



HOUSTON

EXHIBITOR PROSPECTUS



ANNUAL APT INTERNATIONAL CONFERENCE

OCTOBER 7-12, 2025
EXHIBIT DATES: OCT 7-11, 2025



**HYATT REGENCY
HOUSTON**

Houston, TX

MENTAL HEALTH PROFESSIONALS APPLYING THE THERAPEUTIC POWER OF PLAY!

GENERAL INFORMATION

Conference Dates

Tuesday, October 7 – Sunday, October 12, 2025

Exhibitor Move in:

Monday, Oct. 6, 12:30 pm - 5:00 pm

Exhibit Hall Open:

Tuesday, Oct. 7, 7:30 am - 5:00 pm

Wednesday, Oct. 8, 7:30 am - 5:00 pm

Thursday, Oct. 9, 7:30 am - 8:00 pm

Friday, Oct. 10, 7:30 am - 4:00 pm

Saturday, Oct. 11, 7:30 am – 2:30 pm

Exhibitor tear down and move out*:

Saturday, Oct. 11, 2:30 pm - 4:30 pm

*Drayage company will begin booth tear down at 4:30 pm

Location of Conference and Exhibit Hall

Hyatt Regency Houston Downtown

Market Place

1200 Louisiana St.

Houston, TX 77002

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:

- \$550 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 2025 Conference mobile app.
 - Inclusion in the Spotlight on Conference Exhibitors promotion in the September 2025 issue of *Play Therapy*™ magazine.
- Booth must be paid in full by July 15 to be included.*

Booth Assignment:

Exhibit spaces will be assigned based on the order in which APT receives and approves your completed exhibitor application and full payment. While we strive to honor your preferred location, layout, and space requests whenever possible, assignments are made with fairness in mind. The APT Conference Coordinator holds the final authority to adjust exhibit placements as needed to ensure the best experience for all exhibitors and attendees. Our goal is to create a dynamic and successful event for everyone involved!

APT only provides vendors with the items listed under Exhibit Booth Includes. Vendors are responsible for any additional items (e.g., power, cables, Wi-Fi, extra tables or chairs).

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:

Alliance Exposition

Alliance Exhibitor Services
Office: 888-528-2011
ExhibitorAssistance@alliance-exposition.com
<https://alliance-exposition.com>

Shipping Instructions:

All advance shipments must be delivered to Alliance between 9/03/25 - 10/01/25 (tentative date range). Exact deadlines and pricing will be outlined in the Alliance Online Exhibitor Portal once available. If shipping directly to Alliance 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, or use wheeled carts or dollies through the designated hotel entrance.

Important: Shipping to the hotel is strongly discouraged. If shipping directly to the hotel, the exhibitor will accrue additional handling fees when picking up shipment. Please note, there is no way for Alliance to track, manage, or secure shipments delivered directly to the hotel.

Exhibitor Service Manuals:

Credentials will be emailed to exhibitors from Alliance Exhibitor Services so they may access the Alliance Online Exhibitor Portal and order services online approximately 90 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.

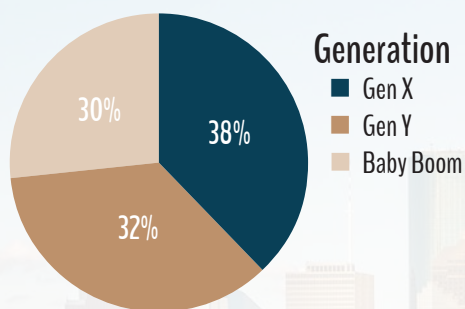
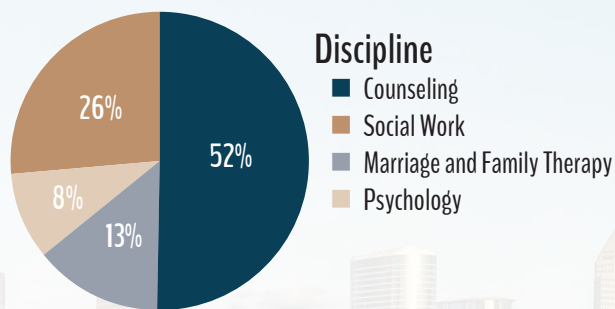


STATISTICS

Why Exhibit?

