

The Evolution of Psychotherapy

2017

DECEMBER 13-17

ANAHEIM
HILTON, MARRIOTT &
CONVENTION CENTER

EXHIBITORS & ADVERTISERS



This year's Evolution exhibit hall will be in the new Anaheim Convention Center NORTH, Level One



THE EVOLUTION CONFERENCE IS AN UNPARALLELED OPPORTUNITY TO REACH CLINICIANS.

THE MILTON H. ERICKSON FOUNDATION is pleased to invite you to participate in its eighth *Evolution of Psychotherapy Conference*. This is your opportunity to reach approximately 8,000 health and mental health practitioners from around the world. At the *Evolution of Psychotherapy Conference*, attendees will be interested in the latest developments in educational materials and services; pharmaceutical information; employment; and residential programs. Registration is limited to practitioners in the health/mental health fields with a minimum of a Masters degree. (Graduate students in accredited programs also can attend.)

The Conference attracts **attendees from 50+ countries and every State in the US**. Nearly half of attendees are from the West Coast. Customary demographics are 40% Masters (MSW, MA, MS), 30% PhD/PsyD, 5% MD, and 25% graduate students. The percentage of foreign attendees could be as high as 20%.

About the Conference:

The Evolution of Psychotherapy Conference has become an event not to be missed. It provides a chance for leaders in the field of psychotherapy to present and discuss the evolution of their approach and the evolution of psychotherapy in general.

Presenting at the Evolution of Psychotherapy Conference will be experts, each of whom has made seminal contributions to the field. This is the eighth comprehensive gathering of master practitioners from major contemporary disciplines. For more information on this year's faculty, please visit the Conference web site: www.evolutionofpsychotherapy.com.

Sponsored by



THE MILTON H. ERICKSON
FOUNDATION

Co-Sponsors



CALIFORNIA STATE UNIVERSITY
FULLERTON

College of Health & Human Development
Department of Counseling



About The Foundation:

The Milton H. Erickson Foundation, Inc., was founded in 1979 and is a federal nonprofit corporation formed to promote and advance the contributions to the health sciences by the late Milton H. Erickson, MD. In addition to organizing congresses, workshops, Couples and Brief Therapy conferences, the Foundation also has organized seven landmark Evolution of Psychotherapy Conferences. The Milton H. Erickson Foundation does not discriminate on the basis of race, color, religion, age, national or ethnic origin, physical challenge, gender or sexual orientation.

EXHIBITING

Exhibit Content:

All exhibits must serve the professional, scientific, or personal interests of the *Evolution of Psychotherapy Conference*, its sponsor, The Milton H. Erickson Foundation, Inc., attendees and faculty. 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. **NOTE: Books will be sold only through the Conference Bookstore. Please contact the Erickson Foundation for further 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 or email it along with full payment to The Milton H. Erickson Foundation, Inc. The form is also available online at www.evolutionofpsychotherapy.com. Exhibit space acceptance will be on a "first-come, first-served" basis.

Assignment of Exhibit Space:

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 is restricted to **Anaheim Convention Center North, Level One**. A floor plan of the exhibit area is included in this packet, and a copy with your booth ID will be sent to you well in advance of the meeting.

Description of Booths:

Booth dimensions are intended to be accurate, but are warranted to only be approximate. Each single exhibit area is 10' x 10'. A double booth is obviously 20' x 10'. 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 space itself, the price of the booth includes backwall and divider drapes, a draped table, two chairs, and a wastebasket. Any additional furnishings, signs, décor or equipment is at the expense of the exhibitor. Each exhibitor will be provided with two complimentary conference registrations and free listing in the Evolution of Psychotherapy on-site Syllabus, providing the booth has been reserved prior to appropriate publishing deadlines. For more information on advertising, please see the following Advertising section.

Exhibit Decoration and Drayage:

Information about the official exhibit show decorator and drayage firms will be sent to each exhibitor following confirmation and assignment of booth space. All property is to be shipped to the Official Contractor. No exhibit material should be sent directly to the hotel, Convention Center or to The Erickson Foundation. Please ship all materials early as directed in prepaid shipments. (Collect shipments will not be accepted.) Shipments must be securely packed and labeled showing the number of pieces. Description and weight should be forwarded to the drayage agent when shipment is made. Exhibitors agree to ship material at their own risk and expense.

