

# EXHIBITOR KIT



**Please join us as an exhibitor at the  
29<sup>th</sup> Annual Conference and Expo  
AMTA New England Regional Conference**  
hosted by the  
AMTA New Hampshire Chapter



**MASSAGE THERAPY**

*Reaching for Wellness... Partners in Health*

AMTA NEW ENGLAND REGIONAL CONFERENCE ~ 2012

***Exhibit dates: Friday, March 16 – Sunday March 18, 2012  
Conference dates: Thursday, March 15 – Sunday March 18, 2012***

**Sheraton Framingham - Framingham, MA**

Pre-register by Friday November 11, 2011  
and take advantage of discounted booth fees!

**Location:**

Sheraton Framingham Hotel  
 1657 Worcester Road, Framingham, MA 01701  
 Tel: (508) 879-7200; Fax: (508) 875-2541

**Hotel Accommodations:**

A block of rooms has been reserved at a special rate of \$115 plus taxes per night (rate applicable from 3/13 – 3/21/2012). Reservations should be made as soon as possible to be assured of group rate and availability. You must phone in your reservation requests to the following number: 508-879-7200. It is important that you contact the Sheraton Framingham Hotel at least thirty days prior to your arrival date and identify yourself as part of the AMTA New England Regional Conference group, and provide a guest name, requested type of room, requested bed type (i.e. king, double/double, queen, twin or suites), check-in and check-out dates. Any requests for special room arrangements must be made at the time of this call. **Deadline for reservations in group room block is Tuesday, February 14<sup>th</sup>, 2012. Remember: Exhibitors are responsible for making their own reservations directly with the hotel by calling 508-879-7200 and requesting reservations. Remember when making reservations; please identify yourself as being with the AMTA New England Regional Conference.**

**- EXHIBIT HOURS -**

Friday, March 16, 2012 (set-up only) 8:00 AM - 3:00 PM  
 Friday, March 16, 2012 4:00 PM – 9:30 PM  
 Saturday, March 17, 2012 9:00 AM - 6:00 PM  
 Sunday, March 18, 2012 9:00 AM - 12 Noon

**- AGAIN THIS YEAR -**

*Friday Night Cocktails & Hors d'oeuvres Reception with the Exhibitors from 4 - 6 PM,  
 Welcome Reception following Dinner from 8 – 9:30 PM in the Exhibit Area!  
 Enjoy mingling with conference attendees at these Special Events!*

**Exhibit Fee:**

Pre-Registration Fee of \$675.00 per booth if your Exhibit Application is received by November 11<sup>th</sup>, 2011. You must register on line at [www.amta-nerc.org](http://www.amta-nerc.org) for name badges and additional meal tickets..

**Exhibitor Benefits:**

- |   |  |
|---|--|
| <input type="checkbox"/> 8' Booth Space (similar dimensions in hallway) | <input type="checkbox"/> Company listing, description and link on the conference website: <a href="http://www.amta-nerc.org">www.amta-nerc.org</a>     |
| <input type="checkbox"/> Skirted 6' table & chair                       | <input type="checkbox"/> Wireless internet in lobby & promenade  |
| <input type="checkbox"/> Identification sign                            | <input type="checkbox"/> Additional website information including specials you may be offering will be listed for up to 3 months after the conference! |
| <input type="checkbox"/> Pipe and drape backdrop                        | <input type="checkbox"/> List of registrants agreeing to be contacted  |
| <input type="checkbox"/> (1) Friday & Saturday Night Dinner             |  |
| <input type="checkbox"/> (1) Saturday boxed Lunch                       |  |
| <input type="checkbox"/> (1) Saturday and Sunday Breakfast              |  |

**The fee AFTER NOVEMBER 11<sup>th</sup>, 2011 is \$775.00 and includes the same benefits!**

**Literature Bag Insert:**

We also offer the opportunity to include your literature in the show bag for a nominal fee of \$100.00 per packet. A packet consists of 1 page or several pages (stapled). No literature will be allowed that has not been approved in advance.

**Exhibit Set-Up:**

Exhibit set-up-up will be Friday, March 16, 2012 between 9:00 AM - 3:00 PM. A representative from each exhibiting organization must check in at the registration desk during the specified exhibit setup hours. **Set up must be complete by 3PM!**

**Floor plan:**

Upon approval of your exhibitor registration form, a floor plan will be mailed to you for selection of your booth space. Three choices will be required and booth assignment is based on first-come, first-served once payment is received.

