

The Florida State Massage Therapy Association invites you to join us
at the 2025 FSMTA Massage Convention & Trade Show!



JUNE 27-30, 2025

2025 MASSAGE CONVENTION & TRADE SHOW
ORLANDO/ALTAMONTE SPRINGS, FL

Join us in sharing your products and services with convention attendees on the exhibit hall floor and several of our social 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. Consider sponsorship options that increase visibility of your brand and show your support for massage therapists actively involved in multiple areas of our profession. Boasting one of the largest populations of Licensed Massage Therapists in the US, we offer the best central location in Florida for professionals to gather, support each other, motivate and inspire!

Crystal A. Howard, LMT, BCTMB
FSMTA Executive President

IMPORTANT DATES

April 30, 2025

Early bird discount
for exhibit space ends

June 1, 2025

Convention Program
Ad Artwork due

June 11, 2025

Hotel cut-off date for
discounted room rate

June 20, 2025

Deadline to submit
exhibitor applications

2025 FSMTA MASSAGE CONVENTION & TRADE SHOW

EVENT INFORMATION

Location

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

FSMTA has secured a discounted room rate of \$121 per night + tax for the 2025 FSMTA Massage Convention & Trade Show. **This rate is available through Wednesday, June 11, 2025.**

For reservations, call 800-678-4380 or 407-830-1985 or visit our fsmta.org/convention for link.

Exhibit Hall Schedule

Exhibitor Setup

Thursday, June 26, 2025

6:00pm - 9:00pm

Friday, June 27, 2025

7:00am – 10:30am

Exhibit Hall Open

Friday, June 27, 2025

11:00am – 6:00pm

Saturday, June 28, 2025

11:00am – 7:00pm

Sunday, June 29, 2025

12:00pm – 7:00pm

Exhibitor Move Out

Sunday, June 29, 2025

7:00pm – 10:00pm

Monday, June 30, 2025

7:00am – 10:30am

Education Schedule

Classes

Friday, June 27, 2025 – Sunday, June 29, 2025

8:00am – 6:30pm

Monday, June 30, 2025

8:00am – 1:30pm

Lunch Break

Friday, June 27, 2025 – Sunday, June 29, 2025

12:00pm – 2:00pm

No Lunch on Monday, June 30, 2025

Afternoon Coffee Break

Friday, June 27, 2025 – Sunday, June 29, 2025

Instructor Preference

No Coffee Break on Monday, June 30, 2025

Events Schedule

Welcome Reception (All Convention Attendees & Exhibitors)

Friday, June 27, 2025

7:00pm – 10:00pm

FSMTA Annual Meeting Luncheon (FSMTA Members Only)

Saturday, June 28, 2025

12:30pm – 1:30pm

“BEE CONNECTED” – Networking & Social Gathering

Saturday, June 28, 2025

7:00pm – 10:00pm

Gavel Club Luncheon (FSMTA Current & Past Presidents)

Sunday, June 29, 2025

12:30pm – 1:30pm

Ian McIntosh Legislative Dinner (Registered Attendees Only)

Sunday, June 29, 2025

7:30pm – 9:30pm

EXHIBITOR INFORMATION



Booth Requests & Assignments

Booth locations will be assigned at the sole discretion of show management. Placement will be made based on order in which registration is received, receipt of payment, extent of sponsorship, and, if possible, separation of direct competitors. Management reserves the right to arrange the floor plan as necessary to facilitate successful traffic flow.

In order to maximize visibility within the Exhibit Hall, there will be no pipe and drape setup. The show color is black and the exhibit hall is carpeted. Once your booth number has been assigned, FSMTA show management will provide you with the **2025 FSMTA Exhibitor Service Kit** and coordinate exhibitor furniture needs, electrical requirements and any additional items not included in your booth. If you require additional items/services, FSMTA 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.



BOOTH STYLE	FSMTA MEMBER		NON-MEMBER	
	Pricing before April 30, 2025	Pricing after April 30, 2025	Pricing before April 30, 2025	Pricing after April 30, 2025
8' x 10' Booth	\$749	\$849	\$849	\$949
8' x 10' Corner Booth	\$1,099	\$1,199	\$1,199	\$1,299
8' x 20' Booth	\$1,490	\$1,690	\$1,690	\$1,890
8' x 20' Corner Booth	\$1,840	\$2,040	\$2,040	\$2,240
16' x 20' Corner Booth	\$2,990	\$3,390	\$3,390	\$3,790

8'x10' Booth Includes:

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

8'x20' Booth Includes:

- Four exhibitor representatives
- Two 6' tables and four chairs
- Wastebasket

16'x20' Booth Includes:

- Five exhibitor representatives
- Four 6' tables and four chairs
- 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)

Shipping

Hilton Orlando/Altamonte Springs WILL ACCEPT advance direct shipments. Additional fees may be incurred for larger shipments. Information specific to these fees will be provided in your **2025 FSMTA Exhibitor Service Kit**.
ALL EXHIBITOR SHIPMENTS MUST BE SHIPPED AND RECEIVED 2-3 DAYS IN ADVANCE OF EVENT.

Affiliate Events

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

Convention Program Advertising

1/8 page Ad (horizontal orientation)	2" x 3"	\$199
1/4 page Ad (vertical orientation)	4.25" x 5.5"	\$299
1/4 page Ad (horizontal orientation)	8.5 x 2.75"	\$299
Half page Ad	8.5" x 5.5"	\$449
Full page Ad	8.5" x 11"	\$649
Full page Ad – Inside Cover	8.5" x 11"	\$799
Full page Ad – Back Cover	8.5" x 11"	\$949

Files must be submitted by June 1, 2025.
 High resolution PDF, JPG & PNG files only.



