



EXHIBITORS & ADVERTISERS

DEADLINE EXTENDED!
Reserve by November 16, 2009 – Save 15%!

Anaheim Hilton & Towers and
Anaheim Convention Center
Anaheim, CA

Sponsored by:
The Milton H. Erickson Foundation, Inc.
3606 N 24th Street
Phoenix, AZ 85016-6500
Tel: 602.956.6196 • Fax: 602.956.0519
Email: office@erickson-foundation.org
www.evolutionofpsychotherapy.com

Prospective Advertiser / Exhibitor

The Milton H. Erickson Foundation, Inc., is pleased to invite you to participate in its sixth *Evolution of Psychotherapy Conference*. This is your opportunity to reach, based on past meetings, over 8,000 health and mental health practitioners including psychologists, psychiatrists, physicians, social workers, and counselors 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 and residential programs. A syllabus, which includes advertising and an Exhibitors' list, is given to each attendee at the meeting.

The Evolution Conference is an unparalleled opportunity to reach clinicians. The meeting is limited to practitioners in the health/mental health fields with a minimum of a Masters degree. (Graduate students in accredited programs can attend.) The Conference attracts **attendees from 50+ countries and every State in the US**. Approximately half of attendees are from the West Coast. Customary demographics are 40% Masters, 30% PhD/PsyD, 5% MD, and 25% graduate students. The percentage of foreign attendees could be as high as 20%.

About The Foundation:

The Milton H. Erickson Foundation, Inc., was formed to promote and advance the contributions made to the health sciences by the late Milton H. Erickson, M.D. during his long and distinguished career. The Foundation is dedicated to training health and mental health professionals through workshops, congresses and conferences. The Foundation sponsors *Brief Therapy Conferences*, *International Congresses on Ericksonian Approaches to Hypnosis and Psychotherapy* and the *Evolution of Psychotherapy Conferences*. In 1985, The Milton H. Erickson Foundation organized the first *Evolution of Psychotherapy Conference*, considered to be a landmark meeting in the history of psychotherapy. It coincided with the 100th birthday of psychotherapy. The Conference was attended by 7,200 professionals, more than twice the number originally expected by the organizers. There were 25 exhibitors. Per capita expenditures of attendees at exhibit booths were extraordinary. Hundreds of thousands of dollars of professional goods were sold at the Conference. *The Evolution of Psychotherapy Conference* was held again in 1990, 1995, 2000, and 2005 with the same outstanding results, including over 9,000 attendees in 2005. These meetings are international in scope, with nearly 30 countries represented at each.

About the Conference:

The *Evolution of Psychotherapy Conference* has become an event not to be missed. It will provide an opportunity 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 sixth 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.

Exhibit Content:

All exhibits must serve the professional and scientific interests of the *Evolution of Psychotherapy Conference* and its sponsor, The Milton H. Erickson Foundation, Inc. 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 and services may be displayed.

BOOK SALES: Books only will be sold 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 it along 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:

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 *Exhibit Hall A* located in the Anaheim Convention Center. A floor plan of the exhibit area will be sent to subscribing firms and agencies prior to the meeting.

Description of Booths:

Booth dimensions are intended to be accurate, but are warranted to only be approximate. Each exhibit area is 10' 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 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 one complimentary conference registration, a 20 percent discount on advertisements 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 Advertising section.

SPECIAL RAFFLE!

To increase flow in the exhibit area, the Milton H. Erickson Foundation will hold a raffle with special prizes for attendees in the exhibit area on Wednesday, Thursday, and Friday of the Conference. Winners will be announced the following day in the morning Keynote Address. Exhibitors are encouraged to donate a product or service for the special raffle. Please contact the Exhibit Management Department at the Milton H. Erickson Foundation for further details. Donated prizes will be listed in the Syllabus including the exhibitor's name and booth number.

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. Each exhibitor agrees to ship his/her material at his/her 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 registration will take place at 9:00AM, Tuesday, December 8, at the registration desk. Installation must take place Tuesday, December 8, 2009, between 9:00AM and 3:00PM. Dismantling and removal must take place before 6:00PM, Sunday, December 13, 2009.

Exhibits must not be dismantled, removed or disturbed in any way before 2:30PM, Sunday, December 13, 2009.

► EXHIBIT SETUP: Tuesday, December 8, 2009 – 9:00AM – 3:00PM

Exhibit Hours:

Tuesday December 8: 4:00-7:00PM

Wednesday, December 9: 7:00AM-6:30PM

Thursday, December 10: 8:00AM-7:30PM

Friday, December 11: 7:30AM-7:30PM

(Book Signing Reception Friday: 6:30-7:30PM)

Saturday, December 12: 7:30AM-6:30PM

Sunday, December 13: 7:30AM-2:30PM

These 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. All booths must 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. Security guards will be on duty during off hours beginning Tuesday, December 8 – Sunday, December 13.
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 flameproof and subject to inspection by the Anaheim Fire Department. All exhibitors must comply with local fire regulations.

Exhibit Booth Fee:

For exhibit space and above-mentioned services, the cost is \$1795 (**\$1525 if reserved before Nov 16**). For nonprofit organizations the cost is \$1595 (**\$1355 if reserved before Nov 16**). 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.

