



creating **2022**  
connections

MTAM ANNUAL SPRING CONFERENCE

april 29 - may 1 , 2022

conference sponsor & exhibitor package

# conference details



Be part of our annual Spring Conference as an exhibitor or exclusive sponsor. Don't miss out on this exciting opportunity to connect with hundreds of RMTs in Manitoba!

## conference details

Our conference is based on the concept of creating connections and bringing people together to learn and network. This hybrid event will be held over 3 days from April 29-May 1, followed by a virtual AGM on May 2nd.

On April 29-30, the live exhibition and in-person live courses will be hosted at the Norwood Inn with additional courses to be held in the nearby MTAM Education Centre. May 1st will consist of a full day of online education with virtual exhibition using the Eventmobi App and Zoom.

Conference information is available and updated regularly on our conference website, [www.mtamconference.com](http://www.mtamconference.com).

## general information

- **In-person Exhibition** – Each Single Booth is equipped with a 6' or 8' foot table and 2 chairs. For the duration of the weekend, exhibit booths should remain open and staffed until closing time each day and all tables, chairs, etc., left onsite. Please refer to the exhibitor guidelines for full details.
- **Virtual Exhibition** – Sponsors and exhibitors will be asked to provide digital content and links to upload into the Eventmobi App.

## add-ons & marketing opportunities

- Additional social media boosts \$25.00 each
- 1-month advertisement on the MTAM Business Ad page \$95.00
- 1-month banner advertisement on the MTAM homepage \$499.00

## exhibition timeline

### friday setup

9:00 a.m. to Noon

### friday exhibition hours

Noon to 7:30 p.m.

### saturday exhibition hours

10:00 a.m. to 4:00 p.m.

*Saturday take down 4:00 to 4:30 p.m.*

*NOTE: Due to the nature of the event, times are subject to change. In the event an in-person exhibition is not possible, exhibitors and sponsors will be offered an equivalent virtual exhibition opportunity and/or other marketing options. Any changes will be communicated to you as soon as possible.*

# sponsorship options

Gain maximum exposure with our exclusive sponsorship packages, featuring prominent logo and link placement on the conference website or contact us to build your own custom sponsorship.

## exclusive sponsorships

Only a single sponsor is permitted in each category unless otherwise specified. Sponsorships must be booked by March 18, 2022, to ensure adequate time to produce marketing material. The sooner you sponsor, the sooner your company logo will begin appearing on all applicable conference marketing. Please refer to the sponsorship/exhibitor chart for the list of inclusions in each sponsorship.

### **Diamond** - AGM Sponsor (Exclusive)

\$799 / *See chart for full sponsorship benefits*

This is our top-level sponsorship and includes sponsorship of our Annual General Meeting webinar which is attended by over 200 members and provides maximum exposure for your company. The Diamond Sponsor also receives a single booth in our 2-day trade show, opportunity to send a message to our members at the beginning of the AGM (live or video recording), and promotion on the MTAM Conference website, MTAM website, MTAM e-newsletter, and social media.

### **Gold** - Sip n' Shop Sponsor (Exclusive)

\$599 / *See chart for full sponsorship benefits*

The Sip n Shop is our Friday night reception and gives members a chance to visit with sponsors and exhibitors, connect with colleagues and have a drink and a few appetizers. The reception is another favourite moment for conference attendees and gives sponsors and exhibitors valuable contact with a high volume of attendees. This sponsorship includes a single booth in our 2-day trade show, and promotion on the MTAM Conference website, MTAM website, MTAM e-newsletter, and social media.

### **Gold** - Tote Bag Sponsor (Exclusive)

\$599 / *See chart for full sponsorship benefits*

Place your branded tote bag in the hands of all conference participants. This re-useable tote bag is used by participants throughout the weekend and beyond giving lasting recognition well after the conference has ended. The tote bag is a favourite souvenir of conference attendees. A full range of digital promotion opportunities are included. Price includes a single colour logo. If you would like your logo to appear in more than one colour the price will increase accordingly.

### **Silver** - Education Sponsor (8 Available)

\$399 / *See chart for full sponsorship benefits*

Have your company logo displayed front and centre as participants enter in-person or virtual classrooms. This sponsorship also includes a prominent logo and link on the conference website and promotion on MTAM's social media pages.

