

**American Dance Therapy Association  
58th Annual Conference**

# **DANCE/MOVEMENT THERAPY: BEFORE, BETWEEN, BEYOND WORDS**

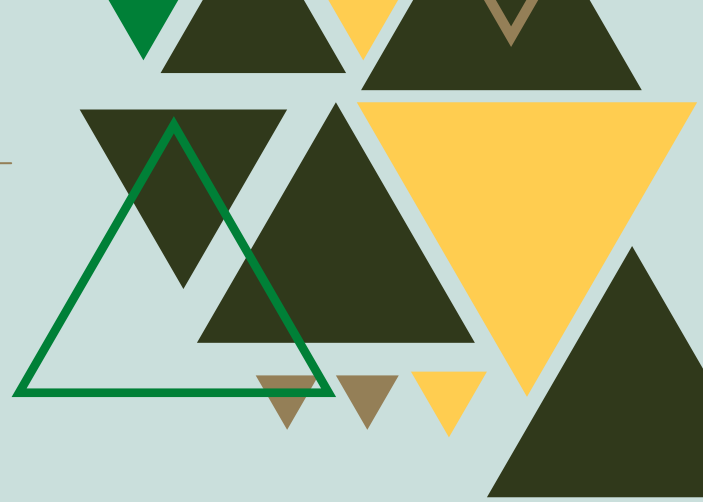
**exhibitor &  
sponsorship  
prospectus**

**DENVER, COLORADO  
NOVEMBER 9-12, 2023**

[ADTA.ORG/ANNUAL-CONFERENCE](https://adta.org/annual-conference)



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A decorative graphic at the bottom of the page featuring a large yellow triangle on the left, a green triangle on the right, and a brown triangle at the bottom. Overlapping these is a dark brown banner with text.

**Register Today!**  
[CLICK HERE](#)

# WHO IS ADTA?

The American Dance Therapy Association is a Professional Membership Organization that provides support for its members and for the development of the field of Dance/Movement Therapy.

Dance/movement therapy (DMT) is defined by the American Dance Therapy Association (ADTA) as the psychotherapeutic use of movement to promote emotional, social, cognitive, and physical integration of the individual, for the purpose of improving health and well-being.

The field emerged in the 1940s as early innovators, many of whom were accomplished dancers, began to realize the benefit of using dance and movement as a form of psychotherapy. It is a holistic approach to healing, based on the empirically supported assertion that mind, body, and spirit are inseparable and interconnected; changes in the body reflect changes in the mind and vice versa. DMT as an embodied, movement-based approach is often difficult to describe, as it is necessary to actively engage in the process to get a true sense of what it is.



# THIS YEAR'S CONFERENCE

## **Dance/Movement Therapy: Before, Between, Beyond Words**

ADTA's Annual Conference Committee encourages the dance/movement therapy community to explore how our work has been inspired by culture and expression, transformed by science and psychology, and propelled by visions of progress and change. We are being called to reflect, be mindful, and intentionally move forward as professionals, an organization, and as humans in service during this important, transformational time in human history.

**ADTA's Annual Conference Committee acknowledges the unceded lands of Cheyenne, Arapaho, and Ute peoples, indigenous to South Denver.**

# EXHIBITORS

The ADTA is planning traffic-building ideas to encourage attendees to spend time with our exhibitors. We understand that your profession is becoming increasingly competitive, so we have developed new traffic-building ideas and sponsorships that are certain to draw attention to the exhibit area and your booth. Take a look at our sponsorship opportunities below. We have a price point to meet every need!

## **Included with your 10'x10' booth (\$600 per booth):**

- Each 10'x10' booth includes a draped 6' table with two chairs
- Use of tabletop and floor area beside and behind the table
- One full conference registration
- 50-word company description in the 2023 program and Mobile App

## **Educational Tabletop Exhibits**

### **Included with your tabletop exhibit (\$500 per table):**

- One draped 6' table (72" L x 24" W x 30" H) and two chairs
- Use of tabletop and floor area behind the table

## **Supplier/Vendor Tabletop Exhibits**

### **Included with your tabletop exhibit (\$200 per table):**

- One draped 6' table (72" L x 24" W x 30" H) and two chairs
- Wastebasket for table
- One full conference registration
- 50-word company description in the 2023 conference printed program, which is distributed to all
- 50-word company description in the 2023 program and Mobile App

## **How to Reserve Your Exhibit Space:**

1. Complete the Exhibit Space Application online: [\*\*CLICK HERE TO RESERVE\*\*](#)



# EXHIBITORS

2. Final booth payments are due no later than **October 13, 2023**. Booths reserved after October 13, 2023, will require full payment at time of reservation.