Cancellation Policy:

Exhibit space may be cancelled up to 45 days prior to the opening of the Conference. 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 between 30-45 days prior to the Conference. A cancellation charge of the full price of the space will be made if cancellation occurs within 30 days of the opening date of the Conference. 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 can be made through the Conference web site www.evolutionofpsychotherapy.com ; Hotel contact information also will be included in exhibitor confirmation/acceptance letter.

Note to Exhibitors:

There is a **Statement of Liability** included in this brochure. 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 Susan Velasco (susan@erickson-foundation.org) at the Milton H. Erickson Foundation, Inc., Tel: 602/956-6196; Fax: 602/956-0519; or contact Karen Haviley (mhreg@aol.com)

Advertising Opportunities

On-Site Registration Packet Inserts:

Each attendee must pick up their On-Site registration packet when arriving at the Conference, prior to attending sessions. Send a one-page (front/back – no staples) flier to be inserted into the registration packets for direct marketing to Evolution Conference attendees.

Cost: \$950

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

Conference On-Site Syllabus:

Circulation: approximately 8,000

The On-Site Syllabus is an indispensable reference guide for attendees, consisting of a complete program including educational objectives, room locations, and other significant information. Based on prior conferences, more than 8,000 copies of the On-Site Syllabus will be distributed to registrants.

Exhibitors will receive a 20 percent discount on advertising in the On-Site Syllabus. Camera-ready copy must be received by The Erickson Foundation by October 30, 2009.

Available advertisement sizes

Black & White Ads:

Full page	\$1050	7 3/4" wide x 10 1/4" high	Exhibitor Discount: \$840
Half page horizontal	\$750	7 3/4" wide x 5" high	Exhibitor Discount: \$600
Half page vertical	\$750	3 3/4" wide x 10 1/4" high	Exhibitor Discount: \$600

4-Color Process Ads: B&W rate + \$575 (*additional fee – no discount – please add to above charges*)

Please include a sample of your ad with your application. ***Final artwork must be submitted by Friday October 30, 2009.***

Art Specifications:

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

Art must be submitted in PDF format with all fonts embedded. A hard copy proof is required with all electronic files.

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 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 marketingdepartment@erickson-foundation.org or call 602-956-6196 ext. 212.

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 \$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.

Additional handling fees by the Official Contractor may also apply.

STATEMENT OF LIABILITY

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

1. _____

2. _____

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 9-13, 2009 ● Anaheim Hilton & Towers 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. **All Applications must be received by October 5, 2009.** Limited space is available; all applications will be approved on a "first-come, first-served" basis. **Reserve your exhibit booth by November 16, 2009 and receive 15% off exhibit space!**

A. EXHIBIT BOOTH:

1. All exhibitors will be provided with an 8' 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: _____
(Please include a sample brochure with your application.)
4. Product or Service Description (25-50 words) for approval of the exhibit management of The Milton H. Erickson Foundation. _____

- EXHIBIT BOOTH FEE: regular price - \$1795 – **15% discount reserve by November 16: \$1525!**
- Nonprofit Agency: regular price - \$1595 – **15% discount reserve by November 16: \$1355!**
- I am Evolution Faculty – Evolution Faculty receive 50% off Exhibit Booth Fee

B. ON-SITE PACKET INSERTS:

- Reserve _____ @ \$950 per flier = \$_____ Please include a sample of (each) flier with your application. Note: Material to be shipped to the Official Contractor. Additional handling fees may also apply.

C. CONFERENCE ON-SITE SYLLABUS ADVERTISING:

- | | | | |
|---|--------|------------------------|--|
| <input type="checkbox"/> Full Page: | \$1050 | 7 ¾" wide X 10 ¼" high | <input type="checkbox"/> Exhibitor Discount: \$840 |
| <input type="checkbox"/> Half Page Horiz: | \$750 | 7 ¾" wide X 5" high | <input type="checkbox"/> Exhibitor Discount: \$600 |
| <input type="checkbox"/> Half Page Vert: | \$750 | 3 ¾" wide X 10 ¼" high | <input type="checkbox"/> Exhibitor Discount: \$600 |

Optional:

- 4-color process B&W rate + \$575 (additional fee – no discount – please add to above charges)

Please include a sample of your ad with your application. **Final artwork must be submitted by October 5, 2009.**

D. 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.

~ APPLICATION CONTINUED NEXT PAGE ~

The Evolution of Psychotherapy Conference

Exhibit/Advertising Application Form - Continued

D. 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 # _____

E. 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 9-13, 2009, at The Anaheim Hilton & Towers and The 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)

**Return completed APPLICATION FORM,
signed STATEMENT OF LIABILITY, and full payment
by November 16, 2009 to:**

**Exhibit/Advertising Manager
The Milton H. Erickson Foundation, Inc.
3606 N. 24th St., Phoenix, AZ 85016-6500 USA
or Fax (credit card payments ONLY): 602-956-0519**

For more information:
Susan Velasco - Tel: 602-956-6196 / E-mail: susan@erickson-foundation.org
or Karen Haviley: mhreg@aol.com

FOUNDATION USE ONLY			
Date Received:	/	/	Notes:
Sample received	/	/	
Confirmation sent:	/	/	Space Assignment No.: _____