and other promotional materials can be shipped to the Chapter and will be displayed in a special Spotlight sponsorship exhibit area.

Other benefits include:

- Name recognition on convention brochure and sponsor flyer

NOTE: This level of sponsorship is open *only* to those companies that will not be purchasing an exhibit space.

More opportunities to get your message in front of attendees...

10

Floor Logo Sponsor
\$500

Floor graphics placed strategically at the entrance to the exhibit hall are a creative reminder about your company and/or booth location.

11

Technology Lounge Sponsor
\$500

Opportunity to brand the technology lounge area in the Exhibit Hall. Your logo placed strategically in this high-demand space to serve as a reminder about your company and/or booth location.

12

Sports Bottles Sponsor
\$500, plus the cost of the bottles.

Your logo will be imprinted on the convention sports bottles. Must be ordered by April 1, 2014 to secure listed price.

13

Items Inserted into Attendee Bags

\$75, per item
\$150, per flyer

Increase your visibility by including your product sample, promotional item or literature (brochure or flyer) in attendee tote bags.

Promotional item to be mutually agreed upon with AMTA-WA to ensure exclusivity of items, first-come, first-serve. Contact Brenna Sandstrom at 253-226-8824, or brenna@properplanningteam.com to reserve your sample or promotional item. Items must be shipped to be delivered between April 21 and April 25, 2014. Shipping address to be determined.

CUSTOMIZE YOUR PACKAGE

With the AMTA-WA Sponsorship Program, you can customize your package to combine several opportunities to receive added discounts. Each sponsor's name will be displayed on event signage.

PERSONALIZED ATTENTION

If you have an idea for something you would like to sponsor at the AMTA-WA 2014 Annual Convention, let us know! We'll work with you to customize a package that fits your marketing needs.

Contact: Brenna Sandstrom
253-226-8824
brenna@properplanningteam.com



AMTA-WA 2014 Annual Convention

May 1-3, 2014 – Greater Tacoma Convention & Trade Center

SPONSORSHIP & EXHIBITOR APPLICATION

Company Name: _____
(as you wish it to appear in convention material)

Product or Service: _____

Contact Name & Title: _____

Company Address: _____

Telephone: _____ E-mail: _____

Website: _____ UBI #: _____

(*We will request booth staff names be emailed to us prior to the event.)

Sponsorship & Exhibitor Selection: (Please check one or more)

- | | | | |
|--|---------|--|-------|
| <input type="checkbox"/> Opening Reception Sponsor | \$3,000 | <input type="checkbox"/> Technology Lounge Sponsor | \$500 |
| <input type="checkbox"/> Registration Sponsor | \$3,000 | <input type="checkbox"/> Sports Bottle Sponsor | \$500 |
| <input type="checkbox"/> Awards Sponsor | \$2,500 | <input type="checkbox"/> PREMIER BOOTH | \$695 |
| <input type="checkbox"/> Kick Start Program Sponsor | \$2,500 | <input type="checkbox"/> STANDARD BOOTH (Before March 1st) | \$495 |
| <input type="checkbox"/> Lunch Sponsor | \$2,000 | <input type="checkbox"/> STANDARD BOOTH (After March 1st) | \$595 |
| <input type="checkbox"/> Exhibitor Reception Sponsor | \$1,500 | <input type="checkbox"/> ELECTRICITY | \$40 |
| <input type="checkbox"/> Massage Room/Chair Sponsor | \$1,000 | <input type="checkbox"/> Insert Literature (brochure or flyer) | \$150 |
| <input type="checkbox"/> Educational Sponsor | \$750 | <input type="checkbox"/> Insert Product/promotional item | \$75 |
| (per session) Number of sessions _____ | | TOTAL DUE | _____ |
| <input type="checkbox"/> Spotlight Sponsor | \$500 | | |
| <input type="checkbox"/> Floor Logo Sponsor | \$500 | | |

Payments: Full sponsor payments must accompany application and must be received no later than December 16th, 2013, Exhibitor applications accepted until April 15th, 2014. No refunds will be issued after April 15, 2014 (see Terms & Conditions for complete terms).

Due to Payment Card Industry standards, **all credit card information** must be submitted by regular "snail" mail or phone call directly to Cathy Olson at the AMTA-WA office. Phone number is 425-823-1347. Please do not fax or email your credit card information.

Send form and payment to: AMTA-WA, 9757 NE Juanita Dr., Ste. 107, Kirkland, WA 98034

<input type="checkbox"/> Check enclosed payable to AMTA-WA	<input type="checkbox"/> Charge my credit card: Visa _____ MasterCard _____
Card number _____	Exp. Date _____
Name on card _____	
Signature _____	

Company acknowledges and agrees to comply with all sponsor/exhibitor term and conditions.

