New Jersey Association of Mental Health and Addiction Agencies, Inc.

OCTOBER 23, 2018

NJAMHAA 2018 FALL BEHAVIORAL HEALTHCARE CONFERENCE

CHAMPIONS for Health Care

sponsored by: AmmonLabs

SPONSORSHIP & EXHIBITING OPPORTUNITIES

sponsored by: Johnson & Johnson
Attendees will include:
• Chief executive officers and executive directors
• Chief financial officers and fiscal staff
• Clinical and medical directors
• Consumers and consumer advocates
• Counselors
• Drug/alcohol counselors
• Health educators
• Human resources personnel
• Management staff
• Mental health technicians
• Nurses
• Policymakers
• Program directors
• Psychiatrists
• Psychologists
• Social workers
• Supervisors

Attendees are interested in:
• Assessment instruments
• Computer services and telecommunication systems
• Clinical services
• Financial services and insurance
• Food and business supplies
• Furniture, therapeutic equipment and recreational equipment
• HIPAA solutions
• Housing and consulting services
• Marketing and strategic planning services
• Performance measurement and outcomes information systems
• Pharmaceuticals
• Training resources for professional staff, consumers and families
• Workforce solutions
• And much more!

Champions for Health Care

Act Now!
These opportunities are available on a first-come, first-served basis.
Registration will close Friday, September 21, 2018.
(July 30, 2018 for Registration Details Sponsorship and August 17, 2018 for Tangible Items)

Here is why you do not want to miss out on our invitation to take advantage of business boosting opportunities at Champions for Health Care:
• You will have the chance to meet all of our members and other stakeholders.
• Attendees include the top decision-makers at their organizations, meaning that you will be networking with the most high-powered people providing behavioral health services in New Jersey.
• You will receive high visibility and recognition at all conference events and in all conference promotional materials.

The New Jersey Association of Mental Health and Addiction Agencies, Inc. (NJAMHAA) is a statewide trade association representing hospital-based and freestanding organizations that provide mental healthcare, substance use treatment and a broad range of other support services to children and adults with mental health, behavioral, emotional and substance use disorders and developmental disabilities each year.

The purpose of this conference is to support and enhance communication among the members of the mental health, substance use and developmental disabilities community, to encourage the advancement of best practices and service delivery and to promote a shared commitment to individuals with psychiatric and substance use issues and developmental disabilities.
SPONSORSHIP OPPORTUNITIES

Sponsoring this conference is a unique opportunity for you to promote and showcase your products and services to a targeted and influential group.

Participating in one of the following sponsorships will leave a lasting impression on the audience and improve your bottom line!

PRESENTING SPONSOR

Our highest level sponsorship package offers high impact and the most eye-catching visibility and allows you to reach every single attendee. Your company name and logo will appear on all marketing materials and also on a banner that will be prominently displayed in the main room during all plenaries, keynotes and lunch.

This sponsorship includes the following:
- Company logo on all marketing materials with “YOUR company: Presenting Sponsor of NJAMHAA's 2018 Fall Behavioral Health Care Conference Champions for Healthcare.”
- Logo/name to appear on the Conference Banner that will hang in the main room.
- Inside front cover color advertisement in the Program Book (see ad details)
- Signage and verbal recognition
- Exhibitor table with two (2) exhibiting staff members (see exhibitor details)
- Opportunity to provide a client or potential client with a complimentary pass to the conference; you will receive two (2) complimentary conference registrations.
- Opportunity to connect with your clients/potential clients at the private VIP table
- VIP lunch seating
- Web link on the NJAMHAA website highlighting your sponsorship and presence at the conference

PLATINUM SPONSORSHIP

This sponsorship includes the following:
- Logo/name to appear on the Conference Banner that will hang in the main room, acknowledging the long time support to NJAMHAA.
- A full page B&W advertisement in the Program Book (see ad details)
- Signage, recognition in the program book as well as verbal recognition
- Exhibitor table with two (2) exhibiting staff members (see exhibitor details)
- Two complimentary conference registrations
- Web link on the NJAMHAA website highlighting your sponsorship and presence at the conference

TANGIBLE SPONSORSHIPS ($3,500 EACH)

These sponsorships provide high profile, enduring visibility for your brand at the conference. Every attendee will receive your selected tangible item at registration and have your company name and logo through the entire conference and thereafter to provide you with continual onsite visibility and long-term advertising.