**Attendees:**

The AMTA New England Regional Conference is attended by professional massage therapists, as well as other complementary healthcare professionals. We estimate an attendance of over 500.

**Eligibility for Exhibiting:**

All products and services exhibited must be germane to the practice of massage therapy. Content of the exhibits is subject to approval. The AMTA New England Regional Conference reserves the right to refuse entrance/set-up to companies not meeting standards required or expected as well as the right to curtail or to close exhibits of parts of exhibits that reflect unfavorably on the character of the meeting. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc. (See Terms & Conditions and Rules and Regulations)

**Subletting Space or Booth Sharing:**

The subletting, assignment or apportionment of the whole or any part of his/her space by an exhibitor is prohibited. Any exhibitor breaking this agreement gives us the right to curtail your exhibit and not refund any monies.

**Sales Tax Permit:**

The Commonwealth of Massachusetts requires that you apply for a sales tax permit and remit tax collected for this trade show. EXHIBITOR FAILING TO OBTAIN THE STATE SALES TAX PERMIT WILL NOT BE ALLOWED TO DISPLAY OR TO OPEN THEIR EXHIBIT BOOTH. NO REFUND OF MONIES WILL BE ALLOWED.

**For information on Massachusetts sales tax procedures please contact:**

State Tax Office - Special Enforcement Unit

Department of Revenue

67 Millbrook Street, Suite 310

Worcester, MA 01606

Contact: Tom Yacuzzi (508) 792-7300, Ext. 22434

Email: [yacuzzi@dor.state.ma.us](mailto:yacuzzi@dor.state.ma.us)

**Shipping Information:**

All materials should be shipped to arrive between Monday, March 12<sup>th</sup> and Thursday, March 15<sup>th</sup>. Materials will be delivered to your booth by 10AM Friday, March 16<sup>th</sup>. Please bring your own shipping labels for outbound shipments. Please pre-schedule your materials to be picked up Monday, March 19<sup>th</sup>. Delivery by the hotel from the loading dock to the booth is complementary for the first 5 cartons; additional boxes will be charge \$5 per box for handling. Pallets will be charged \$30 for handling. All shipping costs to the show are at the exhibitor's expense.

Labels should be completed as follows:

Sheraton Framingham Hotel

Attn: Danielle Stoico

1657 Worcester Road

Framingham, MA 01701

AMTA - NERC Booth Number \_\_\_\_\_

Company Name

Item x/x

If you wish to ship items prior to Monday, March 12<sup>th</sup>, additional fees may apply. The advanced delivery information will be forwarded to you upon assignment of your booth space.

**Payment:**

Full payment must accompany the signed registration form and other required paperwork.

Please make your check payable to **AMTA-NERC NH Chapter** and forward to:  
**Jill Moran, CSEP, *jsmoran, special events*, 671 Main Street, Medfield, MA 02052**  
**Questions: Call Jill at 508-359-7778**

**WE DO NOT ACCEPT CREDIT CARDS AS PAYMENT FOR EXHIBIT BOOTH SPACE.**

**Liability:**

Neither the AMTA New England Regional Conference, nor any Officer, Staff Member, Committee Member, Conference Coordinator, Hotel, Hotel Staff, agent or member is liable for the safety of exhibitors' property from theft, damage, damage by fire, accident, from the time it leaves their company's premises until its return. We suggest that exhibitors contact their Insurance Companies to obtain proper coverage concerning, theft, damage, fire damage, accident, etc.

**Security:**

The AMTA New England Regional Conference will provide hotel security during exhibit set-up on Friday, March 16, 2012. Hotel Security will also be provided on Friday evening at 10:00 PM until 9:00 AM Saturday morning and Saturday evening from 6:30 PM until 8:00 AM Sunday morning. Hotel Security will exercise reasonable care for the protection of exhibitors' materials and displays. Neither the AMTA New England Regional Conference, AMTA Security, nor any officer, staff member, committee member, conference coordinator, hotel employee, hotel staff, agent or member is liable for the safety of exhibitors' property from theft, damage by fire, accident, etc from the time it leaves their company's premises until its return.

