

Exhibit Dates:  
**Oct. 3-6, 2018**



**Annual APT International Conference**

**EXHIBITOR PROSPECTUS**

SHERATON GRAND | PHOENIX, AZ

Visit [a4pt.org](http://a4pt.org)

# GENERAL INFORMATION

## Conference Dates:

Wednesday, October 3 – Sunday, October 7, 2018

## Exhibitor Move in:

Tuesday, Oct. 2, 12:00 pm - 5:00 pm

## Exhibit Hall Open:

Wednesday, Oct. 3, 7:30 am - 5:30 pm

Thursday, Oct. 4, 7:30 am - 8:00 pm

Friday, Oct. 5, 7:30 am - 6:00 pm

Saturday, Oct. 6, 7:30 am - 6:00 pm

## Exhibitor tear down and move out\*:

Saturday, Oct. 6, 6:00 pm - 7:00 pm

\*Drayage company will begin booth tear down at 7:00 pm

## Location of Conference and Exhibit Hall:

Sheraton Grand

Phoenix Ballroom C, 3rd Level

340 N 3rd St

Phoenix, AZ 85004

## Pricing, Benefits, and Assignment

### Exhibit Booth Includes:

- One 8' x 10' professionally draped booth with 8' high back wall and two 3' high siderails.
- One 6' skirted table, two chairs, and one wastebasket.
- Standard identification sign with company name.
- After hours security.

### Booth Pricing:

- \$400 if reserved (and paid) by June 30.
- \$450 as of July 1.

### Benefits:

- One complimentary conference registration (does not include CE certificate) and two exhibit-only booth personnel badges. *Limit one conference registration per exhibit company.*
- Company listing with website and booth number in the 2018 Conference mobile app.
- Company listing and description in the 2018 Conference Program Guide.
- Inclusion in the bonus Spotlight on Conference Exhibitors in the September 2018 issue of *Play Therapy™* magazine. *Booth must be paid in full by June 30 to be included.*

### Booth Assignment:

Exhibit space will be assigned according to the date and time that your exhibitor application and payment in full are received and accepted by APT. When possible and fair, APT will accommodate your location, configuration and spatial preferences. The APT Conference Coordinator reserves the sole and ultimate right to change assigned spaces, locations, and configurations as she deems necessary to host a win-win situation for all attendees and exhibitors.



## EXHIBITOR PROSPECTUS



# GENERAL INFORMATION (CONTINUED)

## Contact Information:

Booth Sales, Sponsorship, and Advertising  
Melissa Villegas  
mvillegas@a4pt.org  
(559) 298-3400 x3

## Official Drayage and Decorating Company:

GES  
Exhibitor Services Coordinator  
Kristin Marpe  
kmarpe@ges.com  
(602) 374-1408

## Shipping Instructions:

All advance shipments must be delivered to GES between 8/29/18 - 9/27/18. If shipping directly to GES, they will receive exhibitors' freight, store, deliver to booth on installation day, remove and store empty containers, and return empty containers to booth

for repacking. Exhibitors wishing to unload and reload their own materials may do so by hand carrying items through the hotel entrance. Storage of shipping boxes and/or pallets is not included in the booth rental unless Exhibitor has chosen to ship material through GES.

**Important:** Shipping to the hotel is not recommended. If shipping directly to the hotel, the exhibitor will accrue handling fees when picking up shipment.

## Exhibitor Service Manuals:

An access code will be provided to exhibitors so they may access the exhibitor service manual and order services online (<https://ordering.ges.com/>) approximately 60 days prior to conference. The manual contains information regarding the rental of additional booth furniture, additional draping, accessories, plants and floral arrangement, electrical services, internet connections, audiovisual equipment, as well as payment terms.



