



PRISM of Possibilities

2022 EXHIBITOR PROSPECTUS

Massage Convention & Trade Show
June 22-25, 2022

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 2022 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. Often referred to as Florida's First Coast, it is easily accessible to massage therapists throughout the Southeast region of the United States. With a combined population of approximately 45,000 Licensed Massage Therapists in Florida and Georgia, we offer the best location to showcase the massage industry.

Prism of Possibilities is the theme for our 2022 FSMTA Massage Convention & Trade Show. The massage therapy profession, much like a prism dispersing light, offers a spectrum of possibilities. Innovative ideas, products, and skills enhance the benefits of massage therapy and propel the industry forward with continued growth and success. We encourage you to join us by sharing your products and services with convention attendees eager to engage and nurture relationships with exhibitors on the trade show floor. We are thankful to have been able to host the only Massage Convention & Trade Show in 2021. This opportunity for massage therapy professionals to network with colleagues after a two-year hiatus reinforced the necessity of human connection. To encourage as much one-on-one time as possible, we will again be providing lunch in the exhibit hall and have allowed considerable time for attendees to maximize their experience. In addition to a varied selection of continuing education classes, we are proud to offer a demonstration theater in the exhibit hall and multiple events to help further promote exhibitors.

FSMTA understands that vendors contribute heavily to industry growth and direct contact with massage therapists is significant. Convention offers an introduction to companies that massage therapists would not experience within a classroom or work setting. Sponsorships increase visibility of your brand and we encourage you to consider participating in convention events that provide a platform to present information to a larger, captive audience.

Thank you for your support of the Florida State Massage Therapy Association. We look forward to seeing you in St. Augustine at the 2022 FSMTA Massage Convention & Trade Show!

Crystal A. Howard, LMT, BCTMB
FSMTA Executive President

Important Deadlines

March 15, 2022

Massage Message Magazine
advertisement deadline

April 22, 2022

Early Bird Discount for exhibit space

April 29, 2022

Deadline for final payment

May 20, 2022

Deadline to submit exhibit and
sponsorship application (including the
Exhibit Hall Demo Theatre)

Hotel cut-off date for room reservations

Advertisement artwork due

**PLEASE NOTE: THE EXHIBIT HALL IS
EXPECTED TO SELL OUT**



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Exhibitor Information

EXHIBIT HALL SCHEDULE

Thursday, June 23, 2022

- 7:00 a.m. Registration Opening
- 7:00 a.m. – 2:00 p.m. Exhibit Set-Up & Move-In
- 6:30 p.m. – 8:30 p.m. Exhibit Hall Open
- 6:30 p.m. – 8:30 p.m. Welcome Reception

Friday, June 24, 2022

- 10:00 a.m. – 6:00 p.m. Exhibit Hall Open
- 11:00 p.m. – 1:00 p.m. Lunch With Exhibitors
- 2:30 p.m. – 3:30 p.m. Refreshment Break With Exhibitors

Saturday, June 25, 2022

- 10:00 a.m. – 4:00 p.m. Exhibit Hall Open
- 11:00 p.m. – 1:00 p.m. Lunch With Exhibitors
- 2:30 p.m. – 3:30 p.m. Refreshment Break With Exhibitors
- 4:00 p.m. – 8:00 p.m. Exhibit Hall Move Out
- 6:00 p.m. – 11:00 p.m. President's Celebration

CONTACT

Dawn McKnight | (407) 786-3307 | info@fsmta.org
222 S. Westmonte Dr., Suite 111, Altamonte Springs, FL 32714



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Exhibitor Information

BOOTH REQUESTS & ASSIGNMENTS

Booth 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 are received, and, if possible, separation of direct competitors. Management reserves the right to arrange the floor plan as necessary to facilitate successful traffic flow.

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 info@fsmta.org.

