

AAMFT18

ANNUAL CONFERENCE AND EXPOSITION

November 15 – 18, 2018 | Louisville, Kentucky



AMERICAN ASSOCIATION FOR MARRIAGE AND FAMILY THERAPY

EXHIBIT AND
SPONSORSHIP
PROSPECTUS



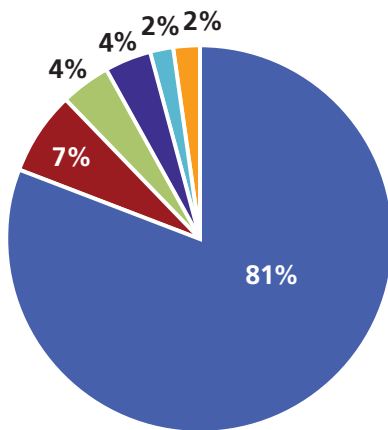
ABOUT AAMFT

The American Association for Marriage and Family Therapy (AAMFT) is the professional association for the field of marriage and family therapy with almost 26,000 members. Founded in 1942, we represent the professional interests of marriage and family therapists and other mental health professionals legally authorized to independently treat couples, and families throughout the United States, Canada, and 53 other countries.

Marriage and family therapists treat, research, and teach about a wide range of issues that affect their clients. Some of the top therapy topics we receive inquiries about are infidelity, LGBTQ youth and couples, adoption, stepfamilies, and children dealing with divorce. AAMFT leads the way to increasing understanding, research, and education in the field and ensuring the public's needs are met by trained practitioners.

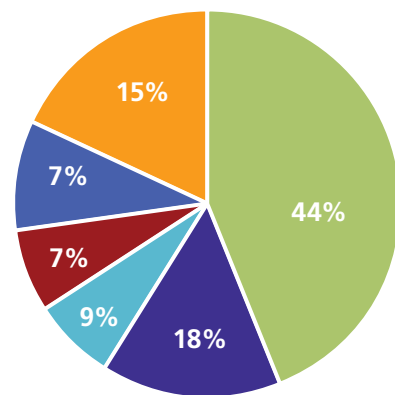
ABOUT OUR MEMBERS

AAMFT PROFESSIONAL IDENTITIES



- Marriage and Family Therapists
- Psychologists
- Professional Counselors
- Social Workers
- Pastoral Counselors
- Other

PRACTICE PROFILE



- Individual Practice
- Agency
- Group
- Hospital
- Academic Training
- Other

WHY THE AAMFT ANNUAL CONFERENCE?

AAMFT's annual conference brings together the largest number of marriage and family therapists than any other conference. Marriage and family therapists represent a highly educated, niche market that address and influence a multitude of family issues, research, and education. They are involved in increasing relevance and influence in the ever changing institutions of couples and family. Exhibiting with AAMFT is a unique opportunity to connect with more than 1,500 mental health professionals and students.

- Promote name and brand recognition
- Create new professional contacts
- Networking opportunities
- Recruit highly trained staff and interns
- Market to students seeking masters and PhD programs
- Gain resources and information from other exhibitors
- Gain relevancy within the mental health field
- Develop potential internship opportunities

WHAT DO ATTENDEES WANT TO SEE FROM EXHIBITORS?

- Hands on products to use with clients
- Resources and tools for therapists working with various populations.
- Practice management services
- Electronic records and medical billing services
- Alternative therapies and solutions
- Textbooks, books, therapy curriculum
- Therapy tools and resources for music, sex and couples therapy; play tools, games, instruments, posters, and books

EVENTS THAT DRIVE TRAFFIC TO THE EXHIBITS:

- AAMFT bookstore
- Networking events
- Lunch & Learn
- Keynote Access through exhibit hall
- Spotlight reception
- Grand opening reception
- Conference registration
- Discussion groups
- Daily giveaways from AAMFT