Additional furniture, labor, drayage, signs, electrical outlets and other furnishings may be ordered at standard rates from the Official Contractor. Setting up and dismantling may be arranged through the Official Contractor. Special or unusual exhibit construction or installation must be approved in advance by The Erickson Foundation.

Installation, Exhibit Hours and Dismantling:

Exhibitor check-in will begin at 9:00AM, Tuesday, December 12, at the pre-conference registration desk in the Anaheim Hilton. Installation takes place Tuesday, December 12, 2017, between 9:00AM and 3:00PM in Level One, ACC North. Exhibits must not be dismantled, removed or disturbed in any way before 2:30PM, Sunday, December 17, 2017. Dismantling and removal must be concluded before 6:00PM, Sunday, December 17, 2017. These hours are subject to change.

**► EXHIBIT SETUP:
Tuesday, December 12
9:00AM – 3:00PM**

Exhibit Hours:

Wednesday, December 13: 7:00AM-6:30PM

Thursday, December 14: 8:00AM-7:30PM

Friday, December 15: 7:30AM-7:30PM
(Book Signing Reception 6:30-7:30PM in the Exhibit Area)

December 16: 7:30AM-6:30PM

Sunday, December 17: 7:30AM-2:30PM

Exhibit Booth Fee:

For a single exhibit space (10' x 10') and above-mentioned services, the fee is \$1895. A double space (20' x 10') the fee is \$2795. Payment must be made in full upon submission of the application. Payments may be made with a credit card or by check. Forms are at www.evolutionofpsychotherapy.com for online registration. All checks should be in U.S. currency, drawn on a U.S. bank and made payable to The Milton H. Erickson Foundation, Inc.

Cancellation Policy:

Exhibit space may be cancelled up to 45 days prior to the opening of the Conference (before October 28). All requests for refunds **must be in writing** and are subject to a \$100 administrative fee. A cancellation charge of one-half of the price of the space will be made by the Erickson Foundation for space cancelled 30 days prior to the Conference (November 12). A cancellation charge of the full price of the space will be made if cancellation occurs after November 13, 2017. In the event that the Conference is 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 Erickson 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. Hotel reservations should be made through the Conference website www.evolutionofpsychotherapy.com to ensure the lowest rate. Hotel contact information also will be included in exhibitor confirmation/acceptance letter.

Note to Exhibitors:

There is a **Statement of Liability** included in this packet. Please read it carefully, sign and date the form and return it along with the completed Exhibit Application Form. A copy of this Statement of Liability will be available upon request.

If you have questions about the information contained in this packet, or regarding exhibiting/advertising, please contact Chuck Lakin (chuck@erickson-foundation.org) at the Milton H. Erickson Foundation, Inc., Tel: 602/956-6196; Fax: 602/956-0519.

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. Booths should be "manned" at all times during official exhibit 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. At present, it is not known whether or not security guards will be stationed in the exhibit area. But the entire hall will be locked during off hours.
8. 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. If damage appears, the exhibitor is liable to the owner of the damaged property.
9. Fire Protection: All display materials must be flame-proof and subject to inspection by the Anaheim Fire Department. All exhibitors must comply with local fire regulations.

ADVERTISING



Conference On-Site Syllabus:

Circulation: approximately 8,000-9,000

The On-Site syllabus is an indispensable reference guide for attendees, consisting of complete program descriptions (including educational objectives), event locations, continuing education procedures, and other significant information. Based on prior conferences, more than 8,000 copies of the On-Site Syllabus will be distributed to registrants. Many registrants retain their copy of the syllabus for up to a year.

Camera-ready art must be received by The Erickson Foundation by October 16, 2017.

Available advertisement sizes—

Full page	7.75" wide x 10.25" high	\$1550
Half page horizontal	7.75" wide x 5" high	\$950
Half page vertical	3.75" wide x 10.25" high	\$950

4-Color Process Ads: No extra charge

Publication Specifications:

Final trim size: 8 3/8" x 10 7/8", saddle stitched. Paper is gloss white.

