



Information for Sponsors, Advertisers, Exhibitors, & Contributors

WRAMTA Annual Conference 2012
Salt Lake City March 22–24

CMTes March 19–22, 25
Passages Conference March 25

Dear Music Therapy Supporter,

Join us as we celebrate fifty-three years of music therapy in the western region! The 2012 annual conference of the Western Region Chapter of the American Music Therapy Association (WRAMTA) at the Red Lion Hotel in Salt Lake City Utah, will truly broaden the range of any music therapist attending. Our conference is where clinicians hone their skills, learn to care for the caregiver, and where students come to strengthen their competencies toward commencement,

The conference is specifically intended for music therapists; yet through networking and other established relationships, we attract professionals who are engaged in helping professions for people with physical, cognitive or emotional needs. We will invite our music therapist colleagues from across the United States, as well as international music therapists, anticipating up to 200 attendees.

As a participating sponsor, advertiser, exhibitor or contributor, we will introduce your business, product or service, to a wide range of potential consumers. For sponsors, we tailor a program that ensures your visible presence throughout the conference. For advertisers, we ensure that your message reaches members and participants through print and electronic media. For exhibitors, we provide you with a designated space during the conference to sell your products or services to participants. For contributors, special recognition is offered. Silent Auction donations are accepted to support one of our most popular events. In addition, we can customize these opportunities to help you accomplish your specific advertising, marketing and promotional needs.

WRAMTA is a 501(c) organization. *The mission of WRAMTA, a chapter of the American Music Therapy Association, is to advance public awareness of the benefits of music therapy and increase access to quality music therapy services in a rapidly changing world.* Our geographical area includes Alaska, Arizona, California, Hawaii, Idaho, Nevada, Oregon, Utah, and Washington and all US territories in the Pacific Ocean. In accordance with Internal Revenue Service regulations, a portion of your contribution may be tax deductible.

We look forward to working with you collaboratively to target your advertising and marketing efforts toward music therapists and other helping professionals as part of the WRAMTA 2012 Annual Conference.

Sincerely,



Meg Bristow, MT-BC
WRAMTA 2012 Conference Marketing Chair

Sponsorships

Be a part of all the aspects of our conference as a Conference Sponsor. The WRAMTA conference offers attendees the opportunity to learn about the latest research, earn continuing education credits, and network with colleagues.

Gold Sponsor

As a Gold Conference Sponsor, your \$1,097 donation will provide you with the following:

- ◆ **Sponsorship Identification:** Premium Placement of your banner (provided by Sponsor) with ideal line of sight in the ballroom or mezzanine area throughout the entire conference when sponsorship is received by January 1, 2012. Banner may be as large as 3' x 5'.
- ◆ **Advertisement:** A full-page black & white advertisement in the Conference Program.
- ◆ **Recognition:** Listing as a Gold Conference Sponsor in the Conference Program, in the Conference Registration Packet and on the WRAMTA website.
- ◆ **Exhibitor:** A complimentary exhibitor table with premium placement for optimum traffic and exposure.
- ◆ **Merchandising Option:** Opportunity to include a merchandising piece in the Conference Packet given out to all attendees at the registration desk.
- ◆ **Presentation Option:** Opportunity to present a concurrent or plenary session contingent upon submission by the call for papers deadline and the continuing education committee's approval.
- ◆ **Two Complimentary Conference Registrations**

Silver Sponsor

As a Silver Conference Sponsor, your \$597 donation will provide you with the following:

- ◆ **Sponsorship Identification:** A prominently displayed banner (provided by Sponsor) in the ballroom or mezzanine area throughout the entire conference when sponsorship is received by January 1, 2012. Banner may be as large as 2' x 3'.
- ◆ **Advertisement:** A full-page black and white advertisement in the Conference Program.
- ◆ **Recognition:** Listing as a Silver Conference Sponsor in the Conference Program, Registration Packet and on the WRAMTA website.
- ◆ **Exhibitor:** A complimentary exhibitor table with premium placement for optimum traffic and exposure.
- ◆ **Merchandising Option:** Opportunity to include a merchandising piece in the Conference Packet given out to all attendees at the registration desk.
- ◆ **One Complimentary Conference Registration**

Bronze Sponsor

As a Bronze Conference Sponsor, your \$297 donation will provide you with the following:

- ◆ **Sponsorship Identification:** A prominently displayed banner (provided by Sponsor) in the ballroom or mezzanine area throughout the entire conference when sponsorship is received by January 1, 2012. Banner may be as large as 1' x 2'.
- ◆ **Advertisement:** A half-page black and white advertisement in the Conference Program.
- ◆ **Recognition:** Listing as a Bronze Conference Sponsor in the Conference Program and Registration Packet. Why not on the website?
- ◆ **Exhibitor:** A complimentary exhibitor table.
- ◆ **Merchandising Option:** Opportunity to include a merchandising piece in the Conference Packet given out to all attendees at the registration desk.

Exhibits, Contributions, and Silent Auction Donations

On behalf of the WRAMTA 2012 Annual Conference Committee, we sincerely thank you for your generous contribution of a monetary donation or service valued at \$200 or more towards making our conference a success for all of us.

As a Conference Contributor, we are pleased to be able to offer you the following:

- ◆ **Advertisement:** A quarter-page black and white advertisement in the Conference Program.
- ◆ **Recognition:** Listing as a Conference Contributor in the Conference Program
- ◆ **Exhibitor:** A complimentary exhibitor table located in the main hallway.

Exhibitor Tables

Exhibiting at the conference is an excellent way to sell your products to music therapists and/or share information about your business and services. Exhibitor Tables will be strategically placed in the main hallway where all participants must pass through to get to conference sessions and events. This area will be the hub of action throughout the conference! Storage space is available and exhibitor tables will be located behind a locked gate at night. Table fees are as follows: AMTA Member—\$77, Non-AMTA member—\$157.