**Cancellation Policy:**

Cancellation of exhibit space must be in writing on company letterhead. Telephone cancellations will not be accepted. One-half of the exhibit fee will be refunded if cancellation request is received on or before January 12th, 2012 and only if the space can be resold to another participant by the AMTA New England Regional Conference. No refunds will be issued for cancellations after January 12th, 2012.

**Attendee list:**

We will forward an attendee list to all participating exhibitors within one month after the Conference.

**Registration Contact:**

To register as an exhibitor, complete the attached exhibitor registration form, read and sign the attached Terms and Conditions, Rules and Regulations and submit with payment to: Jill Moran, CSEP, *jsmor*, *special events*, 671 Main Street, Medfield, MA 02052. Please direct any questions to Jill at 508-359-7778.

The person named on the Application/Contract is the person considered by the AMTA New England Regional Conference as the official contact of the participating organization for all purposes related to the program. All material relating to the participating company's participation as an exhibitor will be directed to the official contact person named on the exhibitor application unless a written request to change that person is received by the AMTA New England Regional Conference in a reasonable amount of time. The official contact is responsible for providing representatives of the company with exhibit information.

**Exhibitor Checklist:**

- Signed Exhibitor Registration Form and Payment
- Signed Terms and Conditions
- Signed Liability/Hold Harmless Agreement
- Brochure of Products/Services or List of Products
- Certificate of Product Liability from your Insurance Company (call the coordinator if you have any questions regarding this certificate)
- MA Tax ID No. \_\_\_\_\_
- Logo for website (please email to [events@jsmoran.com](mailto:events@jsmoran.com))

**Additional information required:**

Booth Attendant: \_\_\_\_\_  
 Emergency contact name: \_\_\_\_\_ Phone Number: \_\_\_\_\_  
 Second Booth Attendant (if applicable): \_\_\_\_\_  
 Emergency contact name: \_\_\_\_\_ Phone Number: \_\_\_\_\_  
 Choice of Box Lunch: (please circle) Roast Beef      Chicken Salad      Turkey      Vegetarian  
 Choice of Saturday Dinner Entrée: (please circle) Fish      Chicken      Vegetarian  
 Additional meals may be purchased. Please contact Jill Moran for more information.

**Please direct any conference questions to:**  
**Jill Moran, CSEP, Conference Manager**  
 Ph: 508-359-7778 - Fx: 508-359-7808 - Email: [events@jsmoran.com](mailto:events@jsmoran.com)  
 Mailing Address: *jsmor*, *special event planning & management*  
 671 Main Street - Medfield, MA 02052

# 2012 SPONSORSHIP OPPORTUNITIES

*Choose from three giving levels to support a successful conference for attendees and exhibitors!*

## ***Golden Hands – Premier Conference Sponsor***

This sponsorship will help support elements of our *Cocktail Reception with the Exhibitors*, giving more time for exhibitors and attendees to interact helping to drive sales!

### ***Two-hour Cocktail Reception – Sponsorship Cost \$3500***

Includes cost of cocktail & light hors d'oeuvres from 4-6PM throughout the Exhibit Area

#### **Benefits:**

- Website Marketing:
  - Logo and company description on Conference Website
  - Link to Sponsoring company's Website
- Showcasing Premier Banner at Reception Area – viewed by attendees all weekend!
- Showcasing Signage at Friday Evening Opening Dinner
- Full page acknowledgement in program booklet

## ***Silver Hands – Choose from 3 Sponsorship Options***

This sponsorship will help support important elements of the NERC weekend. Choose from three options ranging from education to entertainment.

1. ***Keynote Speaker – Sponsorship Cost \$2500***
2. ***Conference Give Away (Logo on item) – Sponsorship Cost \$3000***  
*NOTE: Planning Committee will determine giveaway item*
3. ***Saturday Night Entertainment (Band) – Sponsorship Cost \$2000***

#### **Benefits:**

- Website Marketing:
  - Logo and company description on Conference Website
  - Link to Sponsoring company's Website
- Showcasing Signage throughout Conference
- Full page acknowledgement in program booklet

