



2021
EXHIBITOR
PROSPECTUS

NAVIGATING THE FUTURE

MASSAGE CONVENTION & TRADE SHOW
JUNE 17-19, 2021

Renaissance World Golf Village Resort
500 S. Legacy Trail | St. Augustine, FL 32092



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The Florida State Massage Therapy Association invites you to join us at the 2021 FSMTA Massage Convention & Trade Show. This event will be held at the World Golf Village Renaissance

St. Augustine Resort, a celebrated travel destination conveniently located near Florida's oldest city. With one of the largest populations of Licensed Massage Therapists in the country and an average increase of more than 2,000 new licensed professionals annually, Florida offers the best location to showcase the massage industry.

Navigating the Future is the theme for our 2021 FSMTA Massage Convention & Trade Show. With the profound effect 2020 has had on the massage industry, we believe that 2021 offers fresh perspectives and new directions for us all. Attendees will be eager to engage and nurture relationships with exhibitors. Business owners and employees alike will be looking for ways to reinforce changes made during 2020 and enhance their practice with products and services found on the trade show floor. To encourage as much one-on-one time as possible, we will be providing lunch and have allowed significant time for attendees to maximize their experience. In addition to a robust selection of continuing education classes, we are proud to offer a demonstration theatre in the exhibit hall and vendor classes to further promote your products.

Massage therapy employment is expected to grow at a rate of over 20% within the next 10 years. FSMTA understands that exhibitors contribute heavily to industry growth, and direct contact with future massage therapists is significant. Convention offers an introduction to companies that massage therapy students would not experience within a classroom setting. Consider participating in our student event to develop new relationships and increase exposure to your brand.

Thank you for your support of the Florida State Massage Therapy Association. We look forward to seeing you in St. Augustine at the 2021 FSMTA Massage Convention and Trade Show!

Crystal A. Howard, LMT, BCTMB
FSMTA Executive President

IMPORTANT DEADLINES

March 30, 2021

Early Bird discount for exhibit space

April 30, 2021

Deadline for final payment

May 14, 2021

Hotel Cut-off date for room reservations

May 21, 2021

Advertisement artwork due

Company description for final program due

Deadline to submit exhibit and sponsorship application

PLEASE NOTE: THE EXHIBIT HALL IS EXPECTED TO SELL OUT



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EXHIBITOR INFORMATION

EXHIBIT HALL SCHEDULE

Thursday, June 17, 2021

- 7:00 AM Registration Opening
- 7:00 AM – 4:00 PM Exhibit Set-up & Move-In
- 6:00 PM – 7:00 PM Presidents Welcome Reception & Exhibit Hall Grand Opening
- 7:00 PM – 9:00 PM Professional Perspectives & Exhibit Hall Open

Friday, June 18, 2021

- 11:00 AM – 8:00 PM Exhibit Hall Open
- 12:00 PM – 2:00 PM Lunch with Exhibitors

Saturday, June 19, 2021

- 11:00 AM – 5:00 PM Exhibit Hall Open
- 12:00 PM – 2:00 PM Lunch with Exhibitors
- 5:30 PM – 11:00 PM Exhibit Move-Out
- 7:00 PM – 11:00 PM Membership Celebration Party

HOTEL

Cut-off date for hotel reservations is May 14, 2021. Guest rooms - \$125/night + tax (single/double). Contact the hotel directly by calling 904-940-8000. Request the FSMTA room block to receive the discounted rate.

World Golf Village Renaissance St. Augustine Resort
500 South Legacy Trail
St. Augustine, FL 32092

Reservations must be received by the hotel prior to May 14, 2021, to guarantee the accommodations of your choice. Reservations made after this date will be confirmed on a space available basis only.

CONTACT Abigail Childers | (407) 786-3307 | achilders@kmgnet.com
222 S. Westmonte Dr., Suite 111, Altamonte Springs, FL 32714



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EXHIBITOR INFORMATION

BOOTH REQUESTS & ASSIGNMENTS

FSMTA reserves the rights to exercise sole discretion in the acceptance or refusal of exhibit space applications. Booth assignments will be made on first-come, first-served basis. Booth locations will be assigned at the sole discretion of show management. Placement will be made based on date contract received, electrical needs, and if possible, direct competitions.

AFFILIATE EVENTS

All affiliate events must be approved by FSMTA and must not conflict with Convention events. For more information, contact FSMTA Headquarters at (407) 786-3307 or achilders@kmgnet.com.

