SYSTEMIC FAMILY THERAPY
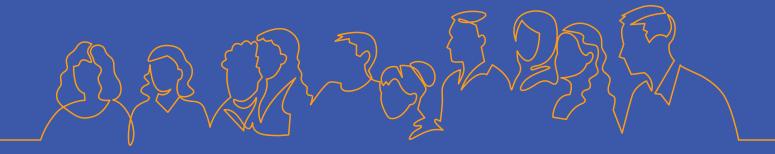## CONFERENCE 2023

VIRTUAL | OCTOBER 25–27, 2023

sponsored by the
American Association for Marriage and Family Therapy

SYSTEMIC
FAMILY THERAPY
CONFERENCE:
SPONSORSHIP
AND EXHIBITION
PROSPECTUS

AAMFT

WHO WE ARE

The American Association for Marriage and Family Therapy (AAMFT) is the professional association for the field of marriage and family therapy with over 25,000 members. Founded in 1942, we represent the professional interests of more than 50,000 marriage and family therapists throughout the United States, Canada and abroad.

About the Systemic Family Therapy Conference

The Systemic Family Therapy Conference (SFTC), sponsored by the American Association for Marriage and Family Therapy is the most comprehensive event for systemic therapists. Providing systemic thinkers with personal and professional development, cutting edge clinical skills and training, this event will examine the role of systemic therapy in communities, institutions, and its impact on global society.

The three-day conference features workshops based on these key topics:

- Enhancing the systemic thinker as an individual focusing on personal and professional growth
- Developing cutting edge clinical skills and training to propel our profession forward, and
- Integrating MFT values into vital community and institutional systems that shape global society

Location and Other Information

This flagship event will be held virtually in 2023, bringing together attendees from around the world and eliminating barriers to access. AAMFT will use Juno, a virtual event platform, to provide a welcoming and engaging experience for attendees.

www.aamft.org/conference

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Platinum Level (1 Sponsor | $20,000)

The Grand Keynote Sponsorship includes:

- 30-second commercial filmed by sponsor to be shown before the Grand Keynote
- Virtual booth placed at the top of the exhibit hall page
- Call out box on main homepage of the live virtual event (1152x288)
- Logo on the main landing page for conference communications (hosted on AAMFT's site)
- Primary logo placement on all conference-related communications
- Logo inclusion on communications
- Virtual booth space:
    - Virtual booth highlighted in the sponsor section at the top of designated Keynote session page (logo image: 500x500)
    - Prominent position on the live virtual event website (logo image: 500x500)
    - Includes logo, abstract, video, description, all relevant links, company representative information, company representative image (500x500, will be a circle image on the site), representative contact information for attendees to follow up with reps directly
    - Includes multiple questions that boost event gamification for attendees, and gives attendees point bonuses to incentivize them to visit your booth.
- Two free registrations (must specify attendee for registration).

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Gold Level (2 Sponsors | $10,000)

Thursday Keynote

Thursday Keynote Sponsorship includes:

- 250-word introduction read by an AAMFT official
- Logo and call-out box on Keynote page
- Logo on landing page of website (500x500, will be a circle image on the webpage)
- Logo inclusion on communications
- Virtual booth space:
  - Virtual booth highlighted in the sponsor section at the top of designated Keynote session page (logo image: 500x500)
  - Prominent position on the live virtual event website (logo image: 500x500)
  - Includes logo, abstract, video, description, all relevant links, company representative information, company representative image (500x500, will be a circle image on the site), representative contact information for attendees to follow up with reps directly
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Silver Level (10 Sponsors | $5,000)

Workshop Sponsorship

The Workshop Sponsorship includes:

- Logo inclusion on communications
- Virtual booth space:
  - Virtual booth highlighted in the sponsor section at the top of designated Keynote session page (logo image: 500x500)
  - Prominent position on the live virtual event website (logo image: 500x500)
  - Includes logo, abstract, video, description, all relevant links, company representative information, company representative image (500x500, will be a circle image on the site), representative contact information for attendees to follow up with reps directly
  - Includes multiple questions that boost event gamification for attendees and gives attendees points to incentivize them to visit your booth.
- One free registration (must specify attendee for registration).