Select from one of the following tangible items:
- Flash Drives
- Tote Bags
- Lanyards

These sponsorships include the following:
- Logo/name to appear on the selected items that each attendee will receive upon arrival at the conference
- Signage at registration and verbal recognition
- Full page black and white advertisement in the Program Book (see ad details)
- Web link on the NJAMHAA website highlighting your sponsorship
- Newsletter insert in the NJAMHAA quarterly newsletter
- Social media posts

Deadline for response is August 17, 2018

Please note: If you are interested in this sponsorship, registration must be completed by July 30, 2018. Please forward a high resolution logo to jmoy@njamhhaa.org.
SPONSORSHIP & EXHIBITING OPPORTUNITIES

BROCHURE SPONSOR $3,000 [this brochure]
- Name and logo on the cover of the Sponsorship & Exhibiting details brochure.
- Verbal recognition and signage for afternoon break
- Half page ad in the Program Book (see ad details)
- One complimentary conference registration
- Web link on the NJAMHAA website highlighting your sponsorship
- Newsletter insert in the NJAMHAA quarterly newsletter
- Social media posts

Please note: If you are interested in this sponsorship, registration must be completed by June 10, 2018. Please forward a high resolution logo to jmoy@njamhaa.org.

BREAKFAST SPONSOR ($2,950)
When people arrive at the conference, the first thing they will want is coffee. As they make their way to the breakfast station, they will know that you provided the decorative array of assorted breakfast breads, muffins and croissants served with freshly squeezed juices, freshly brewed regular and decaffeinated coffee and assorted aromatic teas.

This sponsorship includes the following:
- Signage and verbal recognition
- Exhibitor table with two (2) exhibiting staff members (see exhibitor details)
- Full page black and white advertisement in the Program Book (see ad details)
- Web link on the NJAMHAA website highlighting your sponsorship and presence at the conference

PROGRAM BOOK SPONSOR ($2,700)
Attendees frequently refer to the Program Book to check the agenda and read about the presenters and exhibitors. Every time they do, they will see your organization's logo and name on the front cover. Now, that's high visibility!

This sponsorship also includes the following:
- Verbal recognition during the conference
- Exhibitor table with two (2) exhibiting staff members (see exhibitor details)
- Web link to your organization's website on the NJAMHAA website to highlight your sponsorship and presence at the conference

BREAK SPONSOR ($1,200 PER BREAK)
Keep attendees alert in the middle of an information-packed day! Provide participants with freshly brewed regular and decaffeinated coffee and assorted aromatic teas.

This sponsorship includes the following:
- Half page black and white advertisement in the Program Book (see ad details)
- Signage at the break setup and verbal recognition during the conference
- Web link to your organization's website on the NJAMHAA website to highlight your sponsorship and presence at the conference

KEYNOTE SPONSOR ($1,500 PER SESSION)
NJAMHAA is lining up well-known, dynamic, expert presenters and you can get the credit by sponsoring any of their presentations! We will soon have our program finalized and you can select the keynote presentation, plenary session or a workshop – or any combination – to sponsor!

*Multiple Sponsors Accepted

This sponsorship includes the following:
- Company logo on all keynote or plenary session signage and in the Program Book
- Half page black and white advertisement in the Program Book (see ad details)
- Signage and verbal recognition at the appropriate keynote or plenary session
- Web link on the NJAMHAA website highlighting your sponsorship and presence at the conference

WORKSHOP SPONSOR ($750 PER SESSION)
This sponsorship includes the following:
- Company logo on all workshop signage and in the Program Book
- Half page black and white advertisement in the Program Book (see ad details)
- Signage and verbal recognition at the appropriate workshop
- Web link on the NJAMHAA website highlighting your sponsorship and presence at the conference
## ADVERTISING OPPORTUNITIES

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Dimensions</th>
<th>Color Type</th>
<th>Member Rate</th>
<th>Non-Member Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back cover advertisement</td>
<td>8½” wide x 11” high</td>
<td>Full Color</td>
<td>$500</td>
<td>$800</td>
</tr>
<tr>
<td>Full page advertisement</td>
<td>8½” wide x 11” high</td>
<td>Black and White</td>
<td>$300</td>
<td>$400</td>
</tr>
<tr>
<td>Half page advertisement</td>
<td>8½” wide x 5 1/2” high</td>
<td>Black and White</td>
<td>$200</td>
<td>$300</td>
</tr>
</tbody>
</table>

### Advertisement Details
Ads MUST be a maximum of 10 MB and forwarded in a high resolution PDF, TIFF or EPS file format. Register and submit your advertisement through njamhaa.org/events by **Friday, September 21, 2018**.

## EXHIBITING OPPORTUNITIES

Participating as an exhibitor will provide a unique two-way opportunity for you and our conference attendees to meet and network. NJAMHAA is developing the agenda to allow ample time for conference attendees to spend time speaking with all exhibitors, which will provide plenty of opportunity for them to learn about your products or services in detail and, therefore, seriously consider the potential benefits of investing in what your company has to offer. During the conference, breakfast and breaks will be served in the exhibit area.