OFFICIAL SERVICE CONTRACTORS

Viper Tradeshow Services is the official service contractor for the 2021 Convention & Trade Show. Once your booth number has been assigned, your information will be forwarded to Viper Tradeshow Services, and instructions for downloading the Exhibitor Service Kit and online ordering information will be sent to you. All booth services should be ordered from the Viper Tradeshow Services exhibitor kit. These items are not included in your booth rental and may be ordered from Viper:

Furnishings (tables, chairs, wastebasket, etc.), Carpeting, Floral, Cleaning

The show color is black and the exhibit hall is carpeted.

Renaissance World Golf Village Resort WILL NOT accept advance direct shipments.

ALL EXHIBITOR SHIPMENTS MUST BE SHIPPED IN ADVANCE TO Viper's warehouse.

No show-site shipping without permission and a specific appointment with Viper is permitted. Shipment fees to the warehouse include delivery to the convention center, delivery to your booth, storage of empties and return of empties at the close of the event.

Exhibitor Service Kits will be sent by email. Questions regarding material handling, shipping or booth furnishings should be directed to Exhibit Coordinator at Viper Tradeshow Services, at (847) 426-3100, or at www.vipertradeshow.com.

Most booth furnishings may be ordered online, and instructions will be included in the Exhibitor Service Kit. The following services must be ordered and paid for directly through the hotel, using the order forms supplied in the Exhibitor Service Kit: Electrical, Internet, and/or Audio Visual.

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EXHIBITOR PRICING

BOOTH STYLE	MEMBER PRICING		NON-MEMBER PRICING	
	Pricing by March 30 2021	Pricing after March 30 2021	Pricing by March 30 2021	Pricing after March 30 2021
10' x 10' Corner Booth	\$1,150	\$1,250	\$1,250	\$1,350
20' x 20' Island Booth	\$3,180	\$3,580	\$3,580	\$3,980

BOOTH SPACE BENEFITS INCLUDE:

- Two exhibitor representatives
- Exhibit Hall Reception Opening with appetizers and refreshments
- Discounted room rate
- Increased exposure of your business by our media sponsors
- Invitation to the President's Welcome Reception on Thursday evening
- Exhibitor ID Sign with company name and booth number
- Pipe and drape
- 6' table and 2 chairs
- Wastepaper basket

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SPONSORSHIP PACKAGES

<p>Platinum Sponsor \$7,000</p>	<p>Choose (1): <input type="radio"/> Elevator Wraps <input type="radio"/> Audio Visual and Wi-Fi Sponsorship Includes: Complimentary 10'x10' Exhibit Booth Logo on all attendee badges Complimentary Full-Page ad in On-Site Program or equivalent Full-Page ad in the spring issue of <i>Massage Message Magazine</i> Logo on convention swag Extensive recognition as a Platinum Level Sponsor in all print materials Posting on Trade Show Signage - 20 minute exhibitor demo slot Two Complimentary Push Notifications on mobile app to attendees Company listing on convention website and event mobile app Pre- and Post-Event Attendees List (Excel) Verbal acknowledgment of your sponsorship at the Convention 1 Complimentary bag insert (sponsor to provide)</p>
<p>Diamond Sponsor \$5,000</p>	<p>Choose (1): <input type="radio"/> Hotel KeyCard <input type="radio"/> Event App Sponsor, Water Service Sponsorship Includes: Complimentary 10'x10' Exhibit Booth Complimentary Full-Page ad in On-Site Program or equivalent Full-Page ad in the spring issue of <i>Massage Message Magazine</i> Logo on convention swag Extensive recognition as a Diamond Level Sponsor in all print materials Posting on Trade Show Signage - 20 minute exhibitor demo slot Two Complimentary Push Notifications on mobile app to attendees Company listing on convention website and event mobile app Pre- and Post-Event Attendees List (Excel) Verbal acknowledgment of your sponsorship at the Convention 1 Complimentary bag insert (sponsor to provide)</p>
<p>Gold Sponsor \$2,500</p>	<p>Choose (1): <input type="radio"/> Refreshment Breaks <input type="radio"/> Charging Station Sponsorship Includes: Complimentary Half-Page ad in On-Site Program or equivalent Half-Page ad in the spring issue of <i>Massage Message Magazine</i> Logo on convention swag Extensive recognition as a Gold Level Sponsor in all print materials Posting on Trade Show Signage - 20 minute exhibitor demo slot Company listing on convention website and event mobile app Pre- and Post-Event Attendees List (Excel) Verbal acknowledgment of your sponsorship at the Convention 1 Complimentary bag insert (sponsor to provide)</p>
<p>Silver Sponsor \$1,500</p>	<p>Choose (1): <input type="radio"/> Saturday Night Entertainment <input type="radio"/> Notepads Sponsorship Includes: Complimentary Half-Page ad in On-Site Program or equivalent Half-Page ad in the spring issue of <i>Massage Message Magazine</i> Logo on convention swag Extensive recognition as a Silver Level Sponsor in all print materials Posting on Trade Show Signage Company listing on convention website and event mobile app Pre- and Post-Event Attendees List (Excel) Verbal acknowledgment of your sponsorship at the Convention 1 Complimentary bag insert (sponsor to provide)</p>
<p>Bronze Sponsor \$1,250</p>	<p>Sponsorship Includes: Complimentary Quarter-Page ad in On-Site Program or equivalent Quarter-Page ad in the spring issue of <i>Massage Message Magazine</i> Logo on convention swag Extensive recognition as a Bronze Level Sponsor in all print materials Posting on Trade Show Signage Company listing on convention website and event mobile app Pre- and Post-Event Attendees List (Excel) Verbal acknowledgment of your sponsorship at the Convention</p>



