



In Person Conference
October 6 – 9, 2024
Pittsburgh, PA

Virtual Conference
October 26 – 27, 2024

AATA2024 Sponsorship Prospectus





A Message from AATA's Partnership Director

AATA is excited to announce our 2024 annual conference is being held October 6 – 9 in Pittsburgh, Pennsylvania! We look forward to offering the mental health community first-in-class programming – with unparalleled opportunities for Continuing Education, networking, and art-making through workshops and experientials. Then, join us for more programming and networking at our virtual conference, Oct. 26 – 27.

AATA values the support of organizations that help us advance our mission and the life-affirming work of our members. We would be honored to work with you year round as an AATA Strategic Partner. Especially at a time when our nation's mental health is at crisis levels, your organization's support demonstrates your commitment to improving the well-being of people everywhere.

This prospectus outlines many of the enhanced benefits and opportunities that help your organizations connect with decision makers in the mental health community. AATA crafts custom packages for our in-person and virtual conferences as well as throughout the calendar year to help you maximize your investment!

I would love to learn more about your organization and goals – and together, we can craft a customized partnership package to help you reach our community more effectively.

See you in Pittsburgh!

Tracy Mitchell
AATA Partnership Director
tmitchell@arttherapy.org

BE SEEN AT THE LARGEST ANNUAL GATHERING OF ART THERAPISTS

- **POSITION** your organization in front of mental health care decision-makers and small business owners
- **BUILD** brand awareness
- **CULTIVATE** customer relationships

