

*Florida State Massage
Therapy Association
2012 Annual Convention & Trade Show*



Exhibitor Prospectus

Exhibit Booth, Advertisement, and Sponsorship Information



EXHIBIT AT THE LARGEST ATTENDED MASSAGE THERAPY CONVENTION & TRADE SHOW IN THE COUNTRY!

Dear FSMTA Supporter:

The Florida State Massage Therapy Association (FSMTA) will host the 2012 Annual Convention and Trade Show at the Omni Orlando Resort at ChampionsGate Orlando, Florida, June 28-July 1, 2012.

We welcome your participation as a tradeshow exhibitor, advertiser, and/or sponsor. As always, FSMTA appreciates your support of our continuing education efforts. An Exhibitor/Sponsor/Advertiser form is included as part of this prospectus; please complete and forward the necessary page(s) to our Central Office as soon as possible. Exhibitor space is limited and based on first come, first registered basis. Payment for the booth space requested must be received in order for the FSMTA to confirm and reserve your space(s). Six to eight weeks prior to Convention, you will receive an exhibitor packet from Gulf Coast Expo, Inc. with all pertinent information concerning shipping/freight assistance, storage, adding electricity or internet, etc.

Your exhibit fee provides your company with the exhibit space; a listing of your firm in the convention programs, in the Massage Message Magazine, and on our website (www.fsmta.org); and a mailing list of all registered attendees.

Exhibitors must be set up by 3:00 pm, Thursday, June 28, and remain set up until Saturday, June 30, at 6:00pm. The trade show opens Thursday, June 28 at 3:00 pm to allow the Successful Start Program attendees an opportunity to visit vendors.... this is NEW this year and will allow more LMT's and students to visit the exhibit hall. A bistro inside the exhibit hall will provide a quick and easy option for attendees to purchase lunch on Friday and Saturday while checking out your display. In addition, cash prizes and raffle items will be given away at the trade show throughout the convention.

Sponsorships and advertising opportunities enable companies to increase their exposure as an exhibitor or to create a presence at the convention without physically being at the trade show. Sponsors will be recognized prior to and during convention. Acknowledgements include signage at sponsored events, promotion on the web, credit in convention programs, announcements at the banquet, mention in our magazine, and more — based upon your level of sponsorship. Detailed information is located on page 6 of this prospectus.

For room reservations, please call the Omni Orlando Resort at ChampionsGate directly at 800-843-6664. Ask for the FSMTA room block to get the discounted rate. The cut-off date for guaranteed room rates is June 6, 2012.

If you have any questions, please call Wilda Pickett or Lynn Hupp at 407-628-2772 (toll free at 1-877-376-8248) or e-mail Wilda.Pickett@fsmta.org or lynn@fsmta.org. All payments and registration information should be mailed to the FSMTA Central Office, 1870 Aloma Avenue, Ste. 260, Winter Park, FL 32789. Credit card payments and registration may be faxed to 407-628-2042.

We look forward to seeing you in Orlando in June!

Ralph Russ, LMT
FSMTA Executive State President

Lynn Hupp
Executive Director

Wilda Pickett
Administrator of Marketing

EXHIBIT BOOTH CONTRACT

The exhibit fee provides your company with exhibit space (size as specified on price list), including 1 draped table, 2 chairs, a wastebasket; and a listing of your firm in meeting materials and a link on our website. Four representatives per company will be included in the exhibit fee. Additional representatives must be approved by the FSMTA.

| Booth Size | 50% Deposit or Payment In full by March 2, 2012 | 50% Deposit or Payment In full after March 2, 2012 |
|--|--|---|
| 8' x 8' Booth (1st booth) | \$725 | \$775 |
| Additional booth | \$575 | \$625 |
| Corner 8'x8' Booth (1st booth) | \$775 | \$825 |
| Additional non-corner booth | \$575 | \$625 |
| Additional corner booth | \$625 | \$675 |
| 8'x10' Booth (1st booth) | \$975 | \$1,045 |
| Additional booth | \$750 | \$900 |
| Corner 8'x10' Booth (1st booth) | \$1,175 | \$1,225 |
| Additional non-corner booth | \$750 | \$900 |
| Additional corner booth | \$900 | \$1,025 |
| Island Booth 16'x30' | \$4,400 | \$4,900 |

