



2026

Massage Convention & Trade Show

MASTERS
OF THE
MASSAGE THERAPY
UNIVERSE

2026 EXHIBITOR PROSPECTUS

FSMTA Massage Convention & Trade Show

July 15-18, 2026

Altamonte Springs, Florida



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July 15-18, 2026

The Florida State Massage Therapy Association will present the **2026 FSMTA Massage Convention & Trade Show** at the Hilton Orlando/Altamonte Springs in Altamonte Springs, FL, July 15-18, 2026. We welcome your participation as a tradeshow exhibitor and/or sponsor and appreciate your support of our continuing education efforts. Visit <https://fsmta.memberclicks.net/2026exhibitorsponsorreg> to submit registration online or complete the form on the last page and send to info@fsmta.org. Exhibitor space is limited. Register before May 18, 2026 and save.

Join our “Masters of the Massage Therapy Universe”!

Crystal A. Howard, LMT, BCTMB
FSMTA Executive President

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

FSMTA has secured a discounted room rate of \$127 per night + tax. This rate is available through Friday, July 25, 2026. For reservations, visit the [Hilton/Altamonte Springs booking calendar here](#) or call 407-830-1985 and let them know you are attending the FSMTA 2026 Convention.

Exhibit Hall Schedule

Thursday, July 16, 2026

11:00am – 9:00pm

Friday, July 17, 2026

11:00am – 6:00pm

Saturday, July 18, 2026

11:00am – 7:00pm

Exhibitor Move In

July 15, 2026 4:00pm – 8:00pm
July 16, 2026 7:30am – 10:30am

Exhibitor Move Out

July 18, 2026 6:00pm – 8:30pm
July 19, 2026 7:00am – 10:30am

Class Schedule *(Class length varies from 4, 6 and 8 hour sessions)*

July 15, 2026 – Saturday, July 18, 2026 8:00am – 6:00pm

Lunch Schedule

Thursday, July 16, 2026 12:00pm – 1:30pm
Friday, July 17, 2026 12:00pm – 1:30pm
Saturday, July 18, 2026 12:00pm – 2:00pm

Events Schedule

Welcome Reception (Exhibit Hall)

Thursday, July 16, 2026 6:30pm – 8:30pm

Ian McIntosh Legislative Dinner

Friday, July 17, 2026 7:00pm – 9:30pm

FSMTA Annual Meeting Luncheon

Saturday, July 18, 2026 12:30pm – 1:30pm

Gavel Club Reception

Saturday, July 18, 2026 6:30pm – 10:00pm

May 18, 2026
Early bird discount
for exhibit space ends

June 22, 2026
Convention Program
Ad Artwork due

June 25, 2026
Hotel cut-off date for
discounted room rate

July 8, 2026
Deadline for
exhibitor applications



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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.
Within the Exhibit Hall, there will be no pipe and drape setup, please plan accordingly.

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 **2026 FSMTA Exhibitor Service Kit**, 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. *Please note there may be additional costs for requests not outlined in the Exhibitor Prospectus. These will be confirmed and invoiced prior to the event.*

BOOTH STYLE	FSMTA MEMBER		NON-MEMBER	
	Before May 18, 2026	After May 18, 2026	Before May 18, 2026	After May 18, 2026
8' x 10' Booth 3 representatives, 6' table, 2 chairs	\$749	\$849	\$849	\$949
8' x 10' Corner Booth 3 representatives, 6' table, 2 chairs	\$1,099	\$1,199	\$1,199	\$1,299
8' x 20' Booth 4 representatives, 2 6' tables, 4 chairs	\$1,490	\$1,690	\$1,690	\$1,890
8' x 20' Corner Booth 4 representatives, 2 6' tables, 4 chairs	\$1,840	\$2,040	\$2,040	\$2,240
16' x 20' Corner Booth 5 representatives, 4 6' tables, 5 chairs	\$2,990	\$3,390	\$3,390	\$3,790

All Booths Include:

Complimentary WiFi and standard power access
 Pre & Post convention attendee lists
 Lunch with attendees in Exhibit Hall

Inclusion in Event Marketing (Eblasts, Newsletters, Social Media)
 Complimentary tote bag inserts (provided by exhibitor)
 Inclusion in Convention signage

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 the **2026 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

Files must be submitted by June 15, 2026.

