

# 7<sup>TH</sup> ANNUAL PREVENTION & RECOVERY CONFERENCE DECEMBER 4-6, 2013

EMBASSY SUITES HOTEL & CONVENTION CENTER - NORMAN, OK



Exhibitor and Sponsor Prospectus

OKLAHOMA DEPARTMENT OF MENTAL HEALTH & SUBSTANCE ABUSE SERVICES

# Exhibit Information

The Oklahoma Department of Mental Health and Substance Abuse Services invites your company to join us for The 2013 Prevention and Recovery Conference, December 4-6, at the Embassy Suites in Norman, Oklahoma. The Prevention and Recovery Conference is the state's forum for education and professional training in behavioral health prevention and recovery. The Exhibit Hall will be a place of activity and enthusiasm and it is a marketing opportunity your company does not want to miss!

The Exhibit Hall will be held in the hallway of the Embassy Suites. Morning and afternoon breaks will take place in the Exhibit Hall to ensure maximum exposures for your company.

We are extremely excited about this event and hope to see you there!

## Exhibit Dates & Hours\*

### Tuesday, December 3, 2013

5:30 p.m.-7:30 p.m. Exhibit Installation

### Wednesday, December 4, 2013

6:30 a.m.-7:30 a.m. Exhibit Installation  
7:30 a.m. – 5:00 p.m. Exhibit Hall Open

### Thursday, December 5, 2013

7:30 a.m. – 5:00 p.m. Exhibit Hall Open

### Friday, December 6, 2013

7:30 a.m. – 12:30 a.m. Exhibit Hall Open  
12:30 a.m. – 3:00 p.m. Exhibit Dismantling

\*schedule subject to change

### Booth Fees

8' x 8' \$395.00 on or before 11/22/2013  
\$425.00 after 11/22/2013.  
\$195.00 non-profit

### Booth Fee Includes

- 6' foot draped table
- 2 chairs
- Waste basket
- One Conference registration for company employees per booth space
- Listing in final Conference Program (text is limited to 75 words and must be received by November 15, 2013)
- 24 hour perimeter security

**ASSIGNMENT OF SPACE** Exhibit space is anticipated to sell out quickly. Booths will be assigned on a first-come, first-assigned basis upon the receipt of a completed application and payment of the booth space. Every effort will be made to assign booth location in accordance with exhibitor's preference, but no guarantee can be made. Exhibit management reserves the right to make adjustments to the floor plan and/or reassign an exhibitor's location as deemed advisable and for the overall good of the exhibition or for safety issues. Affected exhibitors will be notified in such situations.

**CANCELLATION/REDUCTION OF SPACE** Cancellations and requests for reduction of space must be made in writing to the Department of Mental Health and Substance Abuse Services (ODMHSAS). Written cancellations and reductions received by November 15, 2013 will be subject to a 50% cancellation fee. No refunds will be given for space cancelled after this date.

**EXHIBITOR REGISTRATION** Each exhibitor is entitled to one Full Conference registration per booth purchased, allowing access to all sessions and events for the entire Conference. Additional company personnel wishing to attend sessions and events must register and pay the appropriate registration fee. Unless special arrangements have been made with ODMHSAS staff, any exhibit space not claimed and/or occupied by close of move-in may be reassigned or resold without obligation to provide any refund whatsoever.

**OFFICIAL DECORATOR & EXHIBIT SERVICE KIT** The official general services contractor is Embassy Suites. The Exhibitor Service Kit containing information for ordering services such as labor, shipping and material handling, furnishings, utilities and other services exhibitors may require will be emailed once your contract is received and processed by ODMHSAS.

**EXHIBIT SHOW COLORS**  
Drape color will be Black

**ELECTRICAL SERVICE**

Booths do not include electric outlets. For electrical, Internet or phone requirements, please contact ODMHSAS.

**HOTEL ACCOMMODATIONS**

Hotel rooms are available at Embassy Suites. Special rates are available for \$114/per night. Reservations may be made by calling the hotel directly at (405) 364-8040. Please mention that you are part of MHP to receive the special group rate.

**EXHIBITOR MOVE-IN** Exhibitor move-in will be on Tuesday, December 3, 2013 from 5:30 p.m. until 7:30 p.m. All exhibitors booths must be set up and all exhibit personnel registered by 7:30 a.m. on Wednesday, December 4, 2013.