### EXHIBITOR PRICING:
- Member Rate - $625
- Non Member Rate - $825

### VENDOR LUNCHEON RAFFLE:
Participation is optional and strongly encouraged. Bring a vase or basket to collect business cards and a raffle item that can be displayed at your booth. NJAMHAA will contribute in the following ways:
- Participating vendors and prizes offered will be announced during the conference.
- All participating vendors will be listed on a handout included in each attendee packet to encourage attendees to visit each vendor.
- All participating vendors will keep their raffle participants’ contact information.

### EXHIBITORS’ REGISTRATION FEE INCLUDES:
- Admission for a maximum of two (2) exhibiting staff members (*Additional exhibit staff will be charged $65 each)
- Wireless Internet access and electrical connection
- Continental breakfast and lunch – Lunch seating is with attendees.
- One 6’ display table (TABLE-TOP DISPLAYS ONLY)
- Participation in the Vendor Luncheon Raffle (see details on left)
- Organization logo, organization contact information and 50-word organization/product abstract published in the Program Book

Register online through njamhaa.org/events by **Friday, September 21, 2018**.
DISPLAY RESTRICTIONS
Each tabletop display will be furnished with a 6’ table and two chairs. Displays that can be placed on top of (or in back of) the 6’ table are permitted. No exhibit may extend beyond the space of a 6’ table.

DISPLAY SETUP AND REMOVAL
Tabletop displays must be set up and in place no later than 7:45 a.m. on the day of exhibiting. Setup may start at 6:30 a.m. All displays must be removed by 5:00 p.m. on October 23, 2018. Electrical and high speed Internet access is available at no additional cost. If you require assistance, please call Julie Moy, NJAMHAA’s Event Planner at (609) 838-5488, ext. 218. Exhibitors are responsible for making and paying for their own arrangements to ship back any remaining materials or displays.

SHIPPING INSTRUCTIONS
Please have all boxes delivered one (1) day prior to the event, Monday, October 22, 2018. Each box you ship to the Pines Manor must be properly packaged and marked with a mailing label that reads exactly as follows:

ATTENTION
Marisa Dervech, Catering Director and NJAMHAA Event
Pines Manor
C/O NJAMHAA – 2018 Fall Behavioral Healthcare Conference
Event Date: October 23, 2018
2085 Lincoln Highway (Route 27)
Edison New Jersey 08817
Box_of
ORG NAME: _____

Please include the number of boxes shipped (i.e., 1 of 2, 2 of 2, etc.). There is no fee for storage. There is a limit of 10 boxes weighing no more than 50 pounds each per exhibitor that can be shipped to the Pines Manor one day prior to the conference. For shipments larger than this, please contact NJAMHAA’s Event Planner at (609) 838-5488, ext. 218. Larger packages must arrive on the day of setup. The Pines Manor reserves the right to refuse packages that appear damaged or that exceed its storage guidelines, and in any event, assumes no liability for the condition of the contents of such packages. Any package being shipped out must be prepaid, addressed, labeled, and ready for mailing. You will be billed any direct shipping costs or handling/storage fees by the facility.

CANCELLATION OF TABLETOP DISPLAY
Display space may be canceled up to one month prior to the opening date of the conference without penalty. However, a 50 percent cancellation charge will apply if cancellation is less than one month prior to the conference and a 100 percent cancellation charge will apply if cancellation is within one week of the conference. All cancellations must be received in writing via e-mail by NJAMHAA’s Event Planner at jmoy@njamhaa.org.

LIABILITY
This agreement shall not constitute or be considered a partnership, employer/employee relationship, joint venture or agency between NJAMHAA and the Exhibitor. The Exhibitor hereby agrees to and does indemnify, hold harmless and defend NJAMHAA, the Pines Manor, and their officers, agents or employees from and against any and all liability, responsibility, loss, damage, cost of expense of any kind whatsoever (including but not limited to cost, interest, and attorney’s fees) that they may incur, suffer, be put to, or required to pay incident to or arising directly or indirectly from any intentional or negligent act or omission by the Exhibitor or any of its employees, servants or agents, subject to the provisions herein. The Exhibitor further agrees that NJAMHAA and its agents and employees shall not be responsible in any way for (i) damage, loss, or destruction of any property of Exhibitors, or (ii) injury to the Exhibitor or its representatives, agents, employees, licensees, or invitees, and agrees to and does indemnify, hold harmless, and defend NJAMHAA from any claims arising out of damage, loss, or destruction under a) or b) herein. The Exhibitor shall be fully responsible to pay for any and all damages to property owned by the Pines Manor, its owners or managers, which result from any act or omission of the Exhibitor. The Exhibitor agrees to defend, indemnify and hold harmless the Pines Manor, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from the Exhibitor’s use of the property. The Exhibitor’s liability shall include all losses, costs, damages, and expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees, which arise from or out of the Exhibitor’s occupancy and use of the exhibit premises.