## ***Bronze Hands – added visibility during the conference***

1. ***Name Badge Holders - have your logo on the badges – Sponsorship Cost \$1200 SOLD***
2. ***Jazz Ensemble at Welcome Reception – Sponsorship Cost \$750***
3. ***Conference t-shirts – Full Sponsorship Cost \$3,000***
  - Shared Cost options-
    1. Primary sponsor: 2 available at \$850 each
    2. Secondary sponsor: 4 available at \$500 each
    3. Tertiary sponsor: 6 available at \$250 each

#### **Benefits:**

- Website Marketing:
  - Company name and description on Conference Website
  - Link to Sponsoring company's Website
- Showcasing Signage at events

**EXHIBITOR REGISTRATION FORM**  
**Pre-Registration Deadline: Friday November 11, 2011**  
**FAX or EMAIL TO: 508-359-7808 or [events@jsmoran.com](mailto:events@jsmoran.com)**

*THE 29<sup>TH</sup> ANNUAL AMTA NEW ENGLAND REGIONAL CONFERENCE*  
*MARCH 16- 18, 2012*

**Contact:** Jill Moran, CSEP, Conference Coordinator  
*jsmoran, special events, 671 Main Street, Medfield, MA 02052*  
PH: 508-359-7778, FX: 508-359-7808, email: [events@jsmoran.com](mailto:events@jsmoran.com)

**Host Hotel:** Sheraton Framingham  
1657 Worcester Road, Framingham, MA 01701  
Tel: (508) 879 7200; Fax: (508) 875 2541  
[www.sheraton.com/framingham](http://www.sheraton.com/framingham)

**Exhibit Space and Benefits:** (1) 6' Table, (1) Chair, (1) Booth Sign (1) Friday Dinner Ticket, (1) Saturday Breakfast Ticket (1) Saturday Boxed Lunch, (1) Saturday Banquet Ticket, (1) Sunday Breakfast Ticket

<b>Pre-Registration by November 11<sup>th</sup>, 2011</b>	\$675.00 Per Booth
<b>After November 11<sup>th</sup></b>	\$775.00 Per Booth
<b>Literature Insert</b> (400 flyers or brochures)	\$100.00 to insert into attendees bags

**Company Information:** Company Name (as you would like it to appear in the program book):

Address: \_\_\_\_\_ website: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Product: \_\_\_\_\_

Company Contact: \_\_\_\_\_ Email Address: \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_

Description of product or service: \_\_\_\_\_

**SELECTION OF BOOTH SPACE:** Assignments will be made on first come, first serve, upon receipt of payment and completed forms. Upon receipt of payment and forms, an exhibit floor plan will be sent to you to select your 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> choice. All assignments will be made upon availability once payment is received.

Do You Need:  Wall Space  Table  Chair  Electricity  Are you a Multi-Level Company

Would you like to become a Sponsor or Co-Sponsor? Budget Amount \$ \_\_\_\_\_

*SEE THE SPONSORSHIP OPPORTUNITIES OVERVIEW FOR ADDITIONAL INFORMATION*

Door Prize Donation? \_\_\_\_\_ If yes, please describe and list value: \_\_\_\_\_

Authorized Company Signature: \_\_\_\_\_

**WE DO NOT ACCEPT CREDIT CARDS**

Please make your check payable to **AMTA-NERC NH Chapter** and mail to:

Jill Moran, jsmoran special events, 671 Main Street, Medfield, MA 02052.

A confirmation will be sent to you with a map to select your booth location upon receipt of payment and forms.

## Enforcement of Rules and Regulations

*As a condition of exhibiting, each exhibitor shall agree to observe all policies and regulations. Violators are subject to suspension of exhibit eligibility for two (2) years for violations.*

General Conduct - The following practices are prohibited:

1. The use of the American Massage Therapy Association, or AMTA New England Regional Conference name, insignia or logo type is forbidden. Reference may be made to the meeting as the AMTA New England Regional Conference (with place and dates) on the exhibitor's advertising provided it is first approved.
2. Canvassing or distributing any materials outside exhibitor's own space.
3. The use of billboard advertisements and or displays of signs outside the exhibit area or within the hotel.
4. Noisy electrical, mechanical apparatus, excessive odors from oils or incense, or open audio system interfering with other exhibits is prohibited and exhibitors agree to discontinue its use.
5. Publicizing and or maintaining any activities, inducement, demonstrations, or displays away from the exhibit area during the meeting and exhibit hours.
6. The wearing of buttons, unofficial badges, company name plates, etc.
7. Entry into another exhibitor's booth without permission.
8. Photographing or examining another exhibitor's equipment or product without permission of that exhibitor.
9. Sales are prohibited in other related conference areas during the annual AMTA New England Regional Conference.
10. Food, candy or beverage products may not be distributed from exhibit booths without prior . Cooking or food preparations are prohibited by the hotel.
11. Booths must be arranged so that attendees coming into your exhibit do not block aisles or overlap into neighboring exhibitor.
12. Any additional Service, inducement, etc., not mentioned above and not approved by the AMTA New England Regional Conference.

I agree to all terms and conditions listed. I agree to follow all of the guidelines and terms and conditions set forth by the AMTA New England Regional Conference.

DATE:      Official Contact for Company: \_\_\_\_\_

Signature: \_\_\_\_\_

## EXHIBITING TERMS AND CONDITIONS

**By participating as an exhibitor at the AMTA New England Regional Conference, you and your company agree to the following Terms and Conditions & Liability/ Hold Harmless Agreement**

AMTA New England Regional Conference reserves the right to exercise its sole discretion in the acceptance or refusal of the application.

1. The AMTA Exhibits Program is a program designed to provide a showcase for products and services either specifically designed for or customarily used in the massage therapy profession.
2. The participant agrees that the AMTA New England Regional Conference shall have the right to make such rules and regulations or changes in arrangements as it shall deem necessary, and to amend same from time to time. The AMTA New England Regional Conference shall have the final determination and enforcement of all rules, regulations and conditions.
3. No part of an exhibit shall be dismantled nor materials removed during the exhibit hall hours without the special permission from the AMTA New England Regional Conference. However, all spaces must be vacated by 4:00 PM on Sunday, March 18, 2012. If spaces are not vacated by that time, the AMTA New England Regional Conference reserves the right to remove materials, and charge the expense to the participant. AMTA New England Regional Conference will not be liable for damage of the materials caused by such removal.
4. Should any rented space remain unoccupied one hour before opening on the opening day, (Friday, March 16, 2012, 4:00 PM) or for any time thereafter, the AMTA New England Regional Conference reserves the right to rent such space to any other applicant or to eliminate such space and no refund shall be made to the original renter. Participant -may not assign or sublet any space allotted to them, and may not advertise or display goods, other than those manufactured, distributed or sold by them in the regular course of business, without authorization by the AMTA New England Regional Conference.
5. Cancellation of exhibit space must be in writing. Telephone cancellations will not be accepted, One-half of the exhibit fee will be refunded on cancellations received on or before January 12th, 2012 and only if the space can be resold to another participant by the AMTA New England Regional Conference. In the event that the AMTA New England Regional Conference being canceled due to fire, strikes, government regulations, acts of God, war, terrorism or other causes beyond the control of the AMTA New England Regional Conference the Conference will not be held liable for failure to hold the New England Conference and exhibits and Program as scheduled and the AMTA New England Regional Conference shall determine the amount of the exhibit fee to be refunded.
6. Exhibit Space consists of an 8' x 8' booth or similar size if in hallway. In order to allow an unobstructed view of neighboring exhibits, backdrops may not exceed eight feet in height. The reverse side of any wing panel extending from the back wall of the display must be finished or draped in order to avoid raw exposure to a neighboring exhibit. These instructions will be enforced by the AMTA New England Regional Conference.
7. Tabletop size is 6' table. Participants must limit their use of this space to those items that will fit neatly on the top of their table, including signage. Items on tabletops may not extend higher than three feet from the top to the table so as not to obstruct the view of person behind the table or the view of neighboring tabletop exhibits. This restriction will be strictly enforced. In addition, all supplemental materials such as extra brochures, boxes, etc., must fit under the table. Sharing of tabletop space between two or more companies is prohibited unless authorized by the Conference Coordinator or the AMTA New England Regional Conference authorized representative.
8. The AMTA New England Regional Conference, the hotel management, or any officers or staff members will not be responsible for the safety of the property of the participants from theft, damage, and damage by fire, accident or other causes. Participants are advised to consult their insurance brokers for proper coverage on display materials from the time it leaves their company's premises until its return. In most cases, a rider can be added to a current policy for a very nominal cost. Neither the AMTA New England Regional Conference, nor the hotel management, nor any of their officers, agents, employees, or representatives, nor the Conference Coordinator, the AMTA Planning Committee member, the Host Chapter, or any authorized AMTA New England Regional Conference representatives, shall be held accountable or liable for, and the same are hereby released from accountability or liability for any damage, loss, harm or injury of the person or any property of the application or any of its officers, agents, employees or other representatives, resulting from theft, damage, damage by fire, accident, employees or other causes. Neither the AMTA New England Regional Conference nor the hotel management will obtain insurance against any such damage, loss, harm or injury.
9. Participants hereby agree to indemnify, defend and protect the AMTA New England Regional Conference, Committee Members, Conference Coordinator, authorized AMTA New England Regional Conference Representative, and the hotel management and hold the conference and hotel management harmless from any and all claims, demands, suits, liability for any damage, loss, harm or injury to their person or any property of the application of any of its officers, agents employees or other representatives, including but not limited to claims of damage or loss to property, from any damage, loss, harm or injury to the person or any property of the participant or and of its officers, agents, employees, or other representative.
10. Participants or their agents may not allow any articles to be brought into the hotel, or any act done on the premises which will invalidate the insurance or increase the premium of the policies held by the management of the hotel, or the AMTA New England Regional Conference, Conference Coordinator, AMTA Host Chapter, Committee Member, AMTA Staff, or AMTA Authorized Representative, nor permit anything to be done by their employees through which act the premises, property of equipment of the other participants will be damaged. Nor signs or articles can be affixed, nailed, or otherwise attached to walls, doors, etc in such a manner as to damage them All space issued is subject to these restrictions. Violations of these rules will annul the participant's contract and the participant will be held liable for any damage resulting from such violations.
11. Flashing Lights, Extremely loud noises such as bells, sirens, buzzers, etc. will not be permitted.
12. No activities shall be scheduled during the time of the official program hours except with express permission of AMTA NERC.

