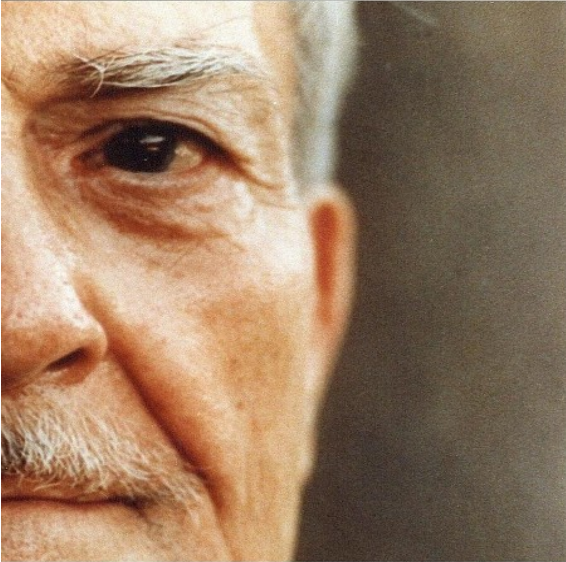


EXHIBITING AND ADVERTISING INFORMATION



THE 13TH INTERNATIONAL CONGRESS ON ERICKSONIAN APPROACHES TO PSYCHOTHERAPY

PHOENIX, ARIZONA
DECEMBER 12-15, 2019

The Milton H. Erickson Foundation, Inc., invites you to participate in the upcoming *Erickson International Congress*, December 12-15 2019, at the Hyatt Regency in Phoenix, Arizona. This is your opportunity to reach approximately 1000 health and mental health practitioners including psychologists, psychiatrists, physicians, social workers, and counselors from around the globe.

EXHIBIT CONTENT:

All exhibits must serve the professional and scientific interests of the Conference and its sponsors. The Foundation reserves the right to require immediate withdrawal of an exhibit if the Board of Directors believes it may be inappropriate or injurious to the purposes of the Conference or the Foundation. Only professional equipment, services, and audio/video products may be displayed. **Books may NOT be sold at exhibit booths.** If you would like to sell books, through the Conference bookstore, please email Judi Bushella: booknookcharlie@gmail.com for information.

ACCEPTANCE OF EXHIBIT SPACE:

Acceptance of exhibitors is at the discretion of The Milton H. Erickson Foundation, Inc. The Foundation reserves the right to refuse applications that do not meet our standards. Applicants who are not approved will receive a full refund. All applicants must complete and sign the enclosed application, Statement of Liability, and mail it, fax or email it with full payment, to The Milton H. Erickson Foundation, Inc. Exhibit space is limited and acceptance will be on a first-come, first-served basis.

Each exhibitor will be provided with two complimentary conferences registrations.

ASSIGNMENT OF EXHIBIT SPACE:

LIMITED SPACE IS AVAILABLE FOR THIS CONFERENCE. Assignment of exhibit space is based on the date of receipt of the application and will be made solely at the discretion of the Erickson Foundation. The exhibit area will be located in the **Atrium Lobby (see last page)**.

DESCRIPTION OF BOOTHS:

Booths will be one - 6' draped table **or** two - 6' draped tables (see pricing on page 2). No walls, partitions, decorations or other obstructions may be erected that in any way interfere with the view of any other exhibitor.

SERVICES AND EQUIPMENT PROVIDED:

In addition to the table(s), the price of the booth includes two chairs and a wastebasket. Exhibitors should bring their own signage. Easels are available upon request. A tent card with the name of your organization will be provided. Any additional furnishings, décor or equipment is at the expense of the exhibitor. **Electrical, telephone and internet setup must be done directly with the hotel.** Please contact brent.grimes@hyatt.com for any special needs.

EXHIBITING AND ADVERTISING INFORMATION

NOTE: Exhibits are not in a secured area. A security guard will be on duty before and after normal exhibit hours. Please note, however, that The Milton H. Erickson Foundation is not responsible for lost or stolen products from the exhibit area. We highly recommend that you take the necessary precautions to secure your products at all times.

INSTALLATION, EXHIBIT HOURS AND DISMANTLING:

Exhibitors can begin registration and setup on **Wednesday anytime from 8:00 AM-4:00 PM. Please see the Foundation Registration Desk to receive your name badge and syllabus.**

Exhibits will be located in the Atrium Lobby.

Dismantling and removal must take place by 3:45 PM, Sunday, December 15. We ask that Exhibits not be dismantled, removed or disturbed in any way before 2:00 PM that day. Please contact the Erickson Foundation if you need to dismantle your exhibit before this time.

EXHIBIT HOURS:

Setup - Wednesday December 11
8:00 AM - 4:00 PM

Thursday, December 12
8:00 AM - 7:00 PM

Friday, December 13
8:00 AM - 7:00 PM

Saturday, December 14
8:00 AM - 6:00 PM
(Book Signing Reception: 5:00-6:00 PM)

Sunday, December 15
8:00AM - 2:00 PM

The above hours are subject to change.