Signature of Authorized Company Representative: _____

EXHIBITOR INFORMATION

Terms & Conditions

1) REGISTRATION & STAFFING

To register as a sponsor/exhibitor, complete the attached Application, read and accept the **Terms & Conditions and Guidelines** and **submit with payment to: American Massage Therapy Association – Washington Chapter, 9757 NE Juanita Drive, Suite 107, Kirkland WA 98034**. Not more than four (4) people may be assigned to work a booth. Additional staff must be approved by AMTA-WA prior to April 15th, 2014. **Exhibitor fees do not include conference meals**. Exhibitor booth personnel will wear their badges at all times during setup, show hours and teardown. The designated exhibitor contact is responsible for distribution of badges.

2) ELIGIBILITY FOR EXHIBITING

All products and services exhibited must be germane to the practice of massage therapy. Exhibitors may display only those products or goods that they manufacture or regularly distribute, and as described on the application/contract for exhibit space. Content of the exhibits is subject to approval. AMTA-WA reserves the right to refuse entrance/set-up to companies not meeting standards required or expected, as well as the right to curtail or to close exhibits or parts of exhibits that reflect unfavorably on the character of the meeting. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc. AMTA-WA shall have the final determination and enforcement of all rules, regulations and conditions. Having an exhibitor relationship with AMTA-WA does not indicate that AMTA-WA endorses the product of said exhibitor. Exhibitor is required to provide their WA Dept. of Revenue Unified Business ID number. Applications without a UBI number will not be accepted. Exhibitor must comply with all Guidelines for Exhibitors at AMTA-WA Chapter Meetings and Conventions, which are incorporated into these rules by reference (see last page for current Guidelines).

3) EXHIBIT HOURS

Exhibitors must be ready for opening by 2:00pm Thursday, May 1st. Exhibitors not set-up at this time may forfeit their booth space. During the convention, exhibitors will be admitted to the exhibit area one-half hour prior to open exhibit hours to prepare for attendees. Badges must be worn at all times in order to gain entry or work in the exhibit hall. Badges are not transferable. Exhibit booths must be staffed during all exhibit hours. An exhibiting company that has failed to set up or properly staff its booth during the exhibition may be subject to immediate removal by AMTA-WA. In the event of such incomplete set-ups or improper staffing, AMTA-WA reserves the right to reassign exhibit space without notice to the exhibitor and without obligation on the part of AMTA-WA for any refund whatsoever. **No part of an exhibit shall be dismantled nor materials removed during the Exhibit Hall hours without special permission from AMTA-WA.** Any exhibitor dismantling their booth without permission will be fined \$500.00 for disruption of the ongoing Exhibit Hall. **All space must be vacated after the close of the official exhibit hours but no later than 11:00pm on Friday, May 2nd, 2014.** If spaces are not vacated by that time, AMTA-WA reserves the right to remove materials, and charge the expense to the participant. AMTA-WA will not be liable for damage of the materials caused by such removal. No hospitality suites, focus groups, seminars or other activities shall be scheduled during the time of the official program hours except with express written permission of AMTA-WA.

4) SPACE SPECIFICATIONS & SIGNAGE

Booth spaces are 8' deep by 10' wide. A simple ID sign, placed on the back drape, with company name is included if exhibitor application & payment are received no later than April 15th, 2014. Exhibitors are encouraged to supply their own booth signage but no guarantee is made for placement. Backdrops may not exceed eight feet in height. The reverse side of any wing panel extending from the back wall of the display must be finished or draped in order to avoid raw exposure to a neighboring exhibit. Island exhibits will be draped by show decorator to provide privacy for adjoining booths. Fire regulations require exhibitors to keep displays, products, signage and any other materials within their booth limitations. If any of these items are found to be in aisle space, the exhibitor is liable for municipal fines and may be asked to dismantle their exhibit and leave.

5) SHOW DECOR

The trade show will be decorated in pipe and drape with table cloths and skirts. The entire exhibit area will be carpeted. No signs or articles can be affixed, nailed, or otherwise attached to walls, doors, etc. All space leased is subject to these restrictions. Violations of these rules will annul the exhibitor's contract, and the exhibitor will be held liable for any damage resulting from such violations. Flashing lights, extremely loud noises, such as bells, sirens, buzzers, etc., will not be permitted. AMTA-WA prohibits photographing, videotaping, or examination of another exhibitor's equipment or entry into another exhibitor's booth without permission.