13. The AMTA New England Regional Conference prohibits photographing, videotaping or examination of another exhibitors equipment, product, etc or entry into another exhibitor's booth without the consent or permission of that exhibitor to do so.
14. Having an exhibitor relationship with the AMTA New England Regional Conference does not indicate that the AMTA New England Regional Conference endorses the product of said exhibitor
15. Only entry level massage training programs approved/accredited by AMTA may exhibit. Any catalogue containing mention of an entry level massage training programs NOT approved/accredited by AMTA COMTAA may not be exhibited. Exceptions: Entry level training programs in related disciplines maybe exhibited, e.g. Colon Therapy, acupuncture, etc. However, certain accreditation or approvals maybe required.
16. Exhibit Badges will bear the name of the Exhibit Booth and the representative's names for that particular booth. Exhibit Badges will be issued by the Exhibit Manager, Conference Coordinator or the AMTA New England Regional Committee Representative, and representative's names are required in advance of the Conference. Credentials must be displayed clearly on person's name. The title should be spelled out in full, "LMT: may be used upon proof of licensing at the state level. Exceptions maybe made for valid municipal licenses which are not merely business licenses. Credentials must be displayed clearly and accurately. If printed materials are in violation of the guidelines listed below, and appeal maybe made for a waiver. If such a waiver is granted, an acceptable title must be displayed prominently in the exhibitor's assigned space.
  - The title "Dr". May not be used at any time. Initials M.D., D.G. or Ph.D. may appear after a person's name
  - Initials with meanings not commonly known to the general public may not appear after a person's name. The title should not be used.
  - "Ms.T" is to be spelled out as "Massage Therapists"
  - "CMT" or "Certified Massage Therapist" is not a credential or title granted by an authorized agency and therefore should not be used.
  - "RMT" , indicating an AMTA designation, is to be spelled out as "AMTA Registered Massage Therapist."
  - "RMT", indicating valid legal registration, as in Canada, maybe used.
  - "LMT" may be used upon proof of licensing at the State Level. Exceptions maybe made for valid municipal licenses which are not merely business licenses.
17. All matters and questions not covered by these regulations are at the discretion of the AMTA New England Regional Conference. These regulations may be amended at any time by the AMTA New England Regional Conference.
18. Exhibits should be staffed at all times during exhibit hours. As a courtesy to attendees the AMTA New England Regional Conference request adherence to the opening and closing hours. Exhibit registration will be open at 8:00 am on Friday, March 16, 2012. The set up hours are 8:00 am - 3:00 PM. Exhibitors will only be allowed to sell product during exhibit hours.
19. All applications must be received for approval with the following: Appropriate Fee, Signed Terms and Conditions, Signed Liability/Hold Harmless Agreement, Rules and Regulations Form, Brochure of Products/Services or List of Products and a Certificate of Product Liability. PLEASE CONTACT YOUR INSURANCE COMPANY TO ACQUIRE THIS CERTIFICATE. (IF YOU HAVE ANY QUESTIONS REGARDING THIS CERTIFICATE PLEASE CALL THE CONFERENCE COORDINATOR) VENDORS ARE RESPONSIBLE FOR OBTAINING A MASSACHUSETTS SALES TAX PERMIT AND REPORTING OF REVENUES TO THE DEPARTMENT OF REVENUE. VENDORS ARE ALSO RESPONSIBLE FOR COMPLETING THE TOWN VENDOR LICENSE FORM. THE CONFERENCE COORDINATOR WILL ASSIST IN OBTAINING THIS PERMIT FOR YOU.
20. Exhibitors may not mention current or former offices or other positions held in the American Massage Therapy Association in their written materials. Waiver maybe granted pending formal ruling by the standards Committee.
21. Materials or products relating to sex or sexually, or sexually suggestive pictures, videos, audio tapes, ads, books or other materials may not be displayed or sold at the AMTA New England Regional Conference. The Conference Coordinator, AMTA New England authorized representative, AMTA Committee Member, etc. has the right to close the participant exhibit booth immediately. The participant will not receive a refund of any fees paid for the booth space.
22. Unsubstantiated claims for healing or curing any ailments or diseases may not appear in exhibit materials or in the exhibit booth.
23. Unsubstantiated claims about increased income potential may not appear in exhibit material or in an exhibit booth. Extreme emphasis on the money-making potential of a product, service or educational opportunity will not be allowed. The AMTA Conference Coordinator, AMTA Committee Member, AMTA Authorized representative has the right to close the participants exhibit booth immediately. The conference will no grant a refund of the fee that was paid for the exhibit space.
24. Political advertising unrelated to the practice of massage therapy is prohibited.
25. No endorsements by AMTA or an exhibited product, service or educational opportunity may be stated without the written permission of the AMTA, the AMTA New England Regional Conference, etc.
26. Anything which may be construed to be in violation of the AMTA Code of Ethics or other policy may not appear in the exhibit booth.
27. Anything which may open the AMTA to public embarrassment, misunderstanding or legal action. may not appear in the exhibit hall, hotel premises, etc.