**EXHIBITOR MOVE-OUT** Any dismantling of booths or removal of booth materials is expressly forbidden before the official end of the exposition at 11:30 a.m. on Friday, December 6, 2013.

**DRAWINGS & PROMOTIONAL GIVEAWAYS** Promotional giveaways and drawings are permitted with prior approval.

**FOR MORE INFORMATION AND TO RESERVE EXHIBIT SPACE** Complete the contract and exhibit space application.

# ADVERTISING INFORMATION

## ADVERTISE in the Conference Program

The Conference Program provides valuable information including a floor plan, exhibitor listings and Conference schedules. They are used by attendees on the show floor and also serve as year-round reference, which increases your exposure. Advertising in the Conference program reminds buyers about your technology, products and services every time they look for any technology, product or service. Don't miss out on this great opportunity for high quality, targeted advertising.

## Conference Program Guide

Size	Dimension	Price
Full-Page Ad	8.375" wide x 10.875" tall	\$ 450
Half-Page Ad	3.375" wide x 9.5" tall	\$ 350 (vertical)
Half-Page Ad	7" wide x 4.625" tall	\$ 350 (horizontal)
Quarter-Panel Ad	3.375" wide x 4.625 tall	\$ 200
Business Card Ad	1.6875" wide x 2.3125" tall	\$ 100

### Position:

Inside Back Cover (full page color)	\$ 1,000
Outside Back Cover (full-page color)	\$ 1,200

**NOTICE TO ADVERTISERS:** Deadline for insertion orders, camera-ready artwork\* and full payment is **November 15, 2013**. Every effort will be made to accommodate requests for positioning. Please observe the ad sizes as outlined above. Detailed information on how to submit your artwork and on which formats are accepted will be sent once the contract is received and processed by exhibit management staff.

**DO NOT SEND printed material of photocopies.** These cannot be used as camera-ready artwork for color advertisements.

# SPONSORSHIP INFORMATION

## Key Note Speakers

### Cost \$4,000.00 (two speakers available)

The sponsorship is geared for companies that want high visibility for all attendees to see! Your logo will appear on the large screen and other signage. Benefits include:

- ❖ Signage provided in the registration area recognizing your company's sponsorship
- ❖ Recognition during the General Session
- ❖ Sponsor ribbons with your company representatives
- ❖ Your company's name and logo appear alongside other Conference sponsors in the Conference program guide

## Registration Bags

### Cost: \$3,000.00 (Deadline of November 1<sup>st</sup>)

The sponsorship of Conference bags is geared for a company that requires high visibility! This package ensures that your company's name stands out, not only at the time of the Conference, but also long after the event. Your company logo will appear on bags distributed to all attendees at registration. Benefits include:

- ❖ Signage provided in the registration area recognizing your company's sponsorship
- ❖ Recognition during the General Session
- ❖ Sponsor ribbons with your company representatives

## Break

### Cost: \$1,800.00 (five breaks available)

The sponsorship is geared for companies that want visibility at the Conference. Benefits include:

- ❖ Signage provided in the registration area recognizing your company's sponsorship
- ❖ Sponsor ribbons with your company representatives
- ❖ Your company's name and logo appear alongside other Conference sponsors in the Conference program guide
- ❖ Signage by the break service during the sponsored break

## Breakout Session

### Cost: \$800.00

The sponsorship is geared for companies that want visibility at the Conference. Your logo will appear on the screen prior to the start of the breakout and on signage during the speaker. Benefits include:

- ❖ Signage provided in the registration area recognizing your company's sponsorship
- ❖ Sponsor ribbons with your company representatives
- ❖ Your company's name and logo appear alongside other Conference sponsors in the Conference program guide

## Promotional Inserts

### Cost: \$300.00 Per Insert

Get your promotional material (brochure, calendar, etc,) in the hand of every Conference attendee. You provide the material or item and we will insert it in each attendee's registration bag.

**The Prevention and Recovery Conference**  
**EXHIBIT SPACE, ADVERTISING AND SPONSORSHIP CONTRACT**

1. YOU MUST SUBMIT FULL PAYMENT PER 8' x 8' SPACE WITH A SIGNED CONTRACT to be assigned exhibit space. You will receive a confirmation email once space has been assigned. Applications without payment will not be assigned exhibit space until the full payment is received. Checks should be made payable to: ODMHSAS
2. Return contract with payment to: **ODMHSAS 2401 NW 23rd Suite 1F Oklahoma City, OK** or fax contract to **405.522.8320 and mail payment.**
3. Review Exhibit Terms and Conditions and make sure all sections are completed.