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A LA CARTE SPONSORSHIP

PRESIDENT'S WELCOME RECEPTION - \$5,000

Thursday night kicks off in style! Hosted by the Executive Board and Exhibitors. Sponsorship includes 5 minutes of mic time, recognition during the event, signage, and general sponsor recognition throughout the event.

MEMBERSHIP CELEBRATION - \$5,000

The Saturday Night party is to celebrate members as convention comes to a close! Sponsorship includes 5 minutes of mic time, recognition during the event, signage and general sponsor recognition throughout the event.

CONVENTION TOTE BAGS (400) - \$3,500

Large Tote Bag includes company name and logo on the bag. Sponsorship includes recognition during the event, and general sponsorship recognition throughout the event.

DRINK TICKETS - \$3,000

3 AVAILABLE - Sponsor drink tickets for alcoholic beverages at the Membership Celebration. Includes company name and logo on drink tickets, signage at bar and general sponsorship recognition throughout the event.

ATTENDEE SHIRTS - \$2,500

2 AVAILABLE - Company logo on one sleeve. Sponsorship includes recognition during the event, and general sponsorship recognition throughout the event.

CONVENTION VOLUNTEER SHIRTS - \$1,000

Company logo on one sleeve. Sponsorship includes recognition during the event, and general sponsorship recognition throughout the event.

CONVENTION TOTE BAG INSERTS - \$250

Tote bag inserts can include flyers, brochures, catalogs, full size samples, or sample size promotional items. Please supply 500 pieces.

EXHIBIT HALL DEMO THEATRE - \$150

The FSMTA is creating a Demonstration Theatre in the Exhibit Hall for companies to demonstrate their products and/or services. The Demo Theatre will offer companies a 20-minute slot during the most active times in the exhibit hall. FSMTA will provide staging, a screen, sound and projector. Any other needs will have to be reserved ahead of time or brought by the presenter. The cost is \$150 and must be approved by the FSMTA Convention Committee. However, they will be chosen on a first-come, first-served basis.

CONTACT

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ADVERTISING OPPORTUNITIES

CONVENTION PROGRAM - Distributed at Convention

1/8 page Ad	\$199
1/4 page Ad	\$299
Half page Ad	\$449
Full page Ad	\$649

MESSAGE MESSAGE MAGAZINE - Spring Issue

1/8 page Ad	\$199
1/4 page Ad	\$299
Half page Ad	\$449
Full page Ad	\$649

* High resolution .eps, .jpg and .pdf files are acceptable.

CLASS REQUEST FORM

- Yes, I would like the opportunity to teach a class designed to showcase the use of my product and/or provide a business resource to convention attendees.
CE Provider Yes No
(If Yes, vendor is responsible for all CE reporting of the attendees in their classes to CE Broker, not the FSMTA.)

- No, I would NOT like the opportunity to teach a class designed to showcase the use of my product or service and/or provide a business resource to convention attendees.

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EXHIBIT / SPONSORSHIP ORDER FORM

Table exhibit displays must be appropriate for a professional meeting. Registration acceptance for exhibits will be at the discretion of FSMTA. Any exhibit sponsored activities must be provided to FSMTA for prior approval. Companies may register by completing the registration information below. Exhibit space is limited and available on a first-come, first-served basis. The registration must be completed and payment received prior to the meeting date. Only one exhibit space per company.