Conference Schedule Sponsorship

The Conference Schedule Sponsorship includes:

- Company name and logo on the official conference schedule page
- Logo inclusion on communications
- Virtual booth space:
  - Virtual booth highlighted in the sponsor section at the top of designated Keynote session page (logo image: 500x500)
  - Prominent position on the live virtual event website (logo image: 500x500)
  - Includes logo, abstract, video, description, all relevant links, company representative information, company representative image (500x500, will be a circle image on the site), representative contact information for attendees to follow up with reps directly
  - Includes multiple questions that boost event gamification for attendees and gives attendees points which incentivize them to visit your booth.
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Bronze Level (10 Sponsors | $2,000)

Communications Inclusion Sponsorship

A Communications Inclusion Sponsorship includes:

- Company name highlighted as sponsor on communications
- Virtual booth space:
  - Virtual booth highlighted in the sponsor section at the top of designated Keynote session page (logo image: 500x500)
  - Prominent position on the live virtual event website (logo image: 500x500)
  - Includes logo, abstract, video, description, all relevant links, company representative information, company representative image (500x500, will be a circle image on the site), representative contact information for attendees to follow up with reps directly.
  - Includes multiple questions that boost event gamification for attendees and gives attendees points which incentivize them to visit your booth.
- One free registration (must specify attendee for registration).

Exhibitor Booths

Premier Exhibitor ($850)

- Virtual booth with access for company representatives
- Inclusion on exhibitor list on AAMFT website
- Prominent position in virtual Expo hall
- Includes logo, abstract, video, description, all relevant links, company representative information, company representative image (500x500, will be a circle image on the site), representative contact information for attendees to follow up with reps directly
- Includes multiple questions that boost event gamification for attendees and gives attendees point bonuses to incentivize them to visit your booth
- One free registration (must specify attendee for registration).

Basic Exhibitor ($650)

- Virtual booth with access for company representatives
- Inclusion on exhibitor list on AAMFT website
- Listed on the live virtual event website
- Includes logo, abstract, video, description, all relevant links, company representative information, company representative image (500x500, will be a circle image on the site), representative contact information for attendees to follow up with reps directly
- One free registration (must specify attendee for registration).

Program Exhibitor ($300)

- Available only to COAMFTE-accredited school programs and AAMFT Engagement Programs
- Virtual booth with access for program representatives
- Inclusion on exhibitor list on AAMFT website
- Listed on the live virtual event website
- Includes logo, abstract, video, description, all relevant links, company representative information, representative contact information for attendees to follow up with reps directly.
- One free registration (must specify attendee for registration).

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Virtual Conference Platform Advertising

Single ad inclusion on conference platform with URL linked to chosen website.
All dimensions are 1440 × 134 pixels. Page locations available:

Home Page – $2,000

Main Stage – $1,500

Schedule – $1,000

Connect – $700

Continuing Education – $700

Speakers – $500

FAQ – $500

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Payment Information

All sponsors and exhibitors will make payments through this webpage. Please be sure to select the correct sponsorship level or exhibitor booth. It is recommended to complete the payment process in one sitting; however if you partially complete the registration and need assistance completing, please utilize the contact information below.

Booth Set-up Information

For exhibitors and sponsor booth set-up, fill out the mandatory form to collect your organization's information after making a payment. This provides all the information needed to finalize your virtual booth. It is recommended that you gather the information requested on the form and complete in one sitting, since there is no option to save and return. If you need to make changes to what you submitted, please utilize the contact information below.

Virtual Booth Examples + Image Specifications:

Visit this link to view images of the virtual booths and the dimensions for the logos needed throughout the site. The dimensions needed for your specific package are listed in the description of each conference offering listed above (i.e. if you are a premier exhibitor, the exact dimensions needed for the elements included in your package are listed above.)

Deadlines

Registration is open through October 16. Payment through the registration page and completion of the sponsorship/exhibitor form is required by that date. Please note, registration is not complete until you have received confirmation of payment.

Contact

Contact AAMFT's Marketing Coordinator, Nia Downie, with any questions about the sponsor or exhibitor process at marketing@aamft.org. If you are ready to move forward, first submit payment via the SFTC sponsor and exhibitor payment webpage. Following this, complete the mandatory form to submit your information.

Questions? Email marketing@aamft.org