High resolution PDF, JPG And PNG files only.



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SPONSORSHIP OPTIONS

Premier Convention Sponsor Package - \$5,000

1 Available

Sponsorship includes 8'x10' Corner Exhibit Booth, Logo on Convention Tote Bags & Attendee Shirts, and recognition on Convention materials, FSMTA website, Convention Advertising and Social Media.

Welcome Reception - \$1,000

2 Available

Sponsor this opportunity to welcome convention attendees with this reception on Thursday, July 16, 2026. Customized signage with your company name and logo will be displayed.

Exhibit Hall Lunch - \$1,000

3 Available

Sponsor lunch for attendees (offered Thursday, Friday, Saturday). Customized signage with your company name and logo will be displayed.

Coffee Break - \$500

3 Available

Sponsor a refreshment break for attendees. Customized signage with your company name and logo will be displayed.

Ian McIntosh Legislative Dinner - \$1,500

2 Available

Sponsor this Friday night event, July 17, 2026, hosted by the FSMTA Legislative Team. Sponsorship includes up to 5 Dinner Tickets, 10 minutes of microphone time, and Customized signage with your company name and logo displayed. Attendees will learn about updates to FL Massage Therapy Laws & Rules and current FSMTA legislative initiatives. *LMTs in attendance will receive 2 CEs FL Laws & Rules.*

FSMTA Annual Meeting Luncheon - \$1,000

1 Available

Sponsor the FSMTA Annual Meeting Luncheon Saturday, July 18, 2026 in support of FSMTA members and volunteers. Customized signage with your company name and logo will be displayed.

Gavel Club Reception Sponsor Package - \$1,500

1 Available

Sponsor the FSMTA Gavel Club Reception recognizing current and past FSMTA Presidents and their volunteerism in support of FSMTA and the profession.

Drink Tickets - \$1,000

2 Available

Sponsor drink tickets for alcoholic beverages at the Welcome Reception & Gavel Club Reception. Includes company name and logo on signage at bar.

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 150 samples. Customized signage with your company name and logo will be displayed.

Convention Tote Bags - \$1,000

2 Available

Sponsor tote bags for attendees with your company logo prominently displayed.

Convention Attendee Shirts - \$2,500

2 Available

Sponsor shirts for attendees with your company logo prominently displayed.

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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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 JUNE 8, 2026, 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 JUNE 8, 2026.*

8. Booth Pricing: FSMTA Member discounted pricing is a benefit of FSMTA Membership. An FSMTA Membership lapse prior to the 2026 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 damage 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."



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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 Reception: \$1,500 | <input type="checkbox"/> Drink Tickets: \$1,000 |
| <input type="checkbox"/> Legislative Dinner: \$1,500 | <input type="checkbox"/> Massage Room: \$1,000 + product | <input type="checkbox"/> Attendee Shirts: \$2,500 |
| <input type="checkbox"/> Convention Tote Bags: \$1,000 | <input type="checkbox"/> Convention Tote Bag Insert: \$150 | <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 _____

Please indicate if you are an FSMTA member: Yes No

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

RESERVE THE BOOTH SIZE INDICATED BELOW: TOTAL AMOUNT DUE \$ _____

- 8'x10' 8'x10' Corner 8'x20' 8'x20' Corner 16'x20' Corner

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

Please contact us about Convention Program Advertising.

2026 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 _____

**Email completed form to info@fsmta.org
Once form is received by FSMTA Headquarters, you will be contacted for confirmation.**