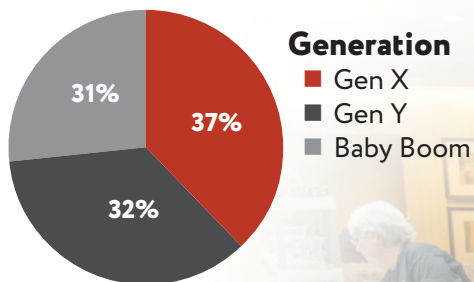
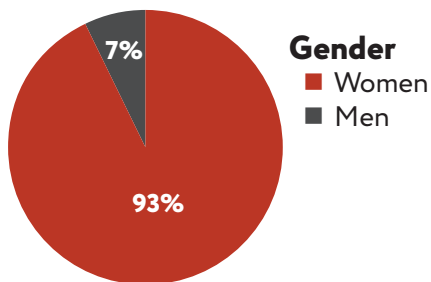


# STATISTICS

## Why Exhibit?

- With nearly 1000 attendees, the APT Conference is the largest professional development event for play therapists in the world.
- Reach many disciplines under one roof including counseling, marriage and family, psychology and social work.
- Demonstrate your products and services – tell attendees face-to-face how you can help them succeed.
- Promote name recognition and secure brand loyalty.

## Member Demographics



# PROMOTIONAL OPPORTUNITIES

## Conference Mobile App Banner Ad

The APT Conference Mobile App is an interactive, key resource for attendees that provides up-to-date information about events, schedules, workshops, the APT Exhibit Hall (including an exhibitor listing and the exhibit hall floor plan), and more! Rotating banner ad will link directly to your website. *Reservation must be received by August 1.*

- **\$350** (4 spots available)

## 2018 Conference Program Guide

Approximately 1,000 attendees will receive a Program Guide. Advertising in this publication will help build brand awareness, increase visibility, and highlight your company. *Artwork must be received by August 1.*

- **Inside Front Cover - \$600**
- **Inside Back Cover - \$600**

## Registration Packet Inserts

A registration packet insert is an effective and inexpensive way to reach APT conference attendees. Draw attention to your booth, promote a new product or service, or offer a conference-only incentive. Size may not exceed 8 ½" x 11". Minimum 1,000 inserts. *Inserts require pre-approval by APT. Once approved, inserts must be received by August 1.*

- **\$200 for exhibitors**
- **\$400 for non-exhibitors**

## Play Therapy™ Magazine Ad

Delivered to over 6,500 APT members and newly re-designed in 2018, *Play Therapy™* is the official magazine of the Association for Play Therapy. Exhibitors can receive a 20% discount on contracts executed by September 1, 2018. *Only applies to new orders.*

## Conference Sponsorships

All conference sponsorship opportunities include:

- Logo and link to your site and identification as a sponsor on the APT Conference Registration website.
- Company information and website listed as a Sponsor in the mobile app.
- Recognition in a sponsor "thank you" ad in the December issue of *Play Therapy™* magazine.

### Keynote - \$5,000 (Exclusive)

This is the perfect opportunity to have your company logo in front of all attendees! Promotion includes logo on rotating slides and recognition from podium.

### Conference Tote Bag - \$2,500 (Exclusive)

Your company's name will go home with everyone if you sponsor the official conference tote bag.

