NDTA 2020

ANNUAL CONFERENCE

WESTIN CHICAGO LOMBARD | LOMBARD, ILLINOIS

MARCH 26-28
PRE-CONFERENCE ★ MARCH 26

BREATHING AT THE CORE: POSTURAL SYSTEMS & PARTICIPATION ACROSS THE LIFESPAN

EXHIBITOR PROSPECTUS

FOR EXHIBITOR INFORMATION, CONTACT NDTA AT 800-321-6338
WELCOME! COME JOIN US!

For three days under one roof, the NDTA Exhibit Hall delivers a unique opportunity for exhibitors to connect with hundreds in the therapy market who seek products, resources, and information relevant to their work within the field. Join us at the NDTA 2020 Annual Conference and help your company stand out over the rest! Your participation as an exhibitor is essential to our meeting’s success. Your products and services enable physical, occupational, and speech-language therapists to deliver optimal patient care.

EXPERIENCE THE VALUE OF FACE-TO-FACE BUSINESS CONNECTIONS...

Leverage your visibility and access to a core audience. 

Connect your brand to a concentrated audience. 

Expand your market reach. 

Provide the human connection that powers business. 

Looking into someone’s eyes and firmly exchanging handshakes cannot be duplicated online.

Demonstrate your support of NDTA and the therapeutic field. 

Strengthen your competitive edge. 

Gather useful data about trends in the industry. 

GAIN GREATER ACCESS AND VISIBILITY...

Advertise on the NDTA website, in Network, and the conference program book. 

Become a Corporate Member. 

Sponsor an item or event to increase your exposure. 

Get access to a mailing list of attendees only for sponsoring exhibitors.

EXHIBIT, ENGAGE, EXCITE!

This prospectus contains important information that makes it easy for you and your company to prepare for the NDTA 2020 Annual Conference.

CONTACT NDTA FOR OPPORTUNITIES TO ENHANCE YOUR VENDOR PROFILE!

EXHIBIT SERVICES OFFICE
stacey@ndta.org  ■  800-321-6338

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CONFERENCE HOTEL

WESTIN CHICAGO LOMBARD
70 Yorktown Center
Lombard, IL 60148
www.westinlombard.com

Situated in the heart of Lombard, Illinois and just minutes from downtown Chicago, The Westin Chicago Lombard at Yorktown Center combines refreshing accommodations with the convenience of an urban setting. At the cornerstone of the revitalized Yorktown Center for shopping and entertainment, the hotel is sure to exhilarate you from the moment you arrive. The property offers 500 guest rooms and suites featuring rejuvenating Heavenly Beds® and Heavenly Baths®, flat-screen TVs, and high speed internet access. Dining options include Holy Mackerel!, Harry Caray’s Italian Steakhouse and to-go items from Starbucks.

Travel around the local area with the hotel’s complimentary morning and evening shuttle service.

RESERVATION INFORMATION

NDTA has secured a discounted rate of $134 + tax single/double rooms at the host hotel. The reservation deadline is March 3, 2020, 5:00 pm (local time). It is recommended that room reservations are made as soon as possible, as these rates may not be available once the room block is filled. Rates and room availability cannot be guaranteed after March 3, 2020.

Room reservations in the NDTA room block help enhance the overall conference experience and afford the discounted room rates. They also enable NDTA to fulfill the contract with the hotel and help avoid the cost of unsold rooms. These savings are taken into consideration when determining conference registration fees. We ask for your support in booking the Westin Chicago Lombard to ensure our room block is filled.

BOOK YOUR CONFERENCE HOTEL BY USING ONLY THE APPROPRIATE HOUSING LINK.