6) CANCELLATION

Cancellation of exhibit space must be in writing. Telephone cancellations will not be accepted. One-half of the exhibit fees will be refunded on cancellations received on or before April 15th, 2014, only if the space can be resold to another participant by AMTA-WA. In no case will refunds be issued for cancellations made after April 15th, 2014. In the event the AMTA-WA Chapter Convention is canceled, or the exhibit premises are unavailable in whole or in part due to fire, strikes, government regulations, acts of God or other causes beyond the control of AMTA-WA, AMTA-WA shall not be held liable for failure to hold the Chapter Convention and Exhibit Hall as scheduled, or for the unavailability of exhibit space, and AMTA-WA shall determine the amount of exhibit fees to be refunded, if any, in its sole discretion.

7) SHIPPING INFORMATION

Specific shipping instructions will be sent to all confirmed exhibitors by April 15th, 2014.

8) BOOTH ASSIGNMENTS

Priority in space assignment will be given to our sponsors and those previous exhibitors who reserved space at last year's convention. After the priority space assignments have been made, space will be assigned on a first-come, first-served basis upon receipt of the application and full payment. It is the policy of AMTA-WA to avoid assigning adjacent booth space to companies with the same product type(s). Therefore, we ask that exhibitors list their product type(s) in the space provided on the application. AMTA-WA reserves the right to relocate or reassign exhibit booths at any time for the overall benefit of the program.

9) BOOTH SHARING

AMTA-WA exhibitors will be permitted to share booth space with one other company at a cost of **\$275 each. (\$300 each after 3/1/14)** The following restrictions will apply: 1) Companies must make their own arrangements for locating a booth partner. 2) Individual applications must be signed by a designated representative from each company. 3) The entire booth fee (\$550/\$600) must be received in order for either company to be assigned a space. 4) All materials must fit entirely within the booth area. Any violation of this restriction will result in the immediate termination of each exhibitor's privileges. 5) An attempt must be made by each party to maintain an aesthetically pleasing booth presentation. AMTA-WA staff may make suggestions for achieving this during exhibit set-up.

10) RAFFLE

AMTA-WA may request sponsors and exhibitors to donate items for a raffle or other giveaway throughout the convention. All exhibitors donating to the raffle will be acknowledged on the List of Raffle Donors in each attendee packet (if declaration is received by April 15th, 2014) as well as verbally when the item is raffled. Please note, we will not accept discounts for a product or service as a raffle item. Exhibitors are not eligible to win. (See complete rules available from the AMTA-WA office.)

11) PROMOTION

The AMTA-WA Chapter Convention and Exhibit Hall is promoted through the *Washington Massage Journal*, direct mail, email, AMTA-WA website, personal contact and other promotions. Exhibitor company names will be listed on the AMTA-WA convention webpage. Exhibitors are invited to participate in promoting the AMTA-WA Exhibit Hall in an effort to encourage attendance to the exhibits. A pre-registered participant list will be available to interested exhibitors between April 4th and April 18th, 2014 for one-time use only. This list will provide an opportunity for exhibitors to mail their own promotions to attendees before the convention. Please note: list will not be complete as registration is ongoing.

12) LIABILITY/INSURANCE

All property of the Exhibitor is understood to remain under Exhibitor's custody and control in transit to and from and within the confines of the facility. Neither the AMTA-WA nor the Greater Tacoma Convention & Trade Center maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance. Exhibitor assumes responsibility and shall indemnify and hold harmless AMTA-WA & GTCTC and their respective officers, staff members, agents and members from all liability (damage or accident), claims and expenses arising out of the use of the exhibition premises or from any cause resulting or connected with transportation, placing, removal or display of exhibits. Exhibitors are advised to consult their insurance brokers for proper coverage on display material from the time it leaves their company's premises until its return. Neither AMTA-WA, Greater Tacoma Convention & Trade Center, nor any of their respective officers, staff members, agents, members shall be held accountable or liable for, and the same are hereby released from accountability or liability for any damage, loss, harm or injury of person or any property of Exhibitor or any of its officers, agents, employees or other representatives, resulting from theft, fire, accident, action of employees or other causes.

Exhibitors or their agents may not allow any articles to be brought into the facility or any act done on the premises which will invalidate the insurance or increase the premium of the policies held by the management of the facility, nor permit anything to be done by their employees through which act the premises, property or equipment of the other participants will be damaged.

13) EXHIBITOR CONDUCT

Inappropriate language or behavior by Exhibit Booth personnel, including that to be considered sexual harassment, will not be tolerated. Exhibit personnel using inappropriate language or exhibiting inappropriate behavior will be asked to leave the premises. Exhibitor may be excluded from participating in future AMTA-WA conventions.