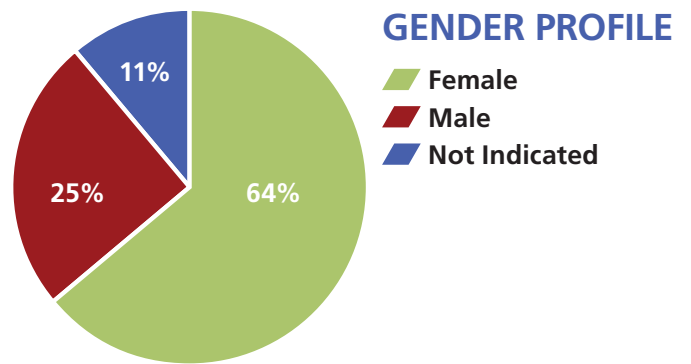
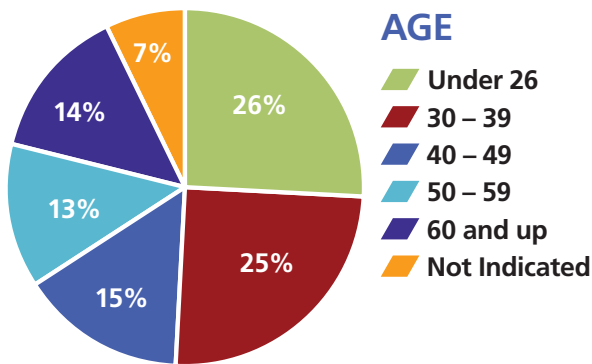


**AAMFT's Annual Conference Offers
High Visibility – In Person!**

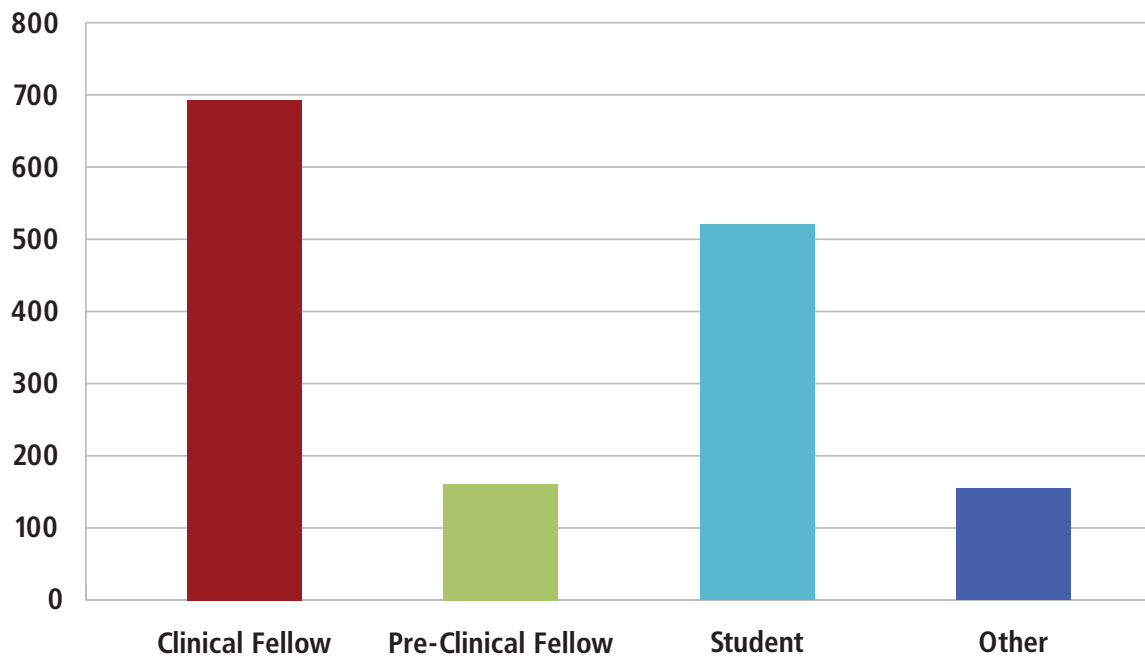
ANNUAL CONFERENCE DEMOGRAPHICS

64% of attendees are licensed therapists

95% of attendees visit the exhibits area



MEMBER TYPE



SPONSORSHIPS

MAXIMIZE YOUR EXPOSURE AND BUILD BRAND RECOGNITION

Sponsoring one or more AAMFT conference events is an excellent way to show your commitment to the field of marriage and family therapy along with providing excellent visual presence and brand awareness to thousands of mental health professionals.

T-SHIRT SPONSOR – \$15,000 (EXCLUSIVE)

Solidify name and brand recognition and drive traffic to your booth by having your logo on the back of the official conference t-shirt.

