

2016 CHILDREN'S BEHAVIORAL HEALTH CONFERENCE

MAY 11- 13, 2016



The MISSION is POSSIBLE:
FACING THE CHALLENGE

Exhibitor Prospectus

EXHIBITOR INFORMATION

The Oklahoma Department of Mental Health and Substance Abuse Services (ODMHSAS) would like to invite your company to join us for The 2016 Children's Behavioral Health Conference, May 11-13, 2016, at the Embassy Suites Norman Hotel and Conference Center in Norman, Oklahoma. The goal of this Conference is to stretch our knowledge of behavioral health and wellness and to expand the possibilities for infants, children, youth and young adults. The Exhibit Space 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 Norman Hotel and Conference Center. 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*

Wednesday, May 11, 2016

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

Thursday, May 12, 2016

7:30 a.m. – 5:00 p.m.	Exhibit Hall Open
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Friday, May 13, 2016

7:30 a.m. – 1:00 p.m.	Exhibit Hall Open
2:15 p.m. – 3:30 p.m.	Exhibit Dismantling

*schedule subject to change

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 April 25, 2016 will be subject to a 50% cancellation fee. No refunds will be given for space cancelled after this date.

Booth Fees

8' x 8'	\$345.00 on or before 04/29/2016
	\$395.00 after 04/29/2016
	\$175.00 non-profit on or before 04/29/16
	\$210.00 after 04/29/16
	\$75.00 each additional table

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 April 25, 2016)
- 24 hour perimeter security

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.

EXHIBIT SHOW COLORS

Drape color will be Black

ELECTRICAL SERVICE

Booths do not include electric outlets. For electrical, Internet or phone requirements, please send an email to Allison.Woodard@odmhsas.org.

HOTEL ACCOMMODATIONS

The conference will be May 11-13, 2016, at the Embassy Suites, Norman Hotel and Conference Center located at 2501 Conference Drive, Norman, Okla., 73069. Participants are responsible for making their own reservations. You can book online through the Embassy Suites website using the group code BHC where prompted. Guests may also make reservations by calling 1-866-577-1273, and asking for the group name —BHC – Behavioral Health Conference.

EXHIBITOR MOVE-IN Exhibitor move-in will be on Wednesday, May 11, 2016 from 6:30 a.m. until 7:30 a.m. All exhibitors' booths must be set up and all exhibit personnel registered by 7:30 a.m. on Wednesday, May 11, 2016.

EXHIBITOR MOVE-OUT Any dismantling of booths or removal of booth materials is expressly forbidden before the official end of the exposition at 2:15 p.m. on Friday, May 13, 2016.

DRAWINGS & PROMOTIONAL GIVEAWAYS Promotional giveaways and drawings are permitted with prior approval. To receive approval contact Allison.Woodard@odmhsas.org.

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
Half-Page Ad	3.375" wide x 9.5" tall	\$ 450 (vertical)
Half-Page Ad	7" wide x 4.625" tall	\$ 450 (horizontal)
Quarter-Panel Ad	3.375" wide x 4.625 tall	\$ 300
Business Card Ad	1.6875" wide x 2.3125" tall	\$ 200

NOTICE TO ADVERTISERS: Deadline for insertion orders, camera-ready artwork* and full payment is **May 25, 2016**. 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 or photocopies. These cannot be used as camera-ready artwork for color advertisements.

SPONSORSHIP INFORMATION

Key Note Speakers

Cost \$3,000.00 (three 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 the following:

- ❖ 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: \$2,000.00 (Deadline of April 20th)

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 the following:

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

Break

Cost: \$1,500.00 (five breaks available)

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

- ❖ 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: \$600.00

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 speech. Benefits include the following:

- ❖ 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.

Promotional Electronic Advertisement

Cost: \$250 Per Slide

Get you company's promotional information each day before the Plenary on the scrolling screen. You provide the jpg slide and we will add it to the pre-plenary slide show!

Promotional Email Blast

Cost: \$200 Per Email Blast

Get your company's promotional information in the hand of every Conference attendee prior to the conference. You provide the information and we send it out to every attendee prior to the conference!

The 2016 Children's 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 _____ Telephone _____ ext. _____

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 _____

Telephone _____ ext. _____ 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 2016 Children's Behavioral Health 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:

1st Choice _____

2nd Choice _____

3rd Choice _____

The 2016 Children's Conference * Exhibit Space, Advertising and Sponsorship Contract

Exhibit Booth Fees

Number of booths (8'x8') _____ @ \$345/\$395/\$175 = \$

TOTAL DUE-EXHIBIT FEES = \$

Advertising Rates (deadline to receive camera-ready artwork is April 25, 2016)

Conference Program Guide		Price	Ordered		
Half-Page Ad	3.375" wide x 9.5" tall	\$ 450 (vertical)	<input type="checkbox"/>	=	\$
Half-Page Ad	7" wide x 4.625" tall	\$ 450 (horizontal)	<input type="checkbox"/>	=	\$
Quarter-Panel Ad	3.375" wide x 4.625 tall	\$ 300	<input type="checkbox"/>	=	\$
Business Card Ad	1.6875" wide x 2.3125" tall	\$ 200	<input type="checkbox"/>	=	\$
TOTAL DUE-ADVERTISING			=	=	\$

Sponsorships

Key Note Speaker	\$3,000	<input type="checkbox"/>	=	\$
Registration Bags	\$2,000	<input type="checkbox"/>	=	\$
Break Sponsor	\$1,500	<input type="checkbox"/>	=	\$
Breakout Session	\$600	<input type="checkbox"/>	=	\$
Promotional Inserts	\$300	<input type="checkbox"/>	=	\$
Promotional Electronic Advertisement	\$250	<input type="checkbox"/>	=	\$
Promotional Email Blast	\$200	<input type="checkbox"/>	=	\$
TOTAL DUE-SPONSORSHIPS			=	\$

Payment Information

Total Due with Contract

Check enclosed made payable to **ODMHSAS**

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

Exhibitor Terms and

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 Children's Behavioral Health Conference reserve the right to amend any and all rules and regulations at any time.

ELIGIBILITY TO EXHIBIT

The Children's Behavioral Health 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 Children's Behavioral Health 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 Children's Behavioral Health 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.

Conditions

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 they see 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 Children's Behavioral Health 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 Children's Behavioral Health 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 Children's Behavioral Health Conference and the Hotel/Convention Center.

Exhibitor shall indemnify and hold harmless The Children's Behavioral Health Conference and Embassy Suites Hotel and Convention Center in Norman 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; and the exhibitor shall assume responsibility for any claims arising out of the use of meeting space of the Embassy Suites Norman Hotel and Conference Center for exhibits/table top display purposes.

The Exhibitor agrees to indemnify and defend The Children's Behavioral Health Conference, Embassy Suites Norman Hotel and Conference Center and its owners, agents and employees against any claims or expenses arising out of the use of the premises for EXHIBITS/DISPLAYS purposes.

Exhibitor May

