



Exhibitor & Sponsor Guide

AMTA CA
Chapter
State
Conference
April 11-14,
2024
San Jose, CA

**REVIVE
AND
RELIEVE:
EMPOWERING
MASSAGE THERAPISTS
IN CHRONIC PAIN
MANAGEMENT**

HIGHLIGHTS:

- Exhibiting / Sponsoring
- Sponsor Packages
- Virtual Option

(All photos courtesy of Team San Jose)

Hilton San Jose
300 Almaden Blvd
San Jose, 95110

American Massage Therapy Association

- California Chapter -

The American Massage Therapy Association - California Chapter (AMTA-CA) has been advancing the profession of Massage Therapy across California for over **60 years!!**

Why participate at the 2024 AMTA-CA Conference?

Your company or organization will...

- Get exposure to our almost 9,000 AMTA members in California through email and social media
- Meet many new prospects from all over California.
- Enjoy an active show schedule with over **20 hours of exhibit time** – Including refreshments and a reception to draw traffic and encourage repeat visitors.
- Connect with virtual attendees and generate leads through our conference app.
- Access to registered attendee list (See Additional Information)

New This Year

- Virtual Exhibitors
- Conference that has been extended by one full day.
- Each Exhibitor or Sponsor will have an online presence in our Virtual Exhibitor Space.
- Exhibitor Lead retrieval system. Scan attendees names in person.

Space is limited, and we anticipate selling out.

In Person Exhibit Area

This is a table top show set in the middle of the conference breakout sessions. In addition, all beverage breaks, breakfasts and our opening reception are located in this area to drive traffic to you. We are anticipating more than 150 in-person attendees.

Premier table placement is granted to Platinum and Gold Sponsors. A layout will be sent in advance. We will attempt to follow the preferences and special requests you note in your online registration when assigning tables; space assignment priority for non-sponsoring exhibitors will be based on the date of receipt of the Exhibitor Registration Form and payment.

Virtual Option

If you can't physically be at the conference, that is not a problem! There are several ways that your company or organization can participate in presenting your services and products to our members. Becoming a virtual exhibitor or sponsoring one of the many options that are available in this prospectus are all possibilities. We are anticipating more than 200 virtual attendees. See more details in this prospectus.

The biggest reason to participate in our Conference:

***We are the largest chapter of AMTA
in the country with almost
9,000 members.***



REVIVE and RELIEVE

Exhibitor Information

There are lots of options to participate this year. The basic participation level is being an Exhibitor. You can either be an in-person exhibitor or a virtual Exhibitor.

In-Person Exhibitor | \$750

Designed for those companies that will have physical presence at the conference.

In-Person Package Includes:

- Exhibitor Badge for one representative.
- 6 foot draped table with two chairs
- One standard electrical outlet
- Virtual exhibitor page using Whova
- Access to Badge Scanner
- Acknowledgement onsite and in the program
- Logo included with email promotions
- Access to Post Conference attendees list (See Additional Information)

Virtual Exhibitor | \$350

Designed for those companies that would like a presence at the conference, but are unable to be there in person.



Virtual Package includes:

- Virtual exhibitor page using Whova
- Acknowledgement onsite and in the program
- Logo included with email promotions
- Access to Post Conference attendees list (See Additional Information)

EXHIBITOR PERSONNEL

Exhibitor Fee includes registration for one individual per company unless otherwise noted. Additional exhibitors will need to register separately for an additional charge. Registration for all exhibitor personnel includes Reception, lunches, breakfast and breaks for the conference days. All other meals are on your own. Each additional exhibitor is \$500 per person.

CONFERENCE APP & VIRTUAL EXHIBITOR SPACE

Conference attendees will be using a conference app called Whova. This will be used for both the in-person and the virtual portion of the conference. As an Exhibitor, Whova will allow you to create a custom virtual exhibitor page, generate leads, host giveaways and more. Your interactive, customizable Exhibitor space allows you to add embedded videos, your company description, contact information, coupons, giveaways, and downloadable promotional documents. You'll be able to participate in lead generation and live chat. We will provide additional information about setting up your virtual exhibit space prior to the conference. [CLICK HERE](#) to explore Whova and learn more. Not all features in the video will be used.