### **Supporter** (Multiple Available)

\$149 / *See chart for full sponsorship benefits*

Supporters receive a logo and link on the conference app and MTAM e-newsletter, promotion on MTAM social media pages, and are included in all group sponsor promotions.

# sponsorship benefits

	Diamond - AGM	Gold - Sip n Shop	Gold - Tote Bag	Silver - Education	Supporter
	\$799	\$599	\$599	\$399	\$149
AGM sponsorship recognition	✓				
Prominent logo & link on the conference website	✓	✓	✓		
One (1) month banner advertising on MTAM website homepage <i>A \$500 value! Our homepage has 28,000+ visits per year (2021 Analytics)</i>	✓				
Full weekend single booth (in-person exhibition)	✓	✓			
Prominent signage at Sip n' Shop reception		✓			
Course sponsor recognition at in-person courses				✓	
Company logo and link on the conference website				✓	
Prominent placement of 8" wide x 4" high single colour logo on tote bag			✓		
Promotional item/flyer inserted into participant tote bag (optional)	✓	✓	✓	✓	✓
Social media shout-outs - Instagram and Facebook	✓	✓	✓	✓	✓
Logo and link recognition in MTAM In-Touch newsletter (up to 4 months) <i>As soon as sponsorship is finalized and for 1 month after the event.</i>	✓	✓	✓	✓	✓
<b>Webinar Day - Eventmobi Options</b>					
Logo & link on the Eventmobi app	✓	✓	✓	✓	✓
Virtual Booth <i>This is a dedicated, highly engaging space for sponsors to post logo, links to resources, website and social media links, a section for sponsor representative information and more!</i>	✓	✓	✓	✓	
Rotating banner ads in Eventmobi App/platform <i>Banner ads in the app being seen consistently. Brand awareness at it's best.</i>	✓	✓	✓		
Pre-recorded on-demand presentation/embedded videos/webinars <i>For on-demand playback by participants accessible before, during and after the conference. A dedicated area for all on-demand content will be highlighted in the app. NOTE If needed, we can help by creating a Zoom presentation room for you to record if you do not have your own presentation/webinar/video available.</i>	✓	✓	✓	✓	
Sponsor ribbon highlight on Sponsor Listing page <i>An added touch of attention on your listing to help it rise above the rest.</i>	✓	✓	✓		
Webinar sponsor recognition <i>Sponsorship recognition at webinar events including a pre and post stream image.</i>				✓	
Gamification points (traffic/engagement) <i>We will have a point-scoring competition for all attendees to further engage and encourage participation. They will be able to score points by visiting your booth, meeting you, or a similar outreach.</i>	✓	✓	✓	✓	
In-App notifications <i>With special Gamification code sent to all attendees with sponsor logos and links.</i>	✓	✓	✓	✓	
Virtual gift bag item (optional) <i>Sent at the end of the event to all participants who attend. Can be a deal or an exclusive code to attend a future presentation.</i>	✓	✓	✓	✓	✓

# exhibitor options



Did you know? Many of our sponsorships come with a full-weekend booth!

## exhibitor benefits

### In-person Exhibition at the Norwood Inn

Each single booth includes:

- A 6' or 8' draped table
- Shared wifi
- Chairs
- Access to electricity
- ID badges

### we encourage creativity!

Creativity is encouraged in creating an engaging space for participants to interact with your company and representatives. Examples are: prize wheel, interactive games, interesting displays

# exhibitor packages

	Single	Double (Ltd. Numbers)	Triple (Ltd. Numbers)
Early Bird Price	\$299	\$399	\$499
Regular Price	\$399	\$499	\$599
Draped Table per Space	1	2	3
Folding Chairs	2	3	4
# ID Badges Included	2	3	4

Add-ons include additional social media boosts digital advertising. Cost details on commitment forms.

# exhibitor guidelines

## exhibitor guidelines

To ensure a successful experience for everyone, the MTAM Conference Committee and MTAM staff provides exhibitors with a list of guidelines. As an exhibitor, you should understand and agree that MTAM Conference Exhibition Rules and Regulations are an integral and binding part of the show and your contract.

### mandatory exhibition hours

The Conference Committee has built the Exhibition hours to coincide with workshops and courses for you to maximize your time as an exhibitor.