To reserve your booth, a non-refundable deposit of 1/2 the cost of exhibit space or full payment must be received with completed contract and order form (last page of this prospectus). Full payment must be received **NO LATER THAN APRIL 30, 2012**. Fees not paid in full by April 30th may result in space being forfeited. Booth assignments are made according to the date when payment is received. Exhibitor agrees to abide by all rules, regulations and restrictions outlined herein. Exhibitor agrees to accept a relocation should it be necessary for reasons beyond the control of FSMTA.

Company Name (exactly as it should be published) _____

Printed Name of Primary Contact Person _____

By signing below, I state that I have read, understand, and agree to abide by the Exhibitor Rules and Regulations included in this Prospectus.

Authorized Signature of Primary Contact Person _____

PLEASE RESERVE THE FOLLOWING SPACE(S):

Booth Number(s) 1st Choice _____ 2nd Choice _____ 3rd Choice _____

Products/Service Represented _____

We do not wish to be in close proximity, if possible, with the following companies: _____

Name of individual(s) for exhibit badge (maximum of 4)

1. Name (first, last) _____ Nickname for Badge _____

City, State _____

2. Name (first, last) _____ Nickname for Badge _____

City, State _____

3. Name (first, last) _____ Nickname for Badge _____

City, State _____

4. Name (first, last) _____ Nickname for Badge _____

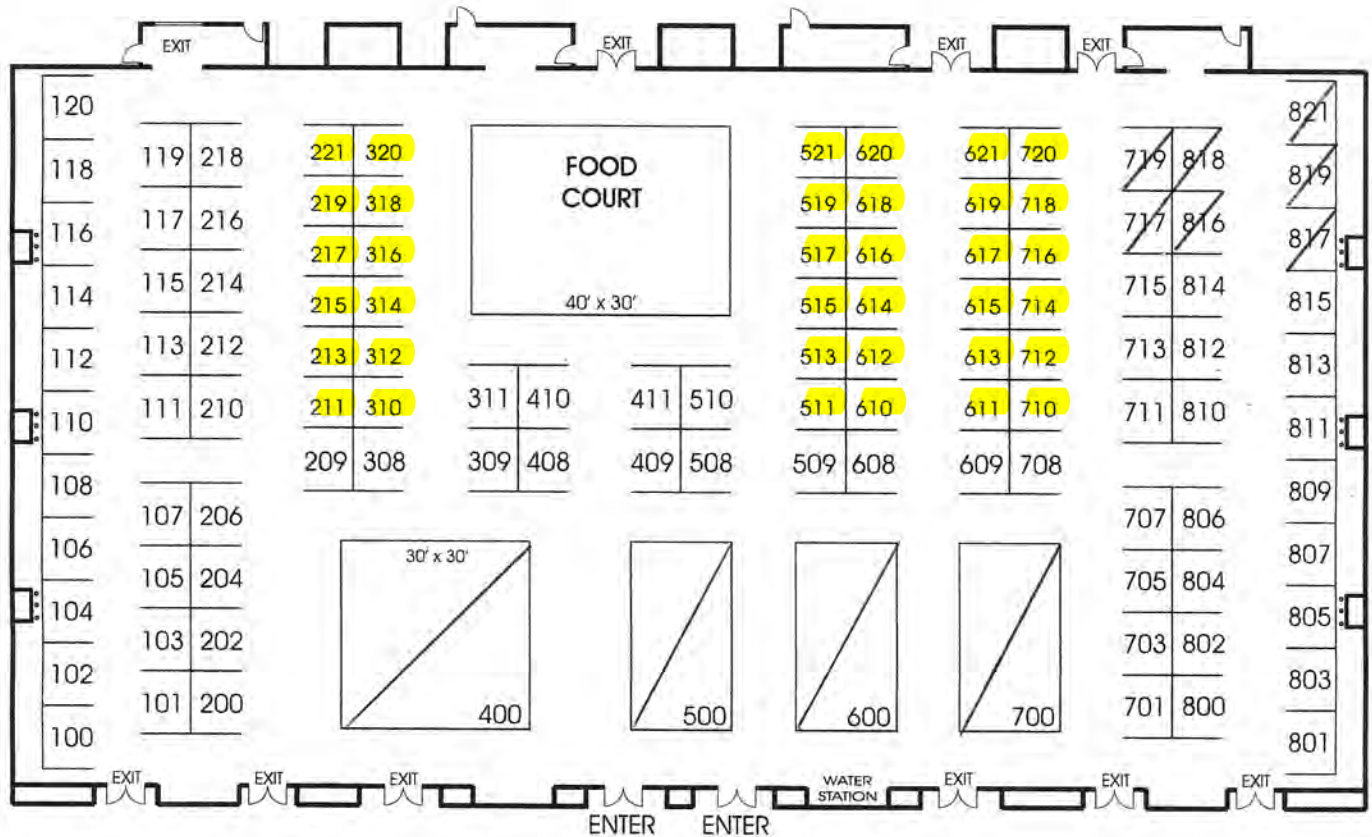
City, State _____

2012 FSMTA EXHIBIT HALL HOURS AND FLOORPLAN

| | | |
|---------------------------|--------------------|----------------------------|
| Thursday, June 28: | 8:00 AM – 3:00 PM | Exhibitor <i>SET-UP</i> |
| | 3:00 PM – 5:00 PM | Exhibit Hall OPEN |
| | 7:00 PM - 9:30 PM | Exhibit Hall OPEN |
| Friday, July 29: | 10:00 AM – 6:30 PM | Exhibit Hall OPEN |
| Saturday, July 30: | 10:00 AM – 6:00 PM | Exhibit Hall OPEN |
| | 6:00 PM – 10:00 PM | Exhibitor <i>TEAR-DOWN</i> |

8' x 8' booth

= Reserved



72 - 8' X 10' Booths
36 - 8' x 8' Booths
3 - 16' x 30' Booths
in the National Ballroom

EXHIBIT RULES & REGULATIONS

Authorized representatives of the Florida State Massage Therapy Association Convention are hereinafter referred to as "Convention Management."