AATA2024 SNAPSHOT

1,000 Attendees

Credentialed Art Therapists

Art Therapy Students

Counselors

Social Workers

Researchers

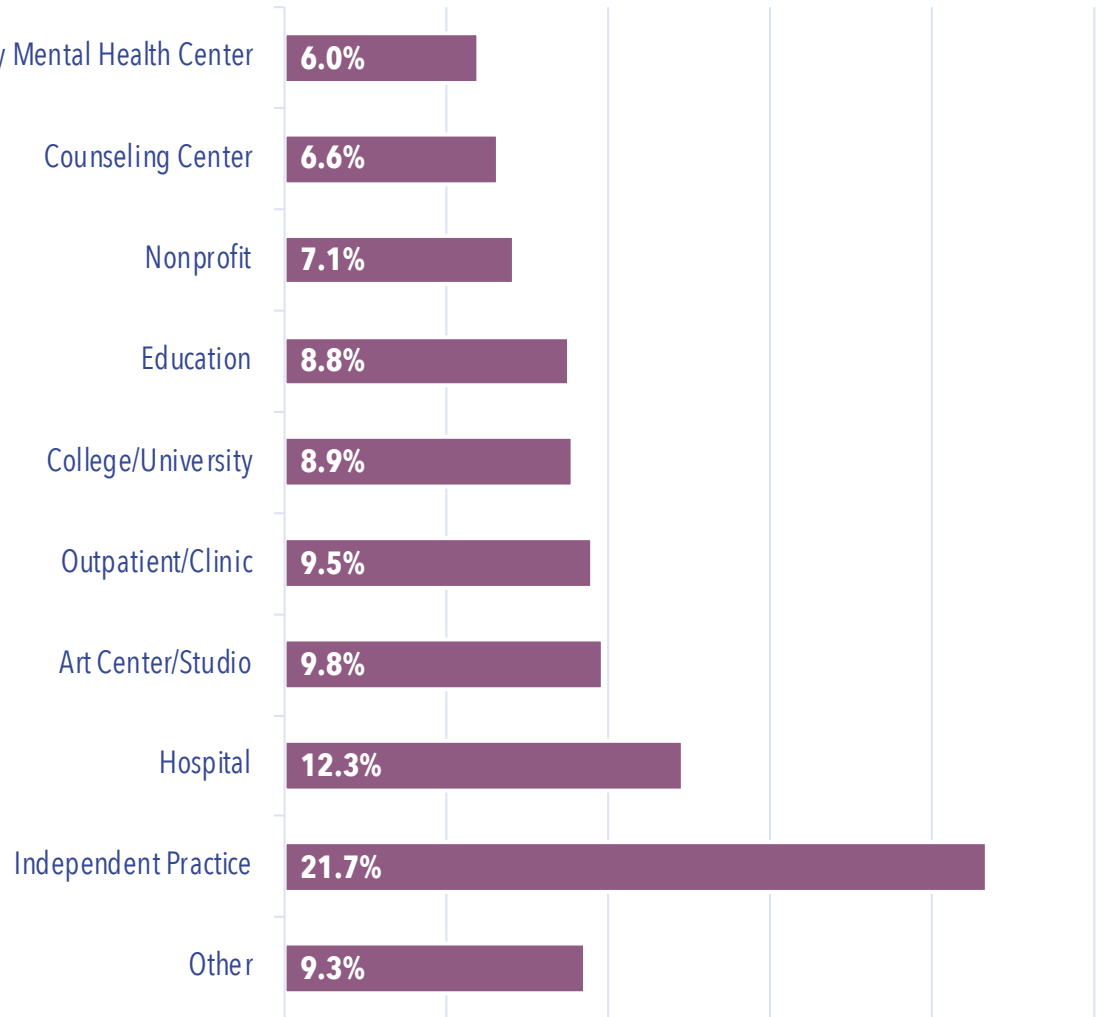
Educators

And More

WHO YOU WILL MEET AT AATA2024

The Annual Conference is the premier event for art therapists and other clinicians, educators, students, and more.

Attendees work in a variety of settings—and hold different roles and responsibilities.



1,000

attendees

20+

countries

30%

first-time attendees

40%

credentialed
professionals



DEADLINES FOR SPONSORS

- Exhibit Hall and Open Art Studio sponsorship reservations must be submitted by **September 6**
- Other sponsorship requests must be received by **September 6**
- Hotel rooms available until room block is full at book.passkey.com
- Decorator deadline to be announced in July

When: **October 6 - 9, 2024**

Where: **Wyndham Grand Pittsburgh
Downtown**

SCHEDULE AT-A-GLANCE

Oct 6: **President's Opening Reception**

Oct 7 - 9: **Exhibit Hall open**

Oct 7, 10:15am - 5:00 pm

Oct 8, 10:15am - 5:00 pm

Oct 9, 10:15am - 2:00 pm

Oct 7 - 9: **Open Art Studio**

with 30-minute sponsored
mini-workshops

Oct 9: **Closing Reception**

EXHIBITING OPPORTUNITIES

Take advantage of the bustling Exhibit Hall with a tabletop or booth positioned around the highly trafficked Open Art Studio.



Exhibition Booth

- One 8'x10' booth with pipe & drape
- One 6' draped table, two chairs, and one wastebasket
- Two badges to the Exhibit Hall
- Access to mobile app exhibitor page, including lead generation reporting

Exhibition Tabletop

- One 6' draped table, one chair, and one wastebasket
- One Exhibit Hall badge
- Access to mobile app exhibitor page, including lead generation reporting

OPEN ART STUDIO EVENTS

The Open Art Studio, located in the center of the Exhibit Hall, is the **heart of the conference**—and the most highly trafficked area of the conference.

Attendees come here to learn new skills, connect with each other, or just make art, intentionally.

Sponsors can conduct 30-minute product demos or teach mini-workshops using a new product or technique.



HOW WE DRIVE ATTENDANCE TO THE EXHIBIT HALL

- Exhibit Hall is open all day throughout the conference
- Open Art Studio, the heart of the conference, is located inside the Exhibit Hall, which means traffic throughout the day
- Exhibitor information will be prominently displayed in the revolving slide show on screens in registration lobby area
- Emails to registered and potential attendees in the weeks leading to conference will include Exhibitor information
- Reminders to visit the Exhibit Hall sent throughout AATA2024 to attendees via the conference mobile app
- Exhibitors may conduct product raffles throughout the day through the mobile app to encourage visits



BEYOND THE BOOTH

Sponsor Networking Events

AATA2024 offers opportunities to highlight, educate, and entertain conference attendees. **Demonstrate your organization's commitment to AATA's life-affirming mission and the field of mental health** by sponsoring a networking event and helping attendees connect with clinical, educational, and research colleagues.



Networking Events

- Networking Breakfasts after Plenary Sessions
- President's Opening Reception
- Closing Reception

BEYOND THE BOOTH

Get Listed in the Mobile App

In 2023, the conference mobile app was downloaded by 89% of attendees and generated more than 2,800 community board messages and nearly 10,000 profile views!

