

**WRAMTA 2014**



# **Information for Sponsors, Advertisers, Exhibitors, & Contributors**

**WRAMTA Annual Conference 2014  
Portland, Oregon**

**Conference March 27-29  
CMTEs & Institutes March 25-27 & 30  
Connections Conference March 29-30**

Dear Music Therapy Supporter,

Join us as we celebrate fifty-five years of music therapy in the Western Region! The 2014 annual conference of the Western Region Chapter of the American Music Therapy Association, Inc. (WRAMTA) will be at the Sheraton Portland Airport in Portland, Oregon. Our conference is where clinicians hone their skills, learn to care for themselves, and reconnect with one another. It is also 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 related 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 230 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 before, during and after the conference through our mobile and web-based program. 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. Donations are accepted to support one of our most popular events, the Silent Auction. In addition, we can customize these opportunities to help you accomplish your specific advertising, marketing and promotional needs.

WRAMTA, a chapter of the American Music Therapy Association, is a 501(c)(3) organization. WRAMTA works to advance public knowledge of the benefits of music therapy, to increase access to quality music therapy services, and to further the development of the use of music therapy in medicine, research, and standards of music therapy. Our geographical area includes Alaska, Arizona, California, Hawaii, Idaho, Nevada, Oregon, Utah, 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 2014 Annual Conference.

Sincerely,  
Melissa Potts, MT-BC  
WRAMTA 2014 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.

We will need the following from each Gold, Silver, or Bronze Sponsor:

- Company Logo
- Business Name
- Description (a paragraph describing your business)
- Address
- Contact information
  - Up to 3 phone numbers
  - Up to 2 email addresses
  - Up to 2 website addresses
  - Twitter URL
  - Facebook URL
  - LinkedIn URL
- Additional Images (JPG or PNG format)
- Downloadable PDF file (under 10 mb) [for featured advertisement]

## Gold Sponsor

*As a Gold Conference Sponsor, your \$1,000 donation will provide you with the following:*

- ♪ **Product Placement:** Opportunity to put your product (provided by Sponsor) in the hands of conference participants either as a gift or on loan. i.e. if you are an instrument vendor, we would use your brand of instrument in our conference sessions. (value=priceless)
- ♪ **Sponsorship Identification:** Premium Placement of your banner (provided by Sponsor) with ideal line of sight in the ballroom or conference lobby area throughout the entire conference when sponsorship is received by March 1, 2014. Banner may be as large as 3' x 5'. (value=\$600)
- ♪ **Commercial:** A 60-second live or recorded commercial to be shared during Opening Session. (value=\$400)
- ♪ **Advertisement:** A featured advertisement in the Conference Program App. (value=\$100)
- ♪ **Push Notification:** Three push notifications to conference attendees, one per day of conference (Thursday, Friday, & Saturday). (value=\$150)
- ♪ **Recognition:** Listing as a Gold Conference Sponsor in the Conference Program, in the Conference Registration and on the WRAMTA website.
- ♪ **Exhibitor:** A complimentary exhibitor table with premium placement for optimum traffic and exposure. All of the value ads awarded to exhibitors are included. (value=\$200)
- ♪ **Merchandising Option:** Opportunity to include a bag insert in the Conference Packet given out to all attendees at the registration desk. (value=\$75)
- ♪ **Two Complimentary Conference Registrations** (value=\$478)
- ♪ **Total value = greater than \$2003**

## Silver Sponsor

*As a Silver Conference Sponsor, your \$750 donation will provide you with the following:*

- ♪ **Sponsorship Identification:** A prominently displayed banner (provided by Sponsor) in the ballroom or conference lobby area throughout the entire conference when sponsorship is received by March 1, 2014. Banner may be as large as 2' x 3'. (value=\$400)
- ♪ **Commercial:** A 30-second live or recorded commercial to be shared during Opening Session. (value=\$200)
- ♪ **Advertisement:** A featured advertisement in the Conference Program App. (value=\$100)
- ♪ **Recognition:** Listing as a Silver Conference Sponsor in the Conference Program, Conference Registration and on the WRAMTA website.