1. **Payments & Refunds:** Space reservations are made based upon date received and availability of choices selected. Applications will not be processed nor space assigned unless the application is accompanied by deposit or payment in full. A non-refundable deposit equal to 50% of the total fees will hold a space until April 30, 2012. After that date, the Convention Management reserves the right to rent that space if payment in full is not received. Cancellation of exhibit space must be received in writing. If the Exhibitor cancels prior to 60 days preceding the Convention, the Convention booth rental fee will be refunded (less the deposit), only if the space can be resold by the FSMTA. If the Exhibitor cancels after 60 days preceding the Convention, no refund will be given. In the event the Convention is not held for any reason whatsoever, the rental and lease of space shall be terminated per hotel contract. In such case, the limit of claim for damage and/or compensation by the exhibitor shall not exceed the amount paid for exhibit space.
2. **Authorized Representative:** Each exhibitor must name one representative who is responsible for the installation, operation, and removal of the firm's exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor shall be responsible. The exhibitor shall assume responsibility for such representative being in attendance throughout all show periods and this representative shall be responsible for keeping the exhibit neat, manned, and orderly at all times.
3. **Space Rental and Assignment of Location:** FSMTA reserves the right to refuse rental of display space to any company whose display of goods and services is not, in the opinion of the Convention Management, likely to be compatible with the general character and objective of the Convention. Whenever possible, space assignments will be made by the Convention Management in keeping with the location preferences requested by the exhibitor in addition to the date received of the request. The Convention Management, however, reserves the right to make the final determination of all space assignments in the best interest of the convention, including relocation of the exhibit from the location stated on the contract.
4. **Installment and Removal of Exhibits:** Convention Management reserves the right to fix the time for installation of exhibits prior to the exhibit hall's opening and for their removal after the conclusion of the convention. Installation and dismantling of booth space will take place according to the exhibit schedule. Any space not claimed by 12 noon on June 28, 2012, may be sold or reassigned by Convention Management. No part of an exhibit shall be dismantled nor materials removed during the exhibit hall hours without special permission from FSMTA.
5. **Exhibit Construction and Special Requirements:** Booths will be as per the Booth Layout Chart. Signs or other features may not exceed an eight foot height unless special arrangements are made in advance with the Convention Management. Displays or other features in the form of the exhibit must not interfere with a clear view of neighboring exhibits. All surfaces which can be seen from any aisle or from any other exhibit must be finished.
6. **Operation of Displays:** Convention Management reserves the right to restrict the operation of or evict completely any exhibit which, in its opinion, detracts from the character and objective of the exhibit as a whole. This includes, but is not limited to, exhibits which because of noise, flashing lights, method of operation, or display of unsuitable material, are determined by Convention Management to be objectionable to the successful conduct of the convention as a whole. Flashing lights, PA systems, boom boxes, separate audio systems, megaphones, bells, sirens, buzzers, etc., will not be permitted. All demonstrations or other activities must be confined to the limits of the exhibitor's rented space. Distribution of circulars may be made only within the space assigned to the exhibitor presenting such materials. Without permission from the Convention management, no advertising circulars, catalogs, folders or devices shall be distributed by exhibitors in the aisles, meeting rooms, registration areas, lounges, grounds, or other facilities.
7. **Exhibits and Public Policy:** Each exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention and public safety, while participating in this Convention. Should an exhibitor have any questions as to the application of such laws, ordinances, and regulations, Convention Management will endeavor to answer them or to direct the exhibitor to the best source of information.
8. **Liability and Insurance:** All property of the exhibitor remains under his control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither the Convention Managers, their service contractors, the management of the contracted hotel, nor any officers, staff members, or directors of any of the same are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism, or other causes, and the exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage to or loss of any property of the exhibitor.
9. **Sales Tax:** In accordance with Florida's Tax Statute, exhibitors must collect a 6.5% sales tax on sales of tangible personal property purchased within Orange County. Consult your attorney or the Florida Department of Revenue to determine tax exemptions if no sales are made within the state.
10. **Exhibitor Use of Space:** Exhibitors may not assign, sublet or share any portion of their space. Exhibitors may not enter another exhibitor's booth/space without permission.
11. **Responsibility Clause:** Exhibitor assumes responsibility and agrees to indemnify and defend Florida State Massage Therapy Association and the Omni Orlando Resort at ChampionsGate and its respective owners, employees, and agents against any claims and expenses arising out of the use of the Exhibition Hall. Exhibitor understands that neither Florida State Massage Therapy Association nor the Omni Orlando Resort at ChampionsGate maintains insurance covering the Exhibitor's property, and it is the sole responsibility of the Exhibitor to obtain such insurance.
12. **Private Events:** Exhibitor understands that a private event sponsored by exhibitor may not be held at any time that might be in conflict with any official FSMTA convention function. Exhibitor may sponsor private events only when said event does not occur at the same time as published FSMTA function, i.e., meeting, food function, etc.
13. **Official Receipts:** Exhibitors are requested to provide official receipts for all purchases. FSMTA gives 1 prize drawing ticket to shoppers for every \$10 they spend. Shoppers must present receipts to get tickets. Drawings are held in the exhibit hall on Friday and Saturday at 5:30. You are welcome to donate prizes for these raffles, please see the special events page of this prospectus for more information.

SPONSORSHIP OPPORTUNITIES

- Become an FSMTA Convention sponsor and target an audience of approximately 1,200 attendees.
- Gain increased visibility at one of the nation’s largest gathering of massage therapy professionals!
- Take advantage of low hotel rates at a 4-star resort.
- Get your company’s name out to massage therapists, massage therapy students, educators and other health-care practitioners who are interested in purchasing your products.
- Make it a family vacation at the beautiful Omni Orlando Resort at ChampionsGate, located a short distance from the theme parks!
- All sponsorship opportunities will include appropriate signage at the sponsored event, recognition in the On-Site Booklet, announcements at the sponsored event, acknowledgement in our bi-monthly magazine, and recognition on our website.

