



ANNUAL APT INTERNATIONAL CONFERENCE

EXHIBITOR PROSPECTUS

**OCTOBER
15-20, 2024**

**Exhibit Dates:
October
15-19, 2024**

Renaissance
Atlanta
Waverly Hotel,
Atlanta, GA

Mental health professionals applying the therapeutic power of play!

GENERAL INFORMATION

Conference Dates

Tuesday, October 15 – Sunday, October 20, 2024

Exhibitor Move in:

Monday, Oct. 14, 1:00 pm - 6:00 pm

Exhibit Hall Open:

Tuesday, Oct. 15, 8:00 am - 5:00 pm

Wednesday, Oct. 16, 7:30 am - 5:00 pm

Thursday, Oct. 17, 7:30 am - 6:30 pm

Friday, Oct. 18, 7:30 am - 5:00 pm

Saturday, Oct. 19, 7:30 am – 5:30 pm

Exhibitor tear down and move out*:

Saturday, Oct. 19, 5:30 pm - 6:30 pm

*Drayage company will begin booth tear down at 6:30 pm

NOTE: All vendors are prohibited from setting up late, and/or and breaking down early. Failure to abide by the established set-up and tear down schedule will result in a \$250 penalty fee and impact your participation in future APT conferences. Please plan accordingly, no exceptions.

Location of Conference and Exhibit Hall

Renaissance Atlanta Waverly Hotel

Garden Court AB

2450 Galleria Pkwy.

Atlanta, GA 30339

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.

NOTE: APT only provides vendors with items listed under Exhibit Booth Includes. Additional items are vendors responsibility (e.g., power, cables, Wi-Fi, extra tables/chairs)

Booth Pricing:

- \$525 if reserved (and paid) by July 30.
- \$600 as of August 1.

Benefits:

- 30% discount code towards conference workshop fees only and three exhibit-only booth personnel badges.
- Company listing with website and booth number in the 2024 Conference mobile app.
- Inclusion in the Spotlight on Conference Exhibitors promotion in the September 2024 issue of *Play Therapy*™ magazine.
Booth must be paid in full by July 15 to be included.

Booth Assignment:

Exhibit space will be assigned according to the date and time 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 deemed 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, MPA
mvillegas@a4pt.org
(559) 298-3400 x305

Official Drayage and Decorating Company:

RPMxpo

Exhibitor Services
Office: 678-742-7310
info@rpmxpo.com
<https://www.rpmxpo.com>

Shipping Instructions:

All advance shipments must be delivered to RPMxpo between 9/11/24 - 10/11/24. If shipping directly to RPMxpo 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 designated hotel entrance.

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 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, shipping information and material handling, as well as payment terms.

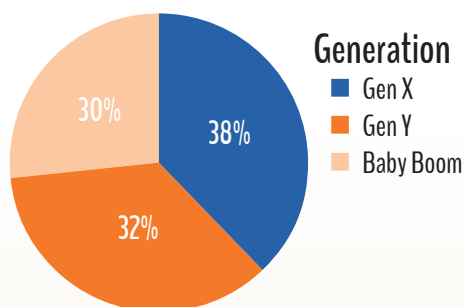
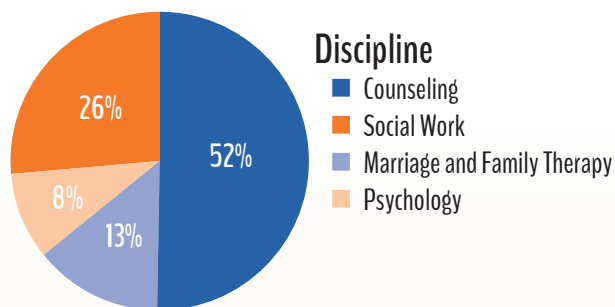


STATISTICS

Why Exhibit?

- With over 1,000 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 – interact with attendees on how you can help them succeed.
- Increase brand awareness and secure brand loyalty.

Member Demographics



EXHIBITOR PROSPECTUS

PROMOTION & SPONSORSHIP OPPORTUNITIES

Elevate your brand and make the most of your marketing budget by engaging in sponsorship or advertising ventures that promise significant exposure. Positioning your name and logo prominently for attendees can forge valuable connections with potential clients and help you surpass sales targets.

Conference Mobile App Ad

Display your company and brand in the official APT Conference Mobile App. The 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! Every time attendees open the app your ad will appear and link directly to your website. Reservation must be received by August 1.

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

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. Reservations are limited to the first five (5) and are accepted on a first-come, first-served basis. Size may not exceed 8 1/2" x 11". Minimum 1,200 inserts. *Inserts require pre-approval by APT. Once approved, inserts must be received by August 1.*

- **\$200 for exhibitors**
- **\$300 for non-exhibitors**

Conference Sponsorships

Keynote - \$5,000 (Exclusive)

Seize the spotlight with this exclusive chance to showcase your company logo to all attendees! Your sponsorship entails prominent logo placement on rotating slides and acknowledgment from the podium, ensuring maximum visibility and recognition.

Badge Holder (Neck Wallet) - \$2,500 (Exclusive)

Every attendee requires a badge! Elevate your brand by having your logo printed on the lanyard, ensuring prominent visibility throughout the conference.