CONFERENCE LANYARD – \$12,000 (EXCLUSIVE) SOLD

Since badges are required for admittance, the badge holder neck wallet is a great opportunity to gain high visibility as attendees wear the conference lanyard throughout the duration of the conference. This sponsorship will drive a high amount of traffic, since attendees will redeem the lanyard at your booth.

MEDIA/GAME CENTER – \$10,000 (EXCLUSIVE)

The media center is a focal point in the center of the AAMFT Booth. It hosts important conference information, conference twitter feed, contests, and prizes. Make your company stand out with your logo prominently printed on the media center panel and your booth located in close proximity to the media center.



CONFERENCE BAG – \$10,000 (EXCLUSIVE) SOLD

Create brand recognition with your company logo (with AAMFT'S) on the official conference tote bag. This sponsorship will drive a high amount of traffic, since attendees will redeem the bag at your booth.

CONFERENCE APP – \$10,000 (EXCLUSIVE)

Put your brand front and center by having your logo integrated into our conference app. Since conference attendees receive most of their information like schedules, room numbers, exhibit map, and more from the mobile application, you have the potential to reach every attendee.

MICROPHONE CATCHBOX – \$6,500 (EXCLUSIVE)

Get recognition with this sponsorship by having your logo printed on all of the conference microphone catchboxes. This device is a throwable microphone that attendees use throughout various sessions during discussions and Q&A sessions.



SNACK/COFFEE BREAKS – \$5,000–\$10,000 (NON-EXCLUSIVE)

Encourage attendees to refuel and take a coffee or lemonade break at snack stations placed strategically in the exhibit hall. Gain visibility with your company logo placed in key areas of the breaks area(s).

KEYNOTE ADDRESS – \$5,000 (NON-EXCLUSIVE)

NETWORKING LUNCHEON – \$5,000 (EXCLUSIVE)

POSTER SESSION – \$3,000 (NON-EXCLUSIVE)

DISCUSSION SESSION – \$3,000 (NON-EXCLUSIVE)

For sponsorship opportunities please email marketing@aamft.org.
Our marketing staff will follow up with a sponsorship agreement.

ENHANCE YOUR VISIBILITY

Take advantage of these marketing opportunities available exclusively at the conference.

ANNUAL CONFERENCE MARKETING SLIDES

Highlight your products and services in the pre-keynote or exhibit hall slides shows. The slides include information about key events at the conference, award winners, products at the AAMFT booth, conference sponsorship call outs, and advertisements. This is a terrific way to catch the eye of attendees and draw them to your booth or website.

Keynote slide – \$500, one slide for all keynote sessions

BAG INSERTS

The tote bag inserts are essential to ensuring all attendees have your company literature in their hands. Take advantage of this crucial opportunity to reach up to 1,500 mental health professionals.

Exhibitor – \$600 (one piece)

Non-exhibitor – \$1,000 (one piece)



APPLICATION AND CONTRACT

COMPANY INFORMATION

Company Name: _____

Contact Person: _____

Email: _____ Website: _____

Phone: _____

REGISTRATION FORM

Please list the names of your booth personnel for their name badges.
(Additional exhibit hall badges can be purchased for \$50 per person).

Person 1: _____
(Exhibit hall access only)

Person 2: _____
(Exhibit hall access only)

Person 3: _____
(Exhibit hall access only)





COMPANY DESCRIPTION

List 25 word company description that will appear in the onsite guide (if sent before **September 28, 2018**)

Deadline to register is October 15, 2018

Send signed contract, order forms and check or credit card information by email to marketing@aamft.org, by fax to (703) 253-0509 or mail to: AAMFT, Attn: Marketing, 112 South Alfred Street, 3rd Floor, Alexandria, VA 22314.

EXHIBIT BOOTH ORDER FORM

EXHIBIT BOOTH OPTIONS	BEFORE MAY 15, 2018	AFTER MAY 15, 2018	BOOTH # (TOP 3 CHOICES)
 Island Booth 20' x 20'	\$2,300	\$2,400	
 Premium Booth Package* 10' x 10' Includes Bag Inserts and Keynote Slides or a 2018 e-Newsletter Ad**	\$2,450	\$2,550	
 Corner Booth* 10' x 10'	\$1,350	\$1,450	
 Standard 10' x 10' Booth	\$1,250	\$1,350	
Standard Booth and Keynote Advertising Slides	\$1,700	\$1,800	
Corner Booth* and Keynote Advertising Slides	\$1,800	\$1,900	
Standard Booth and One (1) 2018 e-Newsletter Ad**	\$1,850	\$1,950	
Corner Booth* and One (1) 2018 e-Newsletter Ad**	\$1,950	\$2,050	
Standard Booth and Tote Bag Inserts	\$1,800	\$1,900	
Corner Booth* and Tote Bag Inserts	\$1,900	\$2,000	
* While available ** 195 x 195 pixel size ad			