No matter what your budget, there is an opportunity for you! Don't delay in making your choices...opportunities are first-come, first served. We look forward to showcasing YOU at the 2012 FSMTA Annual Convention!

Please contact Lynn Hupp, FSMTA Executive Director, via email at lynn@fsmta.org or at 407-628-2772 to confirm your sponsorship today.

| | | |
|--|--------------|------|
| REFRESHMENT BREAKS | | |
| Provide coffee on Friday or Saturday morning, or lemonade on Thursday, Friday or Saturday afternoon at the Registration Desk (5 opportunities available) | \$1000 each | |
| Provide working dinner for the FSMTA Board meeting | \$1,500 | |
| BAGS, BADGE HOLDERS, CLOTHING | | |
| FSMTA Badge Holders (1,500) | \$3,000 | |
| Large Tote Bags (1,000) <i>Includes company name and logo on bag</i> | \$4,000 | |
| Large Sports Bottle (1000) <i>Includes company name and logo on bottle</i> | \$2,000 | |
| Polo shirts for CE monitors with company logo on one (1) sleeve (2 available) | \$1,000 each | |
| FOOD, DRINK & ENTERTAINMENT | | |
| Successful Start Program - Thursday (2 Available) | \$1,500 each | SOLD |
| Thursday Night Keynote Speaker (Dr. Ben Benjamin) <i>Receive recognition at the event, in the on-site program, and on the FSMTA website</i> | \$1,500 | |
| Friday Gavel Club Lunch for Past Presidents - Includes 4 tickets to luncheon | \$2,000 | |
| DJ for Saturday night | \$1,500 | |
| Educator Summit refreshment break, Saturday (attended by educators) | \$1,500 | |
| Saturday Night Banquet – sponsor a table and receive 10 banquet tickets for that table, and your company name and logo on display at the table. You will also receive recognition on the banquet program and through announcements at the banquet. | \$1,000 | |
| SIGNAGE | | |
| CE class ID signs (outside room with company name/logo) (19 available) | \$100 | SOLD |
| “You are Here” signs (4 available) | \$200 each | |
| Exhibit Hours Signs (4 available) | \$200 each | |
| Exhibit Hall Schematic (oversized layout of exhibit hall) | \$300 | |
| Floor Decal: 50 Adhesive Footprints start at the main entrance and end at your booth <i>Your logo on 25 and follow me to booth # on the other 25</i> | \$1,500 | |

FSMTA reserves the right to change and/or modify sponsor opportunities.

ADVERTISING INFORMATION

Electronic, high-resolution files (.eps - fonts embedded; .tiff; .pdf; .jpg are the only acceptable file formats) can be sent via email to Wilda.Pickett@fsmta.org or mailed on CD to FSMTA, 1870 Aloma Avenue, Ste. 260, Winter Park, FL 32789. *Please indicate when submitting if ad is for preliminary program or on-site program.*

PRELIMINARY CONVENTION PROGRAM – Deadline: December 16, 2011

The Preliminary Convention program is an 8-1/2" x 11" program that is mailed prior to convention to all FSMTA members and non-members who expressed interest in attending the convention. This book contains the schedule of events, class descriptions, presenter biographies, hotel information, registration information, and current exhibitors and sponsors. The full program is also posted on our website. All advertising positions are full color.

| Exhibitor/Sponsor Name Listed | Included in Exhibitor/Sponsor fee |
|---|--|
| 1/9 Page 3.5" w x 2" h | \$150 |
| 1/4 Page 3.625" w x 4.875" h | \$275 |
| 1/2 Page 3.625" w x 10" h or 7.5" w x 4.875" h | \$450 |
| Full Page 7.5" w x 10" h | \$600 |
| Inside Back Cover 7.5" w x 10" h | \$750 |
| Inside Front Cover 7.5" w x 10" h | \$750 |
| Back Cover 7.5" w x 8" h | \$750 |