[www.wramta.org](http://www.wramta.org)

WRAMTA is a tax exempt 501 (c)(3) organization

- ♪ **Exhibitor:** A complimentary exhibitor table with premium placement for optimum traffic and exposure. All of the value ads awarded to exhibitors are included. (value=\$200)
- ♪ **Merchandising Option:** Opportunity to include a bag insert in the Conference Packet given out to all attendees at the registration desk. (value=\$75)
- ♪ **One Complimentary Conference Registration** (value=\$239)
- ♪ **Total value = greater than \$1214**

## Bronze Sponsor

*As a Bronze Conference Sponsor, your \$300 donation will provide you with the following:*

- ♪ **Sponsorship Identification:** A prominently displayed banner (provided by Sponsor) in the ballroom or conference lobby area throughout the entire conference when sponsorship is received by March 1, 2014. Banner may be as large as 1' x 2'. (value=\$200)
- ♪ **Advertisement:** A featured advertisement in the Conference Program App. (value=\$100)
- ♪ **Recognition:** Listing as a Bronze Conference Sponsor in the Conference Program and Conference Packet.
- ♪ **Exhibitor:** A complimentary exhibitor table. All of the value ads awarded to exhibitors are included. (value=\$200)
- ♪ **Merchandising Option:** Opportunity to include a bag insert in the Conference Packet given out to all attendees at the registration desk. (value=\$75)
- ♪ **Total value = \$575**

## Exhibits

### 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! Exhibitors are encouraged to have someone at their table Thursday 6:30 to 10:00 pm, and Friday/Saturday 8:00 am to 6:00 pm. Overnight storage is available. Table fees are as follows: AMTA Member—\$100, Non-AMTA member—\$200.

We will need the following from each Exhibitor:

- Company Logo
- Business Name
- Description (a paragraph describing your business)
- Address
- Contact information
  - Up to 3 phone numbers
  - Up to 2 email addresses
  - Up to 2 website addresses
  - Twitter URL
  - Facebook URL
  - LinkedIn URL
- Additional Images (JPG or PNG format)

# Advertisements

## Bag Sponsor

This year, in keeping with our theme, and our commitment to be paperless, we would like to give our participants a reusable shopping bag, rather than a paper or plastic one, to hold all of their bag inserts and exhibit purchases. You can provide us with 250 preprinted bags of your own design (minimum size is 12"x10") or we can order them for you with your logo and/or our conference logo. Only one bag sponsorship is available.

Your own bag	\$100
We order the bag	\$800

## Name Badge Holder / Lanyard Sponsor

You can provide us with preprinted lanyards or name badge holders of your own design or we can order them for you with your logo and/or our conference logo. Only one Name Badge Holder / Lanyard sponsorship is available.

Your own holder/lanyard	\$100
We order them for you	\$800

## Bag Inserts

Another great way 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. Content is subject to review and approval. You may submit any of the following: Tri-fold brochure, Flier up to 8 1/2 x 11 inches, catalog, or gift. Please include at least 250 copies/gifts. Cost for one submission is \$75.00. Discounts for multiple submissions are available!

Bag inserts must be received by Melissa Potts, 2014 Marketing Chair, **no later than March 20, 2014**. She can be contacted at [marketing@wramta.org](mailto:marketing@wramta.org) to coordinate arrangements.

## Conference Program App

The Conference Program App is made available to anyone interested for free on iTunes and Google Play, is already available and remains available for at least 90 days after the conference. The mobile conference program app is formatted for iPhones, Android phones, and tablets, and includes a web-based application for those who need to access it via their computer or blackberry. It includes information about conference events and sessions, acknowledgement of sponsors, advertisements, a map of the conference area, a map of the local area restaurants and attractions, 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. All advertisements can be in full color! For examples of what our conference app will look like, check out others at <http://www.crowdcompass.com/clients>. *Attendees will access the conference app throughout the three plus days of conference and even use it as a resource after they leave!*

**Splash Page:** Get your name and brand in front of ALL attendees. The splash page covers the entire screen and displays every time the application is opened. Attendees can tap on your advertisement to see other resources in the app or on the web. This page will go to the highest bidder, starting bid = \$200. Please email your bid to [conference1@wramta.org](mailto:conference1@wramta.org). A final decision will be made by February 1, 2014. Opening bid is \$200. Bidding closes February 1st. Only one available.  
<http://www.ebay.com/itm/291063451508>

We will need the splash page in all of the following 10 formats in PNG format only:

- 640 x 920 pixels
- 640 x 1096 pixels
- 1494 x 2008 pixels
- 640 x 1067 pixels
- 640 x 960 pixels
- 640 x 1136 pixels
- 1536 x 2048 pixels
- 2048 x 1536 pixels (landscape)
- 640 x 1067 pixels
- 1067 x 640 pixels (landscape)

The two in landscape are indicated. All others are in Portrait.