INABILITY TO HOLD MEETING
If because of war, fire, strike, hotel construction or renovation project, government regulation, public catastrophe, act of God or the public enemy, or other cause beyond the control of NJAMHAA, the meeting or any part thereof is prevented from being held or is canceled, or space becomes unavailable, NJAMHAA shall determine and refund to the Sponsor/Exhibitor its proportionate share of the balance of the aggregate sponsor fees received, which remain after deducting expenses incurred by NJAMHAA and reasonable compensation to NJAMHAA, but in no case shall the amount of refund to the Sponsor/Exhibitor exceed the amount of the Sponsor/Exhibitor fee paid.

NJAMHAA shall have no further liability to the Sponsor/Exhibitor. The Sponsor/Exhibitor may consider obtaining appropriate insurance coverage at its cost and expense for this contingency. NJAMHAA does not furnish this directly or indirectly.
TERMS AND CONDITIONS

Please follow the guidelines listed below to ensure that your registration is promptly and accurately processed.

REGISTRATION RATES
We are pleased to offer discounted rates for our members. We request that you confirm your organization’s membership status to ensure that you benefit from the discount if you are a member. Please visit www.njamhaa.org and click on the NJAMHAA Membership Directory button on the left column to view our membership list to see if your organization is included. If the discounted rate is paid by a nonmember, the nonmember will be invoiced for the difference. We would be happy to discuss membership with you if you are interested.

ONLINE REGISTRATION
To ensure efficiency and accuracy, we need to process all registrations online. E-mails and faxes do not constitute registrations. After completing your online registration, if you are paying by check, please print the confirmation and send a copy of it along with your payment, made payable to NJAMHAA and mail to Accounts Payable, at NJAMHAA (see address below). If you have any difficulties with online registration, please contact July Moy at 609-838-5488, ext. 218. Only Visa or Mastercard are accepted credit card payments.

MEDIA RELEASE
By completing the online registration, you acknowledge that photos and videos may be taken throughout each training/conference and may be used in any and all NJAMHAA online and paper publications, website and media and NJAMHAA will be held harmless regarding their use. This pertains to individuals who register themselves, as well as individuals who are registered by others.

CANCELLATION, SUBSTITUTION AND REFUND POLICY
Must cancel registrations IN WRITING ONLY to NJAMHAA via fax at 609-838-5489 or e-mail at jmoy@njamhaa.org. Sponsors and exhibitor registrants must cancel registrations IN WRITING ONLY by 4:00 p.m., 30 calendar days prior to the conference in order to receive a 100 percent refund of the registration fee. If you cancel your registration between 15 and 29 days prior to the conference start date, you will receive only a 50 percent refund of the registration fee. No refunds will be made within 15 or fewer days of the start date. Phone calls and voicemails will not be accepted as a means of cancellation.

GRIEVANCE POLICY
Should any registrant be dissatisfied with the quality of their continuing education program or exhibiting experience during this event, a request in writing, explaining why you were dissatisfied, must be submitted to NJAMHAA within five business days of the conclusion of the conference/training in order to receive a full refund of registration fees. The claim must be a valid claim and supported by specific documentation.

Your request can be sent to jmoy@njamhaa.org or faxed to 609-838-5489.

PAYMENT INFORMATION AND INSUFFICIENT FUNDS
Online payments may be made in the form of a Visa or MasterCard. Checks are also accepted, made payable to “Accounts Payable” and mailed to NJAMHAA, 3635 Quakerbridge Road, Suite 35, Mercerville, NJ 08619. If a check is returned by the bank due to insufficient funds, a $35 fee will be applied to your invoice and required as payment. Individuals holding outstanding balances will be ineligible to attend future NJAMHAA conferences or trainings until the outstanding balances are paid in full. Each individual with an outstanding balance that has been carried for more than 30 days will incur a $25 late fee, which will be applied to the invoice and required as payment.

New Jersey Association of Mental Health and Addiction Agencies, Inc.
3635 Quakerbridge Road, Suite 35, Mercerville, NJ 08619
Phone: 609.838.5488
Fax: 609.838.5489
www.njamhaa.org

*After October 5, 2018, all payments must be made by MasterCard or Visa only. No checks will be accepted.
Follow NJAMHAA on social media!

We keep you informed of current affairs in mental health care and addiction treatment.

We provide updates on trainings, events and resources available.