ON-SITE CONVENTION PROGRAM – Deadline: May 25, 2012

The On-Site Convention program is a 4"x 5" program that is given to all convention registrants. This program contains the schedule of events, exhibitor list, exhibit hall map, sponsor list, and the hotel floor plans. This is also where LMTs' continuing education credits are recorded by stamp and, therefore, these books are required by law to be kept for 4 years. Except for the premium positions (inside front, inside back, and back cover), all advertising positions are black and white.

| Exhibitor/Sponsor Name Listed | Included in Exhibitor/Sponsor fee |
|---|--|
| Bold Company Name | \$50 |
| Add Company Logo to Your Listing | \$100 |
| Full Page 3.5" w x 4.5" h, b/w | \$350 |
| Inside Back Cover 3.5" w x 4.5" h, full-color | \$450 |
| Inside Front Cover 3.5" w x 4.5" h, full-color | \$450 |
| Back Cover 3.5" w x 4.5" h, full-color | \$500 |

REGISTRATION BAG INSERTS – Deadline: **May 27, 2012**

Every registered attendee receives a convention tote bag. This is a great opportunity for you to introduce your company to convention participants. For the benefit of supporting companies and registrants, we have lowered the price of inserting a sample. If your company does not manufacture products, you are welcome to insert a promotional item (pen, keychain, etc.) for the sample price. Please contact FSMTA for shipping address.

| | |
|---|--------------|
| Flyer/Brochure/Catalogue - supply 800 pieces | \$250 |
| Sample - supply 800 pieces | \$100 |

MESSAGE MESSAGE MAGAZINE – JULY/AUGUST ISSUE – Deadline: May 7, 2012

Exhibitor and Sponsor names are published in this issue and others (as long as you have committed prior to the issue deadline). We print an extra 1,000 copies of this issue of our magazine for distribution at convention. Companies who advertise in the On-site or Preliminary program get 10% off a magazine ad. Companies that advertise in both programs receive 20% off. Please see the FSMTA media kit for more detailed information; prices start at \$75.

FSMTA ELECTRONIC ADVERTISING

Exhibitor and Sponsor names with hyperlinks are posted on our website, www.fsmta.org, as part of your exhibitor and/or sponsorship fees. All sponsors of \$1000 or more includes their logo at no additional charge! We also offer paid advertising on our website and in our email newsletters (please see the FSMTA media kit for more information).

HOTEL, FOOD, & SPECIAL EVENTS

HOTEL

The Omni Orlando Resort at ChampionsGate is a four-star, four-diamond resort that offers natural beauty including natural wetlands, marsh and citrus groves. Located twenty-five minutes from all the attractions at Walt Disney, SeaWorld, and Universal Studios, this is the perfect place to bring the family for a vacation while you participate in the 2012 FSMTA Convention. The resort offers a European-style spa; a salon; a fitness center; outdoor heated swimming pool and activity pool featuring waterslides; an 850-foot lazy river that winds through tunnels, gentle rapids, and hidden canyons (a perfect place to unwind after a long day); a video game arcade; volleyball; golf; basketball; tennis; nature walks and jogging trails.

Single/Double Rooms are \$130 per night plus tax The resort fee of \$10 per night is waived but attendees are still entitled to all services, including transportation to Walt Disney World Theme parks; use of health clubs; use of all recreation activities including the lazy river, pool, tennis, volleyball, and basketball; driving range balls; daily newspaper; local and toll-free calls; in-room coffee; high speed Internet access; evening turndown service (upon request); and complimentary self-parking.

To make reservations, please contact the Omni Orlando Resort at ChampionsGate directly at 800-843-6664 and ask for the FSMTA room block. Cut-off date for the FSMTA room block is Wednesday June 6, 2012. Check-in is by 3:00 pm with a check-out time of 11:00 am. The FSMTA group rate will be offered three days prior and three days after the meeting dates, subject to availability of the rooms. So, bring your family and stay a little longer to enjoy all of the wonderful offerings of the Omni Orlando Resort at ChampionsGate.