Art must be submitted in either PDF format (with all fonts embedded) or a high resolution Tiff or Jpeg file.

For the best quality advertisement, the minimum resolution for continuous tone images is 300 dpi. 1200 dpi is highly recommended for the highest quality print.

Please save all files as CMYK (for color) or Grayscale (for black & white). 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 or call 602-956-6196 ext. 524.

Please include a sample of your ad with your application. Final artwork must be submitted by October 16, 2017.

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 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 \$400 per type of material displayed. A minimum of 1,000 and a maximum of 3,000 copies of each should be shipped to the Official Contractor. No materials should be sent directly to the hotel, Convention Center or The Erickson Foundation. **UNUSED MATERIALS WILL NOT BE RETURNED.**

Note: Fliers must be sent to the Official Contractor. Additional handling fees may apply.

The following **STATEMENT OF LIABILITY Form**
as well as the **Exhibit/Advertising Application Form** are available at
www.evolutionofpsychotherapy.com
When completed, you can email them to **chuck@erickson-foundation.org**,
fax them to 602-956-0519, or mail them to
Erickson Foundation/exhibits
2632 E. Thomas Rd. Suite 200 • Phoenix, AZ 85016

STATEMENT OF LIABILITY

I, the undersigned, **Exhibitor**, understand and agree that **The Milton H. Erickson Foundation, Inc., The Anaheim Hilton, Anaheim Marriott and The Anaheim Convention Center**, 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 Anaheim Hilton, Anaheim Marriott and The Anaheim Convention Center**, 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, degrees and/or positions of the individuals who will staff the booth exactly as they should appear on the name badges.

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

This form must be completed, signed and returned with Application Form

The Evolution of Psychotherapy Conference

December 13-17, 2017

Anaheim Hilton, Anaheim Marriott, and Anaheim Convention Center

Sponsored by The Milton H. Erickson Foundation, Inc.

Exhibit/Advertising Application Form

Please complete all applicable information. This Application becomes a Binding Contract when signed by both parties. Once approved, a signed copy will be sent to the Exhibit/Advertising Applicant by return mail or email. Limited space is available; all applications will be approved on a "first-come, first-served" basis.

EXHIBIT BOOTH:

1. All exhibitors will be provided with an 10' X 10' booth space equipped with a backwall and divider drapes, a table, two chairs, a standard two-line sign, and a wastebasket.
2. Total number of booths requested: _____.
3. Principal products to be displayed: _____

Product or Service Description (25-50 words) for approval of the exhibit management of The Milton H. Erickson Foundation.

- EXHIBIT BOOTH FEE:** *single booth price - \$1895*
 double booth price - \$2795
 I am Evolution Faculty – (*Evolution Faculty receive 50% off Exhibit Booth Fee*)

BOOTH NUMBER: First Choice _____ Second Choice _____ Third Choice _____

CONFERENCE ON-SITE SYLLABUS ADVERTISING:

- Full Page: \$1550 7.75" wide x 10.25" high
 Half Page Horizontal: \$950 7.75" wide x 5" high
 Half Page Vertical: \$950 3.75" wide x 10.25" high

Final artwork must be submitted by October 16, 2017.

FREE-TAKE-ONE LITERATURE TABLE:

- Reserve _____ space(s) @ \$400 per piece displayed = \$_____ (minimum of 1,000 copies of each). Please include a sample of each piece to be displayed with your application. Note: Material to be shipped to the Official Contractor. Additional handling fees may also apply.

PAYMENT: Amount enclosed: \$_____

- Credit card VISA MasterCard AMEX Discover

Card number: _____ Exp. Date: _____ CVV _____

Cardholder's Name: _____

Cardholder's Signature: _____

Exhibit/Advertising Application Form - Continued

- 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 # _____

The Evolution of Psychotherapy Conference

In making this application we agree to conform to the Exhibit Regulations of The Milton H. Erickson Foundation, Inc., sponsors of The Evolution of Psychotherapy Conference, December 13-17, 2017, at The Anaheim Hilton, Anaheim Marriott, and Anaheim Convention Center.

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 _____

APPROVED BY: _____ Date _____
(For The Milton H. Erickson Foundation)

