



# BUILDING THE FUTURE

FSMTA MASSAGE CONVENTION & TRADE SHOW | June 25-27, 2023  
Hilton Orlando/Altamonte Springs, Florida



The Florida State Massage Therapy Association invites you to join us at the 2023 FSMTA Massage Convention & Trade Show. This event will be held at the Hilton Orlando/Altamonte Springs, conveniently located in Central Florida halfway between Daytona and Disney.

With over 5,000 Licensed Massage Therapists in the Orlando area and more than 38,000 throughout Florida, we offer the best location for professionals to gather together, participate in quality education programs and connect with companies showcasing their products and services.

**Building the Future** is the theme for our 2023 FSMTA Massage Convention & Trade Show. The massage therapy industry continues to grow and evolve to meet the needs of those looking for preventative, patient focused, effective healthcare treatments. Through innovative ideas, products, and skills, massage therapists continue to add tools to their practice. We encourage you to join us in sharing your products and services with convention attendees on the exhibit hall floor and at several of our social and educational events. To encourage as much one-on-one time as possible, we have allowed considerable time for attendees to maximize their experience and develop meaningful relationships.

Also consider our event sponsorship options to increase visibility of your brand and show your support for massage therapists actively involved in the success of our profession.

Thank you for your support of the Florida State Massage Therapy Association. We look forward to seeing you in Orlando/Altamonte Springs at the 2023 FSMTA Massage Convention & Trade Show!

Crystal A. Howard, LMT, BCTMB  
FSMTA Executive President

## *Important Deadlines*

***March 15, 2023***

Massage Message Magazine  
advertisement deadline

***April 21, 2023***

Early bird discount for exhibit space

***April 28, 2023***

Deadline for final payment

***May 20, 2023***

Deadline to submit exhibit and  
sponsorship applications

***May 20, 2023***

Advertisement artwork due

***June 9, 2023***

Hotel cut-off date for discounted  
room reservations

***PLEASE NOTE: The exhibit hall  
is expected to sell out***





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## Exhibitor Information

### Location

Hilton Orlando/Altamonte Springs, 350 Northlake Blvd, Altamonte Springs, FL 32701

### Exhibit Hall Schedule

**Saturday, June 24, 2023**

6:00pm - 11:45pm

Trade Show Set-up (*potential Exhibit Set Up 10:00pm*)

**Sunday, June 25, 2023**

6:30am - 10:30am

Exhibit Set Up & Move-in

11:00am - 6:00pm

Exhibit Hall Open

**Monday, June 26, 2023**

10:00am - 7:00pm

Exhibit Hall Open

**Tuesday, June 27, 2023**

10:00am - 4:30pm

Exhibit Hall Open

4:30pm - 11:00pm

Exhibit Hall Move Out

### Events Schedule

**Saturday, June 24, 2023**

7:00pm - 8:30pm

FSMTA Annual Meeting (FSMTA Members Only)

**Sunday, June 25, 2023**

6:30pm - 9:30pm

Welcome Reception (All Convention Attendees)

**Monday, June 26, 2023**

7:30pm - 9:30pm

Legislative Dinner (Registered Attendees)

**Tuesday, June 27, 2023**

12:30pm - 1:30pm

Gavel Club Luncheon (FSMTA Current & Past Presidents)

Exhibit Hall will be open to the public on select hours each day. We hope to introduce and educate the public about the benefits of Massage Therapy, products and tools Massage Therapists utilize, as well as, provide exposure to your business.  
Additional information can be found in the Exhibitor Kit.

**CONTACT:** Crystal A. Howard | (407) 786-3307 | [info@fsmta.org](mailto:info@fsmta.org)

FSMTA | 407 Lake Howell Road, Suite 1013, Maitland, FL 32751





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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](mailto:info@fsmta.org).

### OFFICIAL SERVICE CONTRACTS

Arata Expositions, Inc (AEI) is the official service contractor for the 2023 FSMTA Massage Convention & Trade Show. Once your booth number has been assigned, information will be forwarded to AEI. FSMTA show management will provide the Exhibitor Service Kit and coordinate with AEI and the hotel regarding exhibitor furniture needs, electrical requirements and any additional items not included in your booth rental. If you require additional items/services, show management will assist in meeting these needs but please note there may be additional costs which will be confirmed and invoiced prior to the event.