AS THE OFFICIAL CONTACT (Company Name) \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**I agree to all the terms and conditions listed. I agree to follow all of the guidelines and terms and conditions set forth by the AMTA New England Regional Conference, AMTA Committee, Conference Coordinator, AMTA New England Regional Conference Staff, etc.**

RETURN THIS SIGNED FORM WITH YOU EXHIBITOR APPLICATION FORM.

# 29th Annual AMTA New England Regional Conference

## Program Advertisement Form

DEADLINE FOR ADS: JANUARY 13<sup>th</sup>, 2012



*If you wish to place an ad in the program booklet, which will be given to attendees at the AMTA New England Regional Conference, the cost of the ad is \$100.00*

We are only accepting Full Page Ads for our program booklet. The size of the Ad should be no more than 5" high and 3 ¾" wide. *The image MUST be 300 dpi in jpeg format.*

AD NAME: \_\_\_\_\_

CONTACT: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

**Ad copy must be camera ready. Please email jpeg image to [events@jsmoran.com](mailto:events@jsmoran.com). If not, an additional fee of \$35.00 must be enclosed. Deadline: January 13<sup>th</sup>, 2012**

Amount Enclosed \$ \_\_\_\_\_

**Make Checks Payable to *AMTA-NERC NH Chapter***

**Send Completed Form and Check To:**

Jill Moran, CSEP  
jsmoran, special event planning & management  
671 Main Street  
Medfield, MA 02052