Silent Auction Donations

Be a part of the WRAMTA's biggest fundraiser! The Silent Auction is an exciting event where conference attendees have opportunities to network, and shop. On the marketing agreement, please include a description of the donation(s) as well as an expected retail value. As a Silent Auction Donor, you will be recognized in the Conference Program (if the marketing agreement is received by January 1, 2012) and on the bid sheets at the Silent Auction.

Conference Location

Red Lion Hotel
161 W 600 South
Salt Lake City, UT 84101
www.saltlakecityredlion.com - Online Reservation Code: AMTA
Tel: (800) 325-4000 or (801) 521-7373

- ◆ Room rates are only \$89.95 for singles and doubles and \$94.95 for triple or quad plus tax.
- ◆ Parking at the hotel is complimentary.
- ◆ Airport shuttle to and from the hotel is complimentary.
- ◆ Delivery service is complimentary. Boxes should not be sent more than three (3) days prior to the event.

Advertisements

Advertisements in the Conference Program

The Conference Program is distributed to all attendees at the conference upon checking in at the registration desk. It includes information about conference events and sessions, acknowledgement of sponsors, advertisements, a map of the conference area and other pertinent information. Conference Program advertising is an efficient way to advertise to conference attendees, network with music therapy colleagues, share special news, thank someone, recognize important milestones, and support the WRAMTA. *Attendees look through this often throughout the three days of conference and even use it as a resource after they leave!*

The Conference Program will be printed on standard 8 1/2 x 11 sheets of paper with a half-inch margin all around. Your artwork should be in grayscale and ready for print, JPG format please. Preferred placement is on a first come first serve basis. Advertisements are to be sized as follows:

- Full Page Advertisement 7 1/2 x 10 inches Back Cover: \$597.00
- Full Page Advertisement 7 1/2 x 10 inches Inside Cover: \$297.00
- Full Page Advertisement 7 1/2 x 10 inches: \$197.00
- Half Page Advertisement (vertical) 3 1/2 x 10 inches: \$ 97.00
- Half Page Advertisement (horizontal) 7 1/2 x 4 3/4 inches: \$ 97.00
- Quarter Page Advertisement 3 1/2 x 4 3/4 inches: \$ 57.00
- Eighth of a Page Advertisement 3 1/2 x 2 1/4 inches: \$ 37.00

Other Advertisement Opportunities

Another great ways to get in front of each and every conference attendee is through bag inserts Bag inserts ensure that your flier, brochure, or gift is included in each and every conference attendee bag given at the Registration Welcome Table. WRAMTA is not responsible for any duplication of these marketing pieces. Please include at least 200 copies/gifts. The prices and graphic requirements are as follows. Note the discount for multiple items!

- Bag Insert: Flier or Tri-fold brochure or up to 8 1/2 x 11 inches: \$ 77.00
- Second item (20% discount): \$ 62.00 each

Advertisements must be submitted to Meg Bristow, MT-BC, 2012 Marketing Chair, at marketing@wramta.org, and **must be received no later than February 15, 2012.**

Contact Information

Meg Bristow, MT-BC
WRAMTA Conference Marketing Chair
210 S 600 W, Provo, UT 84601
435.503.0758
marketing@wramta.org

Marketing Agreement

Business Name: _____ Contact Name: _____
Billing Address: _____
City: _____ State: _____ Zip code: _____
Phone: _____ Fax: _____ Email: _____

As Authorized Agent for the above business, I agree to participate in the WRAMTA 2012 Annual Conference as noted below. I further agree to compensate WRAMTA as specified for this participation and accept the provisions of said participation. I agree to hold WRAMTA harmless in the event of cancellation of this conference for reasons that are beyond the control of WRAMTA.

Signature: _____ Date: _____

Sponsorships:

- Gold Conference Sponsor \$1097
- Silver Conference Sponsor \$597
- Bronze Conference Sponsor \$297

Other Advertising Opportunities:

- Bag Inserts \$77
- 2 Inserts (@ \$62 each) \$124
- Conference Contributor (Est. Value - min. \$200)
\$ _____
(Description) _____
- Silent Auction Donation (Est. Value)
\$ _____
(Description) _____

Exhibitor Tables:

- AMTA Members \$77
- AMTA Members 2nd Table \$62
- AMTA non-Members \$157
- AMTA non-Members 2nd Table \$127

Advertising-Conference Program:

- Back Cover \$597
- Inside Cover \$297
- Full Page \$197
- Half-page (vertical) \$97
- Half-page (horizontal) \$97
- 1/4 page \$57
- 1/8 page \$37

Alternative packages available upon request. Please contact Tim Ringgold, WRAMTA Conference Chair, at tim@sonicdivinity.com.

Total Amount Paid \$ _____ Please make your check payable to WRAMTA.

- Cash
- Check
- Credit Card Number _____
Name on Card _____
Expiration Date ____/____/____ Security Code (3-digit on back) _____

Terms: This contract is the only invoice/receipt that you will receive; however, you will be issued a donation letter from WRAMTA. We do not bill for conference sponsorships, advertising, or exhibitor space. Please remit your payment in full with this form. Contact the Conference Chair at conference1@wramta.org regarding the shipping and storage of donations.

Mail completed form and payment to:

Meg Bristow, MT-BC
WRAMTA Conference Marketing Chair
210 S 600 W, Provo, UT 84601
435.503.0758 marketing@wramta.org

For Office Use Only

Postmark Date: // Paid in Full: Yes No Cash Check # _____ Explanation: _____