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

Hilton Orlando/Altamonte Springs WILL ACCEPT advance direct shipments. Additional fees will be incurred for larger shipments, based on hotel pricing. Information specific to these fees will be provided in your Exhibitor Kit.  
ALL EXHIBITOR SHIPMENTS MUST BE SHIPPED AND RECEIVED 2-3 DAYS IN ADVANCE OF EVENT.

## Exhibitor Pricing

| BOOTH STYLE            | FSMTA MEMBER                     |                                 | NON-MEMBER                       |                                 |
|------------------------|----------------------------------|---------------------------------|----------------------------------|---------------------------------|
|                        | Pricing before<br>April 21, 2023 | Pricing after<br>April 21, 2023 | Pricing before<br>April 21, 2023 | Pricing after<br>April 21, 2023 |
| 10' x 10' Booth        | \$795                            | \$895                           | \$895                            | \$995                           |
| 10' x 10' Corner Booth | \$1,150                          | \$1,250                         | \$1,250                          | \$1,350                         |
| 20' x 20' Corner Booth | \$3,180                          | \$3,580                         | \$3,580                          | \$3,890                         |

#### 20'x20' Booth Includes:

- Five exhibitor representatives
- Four 6' tables and four chairs
- Pipe and drape
- Wastebasket

#### 10'x10' Booth Includes:

- Three exhibitor representatives
- 6' table and 2 chairs
- Pipe and drape
- Wastebasket

#### All Booth Space Benefits Include:

- Exhibitor ID sign with company name
- Discounted room rate
- Pre & Post convention attendee list
- Welcome Reception with exhibitor introductions
- Increased exposure of your business
- Complimentary tote bag inserts (provided by exhibitor)

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## Sponsorship Options

### **PREMIER CONVENTION SPONSOR PACKAGE - \$5,000 - 1 AVAILABLE**

Sponsorship Includes: Complimentary 10'x10' Exhibitor Booth  
Logo on Convention Tote Bags and Attendee Shirts  
Full Page Ad in the 2023 Spring Issue of Massage Message Magazine  
Recognition on Convention materials, FSMTA website, advertising and social media

### **ANNUAL MEETING DINNER - \$1,000 - 1 AVAILABLE**

Sponsor the FSMTA Annual Meeting Dinner Saturday, June 24, 2023 in support of FSMTA members and volunteers. Customized signage with your company name and logo will be displayed and included in general sponsorship recognition.

### **ATTENDEE LUNCH - \$1,000 - 3 AVAILABLE**

Sponsor lunch for attendees (offered Sunday, Monday and Tuesday). Customized signage with your company name and logo will be displayed and included in general sponsorship recognition.

### **WELCOME RECEPTION - \$2,000 - 1 AVAILABLE**

Sponsor this opportunity to welcome convention attendees with this reception Sunday, June 25, 2023. Customized signage with your company name and logo will be displayed and included in general sponsorship recognition.

### **DRINK TICKETS - \$1,000 - 2 AVAILABLE**

Sponsor drink tickets for alcoholic beverages at the Welcome Reception. Includes company name and logo on drink tickets, signage at bar and general sponsorship recognition.

### **ATTENDEE REFRESHMENT BREAK - \$500 - 2 AVAILABLE**

Sponsor a refreshment break for attendees (offered Monday and Tuesday). Customized signage with your company name and logo will be displayed and included in general sponsorship recognition.

### **GAVEL CLUB LUNCHEON - \$1500+PRODUCT - 1 AVAILABLE**

Sponsor the FSMTA Gavel Club Luncheon recognizing current and past FSMTA Presidents and the volunteerism in support of FSMTA and the profession. Product of your choice provided to attendees.

### **LEGISLATIVE DINNER - \$1,500 - 2 AVAILABLE**

Sponsor this Monday night event, hosted by the FSMTA Legislative Team. Sponsorship includes up to 3 dinner tickets, 5 minutes of mic time, customized signage with your company name and logo and general sponsorship recognition. Attendees will learn about updates to FL Massage Therapy Laws & Rules and current FSMTA legislative initiatives. LMTs in attendance will receive 2 CEs in FL Laws & Rules.