**COMPANY INFORMATION (Complete company name and address as you wish it to appear on all conference materials.)**

Company Name \_\_\_\_\_

Company Representative *(Person attending show)* \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Telephone \_\_\_\_\_ ext. \_\_\_\_\_ Fax \_\_\_\_\_

Website \_\_\_\_\_ Email address \_\_\_\_\_

**Exhibit Contact** (prior to conference, this person will receive the exhibit service kit and all related correspondence)  Same as Above

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Country \_\_\_\_\_

Telephone \_\_\_\_\_ ext. \_\_\_\_\_

Fax \_\_\_\_\_

Email address \_\_\_\_\_

The individual signing this contract is an authorized representative of the company with the full power and authority to sign and deliver this contract. A signature on this application indicates understanding and agreement to comply with all policies terms and conditions in the Prospectus, including but not limited to the Exhibitor Terms and Conditions, and other issues by 2013 Prevention and Recovery Conference regarding the exhibits at the Conference.

Signature \_\_\_\_\_ Print Name \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

**IMPORTANT**

Please review floor plan and indicate booth preference(s).

*Note that you are required to conform to the standards set forth by the IAEE regarding display rules and regulations.*

**Booth Choices:**

1<sup>st</sup> Choice \_\_\_\_\_

2<sup>nd</sup> Choice \_\_\_\_\_

3<sup>rd</sup> Choice \_\_\_\_\_

**The Prevention and Recovery Conference \* Exhibit Space, Advertising and Sponsorship Contract**

**Exhibit Booth Fees**

Number of booths (8'x8') \_\_\_\_\_ @ \$395/\$425/\$195 = \$

**TOTAL DUE-EXHIBIT FEES** = \$

**Advertising Rates** (deadline to receive camera-ready artwork is November 15, 2013)

<b>Conference Program Guide</b>		<b>Price</b>	<b>Ordered</b>		
Full-Page Ad	8.375" wide x 10.875" tall	\$ 450	<input type="checkbox"/>	=	\$
Half-Page Ad	3.375" wide x 9.5" tall	\$ 350 (vertical)	<input type="checkbox"/>	=	\$
Half-Page Ad	7" wide x 4.625" tall	\$ 350 (horizontal)	<input type="checkbox"/>	=	\$
Quarter-Panel Ad	3.375" wide x 4.625 tall	\$ 200	<input type="checkbox"/>	=	\$
Business Card Ad	1.6875" wide x 2.3125" tall	\$ 100	<input type="checkbox"/>	=	\$

**Position:**

Inside Back Cover (full page color)	\$ 1,000	<input type="checkbox"/>	=	\$
Outside Back Cover (full-page color)	\$ 1,200	<input type="checkbox"/>	=	\$

**TOTAL DUE-ADVERTISING** = \$

**Sponsorships**

Key Note Speaker	\$4,000	<input type="checkbox"/>	=	\$
Registration Bags	\$3,000	<input type="checkbox"/>	=	\$
Break Sponsor	\$1,800	<input type="checkbox"/>	=	\$
Breakout Session	\$800	<input type="checkbox"/>	=	\$
Promotional Inserts	\$300	<input type="checkbox"/>	=	\$

**TOTAL DUE-SPONSORSHIPS** = \$

**Payment Information**

**Total Due with Contract**

Check enclosed made payable to **ODMHAS**

Exhibit Fees (including Additional Staff fees)	=	\$
Advertising	=	\$
Sponsorships	=	\$
<b>TOTAL AMOUNT DUE</b>	<b>=</b>	<b>\$</b>

# **Exhibitor Terms and Conditions**

## **ADHERENCE TO TERMS/CONTRACTUAL AGREEMENT**

As a condition of exhibiting and when applying for space, the exhibitor agrees to adhere to all conditions and regulations outlined. Exhibitors or their representatives who conduct themselves in an unprofessional manner may be dismissed from the exhibition without refund or appeal. The organizers of the Prevention and Recovery Conference reserve the right to amend any and all rules and regulations at any time.

## **ELIGIBILITY TO EXHIBIT**

The Prevention and Recovery Conference reserves the right to determine the acceptability of applications for exhibit space. Applications and proposed exhibits will be accepted or rejected based on criteria including but not limited to the products' or services' professional or educational benefit to the attendees; products or services consistent with the mission, purpose and goals of Prevention and Recovery Conference; and spatial constraints in the exhibit hall.