Please Check the Sponsorship of your choice below:

- Platinum Sponsorship: \$7,000**
- Diamond Sponsorship: \$5,000**
- Gold Sponsorship: \$2,500**
- Silver Sponsorship: \$1,500**
- Bronze Sponsorship: \$1,250**
- Presidents Reception: \$5,000
- Membership Celebration: \$5,000
- Convention Tote Bags (400): \$3,500
- Drink Tickets: \$3,000
- Attendee Shirts: \$2,500
- Volunteer Shirts: \$1,000
- Exhibit Hall Demo Theatre: \$150

Company Name _____ Today's Date _____
 Company Contact _____
 Email _____ Website _____
 Phone _____ Fax _____
 Address _____
 City, State, Zip _____
 Primary Rep _____ City/State _____ E-mail _____
 Secondary Rep _____ City/State _____ E-mail _____

PAYMENT TYPE

Check or Money Order - Made payable to FSMTA (mail only)
 Mail Payment to: FSMTA, 222 S. Westmonte Dr., Suite 111, Altamonte Springs, FL 32714 or Fax to (407) 774-6440
 I authorize FSMTA to charge the amount indicated to my Visa MasterCard American Express
Credit Card # _____ **Exp. Date** _____ **CCV#** _____
 Cardholder's Name (Please Print) _____
 Billing Address _____
 Cardholder's Signature _____

I WOULD LIKE TO RESERVE BOOTH SIZE

- 10'x10' Corner
- 20'x20' Island
- Additional Booth Representative \$200

TOTAL AMOUNT DUE \$ _____
 Please indicate if you are a member: Yes No

PLEASE RESERVE THE FOLLOWING SPACE

Booth Number 1st Choice _____ 2nd Choice _____ 3rd Choice _____
 Products/Service Represented _____
 We do not wish to be in close proximity if possible, to the following companies: _____

The rules and regulations on the facing page become binding upon the signing of this contract between the Exhibitor, its agents or employees and FSMTA. Exhibitor agrees to comply with all Americans with Disabilities Act regulations in the design and setup of the exhibit. Exhibitor further agrees to abide by all rules, regulations and restrictions outlined herein and to all conditions under which the exhibit area is provided to the Association. If Exhibitor wishes to have music at their booth, the Exhibitor must obtain a music license to do so. The Association reserves the right to arrange the floor plan however necessary to facilitate a successful traffic flow. The Exhibitor agrees to abide by specific exhibit setup and teardown schedule as arranged by the Association. In the event of fire, strikes, or other uncontrollable circumstances, the Exhibitor assumes entire responsibility for exhibit materials and equipment.

No prior or present agreements or representations shall be binding upon the parties unless included in this Contract. No modification or change in this Contract shall be valid or binding upon the parties unless in writing and executed by the party intended to be bound by it.

Authorized Signature _____ Date _____

As soon as we receive this form, we will follow up to confirm.