- With over 1,100 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



EXPLORE ADVERTISING & 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 Banner 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 rotating banner ad will appear and link directly to your website. Reservation must be received by August 1.

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

Registration Packet Inserts

Make a lasting impression with conference attendees through a registration packet insert. This cost-effective option allows you to highlight your booth, showcase a new offering, or present exclusive conference incentives. Act fast—only the first five (5) reservations will be accepted on a first-come, first-served basis. Inserts must not exceed 8 1/2" x 11" in size and a minimum of 1,200 inserts is required. All inserts are subject to pre-approval by APT, and once approved, must be received by August 1st.

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

Play Therapy™ Magazine Ad

Delivered to over 8,000 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 SPONSORSHIPS

** All sponsors will be acknowledged in the December 2025 issue of Play Therapy™ Magazine.

Poster Session - \$2,500

Event Details: Support a networking event focused on play therapy research, scheduled for Thursday, October 09, 2025, at the Hyatt Regency Houston Downtown, Houston, Texas.

Recognition Includes:

- Color signage in the poster session area featuring your logo and company slogan.
- Sponsorship acknowledgement in the Poster Session listing included in attendee registration materials.
- Included in our Conference Mobile App, logo and link to website.

APT After Party - \$2,500

Event Details: Be the name behind the most anticipated event of the week—the APT After Party! This high-energy, high-visibility event brings together the play therapy community for an unforgettable night. The After Party offers your brand premium exposure in a vibrant, social setting where connections are made and impressions last.

*Spot limited to 5 sponsors

Recognition Includes:

- Color signage in the After Party entrance featuring your logo and company slogan.
- Sponsorship acknowledgement during the APT After Party.
- Included in our Conference Mobile App, logo and link to website.

Friday Afternoon Break - \$5,000

Event Details: Sponsor the highest attended afternoon break, offering fruit infused water, lemonade, and light snacks to attendees.

Recognition Includes:

- Color signage in the break areas featuring your logo and company slogan.
- Included in our Conference Mobile App, logo and link to website.

Keynote - \$5,000

Event Details: Gain maximum visibility during the pre-Keynote announcements, attended by 1,000 individuals.

Recognition Includes:

- Prominent logo placement on rotating slides and acknowledgment by APT's CEO from the podium
- Verbal acknowledgment during the Keynote address announcements.
- Included in our Conference Mobile App, logo and link to website.

Conference Tote Bag - \$6,000

Event Details: Stay ahead of the trend with tote bags! This sponsorship offers prolonged exposure, as many attendees will continue to use their tote bags long after the event concludes.

Recognition Includes:

- Prominent logo placement on tote bag.
- Complimentary half-page ad placement in Play Therapy™ Magazine, reaching over 8,000 members.
- Verbal acknowledgment during the Keynote address announcements.
- Included in our Conference Mobile App, logo and link to website.

All Afternoon Breaks - \$12,000

Event Details: Sponsor all afternoon beverage breaks, Tuesday through Sunday, at the conference, providing attendees with cold beverage service (fruit infused water, lemonade, or iced tea).

Recognition Includes:

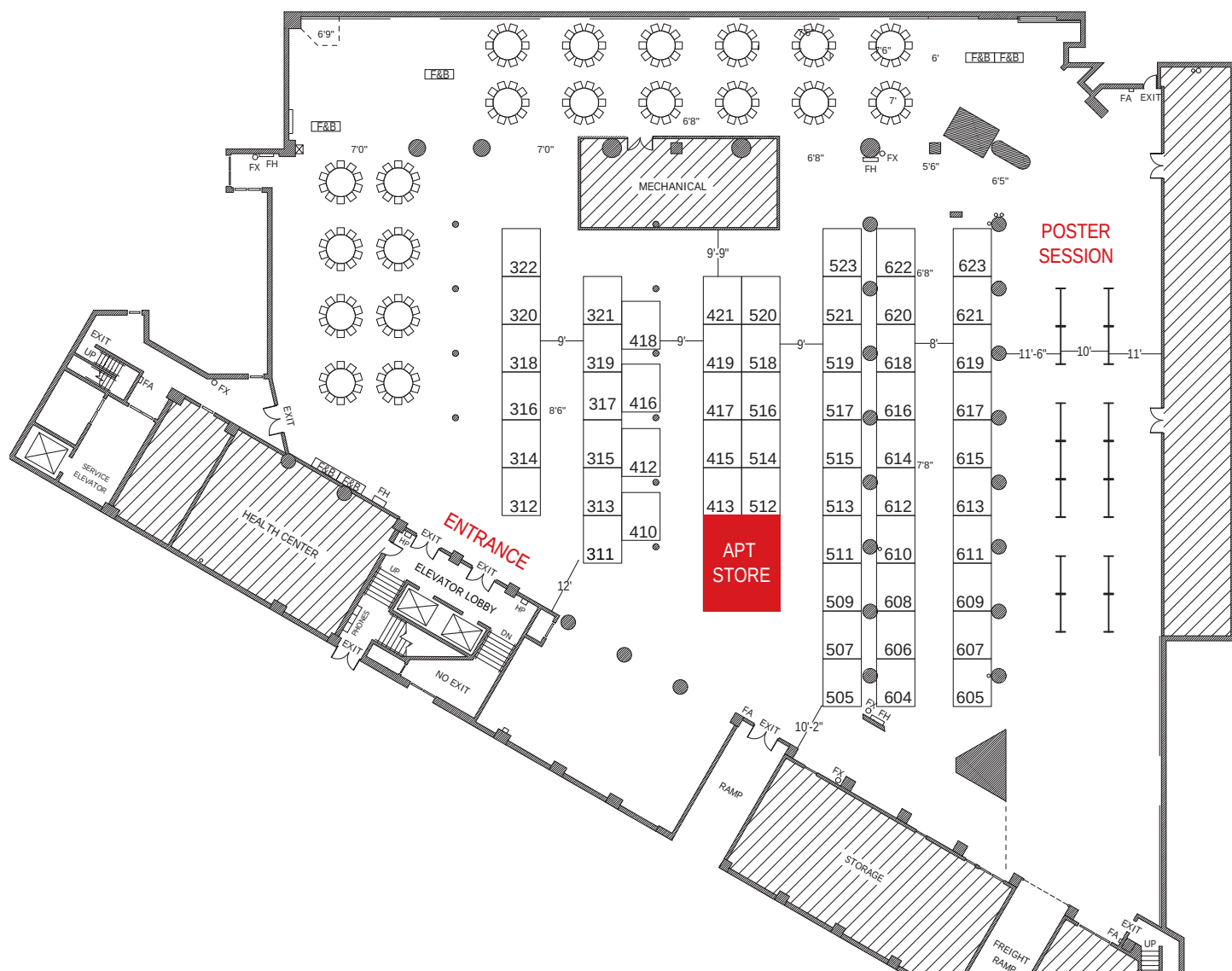
- Color signage in the break areas featuring your logo and company slogan.
- Verbal acknowledgment during the Friday Keynote address and the Saturday Awards Presentation & General Session announcements.
- Ability to share a 2–3-minute company video promoting your brand during the Saturday Awards Presentation & General Session.
- Included in our Conference Mobile App, logo and link to website.

2025 EXHIBITOR RESERVATION FORM

Please use the following link to access the Exhibitor Application

<https://www.a4pt.org/page/ExhibitorApp2025>

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 Alliance. Alliance 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 Hyatt Regency Houston Downtown 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, 2025, all sums paid by the exhibitor, except the deposit of \$150 administrative fee, will be refunded.

2. **Late Cancellation:** Cancellation after September 1, 2025 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, 2025.

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 2:30 p.m. on October 11, 2025. It is the responsibility of the exhibitor to see that all materials are delivered to the exhibit hall and removed from the exhibit 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 Hyatt Regency Houston Downtown 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 Hyatt Regency Houston Downtown 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.