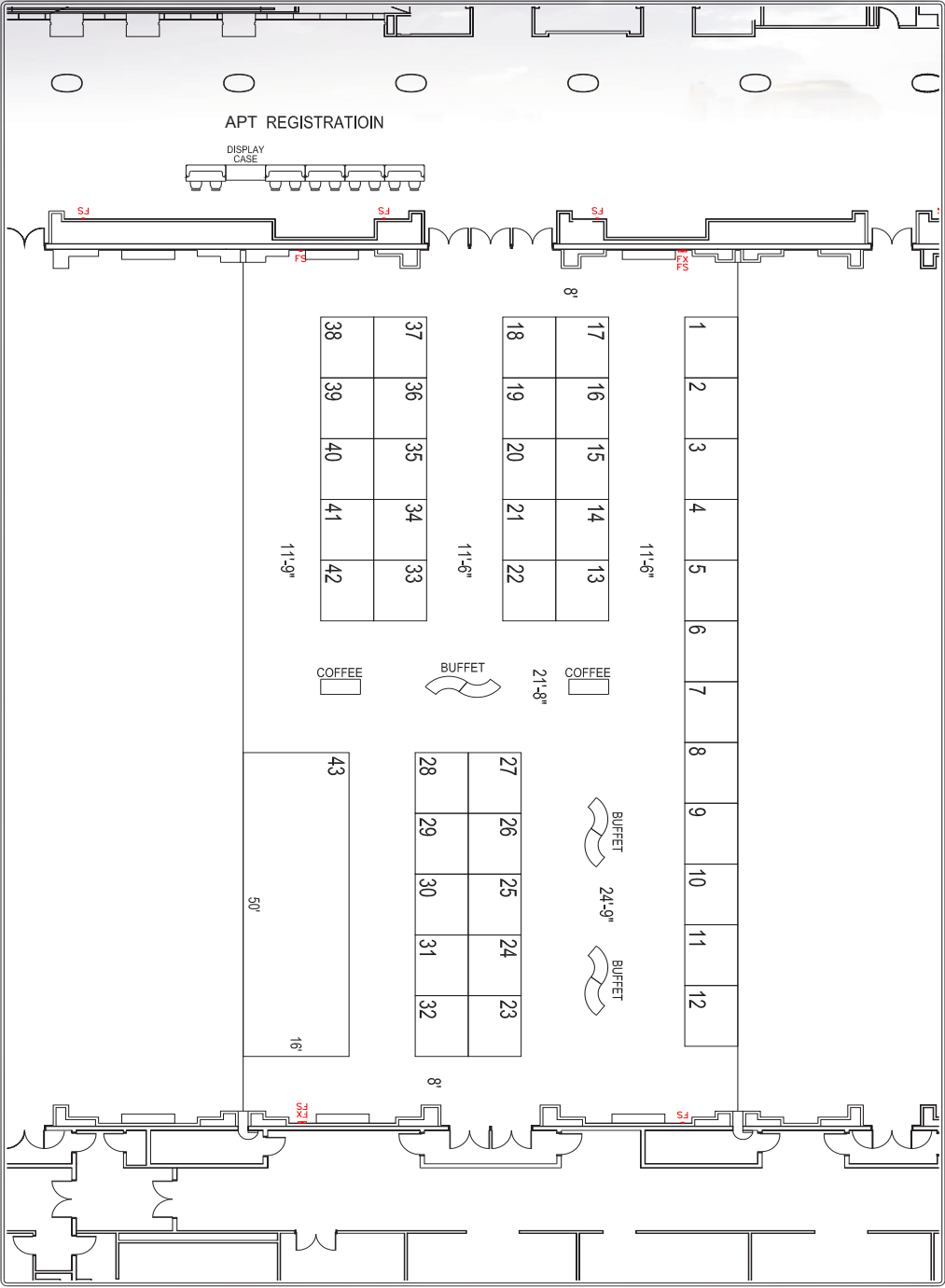
### Badge Holder (Neck Wallet) - \$1,800 (Exclusive)

Every attendee wears a badge! Sponsoring the badge holder provides high visibility to your brand throughout the conference.

### Conference Pen - \$600 (Exclusive)

Keep your company name in front of attendees throughout the year by sponsoring the conference pen!

# EXHIBIT HALL FLOOR PLAN



# 2018 EXHIBITOR RESERVATION FORM

Phoenix, AZ • Conference Dates: Oct. 3-7, 2018 • Exhibit Dates: Oct. 3-6, 2018

Company Name: \_\_\_\_\_

Company Name for Booth Identification sign: \_\_\_\_\_  
(if different from name above)

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_\_ Website: \_\_\_\_\_

Name for complimentary registration: \_\_\_\_\_

Names for booth personnel badges: 1: \_\_\_\_\_ 2: \_\_\_\_\_

## Exhibit Booth(s)

Indicate booth location preferences from the included floor plan. Payment in full is required with application.

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_ 4th: \_\_\_\_\_ 5th: \_\_\_\_\_

☐ Booth(s) Total # \_\_\_\_\_ x \$400 (by June 30), \$450 (starting July 1) = Total \_\_\_\_\_

**IMPORTANT:** To be included in the Conference Program Guide, email your 50-word description, to [mvillegas@a4pt.org](mailto:mvillegas@a4pt.org) by **August 1, 2018**.