OFFICIAL SERVICE CONTRACTORS

Viper Tradeshow Services is the official service contractor for the 2022 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 April 22 2022	Pricing after April 22 2022	Pricing by April 22 2022	Pricing after April 22 2022
10' x 10' Booth	\$795	\$895	\$895	\$995
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

Island Booth Includes:

- Four exhibitor representatives (additional representatives are \$99 each)
- Four 6' tables and four chairs

10'x10' Booth Includes:

- Two exhibitor representatives (additional representatives are \$99 each)
- 6' table and 2 chairs
- Pipe and drape

All Booth Space Benefits Include:

- Exhibitor ID sign with company name
- Wastebasket
- Welcome Reception with refreshments
- Discounted room rate
- Post convention attendee list
- Increased exposure of your business

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Sponsorship Packages

Platinum Sponsor \$5,000

Choose (1): ☐ Elevator Wraps ☐ Audio Visual ☐ Wi-Fi

Sponsorship Includes:

Complimentary 10'x10' Exhibit Booth
Opportunity to upgrade to 10'x10' Corner Booth for \$500
Two Complimentary Exhibitor Representatives
Full-page ad in on-site program or equivalent
Full-page ad in the spring issue of *Massage Message Magazine*
Logo on Convention swag
Recognition as Platinum sponsor on Convention materials
Complimentary Exhibit Hall Demo Theatre
Pre- and post- Convention attendee list
One complimentary bag insert (sponsor to provide)

Diamond Sponsor \$3,500

Choose (1): ☐ Lunch With Exhibitors ☐ Event App Sponsor
☐ Water Service

Sponsorship Includes:

Complimentary 10'x10' Exhibit Booth
Opportunity to upgrade to 10'x10' Corner Booth for \$500
Two Complimentary Exhibitor Representatives
Full-page ad in on-site program or equivalent
Full-page ad in the spring issue of *Massage Message Magazine*
Logo on Convention swag
Recognition as Diamond sponsor on Convention materials
Complimentary Exhibit Hall Demo Theatre
Pre- and post- Convention attendee list
One complimentary bag insert (sponsor to provide)

Gold Sponsor \$2,500

Choose (1): ☐ Refreshment Breaks ☐ Saturday Night Entertainment

Sponsorship Includes:

Half-page ad in on-site program or equivalent
Half-page ad in the spring issue of *Massage Message Magazine*
Recognition as Gold sponsor on Convention materials
Complimentary Exhibit Hall Demo Theatre
Pre- and post- Convention attendee list
One complimentary bag insert (sponsor to provide)

Silver Sponsor \$1,500

Choose (1): ☐ Notepads ☐ Charging Station

Sponsorship Includes:

Half-page ad in on-site program or equivalent
Half-page ad in the spring issue of *Massage Message Magazine*
Recognition as Silver sponsor on Convention materials
Pre- and post- Convention attendee list
One complimentary bag insert (sponsor to provide)

Bronze Sponsor \$1,250

Sponsorship Includes:

Quarter-page ad in on-site program or equivalent
Quarter-page ad in the spring issue of *Massage Message Magazine*
Recognition as Bronze sponsor on Convention materials
Pre- and post- Convention attendee list
One complimentary bag insert (sponsor to provide)



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A La Carte Sponsorship

PRESIDENT'S CELEBRATION - \$3,000

This Saturday night party is to celebrate Convention attendees as the event comes to a close! Sponsorship includes 5 minutes of mic time, recognition during the event, signage and general sponsor recognition throughout the event.

SUCCESSFUL START PROGRAM (SSP) & PROFESSIONAL PERSPECTIVES - \$3,000

TWO AVAILABLE - The Successful Start Program was created for students and newly licensed therapists to receive additional guidance from experienced massage therapists willing to share their expertise and knowledge. This event also provides information from the Florida Board of Massage Therapy to further educate attendees about licensure requirements and regulations. FSMTA is committed to supporting programs that assist new therapists in achieving success.

Professional Perspectives is a one-to-two hour event that features a guest panel comprised of professionals with varying fields of expertise. Discussion is centered on a specific topic or theme and panelists answer questions as they relate to massage therapy.

LUNCH WITH EXHIBITORS - \$3,000

TWO AVAILABLE - Sponsor a lunch in the Exhibit Hall (Friday or Saturday) and we will create customized signage with your company name and logo as well as include in the Convention Program and note on the conference landing page. Sponsorship also includes recognition during the event, and general sponsorship recognition throughout the event.

DRINK TICKETS - \$3,000

THREE 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.

WELCOME RECEPTION - \$2,500

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.