14) ATTENDEES/ATTENDANCE

The AMTA-WA Chapter Convention Exhibit Hall is attended by massage practitioners and educators. Most attendees are AMTA-WA members. Attendance at the convention is typically 300-400. Attendees are encouraged to spend time in the Exhibit Hall as we understand the importance of adequate hours to display your products and to talk to the participants one-on-one. AMTA-WA will continue its efforts to bring attendees into the Exhibit Hall by planning functions that will draw a crowd. Information on special promotions and sponsorships is included in this packet.

15) DISABILITY PROVISIONS

Exhibitor represents and warrants (i) that its exhibit will be accessible to the full extent required by law; (ii) that its exhibit will comply with the Americans With Disabilities Act, as amended ("ADA"), and with any regulations implemented by the ADA; and (iii) that it shall indemnify and hold AMTA-WA harmless from and against any and all claims and expenses, including attorneys' fees and litigation expenses, that may be incurred by or asserted against AMTA-WA, its officers, directors, agents, members or staff on the basis of the Exhibitor's breach of this paragraph or non-compliance with any provisions of the ADA.

16) COPYRIGHT AND OTHER PROPRIETARY MATERIAL

Exhibitor represents and warrants that it shall not violate any copyright, trademark or other proprietary rights of third parties, that it shall obtain all necessary licenses for the use of such material including, but not limited to, licenses for the use or performance of music, and that it shall comply with all restrictions and laws regarding the use of proprietary material.

17) AMENDMENT OF RULES

AMTA-WA reserves the right to make amendments and additions to these rules at any time, and all such amendments and additions shall be binding on the Exhibitor. AMTA-WA shall advise the Exhibitor of any such changes. Any matters not specifically covered herein are subject to the decision of AMTA-WA.

18) VIOLATIONS

Exhibitors will not be permitted to set up their exhibits, or will be subject to eviction from the exhibit hall, without refund if any part of these terms and conditions is violated.

Guidelines for Exhibitors at AMTA-WA Chapter Meetings and Conventions

The general guidelines for exhibitors for AMTA-WA Chapter Meetings and Conventions are as follows:

1. Products, services and educational opportunities exhibited must pertain to the practice of massage therapy.
2. General consumer products and services deemed to be of interest to AMTA-WA members and not in violation of AMTA-WA standards, values or ethics may be exhibited with special approval.
3. Credentials must be displayed clearly and accurately. If printed materials are in violation of the guidelines listed below, an appeal may be made for a waiver. If such a waiver is granted, an acceptable title must be displayed prominently in the exhibitor's assigned space.
 - 3.1 The title "Dr." may not be used at any time. Initials M.D., D.C. or Ph.D. may appear after a person's name.
 - 3.2 Initials with meanings not commonly known to the general public may not appear after a person's name. The title should be spelled out in full.
 - 3.3 "CMT" or "Certified Massage Therapist," is not a credential or title granted by an authorized agency and, therefore, should not be used.
 - 3.4 "RMT", indicating valid legal registration, as in Canada, may be used.
 - 3.5 "LMP", may be used upon proof of licensing at the state level. Exceptions may be made for valid out-of-state municipal licenses which are not merely business licenses.
4. Exhibitors must provide proof of the validity of their credentials upon request.
5. Exhibitors may not mention current or former offices or other positions held in AMTA in their written materials.
 - 5.1 Waiver may be granted pending formal ruling by Convention Committee.
6. Materials related to sex or sexuality, or sexually suggestive pictures, massage clients improperly draped, videos, audiotapes, ads, books or other materials may not be displayed or sold in exhibits.
 - 6.1 If sexually suggestive material, or material about sex or sexuality appears in an exhibitor catalog, it may not be displayed unless a special waiver is granted.
7. Unsubstantiated claims for healing or curing any ailments or diseases may not appear in exhibits.
8. Unsubstantiated claims about increased income potential may not appear in exhibited material.
 - 8.1 Extreme emphasis on the money-making potential of a product, service or educational opportunity is discouraged in all exhibited material.
9. Political advertising unrelated to the practice of massage therapy is prohibited.
10. No endorsement by AMTA-WA of an exhibited product, service or educational opportunity may be used or implied without the written permission of the AMTA-WA.
11. Anything which may be construed to be in violation of the AMTA Code of Ethics or other policy may not appear in exhibits.
12. Anything which may expose AMTA-WA to public embarrassment, misunderstanding or legal action may not appear in exhibits.