Play Therapy™ Magazine Ad

Delivered to over 1,600 APT members around the world, *Play Therapy™* is the official magazine of the Association for Play Therapy. Exhibitors receive a 20% discount on contracts executed by September 1, 2024. *Only applies to new orders.*



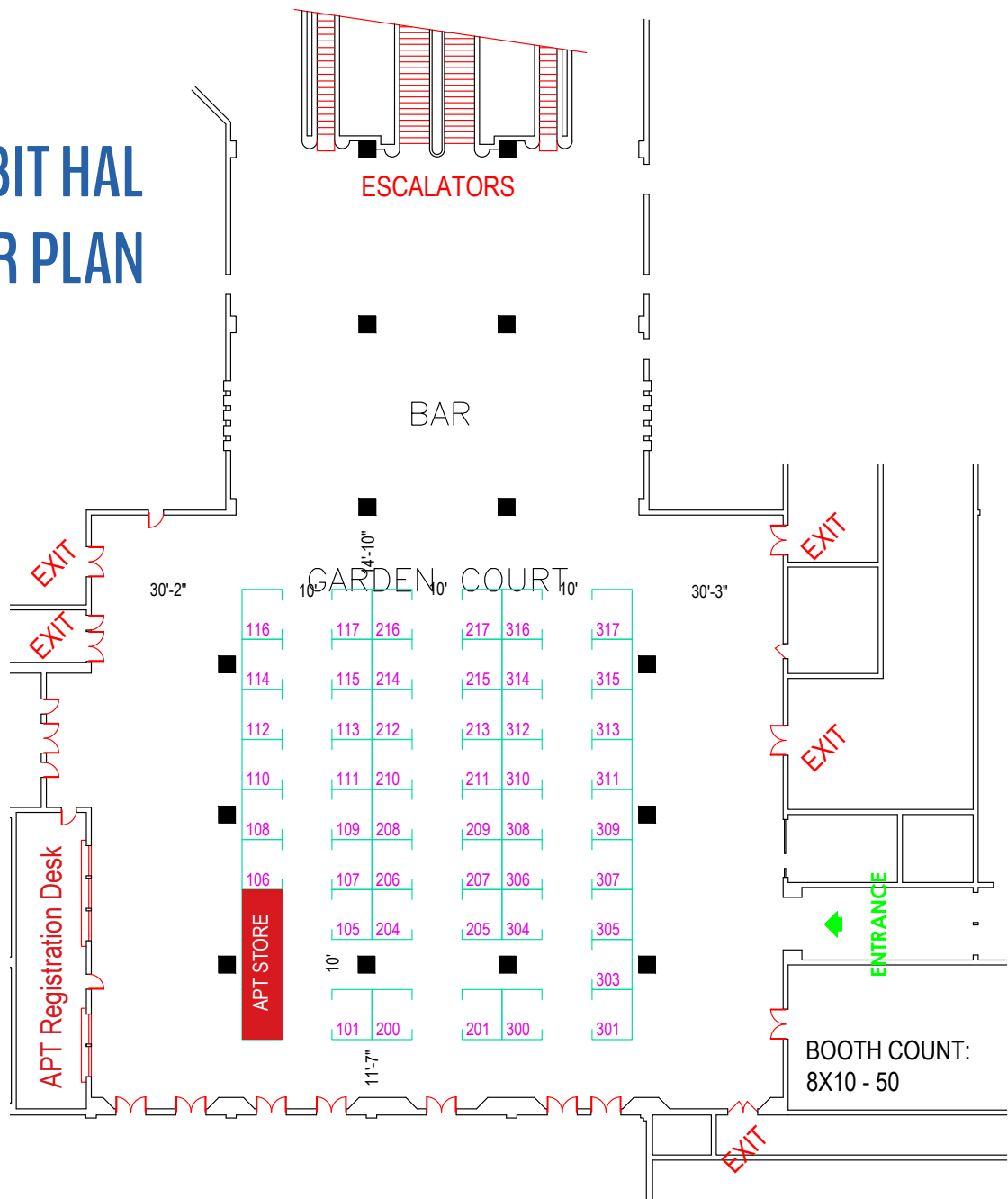
Conference Tote Bag - \$4,000 (Exclusive)

Stay ahead of the trend with tote bags! As the exclusive sponsor, your company logo will enjoy prominent placement, guaranteeing visibility throughout the conference. Moreover, this sponsorship offers prolonged exposure, as many attendees will continue to use their tote bags long after the event concludes.

2024 EXHIBITOR RESERVATION FORM

Please use the following link to access the Exhibitor Application
<https://www.a4pt.org/page/ExhibitorApp2024>

EXHIBIT HALL FLOOR PLAN



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-hours 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 RPMxpo. RPMxpo will 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 Renaissance Atlanta Waverly Hotel 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 September 1, 2024, all sums paid by the exhibitor, except the deposit of \$150 administrative fee, will be refunded.

2. **Late Cancellation:** Cancellation after September 1, 2024 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 September 1, 2024.

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 5:30 p.m. on October 19, 2024. 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 Renaissance Atlanta Waverly Hotel 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 Renaissance Atlanta Waverly Hotel 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.