Don’t be misled by others that claim to be our conference housing provider. NDTA does not solicit attendees for housing reservations. Make your hotel reservations:

Phone.... 888-627-8359
Online .... [Click here to go to secure room block]

CONFERENCE EVENTS

THURSDAY, MARCH 26
12:00 pm – 5:00 pm
Exhibitor Move In
6:00 pm – 8:00 pm
Exhibit Hall Grand Opening & Instructor Welcome Reception

FRIDAY, MARCH 27
7:00 am – 8:00 am
Exhibitor Sponsor Presentations
10:00 am – 10:45 am
Break with Exhibitors
3:30 pm – 4:15 pm
Break with Exhibitors
6:45 pm – 8:45 pm
Awards Reception

SATURDAY, MARCH 28
7:00 am – 8:00 am
Exhibitor Sponsor Presentations
10:00 am – 10:45 am
Break with Exhibitors
11:30 am – 12:00 pm
Exhibitor Wrap Up
12:00 pm – 5:00 pm
Exhibitor Move Out
EXHIBITOR INFORMATION

REACH PASSIONATE NDT THERAPISTS AT THE NDTA 2020 ANNUAL CONFERENCE

Act now to reserve prime exhibit space. Register by completing the enclosed Application and Contract to Exhibit today!

EXHIBIT SPACE AND BOOTH SELECTION

Booth selection will be made in conjunction with submission of the application to exhibit. All applications and booth selections are processed on a first-come, first-served basis.

EXHIBIT SPACE FEES

All booths are 8’ deep by 10’ wide and include the following: 8’ high draped back wall, a 6’ skirted table, (2) chairs, a wastebasket and a booth identification sign. The exhibit hall floor and all booths are carpeted. Exhibitors will be listed in the NDTA Program Book, with a brief description of the company or product and pertinent contact information. Daily aisle maintenance, trash control, temperature control, and general overall illumination will be provided.

The rates for exhibit space are:

- **NDTA Corporate Partner Member Fee** (Per 8’x10’ booth)
  - Early bird on or before December 1, 2019 . . . . . . . . . . $749
  - December 2, 2019 – February 27, 2020 . . . . . . . . . . $1,049

- **Non-Member Fee** (Per 8’x10’ booth)
  - Early bird on or before December 1, 2019 . . . . . . . . . . $999
  - December 2, 2019 – February 27, 2020 . . . . . . . . . . $1,299

NDTA reserves the right to deny exhibit space. Exhibit space pricing does not include any materials such as (but not limited to) electrical, internet, additional tables/chairs, etc. These items must be arranged separately with the exhibit contractor.

REGISTRATION OF EXHIBIT PERSONNEL

All persons visiting the Exhibit Hall, as well as staffing the booths, must be registered and wear the NDTA conference name-badge. NDTA Exhibitors will receive one (1) complimentary conference registration per paid booth space. The complimentary registration will be processed no earlier than January 1, 2020. Each exhibiting company is limited to a maximum of three (3) representatives. The fee for the third representative, where applicable, is $150. Each registration authorizes admission to the Exhibit Hall, receptions and conference sessions, space permitting.

TERMS OF PAYMENT AND CANCELLATION

Applications must be accompanied by credit card or check payment made payable to NDTA in the full amount per space rental reserved. If written notice of space cancellation is received by **February 27, 2020**, a full refund, less a $150 administration fee, will be made. There are no refunds for cancellation requests received after **February 27, 2020**.

EXHIBITOR SERVICES

Source One
160 Eisenhower Ln N., Lombard, IL 60148
Phone: 708-344-4111   Web: www.sourceoneevents.com

The Exhibitor Service Kit containing order forms, shipping instructions, and information about exhibitor services and booth furnishings, will be sent to each exhibitor via email.

CONFERENCE PROGRAM BOOK

Your company service or product description, along with your logo, will be included in the Conference Program Book. Please provide one paragraph that best represents your company. For quality results, submit company logo in Illustrator or Freehand EPS files, or if not available, hi-res JPEG format. Word Document representations and logos from websites cannot be adequately reproduced. Please submit via email to Stacey Morrison at stacey@ndta.org no later than **January 22, 2020**.