BADGE SCANNER

Each attendee will have a namebadge with a QR code unique to our conference. Through the Whova app, you will be able to use your personal handheld device to capture leads and make customer notes.

Sponsorship Information

SPONSORSHIP OPTIONS

Sponsors of the below opportunities will be recognized for the specific sponsorship item or event they support and will be named as either a Silver, Gold or Platinum sponsor. Additional recognition is noted. These sponsorships can be combined with the Exhibitor/Sponsor Package as noted in this guide to extend your marketing dollars. The packages provide a slight discount on the below sponsorships.

Please note the following for some sponsorships:

- 1) There can be multiple sponsors on a particular item or event.
- 2) Due to production timelines, some sponsorship items will have a deadline. Typically 30-45 days in advance of the conference.
- 3) All events and items listed are on a first come, first serve basis.

If you are interested in an exclusive sponsorship or would like to discuss other types of sponsorships, please contact the AMTA-CA office. Here are the available sponsorships:

GROUP A (Silver)	GROUP B (Gold)	GROUP C (Platinum)
<ul style="list-style-type: none">• Conference Bags \$1,400• Notebook/Pen Set \$1,500• Lanyard Sponsor \$1,600• AM or PM Break \$1,700	<ul style="list-style-type: none">• Body Worlds Tickets \$2,400• Breakfast \$2,500• Thursday Reception \$2,600• Lunch \$2,700	<ul style="list-style-type: none">• Conference Wifi \$3,700• Conference App \$4,000

SPONSORSHIP ITEMS INFORMATION

This is a brief overview of the individual sponsor items that are available. The recognition below is included in the sponsorship packages and not in addition.

Conference Bags

A tote bag given to each attendee that will have the AMTA and your logo on it. Have your own bag? Take \$400 off the price. Also includes one insert into the bag as well.

Notebook/Pen Set

Inserted in each of the conference bags for taking notes. Also includes one insert into the bag as well.

Lanyard Sponsor

All attendees will have a namebadge and all of them will have your logo on the lanyard. Have your own lanyard? Take \$500 off the price. Also includes one insert into the bag as well.

Breaks, Meals and Reception

These events are open to all in-person attendees. You will be recognized at each event verbally and through signage as appropriate.

Body Worlds Decoded Tickets

Sponsor 30 of our students to attend the Body Worlds Decoded, an exhibit at The Tech Innovation museum. Led by an instructor, students will discuss kinetic chains and functional muscle units. You will be recognized through signage as well.

Conference Wi-Fi and App

Sponsor the conference Wifi or the App. Recognition through signage throughout the entire conference and special in-app sponsorship. Includes one in-app push.

For additional information contact the AMTA-CA Chapter Office 916-382-8542 or info@amta-ca.org

San Jose, California

Sponsor Packages

Don't miss the chance to get your message out to Massage Therapists across the Golden State. We are pleased to offer you several ways to be a visible presence at the conference, both virtually and in person!

How the Packages Works

A package allows you to extend your marketing dollars to include additional benefits, including some individual sponsor discounts, for your participation as an exhibitor and a sponsor. Some packages include specific sponsorships (from Group A, B or C), that you choose. These are designed to highlight your participation with a specific event or item.

There are two prices listed for each package depending if you plan to be an in-person or a virtual exhibitor.

Bronze Package| \$1,000 In-Person / \$500 Virtual

Be listed as a Sponsor. You'll also receive:

- One conference Bag insert.
- One social media posting.

Silver Package| \$2,000 In-Person / \$1,400 Virtual

Choose a sponsorship from Group A.

You'll also receive:

- Additional Exhibitor Badge for up to two total representatives (In-Person Only).
- One Conference bag insert.
- Up to Two Social Media Postings.
- Acknowledgement of your specific sponsorship in the conference program and on-site signage.
- One App push notification during the conference.