## **EXHIBIT DISPLAY AREA**

Exhibit display areas should be arranged in such a manner as not to obstruct sight lines of neighboring exhibitors, meaning no display or its contents may exceed a height of 8' nor may the side walls be higher than 8' within a distance halfway between the back wall and aisle. Maximum height of the displays in the balance of the area is 4'. Any exhibit structure over 8' in height can be placed in a 20 by 20 feet or greater space only on approval by organizers of the Prevention and Recovery Conference.

## **PAYMENT TERMS**

Full payment of the total contracted amount is required with submission of the Exhibit Space Application and Contract or space is not guaranteed. Applications submitted without payment will not be assigned space until the appropriate payment is received.

## **FAILURE TO OCCUPY SPACE**

In the event an exhibiting company has not arrived three (3) hours prior to the hall opening, the conference organizers reserve the right to re-assign that space as it sees fit with no obligation of a refund. If exhibit material has been delivered to the booth but has not been assembled, the conference organizers reserve the right to remove the material and place it in storage. If the exhibitor arrives after the material has been stored and would like the material brought back to the show floor, a drayage fee will be charged. Failure to occupy exhibit space does not relieve the Exhibitor from the obligation to pay the full booth rental fees.

## **INSTALLATION AND DISMANTLE**

Installation and Dismantle dates and hours are outlined in the Exhibit Prospectus. All exhibits must be fully operational one half hour prior to opening. Exhibitors are prohibited from dismantling booths prior to official close of exhibit hours. Any exhibitor breaking down early without permission from the conference organizers will not be allowed to exhibit at future Conferences. Tear down and removal of exhibits shall begin promptly after the close of exhibits.

## **BADGES AND ADMISSION TO HALL**

Badged exhibitors may enter the exhibit hall one hour before conference opening and remain in the hall one hour after closing each day. If further access is required, special permission must be secured from the conference organizers. Trading of badges with other exhibitors or attendees is strictly prohibited. Each exhibitor must wear the official exhibitor badge at all times while at the conference site.

## **EXHIBIT CONDUCT**

- a. Distribution of promotional or education materials may be conducted and circulated only within the booth assigned to the exhibitor.
- b. 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.
- c. Exhibitors must conduct exhibits in a dignified and professional manner.
- d. Aisle may not be obstructed at any time because of excessive crowding in the exhibit booth.
- e. No exhibitor may sublet, assign or share exhibit space.
- f. Noise from electrical or mechanical apparatus or presentations within the booth must not interfere with other exhibitors.
- g. Exhibit Management reserves the right to determine at what point sound constitutes interference with others.
- h. Order taking is permitted when conducted in a professional manner.

## **SECURITY**

The Prevention and Recovery Conference provides security of the periphery of the exhibition hall on a twenty-four hour basis beginning at the start of move-in and continuing through the exhibition closing. Security service is not provided to individual booth spaces.

## **CANCELLATION OF THE CONFERENCE**

It is mutually agreed that in the event The Prevention and Recovery Conference is cancelled due to disaster, strike, labor dispute, governmental intervention, malicious damage, acts of war, or other causes which would prevent its scheduled opening or continuance, then and thereupon the agreement will be terminated and the conference organizers shall determine an equitable basis for the refund of such portion of the exhibit fee as is possible, after due consideration for expenditures and commitments already made.

## **LIABILITY AND INDEMNIFICATION**

Exhibitors must surrender the space occupied in the same condition as received. Exhibitors are required to strictly comply with all terms of their agreement as contained in the Exhibit Prospectus, the Exhibitor Service Kit, the Exhibit Space Application/Contract, and exhibitor correspondence as well as all applicable terms and conditions contained in the agreement between The Prevention and Recovery Conference and the Hotel/Convention Center.

Exhibitor shall indemnify and hold harmless The Prevention and Recovery Conference and Embassy Suites and its servicing agents from all liability (damage, accident, or loss) which might ensue from any cause resulting or connected with the transport, placement, removal or display of any materials or equipment. Further, the exhibitor shall assume responsibility for all equipment. Further, the exhibitor shall assume responsibility for any claims arising out of the use of meeting space of the Embassy Suites for exhibits/table top display purposes.

The Exhibitor agrees to indemnify and defend The Prevention and Recovery Conference, Embassy Suites and its owners, agents and employees against any claims or expenses arising out of the use of the premises for EXHIBITS/DISPLAYS purposes.