NDTA™ is a nonprofit organization that strives to further develop and promote the theory and principles of Neuro-Developmental Treatment (NDT).

NDTA, 1540 S. Coast Hwy, Ste 204
Laguna Beach, CA 92651 • Phone 800-869-9295
Fax 949-376-3456 • www.ndta.org
REGISTRATION OPENS AUGUST 30, 2019

Please contact NDTA regarding opportunities for exhibiting, advertising, and sponsorship. We will be happy to customize a program that meets your needs.

EXHIBIT SERVICES OFFICE
stacey@ndta.org  •  800-321-6338
SPONSORSHIP OPPORTUNITIES

EXCLUSIVE TO NDTA 2020 EXHIBITORS

Build brand awareness and showcase your company as a supporter of both NDTA and the therapy field by becoming a sponsor at the 2020 NDTA Annual Conference!

Take this opportunity to reach a captive and engaging audience of hundreds – before, during, and after the show. Each sponsoring company will receive acknowledgment including: prominent signage at the conference, sponsor ribbons to make representatives more visible, company name and logo imprinted on the sponsored item, sponsor page listing in the Conference Program Book, link to company website on NDTA’s conference homepage, plus pre- and post-conference mailing lists.

BRANDED BASICS (Exhibitor presentations are included with sponsorship of a branded basic, there are four (4) slots available on a first-come, first-served basis. See page 7 for more details.)

- Keycards: $1,500
- Pens: $800
- Tote Bags: $800
- Name Badge Lanyards: $800
- Charging Stations: Call for Quote

ADVERTISING

- Program Book – Full Page: $500
- Program Book – Half Page: $300
- Single-Sided Marketing Inserts (in conference bags): $400

SECURE ADVERTISING AND SPONSORSHIPS EARLY!

NDTA allocates these opportunities on a first-come, first-served basis. Final assignment and written confirmations are made upon receipt of a completed contract and payment.

HAVE YOU RESERVED YOUR SPACE?

The NDTA 2020 Annual Conference and Exhibit in Lombard, Illinois, is poised to be an event like no other! Promote your products and services to hundreds of high-caliber therapists from around the globe. These professionals rely on the NDTA Conference to deliver cutting-edge products, services, and the opportunity to connect with companies like yours.

DON’T MISS IT!
EXHIBIT HALL EVENTS

EXHIBITOR SHOWCASE
The Exhibit Hall is central to conference events and sessions making it convenient for attendees to visit exhibitor booths. NDTA offers complimentary refreshment breaks and networking opportunities to all participants in the Exhibit Hall during these dedicated viewing hours.

UNOPPOSED EXHIBITS AND REFRESHMENT BREAKS
FRIDAY, MARCH 27
7:00 am – 8:00 am  . . . . . . . . Exhibitor Sponsor Presentations
10:00 am – 10:45 am . . . . . . . Morning Refreshment Break
3:30 pm – 4:15 pm . . . . . . . Afternoon Refreshment Break
SATURDAY, MARCH 28
7:00 am – 8:00 am  . . . . . . . . Exhibitor Sponsor Presentations
10:00 am – 10:45 am . . . . . . . Morning Refreshment Break

EXHIBIT HALL GRAND OPENING & IG WELCOME RECEPTION
THURSDAY, MARCH 26 • 6:30 pm – 8:30 pm
Take this opportunity to engage with attendees at the Exhibit Hall Grand Opening and Instructor Group Welcome Reception! This event is designed to draw attendees to the booths and encourage them to interact with exhibitors. Reserve wine today! Submit the Wine Order form, along with the Exhibitor Registration form.

AWARDS RECEPTION
FRIDAY, MARCH 27 • 6:45 pm – 8:45 pm
NDTA will honor the recipient of the 2020 Award of Excellence and celebrate with hors d’oeuvres and cocktails in the Exhibit Hall.