As we would like to ensure all our participants are given an opportunity to visit all of the exhibitors, we have created mandatory hours. Exhibitors leaving early or not attending one day will not be invited back to the 2023 Conference.

### rules

- MTAM reserves the right to accept or reject at its sole discretion any application to exhibit, and to determine the eligibility of any proposed exhibit.
- As a sponsor; involvement at an event or any association with the Massage Therapy Association of Manitoba does not represent endorsement of the product or service.
- Organizations invited to participate in the Massage Therapy Association of Manitoba's sponsorship program are recognized as being responsible to promote their products or services with no false, misleading, or exaggerated claims.
- These products or services must not be in conflict with the purpose and goals of the Association.
- MTAM will not monitor the activities of a sponsor, but will examine concerns raised by the membership and take appropriate action if required.

- MTAM or MTAM Conference logo cannot be used in association with any product or service promoted by a sponsor, but a current approved affiliation may be referenced (e.g. Proud Sponsor of the MTAM 2022 Conference).
- Please be mindful of our members with disabilities. Each exhibitor shall ensure that their booth is accessible and meets the communication needs of our members.

### booth sharing

There will be no subletting or sharing of booth space by more than one company without prior agreement with Conference management.

### prize donations

To contribute to the success of our show, we ask all exhibitors to donate a prize to raffle as a door prize, and any other prize that we could use as a Grand Prize would be appreciated. It's your opportunity to support your customers.

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### schedule

#### friday

9:00 a.m. to Noon.....Setup  
Noon to 7:30 p.m..... Open

#### saturday

10:00 a.m. to 4:00 p.m..... Open  
4:00 p.m..... Take Down

# commitment form



## return this form to:

**Massage Therapy Association of Manitoba**

175 Marion Street, Winnipeg, MB R2H 0T3

Phone (204) 927-7979 | Email: [accounting@mtam.mb.ca](mailto:accounting@mtam.mb.ca)

## dates & deadlines

Exhibition Early Booking | February 18, 2022

Exhibition Final Booking | March 18, 2022

Artwork Deadline | April 8, 2022

Company Name: \_\_\_\_\_

Representative #1: \_\_\_\_\_

Representative #2: \_\_\_\_\_ Representative #3: \_\_\_\_\_

Address: \_\_\_\_\_

City/Town: \_\_\_\_\_ Postal Code: \_\_\_\_\_ Telephone: \_\_\_\_\_

Email: \_\_\_\_\_ Returning Exhibitor:  New Exhibitor:

### book your exhibition space

Check  your preference.

*\* Please add GST to all prices*

<input type="checkbox"/> <b>Single</b>	<i>Before Feb 18</i>	\$299	<i>After Feb 18</i>	\$399
<input type="checkbox"/> <b>Double</b>	<i>Before Feb 18</i>	\$399	<i>After Feb 18</i>	\$499
<input type="checkbox"/> <b>Triple</b>	<i>Before Feb 18</i>	\$499	<i>After Feb 18</i>	\$599

### sponsorship

Please call us to finalize the details of your sponsorship: (204) 927-7979

*\* Please add GST to all prices*

<input type="checkbox"/> <b>Diamond</b> - AGM	\$799	<input type="checkbox"/> <b>Silver</b> - Education	\$399
<input type="checkbox"/> <b>Gold</b> - Sip n' Shop	\$599	<input type="checkbox"/> <b>Supporter</b>	\$149
<input type="checkbox"/> <b>Gold</b> - Tote Bag	\$599		

### add-ons & marketing

Check  your preference.

*\* Please add GST to all prices*

<input type="checkbox"/> Additional social media boosts	\$25
<input type="checkbox"/> 1-month advertisement on the MTAM Business Ad page	\$95
<input type="checkbox"/> 1-month banner advertisement on the MTAM Home page	\$499

### method of payment

E-transfer: [accounting@mtam.mb.ca](mailto:accounting@mtam.mb.ca)  VISA  Mastercard

Cardholder Name: \_\_\_\_\_

Card Number: \_\_\_\_\_ Card Expiry: \_\_\_\_\_ CSV: \_\_\_\_\_

Billing Address (if different from above): \_\_\_\_\_