ATTENDEE SHIRTS - \$2,500

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

GAVEL CLUB LUNCHEON - \$2,000 + Product Donation

Gavel Club honors past and current FSMTA Chapter and Executive Presidents and offers a brief educational presentation. Any person who has served in these roles is invited to attend and engage with those presently serving.

SPORTS TEAM DINNER - \$1,500 + Product Donation

The Annual Sports Team dinner is held for current Chapter Sports Team Chairs and FSMTA Sports Team Trainers. Led by the FSMTA Sports Team Chair, a review of past and current Sports Team activities is presented and future opportunities are discussed.

MASSAGE MAKES ME HAPPY ROOM - \$1,000 + Product Donation

This space gives convention attendees an opportunity to take a break and get a massage in a quiet environment.

CONVENTION TOTE BAGS - \$750

FOUR AVAILABLE - Large Tote Bag includes company name and logo on the bag. 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

FSMTA hosts 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.



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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
Back Cover Ad	\$949

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 .jpg, .tiff, .eps (fonts converted to outlines), and .pdf files are acceptable. Email the files to info@fsmta.org.

Dimensions: 7-1/2" X 10" for full-page ads; 5-1/2" X 7-1/2" for half page ads.

Deadline: Electronic files must be submitted by March 15, 2022 for *Massage Message Magazine* and May 20, 2022 for the Convention Program. Color of inside pages (1-color) will be chosen at the discretion of the publisher.

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Exhibit / Sponsorship Order Form

Table exhibit displays must be appropriate for a professional event. Registration acceptance for exhibits will be at the discretion of FSMTA. An exhibitor 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. Registration must be completed and payment received prior to the event date. Only one exhibit space allowed per company.

Please check the sponsorship(s) of your choice below:

- | | | |
|---|--|--|
| <input type="checkbox"/> Platinum Sponsorship: \$5,000 | <input type="checkbox"/> President's Celebration: \$3,000 | <input type="checkbox"/> Gavel Club Luncheon: \$2,000 + Product Donation |
| <input type="checkbox"/> Diamond Sponsorship: \$3,500 | <input type="checkbox"/> Successful Start Program (SSP) & Professional Perspectives: \$3,000 | <input type="checkbox"/> Sports Team Dinner: \$1,500 + Product Donation |
| <input type="checkbox"/> Gold Sponsorship: \$2,500 | <input type="checkbox"/> Lunch With Exhibitors: \$3,000 | <input type="checkbox"/> Massage Makes Me Happy Room: \$1,000 + Product Donation |
| <input type="checkbox"/> Silver Sponsorship: \$1,500 | <input type="checkbox"/> Drink Tickets: \$3,000 | <input type="checkbox"/> Convention Tote Bags: \$750 |
| <input type="checkbox"/> Bronze Sponsorship: \$1,250 | <input type="checkbox"/> Welcome Reception: \$2,500 | <input type="checkbox"/> Convention Tote Bag Inserts: \$250 |
| | <input type="checkbox"/> Attendee Shirts: \$2,500 | <input type="checkbox"/> 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' ☐ 10'x10' Corner ☐ 20'x20' Island

☐ Additional Booth Representative \$99

TOTAL AMOUNT DUE \$ _____

Please indicate if you are a member: ☐ Yes ☐ No

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 FSMTA. If Exhibitor wishes to have music at their booth, the Exhibitor must obtain a music license to do so. FSMTA 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 FSMTA. 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 modifications or changes 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** _____

Once the form is received by FSMTA Headquarters, you will be contacted to confirm.
For more information, contact Dawn McKnight at (407) 786-3307 or info@fsmta.org.



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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. Packages include one 6' table and two chairs for a 10x10 booth or four 6' tables and four chairs for an island booth. 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 1/2 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 29, 2022. Fees not paid in full by April 29 may result in booth space being forfeited. Cancellation of exhibit space must be received in writing. If the exhibitor cancels by April 29, 2022, 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 29, 2022.

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.

18. Suitcasing and Outboarding are strictly prohibited throughout any of the event space during the convention. Suitcasing is the "selling from the trade show aisles without having an exhibit." Outboarding is "taking meeting space at a hotel near the convention venue and using it for hospitality/demos/meetings/competing events."