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RULES AND REGULATIONS

- 1. Contract:** The following rules and regulations become binding upon acceptance of this contract between the applicant (Exhibitor) and his/her employees and the Florida State Massage Therapy Association (FSMTA), the show sponsor.
- 2. Exhibit Space Description:** Packages include one 6' table, two chairs, pipe and drape, an ID sign, and two representative name badges. No walls, partitions, signs, or decorations may be erected which will interfere with the general view "down the aisle" or with other exhibits. If your pre-contained Exhibit Unit will not fit on one table, you will be required to purchase a second table or forego use of the oversized Exhibit Unit. As per FSMTA Rules, all additional charges incurred including but not limited to electrical or Internet services, and shipping are at the Exhibiting Company's expense.
- 3. Space Assignment:** Table locations will be assigned at the sole discretion of show management. Placement will be made based on receipt of payment in full, extent of sponsorship, order in which contracts were received, electrical needs and, if possible, separation of direct competitors. Management reserves the right to arrange the floor plan as necessary to facilitate a successful traffic flow.
- 4. Adherence to Schedule:** Exhibitor understands that no move-ins or move-outs will be permitted other than in accordance with the schedule set forth in the schedule of events. In the event that FSMTA incurs additional expenses as a result of Exhibitor's failure to adhere to the move-in/move-out schedule, Exhibitor agrees to reimburse FSMTA for any such additional expenses. It is imperative that booths be properly manned during the posted hours. Booths are subject to modification prior to the Convention to adapt to necessary changes in Convention session times; however, all exhibitors will receive adequate notice should this be necessary.
- 5. Exhibit Hours and Disclaimer:** Exhibit space must be occupied during all exhibit hours of the Convention as posted. This agreement is for the rental of the exhibit space only. FSMTA has not made and does not make any warranty of representation whatsoever, either expressed or implied, including but not limited to (1) the level of attendance at the Convention, (2) the number of Convention attendees who will visit any of the exhibits, or (3) whether or not any exhibit will be seen by persons having the authority to procure or commit to procure products or services being exhibited.
- 6. Unoccupied Space:** FSMTA reserves the right, should any rented tables remain unoccupied after the first hour of the show's opening, to rent or occupy said space. Any person, partnership, or corporation engaging space who shall fail to make payment as herein provided shall thereby and thereupon forfeit all rights in and to the use of assigned space, and FSMTA shall have the right to dispose of such space in such a manner as it may consider to its interest without liability on the part of FSMTA.
- 7. Payments and Refunds:** To reserve your booth, a non-refundable deposit of ½ the cost of exhibit space or full payment must be received with completed contract and order form. Final payment must be received NO LATER THAN APRIL 30, 2021. Fees not paid in full by April 30 may result in booth space being forfeited. Cancellation of exhibit space must be received in writing. If the exhibitor cancels by April 23, 2021, the Convention booth rental fee will be refunded (less the deposit) only if the space can be resold by FSMTA. No refunds will be issued for cancellations received after April 23, 2021.
- 8. Noisy and Obnoxious Equipment:** The operation of whistles or any objectionable device will not be allowed. After the show opens, noisy and unsightly displays will not be permitted. FSMTA reserves the right to restrict exhibits that may be objectionable or to order the removal of any portion of an exhibit which in the judgment of FSMTA is detrimental to or distracts from the general order of the exhibits.
- 9. Fire and Safety Regulations:** In order to comply with local fire ordinance requirements, all decorative material must be flame resistant. No volatile or flammable fluids, substances or materials of any nature prohibited by city fire regulations or insurance carriers may be used in any booth. All local regulations will be strictly enforced and the exhibitor assumes all responsibility for compliance with such regulations. Fire hose cabinets and fire exits must be left accessible and in full view at all times.
- 10. Indemnification and Limitation of Liability:** Exhibitor assumes responsibility and agrees to indemnify, defend and hold harmless FSMTA, the Hotel, and the Hotel's Owner, and their respective owners, managers, subsidiaries, affiliates, employees and agents (collectively, "Hotel Parties"), and Group from and against any claims or expenses arising out of the use of the exhibition premises.
- 11. Damage to Property:** Exhibitors are liable for any damage caused to the building, floor, walls, columns, or to standard booth equipment, or to other Exhibitors' property. Exhibitors must not apply paint, lacquer, adhesive, tape, Velcro, or any other coating to building, columns, floors, or to standard booth equipment.
- 12. Public Policy:** Exhibitors are charged with the knowledge of all ordinances and regulations pertaining to taxes, health, fire prevention, customs, and public safety while participating in this show. Compliance with such laws is mandatory for Exhibitors and is the responsibility of the Exhibitor.
- 13. Use of Exhibit Space:** Exhibitors shall reflect their company's highest standards of professionalism while maintaining their exhibit space during show hours. No Exhibitor shall assign, sublet, or share exhibit space without the written permission of FSMTA.
- 14. Use of FSMTA Materials:** By signing this contract, exhibitor agrees not to use the name, image, service/trademarks or confidential and/or strategic information of FSMTA, its Affiliates or their resources or property in connection with any commercial or other interest or activity not associated with FSMTA and its Affiliates.
- 15. Right of Refusal:** FSMTA reserves the right, in its sole and absolute discretion, to refuse exhibit space to any applicant, or to revoke the right to display and to eject from the exhibit hall (or any other area over which FSMTA exercises control), any person, business, exhibit or other exhibitor property.
- 16. CAN-SPAM Privacy Laws:** In compliance with CAN-SPAM privacy laws set forth by the Federal Trade Commission, FSMTA is required to give attendees the option to "opt-out" of the attendee list during the registration process. Those individuals who choose to opt-out are not included in any Convention attendee listings.
- 17. Indemnification and Limitation of Liability:** Exhibitor shall assume responsibility for damage to the Site and shall indemnify and hold harmless FSMTA, its employees, agents, officers, and directors and the Site for all liability ensuing from any cause whatsoever, including accidents or injuries to Exhibitor, its agents or employees. Exhibitor assumes full responsibility for any accident, injury, or property damage to any person viewing its exhibit where such accident, injury or property damages is caused by negligence of exhibitor, its agents or employees.



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