Deadline to register is October 15, 2018

BOOTH DESCRIPTIONS

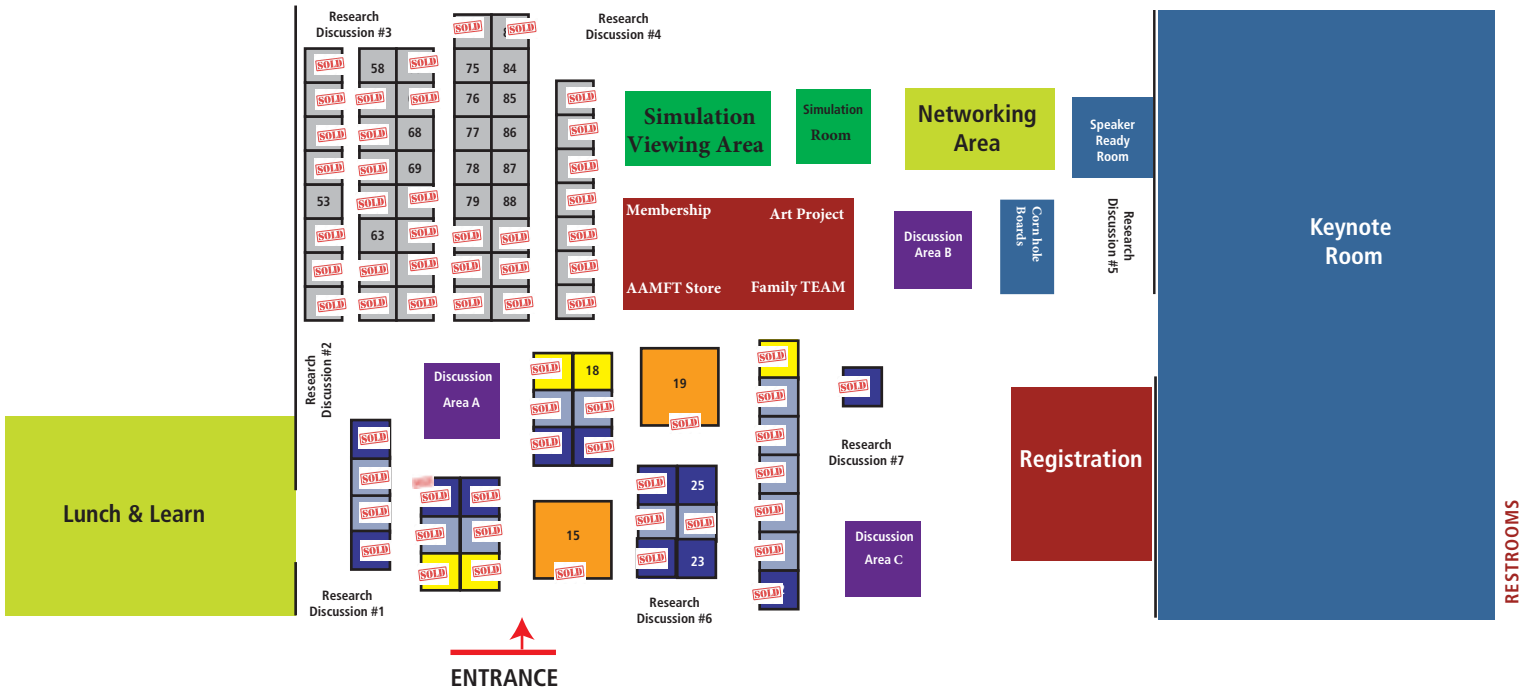
FEATURED ISLANDS (20' X 20') With more space for banners, rolls ups, couches, and tables you can have high visibility. These are perfect for groups featuring demonstrations, discussions, and one-on-one conversations.

PREMIUM BOOTHS (10' X 10') You will have the best visibility as these booths will be located near the hall entrance/exit, near the AAMFT booth, or near other traffic heavy corners of the exhibit space. Offered to those who want a comprehensive marketing package that includes bag inserts and keynote slides or a 2018 e-Newsletter ad.