Conference attendees indicated that the app was the resource they **used the most to learn about specific exhibitors and events.**



BEYOND THE BOOTH

More Ways to Connect with Attendees

Pre-Conference Communications

Over 50 emails are sent to registered and prospective attendees in months prior to the conference to more than 15,000 people.

Sponsors and Exhibitors will be mentioned!

Revolving Slide Show

Get included in the art exhibition revolving slide show on screens throughout the registration lobby area

Printed Pocket-Sized Program

Our new printed pocket-sized program will be given out at the registration desk to all attendees

Room Key

Get your brand in the hands of every attendee staying at the conference hotel. Sponsor branding on one side of the hotel key card. (Sponsor to provide camera-ready artwork.)

Tote Bag

Your logo and insert provided to all attendees on our reusable keepsake bag

Lanyards

Sponsor exclusive – puts your logo on the lanyards given out to all attendees

QR Codes on Badges

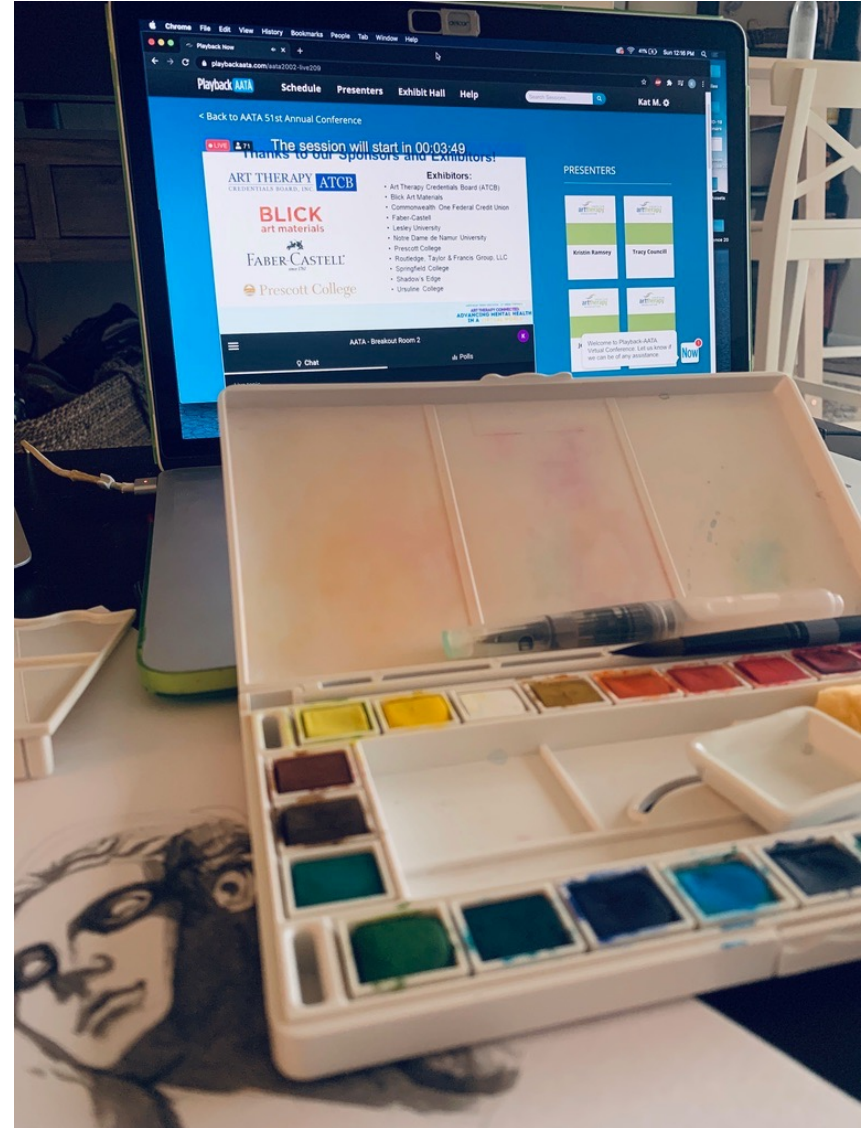
Generate customer leads by scanning interested attendees' badge QR codes

AATA2024 VIRTUAL CONFERENCE

AATA2024 continues beyond Pittsburgh with a two-day virtual conference with *all original programming*, Oct. 26 – 27. We expect 600 attendees.