## Exhibit Hall Features:

- Networking areas
- Continental breakfast served in the Exhibit Hall
- Prize drawings in the Exhibit Hall

## Exhibit Hall Schedule (Times Subject to Change):

### Thursday, November 9, 2023:

9:00 am-11:30 am: Exhibitor Set-Up

12:00 pm-4:00 pm: Exhibits Open

### Friday, November 10, 2023:

7:15 am-2:00 pm: Exhibits Open

### Saturday, November 11, 2023:

8:00 am-1:00 pm: Exhibits Open

1:00 pm-3:00 pm: Exhibit Tear-down



**\*Floor plan is subject to Fire Marshall approval.  
Schedule is subject to change.**

# SPONSORS

## Top Tier Sponsors

The following opportunities include your logo on the conference website and general session walk-in slides, a sponsor ad in the final program, and a sponsor ad in the mobile app. Appropriate signage during the event is also included.

### Annual Awards Banquet and Dinner (\$10,000)

Be the title sponsor of the Annual Awards Banquet and Dinner. Includes event recognition with signage and logo treatments, including your company's logo printed on beverage napkins.



- Logo treatment during walk-in slides
- One push marketing message on the conference Mobile App to all attendees
- Pre-conference email blast
- 2-3 minute podium time
- Recognition on the ADTA website

### Wi-Fi for Everyone (\$10,000)

It seems like everyone is carrying one or more devices that require Wi-Fi. Imagine how cool it would be to see your company name, logo, and website URL “splashed” on everyone’s device? This sponsorship allows participants to keep in touch with their families, their colleagues, their bosses, all thanks to you! Your sponsorship includes a custom splash page each time someone logs in. What better visibility is there than that?

### Business Continental Breakfast (\$8,000)

Have your company name associated with the most important meal of the day when you sponsor one of the two breakfasts during the ADTA Annual Conference. Appropriate signage displaying your company name and logo will be placed by the breakfast areas, and beverage napkins with your logo will be available.

# SPONSORS

## Mobile App Sponsor Opportunities (\$3,500)

Put your brand in the hands of ADTA Annual Meeting attendees as the sole sponsor of the ADTA's 58th Annual Conference Mobile App.

### Benefits include:

- Your logo on the ADTA website, with a link to your company's website.
- Your logo in the Final Program and Mobile App
- Your logo on every attendee's mobile device
- (2) Mobile App banner ads
- (2) Push Notifications
- (1) Complimentary Registration
- Conference Bag, Insert-brochure, flier, trinket - you supply, and we'll include them in each attendee's bag



## Onsite Conference Program (\$3,000)

Feature your logo on the front cover of the onsite conference program distributed to each attendee. You will also receive a full-page, four-color ad on the back cover of the program. Many attendees will continue to use the conference program as a reference for many months after the conference.

# SPONSOR BUNDLE

## \$5,000 Exclusive Sponsorship Bundle

- Sponsorship of the Opening Reception
- One (1) full-page interior ad in the Final Program (Valued at \$500)
- Three (3) complimentary meeting registrations (invite your customers) (Valued at \$2,100)
- Your logo featured in a rotating multimedia presentation before each meeting session. Each logo will display for five seconds per 60-second loop. The presentation will run for five minutes prior to each session. (Valued at \$1,000)

# OTHER EXPERIENCE SPONSORSHIP OPPORTUNITIES

## **Networking Refreshment Break in the Exhibit Hall (\$1,500 several available)**

Give attendees a lift by sponsoring the mid-morning or afternoon refreshment break in the Exhibit/Sponsor area. Appropriate signage displaying your company name and logo will be placed by the break areas, and beverage napkins with your logo will be available.

## **Wellness Lounge (Starting at \$2,000)**

This highly visible sponsorship funds the relaxation lounge, chair massage station, and hot tea area. Benefits include:

- Sponsors are provided with a 6' draped table and can staff it to welcome all ADTA attendees.
- Your branding at chair massage station provided for all attendees on your behalf.
- Sponsors are welcome to place their marketing materials in this area.
- Your logo on the ADTA website, with a link to your website.

## **Check-in / Welcome Table Sponsor (\$1,000)**

The registration sponsorship provides your company with exclusive exposure in the onsite registration area. Benefits include:

- Your logo on the ADTA website, with a link to your company's website.
- Your logo in the Final Program and mobile app.
- Your logo prominently displayed in the registration area where all attendees must check in.
- Your logo on the pre-conference "know before you go" information sent to all registrants.
- Your logo on all conference lanyards.