EXHIBITOR WRAP-UP SESSION
SATURDAY, MARCH 28 • 11:30 am – 12:00 pm
NDTA welcomes exhibitors to participate in this wrap-up session to discuss their experience of the 2020 Exhibitor Program. We value all input and remain dedicated to improving the effectiveness of our conferences and Exhibit Hall programs.

EXHIBITOR PRESENTATIONS
FRIDAY AND SATURDAY
7:00 am – 8:00 am
Four 30-minute presentation slots are available to exhibitors who have sponsored a branded basic and are looking to share information regarding the clinical application of their product. Presentation slots will be awarded on a first-come, first-served basis and will take place in a designated area, with set staging and seating. Continuing education credits will be available to participants.

Presentations are not intended to be a sales pitch and mention of specific product brand names is prohibited. In submitting the application for review by NDTA, please follow the proposed format:

INTRODUCTION
Provide the background, basic science or research behind the impairment(s) or functional limitations that your product addresses.

CASE STUDY
Use a client case study to demonstrate how your product works. Pictures and/or video are ideal. Be sure to include a brief client history, the client’s goals, and how your product helped the client attain those goals.

CONCLUSION
Provide therapists with a synopsis or clear, concise ways to utilize your product to improve their client’s function.

Information due no later than January 22, 2020
WINE ORDER FORM

Exhibitor hosted wine will be served at the welcome reception on Thursday, March 26 from 6:30 pm – 8:30 pm. Each exhibiting company is invited to provide a sampling of wine to be served to guests at the booth. NDTA will provide hors d’oeuvres. Wine must be ordered from this list. Please return this order form with your payment to NDTA by January 22, 2020, to participate in this event.

<table>
<thead>
<tr>
<th>Price</th>
<th>Quantity</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>$51.13</td>
<td>_______</td>
<td>$_________</td>
</tr>
</tbody>
</table>

**COMPANY NAME:**

Prices are inclusive of 25% service charge, and 9% sales tax.

**TOTAL AMOUNT ENCLOSED** $_______

RETURN THIS FORM AND YOUR PAYMENT TO:

Neuro-Developmental Treatment Association
1540 S. Coast Hwy, Suite 204
Laguna Beach, CA 92651
800-869-9295 • FAX 949-376-3456
The conference hotel is located in Lombard, Illinois with attractions within close proximity. If you have extra time, the downtown Chicago area is about 45 minutes away.

NEARBY THINGS TO DO

Yorktown Center • Morton Arboretum • Brookfield Zoo

YORKTOWN CENTER

If shopping is your pleasure, visit the Yorktown Center located within 10 minutes of the hotel. The 1.5 million square foot shopping center features over 150 specialty stores and 20 restaurants and is anchored by Von Maur and JC Penney. In addition, Target, Home Goods, and an AMC Theater are located on-site.

AIRPORTS / TRANSPORTATION

Chicago O’Hare Airport is 25 minutes from the hotel and Midway Airport is 45 minutes away. Shuttles, taxis and car services are available at both airports.

For more things to do in Lombard and Chicago, go to www.visitchicago.com
APPLICATION AND CONTRACT TO EXHIBIT

EXHIBITOR GUIDELINES/RULES AND REGULATIONS

The Contract and Application to Exhibit
The Contract/Application for space, the formal notice of space assignment by NDTA and the full payment of all booth fees together constitute a contract for the right to use space. NDTA reserves the right to assign and reassign the exhibit space allotted each contract as it deems necessary.

Assignment of Booth Space
Space assignments will be made on a first-come, first-served basis. Space will be assigned based on the date your request is received, availability of requested area, amount of space requested, special needs and compatibility of exhibitors. Final assignment of exhibit space will be made no later than six weeks prior to the conference. You will be notified via email.

Terms of Payment
You are urged to submit your application early. Full payment must accompany the completed application. Checks must be in US Funds, drawn on a US Bank, payable to NDTA.