Gold Package | \$3,000 In-Person / \$2,300 Virtual

Choose a Sponsorship from Group A or B.

You'll also receive:

- Additional Exhibitor Badge for up to two total representatives (In-Person Only).
- Up to Two Conference bag inserts.
- Up to three Social Media Postings.
- Acknowledgement of your specific sponsorship in the conference program and on-site signage.
- 5 minutes at the podium during a lunch or provide a video if virtual.
- Premier exhibit table placement (in-person).
- Two app push notifications during the conference.

Platinum Package | \$4,000 In-Person / \$3,200 Virtual

Choose a Sponsorship from Group A, B or C.

You'll also receive:

- Additional Exhibitor Badge for up to three total representatives (In-Person Only).
- Up to three Conference bag inserts.
- Up to Four Social Media Postings.
- Acknowledgement of your specific sponsorship in the conference program and on-site signage.
- 5 minutes at the podium during a lunch or provide a video if virtual.
- Premier exhibit table placement (in-person)
- Four app push notifications during the conference.
- In-App Sponsorship Recognition.

In-Person Package

All In-Person packages include:

- Exhibitor Badge for one representative.
- 6 foot draped table with two chairs
- One standard electrical outlet
- Virtual exhibitor page using Whova
- Access to Badge Scanner
- Acknowledgement onsite and in the program
- Logo included with email promotions
- Pre/Post Conference attendees list

Virtual Package

All Virtual packages include:

- Virtual exhibitor page using Whova
- Acknowledgement onsite and in the program
- Logo included with email promotions
- Post Conference attendees list



April 11-14, 2024

Exhibitor & Sponsor Information

EXHIBITOR and SPONSORSHIP PACKAGES AT A GLANCE

BENEFITS	Exhibitor	Bronze	Silver	Gold	Platinum
Display table	In Person Only	In Person Only	In Person Only	In Person Only	In Person Only
Exhibitor Badge	1	1	2	2	3
Attendee Badge Scanner	In Person Only	In Person Only	In Person Only	In Person Only	In Person Only
Virtual Exhibitor Page	*	*	*	*	*
Pre/Post Conference Attendee List (Opt-in)	Post	Pre/Post	Pre/Post	Pre/Post	Pre/Post
Logo on Advance Promotions	*	*	*	*	*
Social Media Posting		1	2	3	4
Specific Sponsorship			Group A	Group B	Group C
App Push Notification			1	2	4
Podium Time (5 Minutes)				*	*
Premier table placement				*	*
Ongoing Conference Signage and In-App Promotion					*

ADDITIONAL MARKETING OPPORTUNITIES

Here are some additional opportunities to promote your business that do not require a sponsorship or a sponsorship package. These are separate opportunities. They include:

Conference Bag Insert | \$300

Send your single promotional item or brochure in advance to be inserted in each of the attendees conference bags.

App Push Notification | \$200

Scheduled at a convenient time during the conference, this is an in-app push notification that goes to all attendees.

April 11-14, 2024

Additional Information

LOCATION & HOTEL ROOMS

The conference will be held at the Hilton San Jose. All sessions and meals will be held at this location unless otherwise noted.

Hilton San Jose
300 Almaden Boulevard
San Jose, CA 95110

We have reserved a **LIMITED** block of rooms at a special negotiated rate of :

\$159 / night
(Thursday-Sunday)

Wednesday is at a slightly higher rate of \$229 a night . Deadline to reserve your room at this rate is **March 18, 2024.**

[CLICK HERE](#)
to *Book directly with Hotel*

CONFERENCE SCHEDULE

Schedule is subject to change.

Each day there will be dedicated non-compete exhibit time for in-person attendees. We encourage all exhibitors to live-stream, hold give a ways through the Whova app, or otherwise actively engage with those participating virtually as well.