2025 FSMTA MASSAGE CONVENTION & TRADE SHOW

SPONSORSHIP OPTIONS



Premier Convention Sponsor Package - \$5,000

1 Available

Sponsorship Includes:



Complimentary 8'x10' Exhibitor Booth Logo on Convention Tote Bags
Complimentary Tote Bag Inserts Recognition on Convention materials
Recognition on FSMTA website, Convention advertising and Social Media

FSMTA Annual Meeting Luncheon - \$1,000

1 Available

Sponsor the FSMTA Annual Meeting Luncheon Saturday, June 28, 2025 in support of FSMTA members and volunteers. Customized signage with your company name and logo will be displayed and included in general sponsorship recognition.

Exhibit Hall Lunch - \$1,000

3 Available

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

Welcome Reception - \$1,000

2 Available

Sponsor this opportunity to welcome convention attendees with this reception on Friday, June 27, 2025. 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 signage at bar and general sponsorship recognition.

Attendee Coffee Break - \$500

3 Available

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

Gavel Club Luncheon - \$1500 + Product Donation

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.

Ian McIntosh Legislative Dinner - \$1,500

2 Available

Sponsor this Sunday night event, June 29, 2025, hosted by the FSMTA Legislative Team. Sponsorship includes up to 5 dinner tickets, 10 minutes of microphone 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 Donation

1 Available

Sponsor this opportunity for attendees to take a break and get a massage in a quiet environment. Product donation request is for 3-5 full size products and 250 samples. 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 - \$1,000

2 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 350+ pieces. *(This option is included with ALL exhibitor booths.)*



2025 FSMTA MASSAGE CONVENTION & TRADE SHOW

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. Booth Packages: Include one 6' table and two chairs for an 8'x10' booth, two 6' tables and three chairs for an 8'x20' or four 6' tables and four chairs for a 16'x20' 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 needs and shipping, are at the Exhibitor's expense.

3. Space Assignment: Booth locations will be assigned at the sole discretion of show sponsor/management. Placement will be made based on receipt of payment in full, extent of sponsorship, order in which contracts are received, electrical needs and, if possible, separation of direct competitors. FSMTA 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 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 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 contracted booth spaces 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, full payment must be received with completed contract and order form. Cancellation of exhibit space must be received in writing. If Exhibitor cancels by MAY 9, 2025, the Convention booth rental fee will be refunded (less \$100 deposit) only if the space can be resold by FSMTA. *No refunds will be issued for cancellations received after MAY 9, 2025.*

8. Booth Pricing: FSMTA Member discounted pricing is a benefit of FSMTA Membership. An FSMTA Membership lapse prior to the 2025 FSMTA Convention will result in exhibitor payment of cost difference between FSMTA Member pricing and Non FSMTA Member pricing.

9. 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.

10. 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.

11. 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.

12. 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.

13. 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.

14. 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.

15. 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, FSMTA Affiliates or their resources or property in connection with any commercial or other interest or activity not associated with FSMTA and FSMTA Affiliates.

16. 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.

17. 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.

18. 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.

19. Suitcasing and Outboarding: These practices 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, demonstrations, meetings, and competing events."

2025 FSMTA MASSAGE CONVENTION & TRADE SHOW

Exhibit/Sponsorship Order Form

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 Luncheon: \$1,000 | <input type="checkbox"/> Exhibit Hall Lunch: \$1,000 |
| <input type="checkbox"/> Welcome Reception: \$1,000 | <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: \$1,000 | <input type="checkbox"/> Legislative Dinner: \$1,500 |
| <input type="checkbox"/> Convention Tote Bag Insert: \$150 | <input type="checkbox"/> MMMH Massage Room: \$1,000+product | <input type="checkbox"/> Coffee Break: \$500 |



Company Name _____

Company Address _____

City, State, Zip _____

Company Contact _____ Phone _____

Email _____ Website _____

Primary Rep _____ Email _____

Secondary Rep _____ Email _____

Tertiary Rep _____ Email _____

Products/Service Represented _____

PAYMENT

Please indicate if you are an FSMTA member: ☐ Yes ☐ No

<input type="checkbox"/> Check or Money Order (payable to FSMTA) Mail to: FSMTA 407 Lake Howell Road Suite 1013 Maitland, FL 32751	<input type="checkbox"/> I authorize FSMTA to charge my <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express Credit Card # _____ Exp. Date _____ Cardholder's Name _____ CVV _____ Billing Address _____ Cardholder's Signature _____
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I WOULD LIKE TO RESERVE THE BOOTH SIZE INDICATED BELOW:

TOTAL AMOUNT DUE \$ _____

☐ 8'x10' ☐ 8'x10'-Corner ☐ 16'x20'-Corner ☐ 8'x20' (2 8'x10' adjacent) ☐ 8'x20'-Corner (8'x10' adjacent to 8'x10'-Corner)

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

☐ Please contact us about Convention Program Advertising.

2025 FSMTA Massage Convention & Trade Show Rules and Regulations on the preceding page become binding upon the signing of this contract between the Exhibitor, its agents and 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 form is received by FSMTA Headquarters, you will be contacted for confirmation.

For more information, contact FSMTA HQ at (407) 786-3307 or info@fsmta.org.