### **MASSAGE MAKES ME HAPPY ROOM - \$1,000+PRODUCT - 1 AVAILABLE**

Sponsor this opportunity for attendees to take a break and get a massage in a quiet environment. Customized signage with your company name and logo will be displayed and included in general sponsorship recognition.

### **ATTENDEE SHIRTS - \$2,500 - 2 AVAILABLE**

Sponsor shirts for attendees with your company logo prominently displayed and general sponsorship recognition throughout the event.

### **TOTE BAGS - \$750 - 3 AVAILABLE**

Sponsor tote bags for attendees with your company logo prominently displayed and general sponsorship recognition throughout the event.

### **CONVENTION TOTE BAG INSERTS - \$150**

Inserts can include flyers, brochures, catalogs, full size samples, or sample size promotional items. Please supply 300+ pieces. *(This option is included with ALL exhibitor booths.)*

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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 |
| Inside Cover Full page Ad | \$799 |
| Back Cover Full page Ad   | \$949 |

### **MASSAGE MESSAGE MAGAZINE – Spring Issue (April 2023)**

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

**High-resolution JPG and PDF files will only be accepted.**

**Dimensions required: 7-1/2" x 10" for full page ads**

**5-1/2" X 7-1/2" for half page ads**

#### **Deadlines:**

**Electronic files must be submitted by March 15, 2023 for Massage Message Magazine and by May 20, 2023 for Convention Program. Email files to [info@fsmta.org](mailto:info@fsmta.org)**

**Inside pages (1-color) will be chosen at the discretion of the publisher.**

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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 half 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 28, 2023. Fees not paid in full by April 28, 2023 may result in booth space being forfeited. Cancellation of exhibit space must be received in writing. If the exhibitor cancels by April 28, 2023, 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 28, 2023.
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."





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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. Any 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-serve 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"/> Premier Sponsor Package: \$5,000             | <input type="checkbox"/> Annual Meeting Dinner: \$1,000       | <input type="checkbox"/> Attendee Lunch: \$1,000     |
| <input type="checkbox"/> Welcome Reception: \$2,000                   | <input type="checkbox"/> Gavel Club Luncheon: \$1,500+product | <input type="checkbox"/> Drink Tickets: \$1,000      |
| <input type="checkbox"/> Attendee Shirts: \$2,500                     | <input type="checkbox"/> Convention Tote Bags: \$750          | <input type="checkbox"/> Legislative Dinner: \$1,500 |
| <input type="checkbox"/> Massage Makes Me Happy Room: \$1,000+product | <input type="checkbox"/> Convention Tote Bag Insert: \$150    | <input type="checkbox"/> Refreshment Break: \$500    |

|                               |  |
|-------------------------------|--|
| <b>Company Name</b> _____     | <b>Today's Date</b> _____                  |
| <b>Company Contact</b> _____  | <b>Website</b> _____                       |
| <b>Email</b> _____            | <b>Phone</b> _____                         |
| <b>Address</b> _____          |  |
| <b>City, State, Zip</b> _____ |  |
| <b>Primary Rep</b> _____      | <b>City/State</b> _____ <b>Email</b> _____ |
| <b>Secondary Rep</b> _____    | <b>City/State</b> _____ <b>Email</b> _____ |
| <b>Tertiary Rep</b> _____     | <b>City/State</b> _____ <b>Email</b> _____ |

### PAYMENT TYPE

- ☐ Check or Money Order - Made payable to FSMTA (mail only)  
Mail Payment to: FSMTA, 407 Lake Howell Road, Suite 1013, Maitland, FL 32751
- ☐ I authorize FSMTA to charge the amount indicated to my ☐ Visa ☐ MasterCard ☐ American Express  
Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVV# \_\_\_\_\_  
Cardholder's Name (Please Print) \_\_\_\_\_  
Billing Address \_\_\_\_\_  
Cardholder's Signature \_\_\_\_\_

### I WOULD LIKE TO RESERVE BOOTH SIZE:

- ☐ 10'x10' ☐ 10'x10' Corner ☐ 20'x20' Corner  
☐ 10'x20' (2 10'x10' adjacent) ☐ 10'x20' Corner (10'x10' adjacent to a 10'x10' corner)

**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 preceding 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 FSMTA HQ at (407) 786-3307 or info@fsmta.org.