CORNER BOOTHS (10' X 10') High visibility and traffic during the whole conference as these are located on the ends of the rows and provide a better line of site for the attendee to see you. Not sure what's right for you? Contact marketing@aamft.org for more information.

STANDARD BOOTHS (10' X 10') These booths will be the inside booths of each row. They still provide excellent access to attendees as there are a lot of events located in the exhibit hall to increase traffic flow.

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- Featured Island (20' x 20')
- Premium Booths (10' x 10')
- Corner Booths (10' x 10')
- Standard Booths (10' x 10')
- Reserved for COMAFTE Accredited Programs and Interest Networks

Layout of exhibit hall and exhibit hall events are subject to change. Map is not to scale.

Deadline to register is October 15, 2018

CONFERENCE ADVERTISING ORDER FORM

ANNUAL CONFERENCE PROMOTIONS

Please circle your selections.

PROMOTION	PRICE	QUANTITY
Bag Inserts	\$600 (exhibitors) \$1,000 (non-exhibitors)	
Keynote Ad Slides	\$500	
Keynote Chairs Reach more attendees by having your piece of literature on each chair at one of the keynote sessions.	\$375	

CONFERENCE ONSITE GUIDE	PRICE	QUANTITY
Front Inside Cover	\$2,000	
Back Inside Cover	\$2,000	
Back Outside Cover	\$3,000	
Full Page	\$1,100	
½ Page	\$600	

CONFERENCE ONSITE GUIDE APPLICATION AND ARTWORK DUE SEPTEMBER 28, 2018

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AAMFT, Attn: Marketing, 112 South Alfred Street, 3rd Floor, Alexandria, VA 22314.

CREDIT CARD AND AUTHORIZATION PAGE

****ALL ORDERS MUST BE PRE-PAID FOR YOUR REQUEST TO BE ACCEPTED. BOOTH SPACE OR AD SPACE CANNOT BE RESERVED UNTIL PAYMENT IS RECEIVED.**

MasterCard Visa American Express Check: _____

Name on Card: _____

Card Number: _____ Expiration Date: _____ Vcode: _____

Please charge my credit card the following amount: \$ _____

Billing Address: _____

City: _____ State: _____ Zip: _____

I agree to authorize AAMFT to charge my credit card the total amount for all exhibit space, sponsorship and/or ads selected above.

AGREEMENT AND SIGNATURE

As the representative of the company/organization named on page one of this application, I have read and agree to abide by all of the [terms and conditions](#) stated by AAMFT.

Submitted by (please print): _____

Signature: _____ Date: _____

Please Note: *All orders must be paid within 30 days from the date this order form was submitted. If you are paying by check, your check must be received by AAMFT within 30 days from the date this order form was submitted or the invoice date (if an invoice was requested).*

Send signed contract, order forms and check or credit card information by email to marketing@aamft.org, by fax to (703) 253-0509 or mail to: AAMFT, Attn: Marketing, 112 South Alfred Street, 3rd Floor, Alexandria, VA 22314.

KEY EXHIBIT INFORMATION AND CHECKLIST

EXHIBIT SET UP

Wednesday, November 14

2:00 – 5:00 p.m. (optional for those who wish to arrive early)

Thursday, November 15

7:00 - 7:30 a.m. (mandatory, all exhibitors must be moved in by 7:30 a.m).

EXHIBIT BREAK DOWN

Saturday, November 17

2:45 - 4:00 p.m. (optional for those who wish to leave early)

6:30 – 7:30 p.m. (All exhibitors must be out by 7:30 p.m.)

EXHIBITION HOURS

Thursday, November 15

10:00 a.m. – 7:00 p.m. (mandatory); 8:00 a.m. - 8:00 p.m. (optional)

Friday, November 16

11:30 a.m. – 6:00 p.m. (mandatory); 7:45 a.m. - 7: 30 p.m. (optional)

Saturday, November 17

10:30 a.m. – 6:30 p.m. (mandatory); 7:15 a.m. – 6:30 p.m. (optional)

**schedule subject to change*

CONFERENCE LOCATION

Kentucky International Convention Center
221 South Fourth Street
Louisville, Kentucky 40202

EXHIBITOR CHECKLIST:

- Send AAMFT application, order forms, and contract
- Send AAMFT 25 word company description for onsite guide by September 28, 2018
- Send AAMFT names of booth personnel by November 1, 2018

WHAT YOUR BOOTH INCLUDES

- 25 word description of company and link to your website on AAMFT's conference website
- 44" x 7" identification sign
- One 6' draped table, two chairs, and wastepaper basket
- Carpet
- One complimentary conference registration
- Three exhibitor (exhibit hall access only) personnel badges
- 25-word listing in the On-Site Guide, if submitted by September 28, 2018

TERMS AND CONDITIONS

EXHIBITOR AND EVENT ADVERTISING POLICY

1.00 General Policies.

1.01 Reservation of Rights and Compliance with Applicable Laws. AAMFT reserves the right to reject an exhibitor application for any reason at any time. AAMFT reserves the right to cancel any advertisement in any AAMFT publication for any reason at any time. AAMFT complies with all applicable laws prohibiting discrimination. AAMFT will not accept advertisements that, at AAMFT's sole discretion, appear to be libelous, slanderous, sexually explicit, or in conflict with AAMFT policies.

1.02 Academic Programs.

1.02.1 Currently Accredited Programs. Only programs that are currently accredited by the Commission on Accreditation for Marriage and Family Therapy Education (COAMFTE) are eligible to sponsor AAMFT events.

1.02.2 Programs Applying for Accreditation. In order to avoid any perceived or actual conflict of interest, programs that are applying for accreditation are not permitted to sponsor AAMFT events.

1.02.3 Non-Accredited Programs. Programs that are not COAMFTE-accredited are permitted to exhibit at events and advertise in AAMFT publications, but AAMFT reserves the right to indicate on advertisements, event signage, and other locations, as determined by AAMFT, that a program is not COAMFTE-accredited.

2.00 Exhibitor Cancellation and Refund Policies. All cancellations must be submitted in writing. In order to receive a refund of 50%, cancellations must be sent prior to July 16, 2018. No refunds will be made on cancellations received after July 16, 2018. AAMFT reserves the right to dismiss exhibitors from the exhibit area. If an exhibitor is dismissed from the exhibit area, no refund shall be made.

3.00 Decorator & Drayage. Each exhibitor will receive a complete service kit from the decoration and drayage company prior to the event. This kit will contain order forms, rental costs for extra booth furniture, additional draping, and accessories, as well as information on special work (such as electrical work, internet access, audiovisual equipment rental, etc.), labor regulations, payment terms, and information on shipping your materials.

4.00 Payment. Unless otherwise stated on the order form, all orders must be pre-paid for your request to be accepted. Neither booth space nor ad space can be reserved until payment is received. Checks, Visa, MasterCard, American Express, or money orders are all acceptable forms of payment. Payment shall be made in US currency. Payment for any additional costs incurred by AAMFT must be paid 30 days from the invoice date. AAMFT reserves the right to cancel order due to delinquency. Rates are subject to change without notification.

5.00 Placement of Booths. AAMFT cannot guarantee that competitors will not be placed near each other in the exhibit hall, but AAMFT will make reasonable attempts to avoid such placements.

6.00 Refunds on Event Advertisements. There is no refund for ads that are placed.

7.00 Cancellations or Changes to Event Advertisements. Cancellations or changes must be submitted in writing. Cancellations must be submitted 15 days prior to date art work is due. Changes must be submitted two weeks prior to date art work is due.

8.00 Indemnification. The exhibitor shall indemnify and hold harmless AAMFT and its publications from and against any and all claims, damages, losses and liabilities, including reasonable attorney's fees and costs, arising out of the publication of the exhibitor's advertisement or the acceptance of the exhibitor's request to exhibit at an AAMFT event.

9.00 Disclaimer of Endorsement. Acceptance of advertisements or an exhibitor shall not be construed as any type of endorsement of the advertising, the advertiser, the exhibitor, or the advertiser's or exhibitor's organization, product, system or service, by AAMFT, COAMFTE, or the AAMFT Foundation.

10.00 Disclaimer of Liability. AAMFT is not liable for print quality of advertisements that do not meet the ad specs specified on the order form.

11.00 Applicability of Policy. This policy applies to all AAMFT events and publications, including electronic and print materials.

INCLUSIVITY STATEMENT

The AAMFT Board of Directors has adopted the following Inclusivity Statement that applies to all AAMFT interactions. Registrants of this event must read and agree to the statement before completing registration.