RULES & REGULATIONS FOR USE OF EXHIBIT SPACE, BUILDINGS AND EQUIPMENT:

1. If the exhibitor fails to install his display within the set time limits, or fails to comply with any provisions concerning the use of display space, The Foundation shall have the right to evict exhibitor and repossess said space.
2. All demonstration and distribution of promotional materials must be confined to the limits of the exhibitor's booth. No exhibitor shall assign, sublet, or share exhibit space without the written consent of The Erickson Foundation.
3. Exhibits, which include the operation of any noise-making machines, must be operated so that the resulting noise will not annoy or disturb adjacent exhibitors or their patrons.
4. Exhibitors are required to keep exhibit space neat and orderly at all times.
5. Exhibitors may use their discretion with regard to actual operating hours.
6. Dismantling of the exhibits must proceed during the hours stated. If the exhibitor fails to remove exhibit, removal will be arranged by The Foundation at the exhibitor's expense.
7. Exhibitors or their agents shall not damage or deface the hotel walls. Exhibitors may not drive tacks, nails or screws into the walls or woodwork. In addition, please do not use tape to secure signs to the walls of the hotel. If damage appears, the exhibitor is liable to the owner of the damaged property.
8. **Fire Protection:** All display materials must be flameproof and subject to inspection by the Phoenix Fire Department. All exhibitors must comply with local fire regulations.

EXHIBIT BOOTH FEE:

For exhibit space and above-mentioned services, the cost is \$650 for 1 table and \$950 for 2 tables. Payment must be made in full upon submission of the application. Payments may be made with a credit card or by check. All checks should be in U.S. currency, drawn on a U.S. bank and made payable to The Milton H. Erickson Foundation, Inc.

EXHIBITING AND ADVERTISING INFORMATION

CANCELLATION POLICY:

All requests for refunds **must be in writing**. Exhibit space may be cancelled up to 30 days prior to the opening of the Conference and are subject to a \$50 administrative fee. Exhibitors cancelling 15-45 days prior to the Conference will be charged one-half the price of the booth space. Exhibitors cancelling within 14 days of the Conference will be charged the full price of the booth space.

In the case of the Conference being cancelled for any reason whatsoever, the rent and lease of the space to the exhibitor shall be terminated, in which case the full liability of The Foundation is limited to a refund of the amount previously paid under contract.

CONTRACTUAL AGREEMENT:

It is agreed that these regulations become a part of the contract between exhibitor and The Foundation. The Foundation has full power of interpretation and enforcement of these rules. All matters and questions not covered by these regulations are subject to the decision of The Foundation. All decisions made shall be binding on all parties affected by them and the original regulations. Exhibitors or their representatives, who fail to observe these conditions of contract, or who, in the opinion of The Foundation, conduct themselves unethically or unprofessionally, may be dismissed from the exhibition without refund or other appeal.

ACCOMMODATIONS:

Hotel reservations should be made by exhibitors directly. The hotel rate, for those making reservations is \$159 single occupancy. The cut-off date for this rate is November 18. Hotel reservations may be made online at the Conference web site **EricksonCongress.com** or by calling **602-252-1234**.

NOTE TO EXHIBITORS:

There is a **Statement of Liability** on the final page of this document. Please read it carefully, sign and date the form, and return it, along with the completed Exhibit Application Form.

If you have questions about the information contained in this packet, or regarding exhibiting/advertising, please contact Kayleigh Vaccaro (kayleigh@erickson-foundation.org) at the Milton H. Erickson Foundation, Inc., Tel: 602.956.6196; Fax: 602.956.0519

FREE-TAKE-ONE LITERATURE TABLE:

The Milton H. Erickson Foundation will arrange display materials such as brochures, pamphlets, leaflets, and other types of handouts, on strategically located literature tables. Tables are for paid Free-Take-One Exhibitors. Materials will be placed on the tables and replenished by the Foundation and its staff members only. In order to reserve space(s), a sample of each type to be displayed must be sent to the Erickson Foundation for approval. There is a fee of \$75 per type of material displayed. A minimum of 500 copies of each should be brought to the Conference for placement. If you prefer to ship your materials, please contact us for instructions and shipping information: kayleigh@erickson-foundation.org

SYLLABUS ADVERTISING

Conference On-Site Syllabus
Circulation: approximately 1000

The On-Site Syllabus is an indispensable reference guide for attendees, consisting of a complete program including workshop descriptions, educational objectives, room locations, and other significant conference information. Based on prior conferences, more than 1000 copies of the On-Site Syllabus will be distributed to registrants at this year's *Erickson Congress*. Also, many registrants keep their copies as mementoes.

Final artwork must be received by November 2, 2019.

