



American Dance Therapy Association
59th Annual Conference

Moving Through to Regenerate: Dance/Movement Therapy

exhibitor &
sponsorship
prospectus

Chicago, Illinois
October 24-27, 2024

ADTA 59

TABLE OF CONTENTS

ADTA Summary & This Year's Conference 3

Exhibitors 4

Sponsors 6

Other Experience Sponsorship Opportunities 8

Conference Essentials Sponsorship Opportunities 9

Additional Sponsorship Opportunities 11

**Conference
Registration**
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

Moving Through to Regenerate: Dance/Movement Therapy

In these times of uncertainty, war, and significant duress, we heed the call for personal and collective regeneration at our 59th ADTA Annual Conference. We honor the transformative journey of navigating challenges and transitions to emerge renewed and revitalized by delving into the process of overcoming obstacles, embracing change, and harnessing resilience to foster growth and healing. As we gather to bring into renewed existence across generations of dance/movement therapists the art, science, and holistic health impact of dance, we are mindful of the tapestry of vibrant cultural landscapes that make us unique. Let us celebrate the power of moving forward despite setbacks and the strength found in continuous evolution, ultimately reflecting the cyclical nature of life where each end is a new beginning.

ADTA's Annual Conference Committee acknowledges the unceded lands of the Council of the Three Fires--comprised of the Ojibwe, Odawa, and Potawatomi Nations--as well as the Miami, Ho-Chunk, Menominee, Sac, Fox, Kickapoo, and Illinois Nations indigenous to Greater Chicagoland.



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 6' Tabletop Exhibit (\$600 per table):

- One draped 6' table (72" L x 24" W x 30" H) with two chairs
- Use of tabletop and floor area beside and behind the table
- Wastebasket for table
- 50-word company description in the 2024 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
- Wastebasket for table
- 50-word company description in the 2024 program and Mobile App

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
- 50-word company description in the 2024 program and Mobile App

Open Forum Table Space *NEW IN 2024* (\$25 per item - business card, flyer, or brochure)

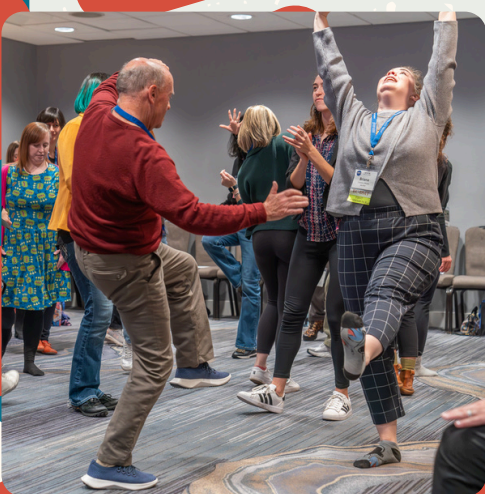
A communal opportunity to share business cards, flyers, and brochures with our conference attendees. Individuals/businesses may leave promotional materials on the dedicated table only. Please be aware that this is the shared table for informational purposes only and unauthorized items will be removed.

How to Reserve Your Exhibit Space:

**Complete the Exhibit Space Application
online using the link below**

Exhibitor Registration

Click Here



EXHIBITORS

Once you have submitted your Application to reserve space:

Submit your final booth payments by no later than **September 20, 2024**.
Reservations after September 20, 2024, will require immediate payment in full.

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, October 24, 2024:

9:00 am-11:30 am: Exhibitor Set-Up
12:00 pm-5:00 pm: Exhibits Open

Friday, October 25, 2024:

7:00 am-5:00 pm: Exhibits Open

Saturday, October 26, 2024:

8:00 am-5:00 pm: Exhibits Open

Sunday, October 27, 2024:

8:00 am-12:00 pm: Exhibits Open
12:00 pm-2:00 pm: Exhibit Tear-down

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



[Exhibitor Registration](#)
Click Here

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.

For Sponsors - click here
to contact the
Operations Manager

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 59th 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.

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.



Conference Essentials Sponsorship Opportunities

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!

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 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.



Conference Essentials Sponsorship Opportunities

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

These enjoyable bursts of exercise and activity during selected sessions will become a serious hit in 2024! 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. Your sponsorship will help boost visibility and inclusion.

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.

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:

Peter Koniuto
ADTA Operations Manager
opsmanager@adta.org
P: (518) 704 - 3636

American Dance Therapy Association 59th Annual Conference

Chicago, Illinois
October 24-27, 2024

adta.org/annual-conference



Reserve Today

Click Here