Booth Space Cancellation/Reduction of Space
Notification of cancellation or reduction of booth space must be submitted in writing. Cancellations sent via fax will be accepted at 949-376-3456. Cancellations received by February 27, 2020, will be subject to a $150 administrative fee. No refund will be made for cancellation requests post-marked after February 27, 2020.

Use of Display Space
All distribution and demonstration of promotional materials must be confined to the perimeters of the exhibitor’s booth.

Distribution of literature, samples, etc., by firms that are NOT participating in the technical exhibit is prohibited. Evidence of violation of this rule should be reported immediately to an NDTA representative.

Standards for Exhibiting
As a courtesy to participants and fellow exhibitors, exhibiting companies must open their exhibit on time and staff the booth at all times during the exhibit hours. No packing of equipment or literature, or dismantling of exhibits is permitted until exhibit closing time.

Unethical conduct or infractions rules on the part of the exhibitor or his representative, or both, will subject the exhibitor or his representative to dismissal from the exhibit hall, in which event it is agreed that no refund will be made by NDTA.

No entertainment or social functions may be scheduled to conflict with conference program hours, exhibit hours, or social events held during March 26-28, 2020.

Liability
The Neuro-Developmental Treatment Association (NDTA), its officers, directors, agents and employees cannot guarantee against loss, theft, damage or injury connected with the exhibitor’s participation in the exhibition.

The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of the use of the exhibit premises. The exhibitor agrees to indemnify, hold harmless and defend NDTA, Westin Chicago Lombard, and their respective employees and agents from any and all such losses, damages and claims. Hotel will not be responsible or liable for any loss, damage or claims arising out of exhibitor’s activities on the Hotel’s premises except for any claims, loss or damages arising directly from the hotel’s own negligence. NDTA will not be responsible or liable for any loss, damage or claims arising out of the exhibitor’s activities on the premises except for any claims, loss or damages caused by or resulting from the negligence of NDTA, its officers, directors, agents or employees.

Exhibitors understand that neither NDTA nor Westin Chicago Lombard maintain insurance covering exhibitor’s property and it is the sole responsibility of the exhibitor to obtain such insurance.

Contractual Agreement
It is expressly understood that in leasing and using space in the exhibit hall, the exhibitor agrees to abide by all rules and regulations; moreover, that NDTA in accepting the application for space, agrees to furnish ordinary facilities and services as enumerated in this agreement.

Any points not covered above or elsewhere on these pages are subject to a settlement by the management (NDTA). NDTA reserves the right to change or modify any rule or regulation, or any specification therein, when deemed advisable and to the best interest of the association.

In the interest of providing meeting attendees with information about the variety of products and services available to NDTA Therapists, NDTA permits companies to set up exhibits at NDTA meetings. The attendance of the exhibitors at NDTA meetings does not constitute the association’s endorsement of any product or service offered. NDTA makes no representations, express or implied, regarding the nature or quality of the products or services offered by meeting exhibitors. Attendees are urged to consult with their own legal advisors before signing any contract with an exhibitor.
## Application & Contract to Exhibit

**Mail To:** NDTA  1540 S. Coast Hwy, Ste. 204  Laguna Beach, CA 92651  **Fax:** 949-376-3456  **Email:** info@ndta.org

### Conference Program Listing

Exhibiting Company
Primary Contact  
Address
City, State, Zip
Telephone Number  
Fax  
Email Address  
Website

### Logistical Contact (for Service Kits, Booth Assignments, Other Correspondence)
Name
Address
City, State, Zip
Telephone Number  
Fax  
Email

**Referred By:**

**Badge Information:** List all Company Representatives Attending the Conference.
There is a limit of 3 representatives per booth. The third representative may be added for $150.

1.  
2.  
3.

Company Service or Product Description and Logo. Due Date: January 27, 2020
Email to stacey@ndta.org. NDTA reserves the right to edit text to conform to format and space limitations.