Directions from Orlando International Airport: Take south exit to 417 South. Take 417 South and follow the signs to I-4 West. Take I-4 West, three miles past the Disney exits. Take exit 58 and bear right to the ChampionsGate main entrance. The hotel address is 1500 Masters Blvd, ChampionsGate, FL 33896.

FOOD and SPECIAL EVENTS

NEW for 2012#The Successful Start program, for massage therapy students and new LMT's, has been moved to Thursday, 11 am-3pm. The Exhibit Hall opens at 3:00pm to allow these attendees to experience the Exhibit Hall. This will give you a great opportunity to promote your product/services to those who have not been able to visit the Hall in past years. The Hall will close at 5pm for the FSMTA Annual Meeting and Keynote Speaker, Dr. Ben Benjamin; and will re-open from 7:00-9:30pm. The hall will close Thursday evening at 9:30pm. (Please see page 4 for all hours)

There is a food court in the exhibit hall that will offer cash lunch on Friday and Saturday afternoon from 12 pm to 2 pm. This lunch option is published in the convention schedule of events and promoted to convention attendees.

You are welcome to purchase tickets for the FSMTA Saturday Night banquet. Tickets are available until May 25, 2012. A sponsorship opportunity is available for the purchase of an entire table with signage (please see the sponsor page for more information). Following the banquet, you may attend the dance at no charge.

Prize and Cash Drawings are held in the Exhibit Hall on Friday and Saturday at 5:30 pm. Shoppers earn 1 ticket per \$10 spent in the exhibit hall; they must provide receipts to obtain tickets. For this reason, as mentioned in the Exhibitor Rules and Regulations, we request exhibitors to provide official receipts for all purchases. You are also welcome to donate prize items. Prize donor names are announced over the PA system in the exhibit hall and are listed on our website and in our magazine. Please bring prizes to convention – do not send them to the FSMTA office. Please fill out and attach the below slip of paper to your prize(s).

PRIZE DRAWING DONATION FORM (to be submitted ON-SITE):

Please **attach completed form to your prize(s)** and bring item(s) to the Pre-Registration/Help Desk no later than 3pm on the day you would like your prize to be won (Friday or Saturday only).

We appreciate your generosity and will mention you in our magazine and on our website.

Company Name: _____

Booth #(If applicable) _____ Contact Person: _____

Please provide a brief description of your prize for us to read at the drawing: _____

ORDER FORM

Please note that the contact information you provide here is for communication and payment verification purposes. Only your company name and website are published. We send pertinent information via email, so please make sure you provide an accurate email address.

Company Name: _____

Contact Person: _____

Mailing Address: _____

Telephone: _____ Fax: _____

Email Address: _____

Website: _____

| ITEM | DESCRIPTION | PRICE | TOTAL |
|------|---|-------|-------|
| | Exhibit Booth <i>(Please include contract on page 3)</i> | | |

| | | |
|--|-------|---|
| _____ | _____ | |
| _____ | _____ | _____ |
| <i>Only exhibit booths may be reserved with a 50% deposit, all other items must be paid in full to secure the opportunity.</i> | | Today's Payment > |
| Balance Owed After Deposit (Due no later than 4/30/12) > | | _____ |

Sponsorships

| | | |
|-------|-------|-------|
| _____ | _____ | |
| _____ | _____ | _____ |

Advertising

| | | |
|-------|-------|-------|
| _____ | _____ | |
| _____ | _____ | _____ |

TODAY'S GRAND TOTAL PAYMENT >

PAYMENT TYPE:

Check or Money Order made payable to FSMTA (mail only)

I authorize FSMTA to charge the amount indicated to my Visa MasterCard Discover American Express

Credit Card # _____ Exp. Date _____ SVC _____

Cardholder's Name (Please Print) _____

Cardholder's Signature _____

Return to FSMTA at 1870 Aloma Ave, Ste 260, Winter Park, FL 32789 –OR– Fax: 407-628-2042