Virtual events also help us reach a broader audience who may not be able to travel due to scheduling or other responsibilities.

Get a 50% discount for Virtual Conference sponsorship or exhibits when you sponsor the In-Person AATA2024 conference!



SPONSORSHIP PACKAGES

PLATINUM SPONSOR

(\$12,500 investment)

- Exhibit Booth with 2 Full In-Person Conference Registration Packages
- Recognition at the President's Opening Reception (with opportunity to give a brief welcome to the attendees)
- Recognition at the Closing Reception
- Conference mobile app exhibitor page, including lead generation, and scrolling banner
- Recognition on event signage, revolving slide show, and on Plenary Sessions jumbo screens
- Primary logo placement on conference website
- Registration bag insert and logo on bag
- Logo placement on Pocket Program
- Virtual Exhibit Booth at Virtual Conference

GOLD SPONSOR

(\$8,000 investment)

- Exhibit Booth with 1 Full In-Person Conference Registration Package
- Recognition at the President's Opening Reception and Closing Reception
- Conference mobile app exhibitor page, including lead generation, and scrolling banner
- Logo placement on Pocket Program
- Recognition on event signage, revolving slide show, and on Plenary Sessions jumbo screens
- Secondary logo placement on conference website
- Registration bag insert and logo on bag

SILVER SPONSOR

(\$6,000 investment)

- Exhibit Booth
- Conference mobile app exhibitor page, including lead generation
- Recognition on event signage, revolving slide show, and on Plenary Sessions jumbo screens
- Logo placement on conference website
- Logo placement on Pocket Program
- Registration bag insert and logo on bag

SPONSORSHIP PRICING

PLENARY SESSIONS THREE AVAILABLE (\$4,000)

- Recognition on signage and from podium
- Opportunity to address attendees (limited to 30 seconds) or 30-second video at the opening of the session
- Scrolling banner acknowledgement in the conference mobile app

OPEN ART STUDIO TITLE SPONSORSHIP (\$15,000)

- Sponsors can conduct 30-minute product demos or teach mini-workshops using a new product or technique in the Open Art Studio
- Recognition as title sponsor on signage and from podium
- Additional Exhibit Hall badges as needed

EXHIBIT HALL BOOTHS AND TABLETOPS (\$890)

- Booths include draped table, pipe & drape, two chairs, two badges to the Exhibit Hall, and access to mobile app exhibitor page (\$890; \$695 for nonprofits/educators)
- Tabletops include draped table, one chair, one Exhibit Hall badge, and access to mobile app exhibitor page (\$675 for a tabletop for educators only)

MORNING NETWORKING BREAK THREE AVAILABLE (\$2,000)

- Networking break follows the plenary sessions
- Beverage napkins and signage featuring your logo
- Scrolling banner in conference mobile app

SPONSORSHIP PRICING

REGISTRATION TOTE BAG AND INSERTS	<ul style="list-style-type: none">• Printed material insert (\$750; \$300 for educational institutions)• Product insert give-away (\$1,200; \$600 for educational institutions)• Logo on the bag (\$1,000; \$500 for educational institutions)
MOBILE APP EXCLUSIVE (\$5,000)	<ul style="list-style-type: none">• Branded conference mobile app homepage header - EXCLUSIVE (\$5,000)• Scrolling banner on conference mobile app (\$1,000)• Sponsor page on conference mobile app• Recognition signage at conference
BADGE LANYARDS EXCLUSIVE (\$2,500)	<ul style="list-style-type: none">• Your brand featured on name badge lanyards (Item fulfilled by sponsor with approval by AATA conference staff)• Scrolling banner in conference mobile app
ROOM KEY EXCLUSIVE (\$5,000)	<ul style="list-style-type: none">• Sponsor branding on one side of the hotel key card. (Sponsor to provide camera-ready artwork.)

Contact Us!

To purchase sponsorship or Exhibit Hall table, or for any questions, contact Tracy Mitchell, AATA Partnership Director, tmitchell@arttherapy.org