## **Banner Ads (Conference website \$550 and mobile app \$400)**

- Show off your company's product line by sponsoring a banner ad on the mobile app or the website.



# OTHER EXPERIENCE SPONSORSHIP OPPORTUNITIES

## Floor Stickers (Starting at \$500)

Mark a path to your exhibit with this sponsorship. Benefits include:

- Floor stickers from the registration area to your booth on the Exhibit Hall floor (or another location of your choice) with your logo and website address.
- Your logo on the ADTA website, with a link to your website.
- Your logo in the Final Program and the mobile app.

## Push Notifications (\$200 per notification)

- Send a text message to attendees by sponsoring a push notification.

# CONFERENCE ESSENTIALS SPONSORSHIP OPPORTUNITIES

The following opportunities include your logo on the conference website and general session walk-in slides, a sponsor ad in the final conference program book, and an ad in the mobile app. Appropriate signage during the event is also included.

## Hotel Key Cards (\$2,500)

Place your logo on the hotel key cards. Every time meeting participants go to their rooms and pull out their room keys, they will see your logo, website, and your message.

## Room Drops/Turndown Service (\$1,500)

Greet the participants with a note or gift to their room. You provide the note or gift, we'll provide the drop-off in their room.



# CONFERENCE ESSENTIALS SPONSORSHIP OPPORTUNITIES

## **Door Hangers (\$1,500)**

Share your message with all meeting attendees by having a custom-made door hanger with your website, or message on one side. On the other side is a do not disturb request so that hotel housekeeping will not enter your room to clean it. All attendees in our room block will have a hanger delivered to their room.

## **Elevator Clings (Labor + Printing TBD + \$1,000)**

This includes your company logo incorporated on elevator panels at the Annual Conference sponsorship. The elevators lead to the main meeting sessions and will be utilized by meeting attendees several times per day.

## **Badge Lanyards (\$750)**

With this high-profile sponsorship opportunity, your company's logo will be showcased on the badge lanyards worn by every attendee throughout the conference!

## **Mirror Clings (Price Quoted Upon Request)**

Imagine your logo and your message being seen by all attendees each time they visit the restroom. Yes, the restroom! This unique opportunity is certain to catch their attention.

## **Registration Candy (\$550)**

Wouldn't it be sweet to have your company logo in everyone's hands? Put your full color company name and logo on 1500 individually wrapped butter mints. These fresh mints will be available throughout the meeting area.



# CONFERENCE ESSENTIALS SPONSORSHIP OPPORTUNITIES

## **Conference Bag Stuffers (\$500)**

Have some promotional materials you want in front of attendees? The conference bag stuff is the sponsorship for you! You supply the materials, and we'll do the stuffing. It is limited to one piece per sponsor and is limited to five sponsors only.

## **Microbursts - Affinity Groups (\$1,000) - Multiple Opportunities**

These enjoyable bursts of exercise and activity during selected sessions will become a serious hit in 2023! Benefits include:

- Your logo on the ADTA website, with a link to your company's website.
- Your logo in the conference program book.
- Exposure during selected sessions.
- A slide with your company logo

Affinity Groups are formed as part of the Multicultural and Diversity Committee and hold open membership meetings during lunchtime on conference days.

### **Black MAGIC Affinity Group:**

For African American/Black identifying members and students.

### **Asian American Pacific Islander Desi American (AAPIDA) Affinity Group:**

For Asian, Pacific Islander and Desi identifying members and students.

### **LGBTQIA+ Affinity Group:**

For LGBTQIA+ identifying members and students

### **Spirituality and Religion Affinity Group:**

For members and students who incorporate spirituality and/or religion as part of their practice.



# CONFERENCE ESSENTIALS SPONSORSHIP OPPORTUNITIES

**Native American Affinity Group (NAAG):**

For Native American identifying members and students.

**Disability Access Affinity Group (DAAG):**

For members and students who desire support based on accessibility.

**Ritmo de Vida LatinX Affinity Group:**

For LatinX identifying members and students.

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

**Don't See What You're Looking For? Let us know, we can tailor a sponsorship just for you!**

If you have questions, need further information, or want to secure a sponsorship or booth, please contact **Annette Suriani** via email ([asuriani@caphill.com](mailto:asuriani@caphill.com)) or via phone at (302)-275-6213.

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