**Main Banner:** Attendees can tap on your advertisement to see other resources in the app or on the web. An effective banner can drive traffic to your booth or website, increase industry visibility, and boost sales. The main banner is posted at the top of the screen and rotates every six seconds. Ten available. \$300 each

*BOTH* of the following sizes are needed for the banner advertisement:

- 640x150 pixels. (PNG, JPEG, and GIF image files allowed)
- 552x150 pixels. (PNG, JPEG, and GIF image files allowed)

**Featured Advertisement:** As a featured advertiser your company will be highlighted. This is a great opportunity to drive traffic to your website, feature specials, offer discounts, educate, and connect with conference participants. \$100 each

We will need the following:

- Company Logo
- Business Name
- Downloadable PDF file (under 10 mb)

**CLICK Game Challenge:** Click is a new photo-based scavenger hunt game that encourages participants to interact with you in a more informal setting. It takes the stress off of forced networking and makes events a lot more fun. In this game, participants will submit photos to complete challenges. As part of your clue, you can encourage participants to also post their photo to social media sites with your scripted post. This is going to be a great way to share pictures of our event and is sure to ignite enjoyable competition with a leaderboard and rotating pictures. \$70 each clue, 4 or more for \$50 each clue.

Advertisements must be submitted to Melissa Potts, MT-BC, 2014 Marketing Chair, at [marketing@wramta.org](mailto:marketing@wramta.org), and **must be received no later than March 15, 2014.**

# Silent Auction

## 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. Also, please indicate how your donation(s) will be coming to us (you'll ship them to us, we need to pick it up, or you will drop it off at the conference). As a Silent Auction Donor, you will be recognized on the bid sheets at the Silent Auction.

## Contact Information

On behalf of the WRAMTA 2014 Annual Conference Committee, we sincerely thank you for your generous contribution of a monetary donation, product or service enhancing a successful conference for all of us.

**Melissa Potts, MT-BC**  
**WRAMTA Conference Marketing Chair**  
**c/o 4651 Princess Court NE**  
**Salem, Oregon 97305**  
[marketing@wramta.org](mailto:marketing@wramta.org)  
503-383-6012

## Conference Location Information

Sheraton Portland Airport Hotel  
8235 NE Airport Way  
Portland, OR 97220  
<http://www.sheratonportlandairport.com>  
888-627-7163

- ♪ Room rates are only \$113.00 for 1-4 occupants plus tax.
- ♪ Breakfast buffet for up to 4 occupants is included in the room rate
- ♪ Reservations must be made by March 2, 2014. Be sure to mention you are with WRAMTA in order to ensure the great room rate!
- ♪ Complimentary wireless internet in guestrooms, public areas, and function space.
- ♪ Parking at the hotel is complimentary.
- ♪ Airport shuttle to and from the hotel is complimentary.
- ♪ Delivery service is complimentary. However, boxes should not be sent more than three (3) days prior to the event. All boxes must be labeled clearly with "WRAMTA March 27-29" and the number of items (i.e. 2 of 4)



# WRAMTA 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 2014 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 \$1000
- ☐ Silver Conference Sponsor \$750
- ☐ Bronze Conference Sponsor \$300

Please contact our  
Marketing Chair  
Melissa Potts, MT-BC  
marketing@wramta.org  
with any questions  
or suggestions

## Advertising:

- ☐ Bag Sponsor (\$100 or \$800) \$ \_\_\_\_\_
- ☐ Namebadge/Lanyard Sponsor (\$100 or \$800) \$ \_\_\_\_\_
- ☐ Splash Page (only 1 available): \$200.00 starting bid
- ☐ Main Banner (10 available): \$300.00 each
- ☐ Featured Advertisement: \$100.00 each
- ☐ CLICK Challenge (80 available): \$70.00 each x quantity \_\_\_\_\_
- ☐ CLICK Challenge bundle: 4 or more for \$50 each x quantity \_\_\_\_\_
- ☐ Bag Insert \$75

Description: \_\_\_\_\_

## Exhibitor Tables:

- ☐ AMTA Members \$100
- ☐ AMTA non-Members \$200

## Silent Auction:

- ☐ Silent Auction Donation \$ \_\_\_\_\_ (estimated retail value)

Description: \_\_\_\_\_

How will WRAMTA receive this item?

- ☐ It will be shipped to the address below prior to March 15, 2014
- ☐ A member of the local committee could pick it up (local only)
- ☐ It will be delivered to the conference prior to Opening Session

**Total Amount Paid \$** \_\_\_\_\_ (Please make your check payable to WRAMTA)

- ☐ Cash
- ☐ Check
- ☐ For credit card payments, please go to <http://www.wramta.org/wramta-conference-2014/2014-wramta-sponsors/>

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 or pay online using a credit or debit card.

### Mail completed form and payment to:

Melissa Potts, MT-BC, WRAMTA Conference Marketing Chair  
c/o 4651 Princess Court NE, Salem, Oregon 97305  
503-383-6012 marketing@wramta.org

For Office Use Only: Postmark Date: / / Paid in Full: Yes No Cash Check # \_\_\_\_\_ Notes: \_\_\_\_\_

www.wramta.org

WRAMTA is a tax exempt 501 (c)(3) organization