### Booth Size Rates for Exhibit Space Are:

<table>
<thead>
<tr>
<th>Booth Size</th>
<th>Early Bird</th>
<th>Regular</th>
</tr>
</thead>
<tbody>
<tr>
<td>8’ x 10’ Booth</td>
<td>$749</td>
<td>$1,049</td>
</tr>
<tr>
<td>8’ x 10’ Booth Non-Member</td>
<td>$999</td>
<td>$1,299</td>
</tr>
</tbody>
</table>

☐ Yes, please sign me up for Corporate Partner Membership and benefits

Please provide your choice of booth space and any special instructions.
1st Choice  
2nd Choice  
3rd Choice

### Payment Must Be Submitted with Application to Exhibit

☐ Please check here if you have any special needs.

☐ Check here if you will be submitting an application for an Exhibitor Presentation. Exhibitor Presentations are available on a first-come, first-served basis. Applications should be sent to stacey@ndta.org no later than January 22, 2020.

- Exhibit Booth Rental: $__________
- NDTA Corporate Partner: $__________
- Third Representative: $150 $__________
- Wine Order: $__________
- Sponsorship(s): $__________

☐ Pens  ☐ Lanyards  ☐ Tote Bags  ☐ Key Cards  ☐ Charging Station  ☐ Program Book Full Page Ad  ☐ Program Book Half Page Ad  ☐ Marketing Inserts

☐ Check. Make Check Payable to NDTA: Check#  
Total Amount Due $__________

- Visa  ☐ MasterCard  ☐ American Express  ☐ Discover

- Credit Card#  
- Exp. Date  
- CVV  
- Date

Authorized Signature (required)

It is agreed that this application and contract resulting from its acceptance and confirmed assignment of space shall be subject to the regulations contained in this brochure.

In the event of cancellation by the exhibitor prior to February 27, 2020, the liability of the association shall be limited to the refund of the amount of rental paid, less a $150 administrative fee. Cancellation by the exhibitor after that date will result in forfeiture of the required payment. Cancellation by the exhibitor must be in writing. In case of cancellation of the meeting for reasons beyond the control of NDTA, it is understood that the liability of the association shall be limited to the refund of the amount paid.

**For Exhibitor Information Contact NDTA at 800-321-6338**

**Exhibit Services Office**  stacey@ndta.org
The **NDTA 2020 ANNUAL CONFERENCE** provides a unique setting to meet key personnel during busy days of education and networking, at the only industry tradeshow dedicated to NDT practitioners. Expand your market in a cost-effective manner by providing prime staff the opportunity to meet with current customers and new prospects face-to-face, helping to strengthen existing relationships and create new ones.

### WHO WILL BE THERE?

- **QUALITY PROFESSIONALS** ……Therapists who have invested time and money to attend this exclusive event.
- **PRIMED BUYERS** ……………..Decision makers and influencers interested in what’s new in today’s marketplace.
- **INDUSTRY EXPERTS** ………..Specialists demonstrating new ideas, technologies, creative solutions
- **YOUR COMPETITION** ………..Others ready to sell THEIR products and services to YOUR customers!

### WHAT ARE ATTENDEES LOOKING FOR?

1. **NUMBER ONE**
   - People attend an exhibition to visit exhibitors and learn about new products and services.

2. **NUMBER TWO**
   - People attend an exhibition for networking and educational opportunities.

3. **INFORMATION**
   - The preferred method of information delivery by both attendees and exhibiting companies is one-on-one interaction with exhibit staff, either through direct conversations or demonstrations.

4. **RESEARCH**
   - Therapists are pursuing opportunities to learn, exploring products and services and researching items for future purchase.

The Neuro-Developmental Treatment Association is a non-profit organization comprised of 3,000+ members that are Physical, Occupational, Speech/Language Therapists, and Therapist Assistants, as well as clients, families, and companies – all dedicated to promoting the theory and principles of the NDT practice model.