

# EXHIBITING AND ADVERTISING INFORMATION



# San Diego brieftherapy

*Bringing out the Best*



DECEMBER 8-11, 2016

TOWN & COUNTRY RESORT

SAN DIEGO, CALIFORNIA

## EXHIBIT CONTENT:

All exhibits must serve the professional and scientific interests of the Brief Therapy 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. **Books may NOT be sold at exhibit booths.** If you would like to sell books, you must do so through the Conference bookstore. Please email Tracy Pettis: [tpettis@pesi.com](mailto:tpettis@pesi.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 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.

## 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 **Golden Pacific Ballroom Foyer.**

## 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. Each exhibitor will be provided with two complimentary conference registrations. **Electrical, telephone and internet setup must be done directly with the hotel.** Please email Lisa Martinez [l.martinez@destinationhotels.com](mailto:l.martinez@destinationhotels.com) for information.

# EXHIBITING AND ADVERTISING INFORMATION

**NOTE:** Exhibits will be in a secured area. 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 setup at 8:00 AM on December 7th. **Please check in at the Foundation Desk to receive your name badge and syllabus on December 7th.** Exhibits will be located in the **Golden Pacific Ballroom Foyer.**

**Dismantling** begins at 1:00 PM on Sunday, December 11th and removal must be completed by 4:00 PM. We ask that Exhibits not be dismantled, removed or disturbed in any way until 1:00 PM on December 11th. Please contact the Erickson Foundation if you need to dismantle your exhibit before this time.

**Setup - 8:00 AM - 5:00 PM, December 7th**

## EXHIBIT HOURS:

**Thursday, December 8th  
8:00 AM-5:30 PM**

**Friday, December 9th  
8:00 AM-7:30 PM**

**Saturday, December 10th  
8:00 AM-5:30 PM  
(Book Signing Reception: 5:45 PM-6:45 PM)**

**Sunday, December 11th  
8:00 AM-Noon**

*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 exhibit 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 San Francisco Fire Department. All exhibitors must comply with local fire regulations.

## EXHIBIT BOOTH FEE:

For exhibit space and above-mentioned services, the cost is \$495 for 1 table and \$749 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.

**FAX TO: 602-956-6196**

**EMAIL TO: [chuck@erickson-foundation.org](mailto:chuck@erickson-foundation.org)**

# EXHIBITING AND ADVERTISING INFORMATION

## CANCELLATION POLICY:

All requests for refunds **must be in writing**. Exhibit space may be cancelled up to 45 days prior to the opening of the Conference and are subject to a \$100 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 \$105 single/\$115 double. Hotel reservations may be made online through the Conference web site:

**[www.BriefTherapyConference.com](http://www.BriefTherapyConference.com)  
or by calling 800-772-8527**

## 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 Chuck Lakin ([chuck@erickson-foundation.org](mailto:chuck@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 \$300 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: [chuck@erickson-foundation.org](mailto:chuck@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 1200 copies of the On-Site Syllabus will be distributed to registrants at this year's *Brief Therapy Conference*.

Please include a sample of your ad with your application. ***Final artwork must be received by October 31, 2016.***

### AD SIZES:

Full page - \$600	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 can be submitted in PDF format (all fonts embedded); Tif or jpeg files are also acceptable.

For the best quality advertisement, the minimum resolution for continuous tone images is 300 dpi.

# EXHIBITING AND ADVERTISING INFORMATION

## ART SPECIFICATIONS (CONT'D)

1200 dpi is highly recommended for the highest quality print. 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.

The Milton H. Erickson Foundation reserves the right to match PMS color. For additional information, please contact [chuck@erickson-foundation.org](mailto:chuck@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 Town & Country Resort**, 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 Towne & Country Resort**, 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.

**Please return Application, Statement of Liability, and full payment to:**

The Milton H. Erickson Foundation, Inc.  
Brief Therapy Exhibit Application  
2632 E. Thomas Rd., Suite 200  
Phoenix, AZ 85016  
Fax: 602-956-0519 (credit card payments ONLY)

FOR FOUNDATION USE ONLY



December 8-11, 2016
Town & Country Resort and Convention Center
Sponsored by The Milton H. Erickson Foundation, Inc.

Exhibit Application Form

Please complete all applicable information. This Application becomes a Binding Contract when signed. All Exhibit applications must be received by October 31, 2016. Limited space is available; all applications will be approved on a "first-come, first-served" basis. Advertising-only applications must be received by October 31, 2016.

A. EXHIBIT BOOTH:

- 1. All exhibitors will be provided with 1 or 2 tabletops, two chairs, a standard two-line sign, and a wastebasket.
2. Principal products to be displayed:
3. Product or Service Description for approval of the exhibit management of The Milton H. Erickson Foundation.

B. EXHIBIT BOOTH FEE: \$495 (1 table) \$749 (2 tables)

C. CONFERENCE ON-SITE SYLLABUS ADVERTISING:

- Full page \$600 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

Final artwork must be submitted by October 31, 2016

D. FREE-TAKE-ONE LITERATURE TABLE:

I want to give away item(s) @ \$300 per set of items displayed on the take-one table, for a total of \$
(Please send a minimum of 500 copies of each item to be displayed). Please include a sample of each piece to be displayed with your application.

E. PAYMENT: Amount enclosed: \$

- Credit card: VISA MasterCard AMEX Discover

Card number: Exp. Date:

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 Brief Therapy Conference, December 8-11, 2016, at the Town & Country Resort, San Diego, California.

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