Set up:	Friday, April 12th	6:00 am - 8:00 am
Dismantle:	Sunday, April 14	11:00 am - 12:00 pm
Anticipated Exhibit Hours:	Friday, April 12th	7:00 am - 7:00 pm (Includes Welcome Reception)
	Saturday, April 13th	7:00 am - 4:30 pm
	Sunday, April 14th	7:00 am - 11:00 am

EXHIBITOR / SPONSOR REGISTRATION

All sign-up's are done through the AMTA-CA website using CVENT. Follow these steps to sign-up as an Exhibitor and/or a Sponsor:

START HERE

- ⇒ **[CLICK HERE](#)** to Sign-up as an Exhibitor and/or Sponsor **OR**
⇒ **[CLICK HERE](#)** to Sign-up for one of the Sponsor Packages

- 1) Fill out the online form and arrange payment.
- 2) Once your have signed up, you will be contacted with additional information on logistics and how to set-up your Virtual Exhibitor Space.
- 3) Any sponsorship arrangements will be made at this time.
- 4) Be sure to arrange your hotel stay with us at the Hilton San Jose. **[CLICK HERE](#)** to reserve your room now.

San Jose, California

Additional Information

Exhibit Area

The exhibit area is a table-top show adjacent to the session rooms. While there are no defined exhibit hours, it is up to each exhibitor to determine the appropriate times to staff their table. Your products and material is limited to the immediate area around your table. In all cases, your material may not obstruct other exhibitors.

The exhibit space granted under the terms of this agreement is to be used exclusively by the exhibitor to present their products and services and is not to be sub-divided or shared with another company.

Exhibit Personnel

Each exhibitor participating in-person must have their own badge and be registered for the conference as an exhibitor. Exhibitors may not register as attendees and participate as an exhibitor. Exhibitor registrations may not be split between multiple people. Each person must be registered individually.

Conference Attendance

We are anticipating more than 150 in-person attendees as our conference in addition to over 200 virtual attendees.

Attendee Lists

Basic attendee information is captured during the registration process. This information is then shared with our Exhibitors and Sponsors. Due to privacy laws, attendees can opt-out of having their information shared with Exhibitors/Sponsors. Exhibitors receive a one-time use of a mailing list of registered attendees upon request. List will include attendee name, company, email and mailing address only. These lists are shared post conference to include any on-site registrations. Pre-Conference lists, for sponsors, will be sent approximately two weeks in advance.

California Sales Tax Collection and Legal

Compliance: Vendors selling products are responsible for being familiar with and for complying with California State sales tax regulations and for complying with all state and federal regulations related to any giveaways.

Security

The exhibitor area is in a public location and security is planned for each night from 7:00 pm to 7:00 am. Exhibitors are responsible for securing their own table and equipment during show hours.

Signs and Distribution of Literature

No signs or banners may be placed outside of the immediate table top area except as previously authorized by AMTA-CA. No interference with other exhibitors will be allowed. All signs must be self supported.

No company is allowed to distribute their product and/or service literature for general consumption except in their paid exhibit area and/or as a benefit of their paid sponsorship.

Sound Restrictions

Sound amplification must be kept at a level that does not disturb other exhibiting companies or attendees.

Refund and Cancellation Policy

No refunds or cancellations will be accepted after **March 22, 2024**. There is a \$300 processing fee for cancellations prior to this date. Cancellations of exhibit space must be directed in writing to AMTA-CA.

Shipping

Exhibitors are responsible for their own shipping charges. Any incoming or outgoing boxes are subject to a service fee from the Hotel. Shipping information will be sent in advance, after confirmation of participation.

Additional Services

All additional services (such as audio/visual) are at the exhibitors' expense. Please contact AMTA-CA if you are interested in additional equipment for your table top.

Code of Conduct

Exhibitors/Sponsors will comply with all other AMTA-CA rules regarding this event and will act in a professional manner at all times. Exhibitor/Sponsor or the meeting venue may remove an Exhibitor/Sponsor for failure to corporate in any way.