AD SIZES:

Full page - \$500	7.75" wide x 10.25" high
Half page horizontal - \$400	7.75" wide x 5.0" high
Half page vertical - \$400	3.75" wide x 10.25" high
Quarter page - \$350	3.75" wide x 5.0" high

ART SPECIFICATIONS:

Final trim size: 8 3/8" x 10 7/8", saddle stitched. Paper is gloss white. Art must be submitted in a print quality Jpeg or Tiff file, or PDF format with all fonts embedded. Please save all files as CMYK (for color advertisements) or Grayscale (for black & white ads). For colors that are incorrectly defined, a color conversion could produce unintended results.

EXHIBITING AND ADVERTISING INFORMATION

The Milton H. Erickson Foundation reserves the right to match PMS color. For additional information, please contact support@erickson-foundation.org or call 602-956-6196.

THIS FORM MUST BE RETURNED WITH THE EXHIBIT APPLICATION!

STATEMENT OF LIABILITY

I, the undersigned, **Exhibitor**, understand and agree that **The Milton H. Erickson Foundation, Inc., the Hyatt Regency Hotel, Phoenix**, their officers, agents or employees shall not in any manner be responsible for the loss or damage to any goods, wares or equipment exhibited upon the **exhibitor's** allotted space or placed thereon or while in transit to or from the buildings. The **exhibitor** and all his/her personal property situated upon the allotted space remains thereon at the sole risk of the **exhibitor**. The **exhibitor** further agrees that he/she will not exhibit his/her products and equipment in such a manner as to cause harm to the public, visitors, guests, employees, or any other person on the premises, or to any other exhibitor's property thereon. The **exhibitor** agrees to indemnify and hold harmless, **The Milton H. Erickson Foundation, Inc., the Hyatt Regency Hotel, Phoenix**, their officers, agents and employees from any claim or claims of any nature whatsoever arising by reason of any damage sustained by any person or to any property upon said premises.

Company Name: _____

Authorized Signature: _____

Date: _____

Please print the complete names and degrees of the individuals who will staff the booth exactly as they should appear on the name badges. (Only 2 badges per Exhibitor, please)

1. _____

1. _____

Please print the name of your company exactly as it should appear on the standard two-line sign posted at your exhibit booth.

Feel free to return your forms and payment info via email (as a PDF or image file) to kayleigh@erickson-foundation.org Otherwise, return Application, Statement of Liability, and full payment info:

**The Milton H. Erickson Foundation, Inc.
Erickson Congress Exhibit Application
2632 East Thomas Road, Suite 200
Phoenix, AZ 85016**

FOR FOUNDATION USE ONLY

Fax: 602-956-0519 (credit card payments ONLY)

Exhibit Application Form

Please complete all applicable information. This Application becomes a Binding Contract when signed. All Exhibit applications must be received by October 27, 2019. Limited space is available; all applications will be approved on a "first-come, first-served" basis. **Advertising-only** applications must be received by November 2, 2019.

A. EXHIBIT BOOTH:

1. All exhibitors will be provided with 1 or 2 tables, two chairs, a standard two-line sign, and a wastebasket.

2. Principal products to be displayed: _____
(Please include a sample brochure with your application or send PDF by email.)

3. Product or Service Description for approval of the exhibit management of The Milton H. Erickson Foundation.

B. EXHIBIT BOOTH FEE: \$650 (1 table) \$950 (2 tables)

C. CONFERENCE ON-SITE SYLLABUS ADVERTISING:

<input type="checkbox"/> Full page	\$500	7.75" wide x 10.25" high	With exhibitor discount: \$400
<input type="checkbox"/> Half page horizontal	\$400	7.75" wide x 5.0" high	With exhibitor discount: \$320
<input type="checkbox"/> Half page vertical	\$400	3.75" wide x 10.25" high	With exhibitor discount: \$320
<input type="checkbox"/> Quarter page	\$350	3.75" wide x 5.0" high	With exhibitor discount: \$280

Please include a sample of your ad with your application, or send by email. Final artwork must be submitted by **November 2, 2019**

D. FREE-TAKE-ONE LITERATURE TABLE:

I want to give away _____ item(s) @ \$75 per set of items displayed on the take-one table, for a total of \$_____
(Please send or bring a minimum of 500 copies of each item to be displayed). Please include a sample of each piece to be displayed with your application or send a sample by email.

E. PAYMENT: Amount enclosed: \$_____

• Credit card: VISA MasterCard AMEX Discover

Card number: _____ Exp. Date: _____ CVC _____

Cardholder's Name: _____

Cardholder's Signature: _____

• Check - If you are paying by check, DO NOT FAX THIS FORM. We cannot process your application without FULL PAYMENT. **Please make check payable to The Milton H. Erickson Foundation, Inc.** Check # _____

F. In making this application we agree to conform to the Exhibit Regulations of The Milton H. Erickson Foundation, Inc., sponsors of the International Congress on Ericksonian Approach to Psychotherapy, December 12-15, 2019, at the Hyatt Regency, Phoenix, Arizona.

Name of company applying _____

Name of person authorized to sign (Please Print) _____

Signature _____ Title _____

Address _____

City _____ State _____ Zip Code _____

Telephone No. _____ Fax _____

E-Mail _____ Date _____