## Promotional Opportunities

Conference Mobile App Banner Ad:

☐ \$350

Conference Program Guide :

☐ Inside Front Cover \$600

☐ Inside Back Cover \$600

Registration Packet Inserts:

☐ Exhibitors \$200

☐ Non-exhibitors \$400

☐ Contact me about advertising in *Play Therapy™* Magazine

## Conference Sponsorships

☐ Keynote \$5,000

☐ Conference Tote Bag \$2,500

☐ Badge Holder \$1,800

☐ Conference Pen \$600

## Exhibit Rules & Regulations/Advertising Terms

By signing this exhibitor/sponsor application, I agree that I have read, understand, and agree to abide by the exhibitor rules, regulations, and cancellation policy as outlined in the ***APT Exhibitor Rules and Regulations***.

Exhibitor Signature \_\_\_\_\_ Date \_\_\_\_\_

## Payment Method

☐ Check enclosed \$ \_\_\_\_\_ (payable to APT)

☐ Charge amount \$ \_\_\_\_\_

☐ VISA

☐ MasterCard

Card number \_\_\_\_\_ Exp Date \_\_\_\_\_ AVS Code \_\_\_\_\_

Cardholder name \_\_\_\_\_

Authorize Signature \_\_\_\_\_ Date \_\_\_\_\_

**Mail to:** APT, 401 Clovis Ave. #107, Clovis, CA 93612

**Fax to:** (559) 298-3410

**For questions contact:**

Melissa Villegas, Communications Coordinator

[mvillegas@a4pt.org](mailto:mvillegas@a4pt.org) \* (559) 298-3400 ext. 3

**Office use:**

Date Received \_\_\_\_\_ Date Accepted \_\_\_\_\_

Amount Paid \_\_\_\_\_ Booth(s) # \_\_\_\_\_

# EXHIBITOR PROSPECTUS

# APT EXHIBITOR RULES AND REGULATIONS

## CONTRACT

This application, properly executed by applicant (Exhibitor) shall upon written acceptance and notification of space assigned by Exhibit management constitute a valid and binding contract between Exhibitor and the Association for Play Therapy (APT). APT reserves the right to accept, reject or condition acceptance, based on APT's sole discretion, for any reason, which need not be disclosed to the applicant. Furthermore, APT reserves the right to ban or relocate any exhibitor or require the immediate withdrawal of any exhibit which it believes to be injurious to the purposes, image or credibility of APT.

## SPACE RENTAL

1. **Standard Booth:** This contract for use of space provides an 8' high back wall drapery and 3' high side rails with drapery, a standard booth sign carrying the exhibitor's name and booth number, a six-foot draped table, two side chairs, one wastebasket and after hour security guard service. Storage of shipping boxes and/or pallets is not included in the booth rental unless Exhibitor has chosen to ship material through GES. GES will designate the official freight carriers and exercise control of the docks and dock equipment for the efficient installation and removal of this event. Exhibitors wishing to unload and reload their own materials (without the use of the loading dock) may do so by hand carrying items through the designated entrance.
2. **Floor Plan:** All dimensions and locations shown on the official floor plan are believed, but not warranted, to be accurate. APT reserves the right to make modifications, as necessary, to meet the needs of the exhibitors, exhibit program and the Fire Marshall.
3. **Assignment of Space:** Assignment of space will be based on date of acceptance of exhibitor's application by APT and payment. Assignment of space is final and shall constitute an acceptance of the exhibitor's offer to occupy space. Space assignments may be revoked or changed by exhibit management any time that payment is not met.
4. **Cancellation of Show:** In the event that fire, strike or other circumstances beyond the control of APT cause the exhibit to be cancelled, full refund of exhibit rental fees will be made.

## BUSINESS ACTIVITIES OUTSIDE OF BOOTH SPACE

All business activities of the exhibitor must be confined to the rented booth space. Exhibitors are not allowed to rent or use the public and/or meeting spaces at the Sheraton Grand Phoenix to conduct business or distribute literature, samples, etc. Violation of this stipulation will cause sanctions to be applied to the exhibitor.