PURPOSE

AAMFT aims to be inclusive to all participants of AAMFT interactions, live and online, to ensure a comfortable, safe, and respectful environment by reflecting the diverse interests of our membership. We are committed to providing an inclusive environment for all, regardless of gender, age, gender identity, race, health status, national origin, relationship status, sexual orientation, disability, ethnicity, socioeconomic status, and religion.

This Inclusivity Statement outlines our expectations for all those who participate in AAMFT interactions, as well as the handling of unacceptable behavior. "AAMFT interactions" in this policy includes, but is not limited to, AAMFT live events, including meetings, continuing education or other courses, conferences, AAMFT pre-recorded events, AAMFT online courses, forums, and any other interaction involving AAMFT.

"Participant" in this policy refers to anyone present at AAMFT interactions, including staff, contractors, vendors, exhibitors, venue staff, members, and all attendees.

EXPECTED BEHAVIOR

We expect all participants of AAMFT interactions (staff, contractors, vendors, exhibitors, venue staff, members, and all attendees) to abide by this Inclusivity Statement in all venues of AAMFT interactions, including ancillary or other events in any official capacity, both live and online.

- Exercise consideration and respect in your speech and actions.
- Refrain from demeaning, discriminatory, or harassing behavior and speech.
- Be mindful of your surroundings and of your fellow participants.
- Alert AAMFT staff if you notice a dangerous situation, someone in distress, or violations of this Inclusivity Statement.

UNACCEPTABLE BEHAVIOR

Unacceptable behaviors includes:

- Intimidating, derogatory or demeaning speech, or actions by any participant of AAMFT interactions, at all related events and in one-on-one communications. Event venues may be shared with members of the public; please be respectful to all participants of these locations.
- Harmful or prejudicial verbal or written comments or visual images related to gender, age, gender identity, race, health status, national origin, relationship status, sexual orientation, disability, ethnicity, socioeconomic status, and religion.
- Inappropriate use of nudity and/or sexual images in public spaces (including presentation slides).
- Deliberate stalking or following.
- Harassing photography or recording.
- Sustained disruption of talks or other events.
- Unwelcome and uninvited attention or contact.
- Physical assault (including unwelcome touching or groping).
- Real or implied threat of physical, professional or financial damage or harm.

Exhibitors in the exhibit hall, sponsor or vendor booths, or similar activities are also subject to the Inclusivity Statement.

Retaliation for reporting an incident is a violation of the Inclusivity Statement. Reporting an incident in bad faith is a violation of the Inclusivity Statement.

HANDLING OF UNACCEPTABLE BEHAVIOR

Unacceptable behavior from any participant of AAMFT interactions will be met with empathy and practicality in a serious manner. To ensure that no participant of AAMFT interactions feels unsafe or uncomfortable, these are the parameters for handling the unacceptable behavior explained above.

- AAMFT staff, or its proxies, will be trained in handling incidents involving unacceptable behavior, both live and online.
- AAMFT staff, or its proxies, will provide assistance to those participants to which the incident occurred.

- AAMFT staff, or its proxies, will attempt to resolve the issue in a civil manner for those scenarios which call for such treatment. This means resolving the issue will allow for productive conversation in which both parties may come to a peaceful conclusion.
- If the participant believes an AAMFT member has violated the AAMFT Code of Ethics, they may file a complaint per the AAMFT Procedures for Handling Ethical Matters.
- AAMFT staff, or its proxies, reserve the right to remove an individual from any AAMFT interaction without refund, and to prohibit an individual from future participation in AAMFT interactions.

IF YOU ARE SUBJECT OR WITNESS TO UNACCEPTABLE BEHAVIOR

If you are feeling uncomfortable or unsafe, witness any inappropriate behavior, or have any other concerns, please contact an AAMFT staff member onsite or email exec@aamft.org and address your comments to the Chief Executive Officer or Chief Operations Officer.

If possible, provide the following information in writing on the provided form:

- Identifying information (name/badge number, appearance) of the participant who allegedly violated this policy.
- The behavior that was in violation.
- The approximate time of the behavior.
- The circumstances surrounding the incident.
- Other people involved in or witnessing the incident.

ADDRESSING GRIEVANCES

If you feel you have been falsely or unfairly accused of violating this Inclusivity Statement, notify AAMFT staff. AAMFT staff will take steps to resolve the issue internally.