## ADMISSION REGULATIONS

Admission to the exhibit hall requires a registration badge. Badges must be worn at all times, including during move-in and move-out. Exhibitor is responsible for ensuring badges are provided only to the company's personnel. No one under 16 years of age is allowed in the exhibit hall, including during Exhibitor move-in and move-out.

## CANCELLATION OF EXHIBIT CONTRACT

1. **Cancellation:** In the event that notification of intent to cancel is received in writing by August 1, 2018, all sums paid by the exhibitor, less the deposit of \$100 administrative fee, will be refunded.
2. **Late Cancellation:** Cancellation after August 1, 2018 obligates the exhibitor to full payment of the booth rental. No refund of any fees, will be made if notice of cancellation is received after August 1, 2018.
3. **Failure to Pay:** Failure to remit the balance of booth rental constitutes cancellation of contract and the reserved space will be subject to resale without refund of deposit.

## CONSTRUCTION, INSTALLATION, AND USE OF EXHIBITS AND EXHIBIT FACILITIES

1. **Restriction on Use of Space:** No exhibitor shall sublet or share any part of the space allocated to him/her without the written consent of APT. Solicitations or demonstrations by exhibitors must be confined within the bounds of their own prospective booth(s). Aisle space shall not be used for exhibit purposes, display signs, solicitation, or distribution of promotional material.
2. **Construction of Exhibits:** Exhibits shall be constructed and arranged so that they do not obstruct the general view, nor hide the exhibits of others.
3. **Installation and Dismantling of Exhibits:** All installation and dismantling of exhibits must be carried out during the time indicated in the accompanying exhibit information. No exhibit may be erected after the exhibition opens or be dismantled before the official closing date and time of 6:00 p.m. on October 6, 2018. It is the responsibility of the exhibitor to see that all materials are delivered to the expo hall and removed from the expo hall by the specified deadline. Should exhibitor fail to remove exhibit, this removal will be arranged by the exhibit management at the expense of the exhibitor.
4. **Fire and Safety Regulations:** The exhibitor hereby agrees to be bound by (i) all applicable fire, utility and building codes and regulations; (ii) any rules or regulations of the facility where the exhibition is held; (iii) the terms of all leases and agreements between APT and the managers or owners of said facility; and (iv) the terms of all leases and agreements between APT and any other party relating to the exhibition. All decorations and booth equipment must be fireproofed and electrical wiring must meet the safety requirements of the official service contractor. Affidavits attesting to flameproof compliance with fire department regulations must be submitted when requested. No combustible materials shall be stored in or around exhibit booths.
5. **Damage to Exhibit Facilities:** The exhibitor must surrender space occupied in the same condition it was at commencement of occupation. The exhibitor or its agents shall not injure or deface facilities, the booths or the equipment or furniture of the booth. When such damage appears, the exhibitor shall be liable to the owners of the property damaged.

## LIABILITY

1. **Security:** APT will provide security guards after exhibit hours but the furnishing of such service shall not be constructed to any assumption of obligation or duty with respect to the protection of the property of exhibitors, which shall at all times remain in the sole possession and custody of each exhibitor and shall be the sole responsibility of each exhibitor.
2. **Responsibility of APT and the Exhibit Facility:** Insurance and liability are the full and sole responsibility of the exhibitor. The exhibitor agrees to comply strictly with applicable terms and conditions contained in the agreement between APT and its agents and the Sheraton Grand Phoenix regarding the exhibition premises. The exhibitor further to assume complete responsibility for any damage arising under this contract by the exhibitor, its agents, employees and business invitees and to indemnify and hold APT, its officers, directors, employees, agent and business invitees harmless from and against any and all actions, proceedings, claims, damages, attorney's fees and expenses of whatsoever kind, arising out of or relating to this contract, including any action incident to or arising from exhibitor's occupation of or use of booth space or exhibit premises and any actions brought by the Sheraton Grand Phoenix or its agents against APT. The exhibitor further assumes the entire responsibility and liability of losses, damages, and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless the Hotel, its owner and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages and claims.