

MENTAL HEALTH AMERICA 2015 ANNUAL CONFERENCE

Intervention and Innovation Before Stage 4

JUNE 3-5, 2015 ALEXANDRIA, VA



SPONSOR AND EXHIBITOR GUIDE



Mental Health America (MHA) – founded in 1909 – is the nation’s leading community-based nonprofit dedicated to helping all Americans achieve wellness by living mentally healthier lives. Our work is driven by our commitment to promote mental health as a critical part of overall wellness, including prevention services for all, early identification and intervention for those at risk, integrated care and treatment for those who need it--with recovery as the goal. We have an established record of effective national and grassroots advocacy and achievement.

With over 200 affiliates in 41 states, 6,500 affiliate staff and over 10,000 volunteers, we are a powerful voice for healthy communities throughout the nation. Our virtual reach is also wide—with 26,000 email supporters, over 50,000 Twitter followers, 94,000 Facebook fans, and 2.7 million visitors to our website annually. With our new web-based mental health screening tools, we estimate an average of 300,000 screens will be conducted each year for anxiety, depression, bipolar disorder, and post-traumatic stress disorder (PTSD).

Our *#B4Stage4* campaign seeks to address mental health in its early stages. When we think diseases like cancer or heart disease, we don’t wait years to treat them. We start before Stage 4—we begin with prevention, identify symptoms, and develop a plan of action to reverse and hopefully stop the progression of the disease. So why don’t we do the same for individuals who are dealing with potentially serious mental illness? We need to address these symptoms early, identify the underlying disease, and plan an appropriate course of action on a path towards overall health. Mental Health America is committed to addressing mental illness before Stage 4.

ABOUT THE 2015 ANNUAL CONFERENCE

On June 3-5, 2015 Mental Health America (MHA) will hold its 2015 Annual Conference with the theme *Intervention and Innovation Before Stage 4*” at the Hilton Mark Center in Alexandria, Virginia. The conference will highlight the impact the organization and others have had in improving mental health in America, examine innovations and programs that will play a vital role in shaping the future of mental health care, and discuss the critical need to address those initial signs of a mental illness—before Stage 4—so that we can intervene early and make a difference. The event will include several high level plenary sessions, keynote speeches, breakout sessions, and our 2nd Annual *Innovation Nation* that highlights pioneering programs on the local level. Past speakers include Tipper Gore, Glenn Close, George Stephanopoulos, and entertainer Demi Lovato. We expect 500 people to attend.

MHA 2015 Annual Conference Honorary Committee

Former First Lady Rosalynn Carter, Chair
 Senator Tammy Baldwin
 Senator Michael Enzi
 Senator Al Franken
 Senator Chuck Grassley
 Senator Christopher Murphy
 Congresswoman Grace F. Napolitano
 Congresswoman Doris Matsui
 Congressman Paul Tonko
 Congressman Fred Upton
 Congressman Todd Young
 Major General Mark Graham (Ret.)
 Carol Graham
 Glennon Doyle Melton
 Brandon Staglin
 Garen Staglin
 Shari Staglin
 David Wellstone



WHO EXHIBITS AT THE CONFERENCE?

- Corporations and companies with health and wellness products and services
- Health and insurance providers
- Government agencies
- Nonprofits, including trade associations
- Health care and advocacy groups
- Authors
- Pharmaceutical companies
- Natural and homeopathic organizations
- Wellness ambassadors



PAST EXHIBITORS

- Abraham Low Self Esteem System
- AstraZeneca
- Avalon Hills Residential Eating Disorders Program
- Booz Allen Hamilton
- Bristol-Myers Squibb
- Cedar Ridge Psychiatric Hospital
- Center for Cognition and Recovery
- Center for Social Innovation
- Defense Centers of Excellence for Psychological Health and Traumatic Brain Injury
- DBSA of Oklahoma
- Depression is Real Campaign
- Lilly USA
- Fisher Wallace Laboratories
- Harris Corporation
- I.C. Hope Anti-Stigma Program
- Indian Health Resource Center
- Janssen
- Medical Reserve Corps.
- MSA San Francisco
- My Outcomes, LLC
- NARSAD
- Neuronetics
- NIMH
- Optum Health
- OSU-Tulsa Counseling Center
- Pam Lab, LLC
- Prescription Audio
- Rolling Hills Hospital
- Rose Rock Academy
- Real Warriors Campaign
- SAMHSA
- Screening for Mental Health, Inc.
- St. Anthony Behavioral Medicine
- Sunovion Pharmaceuticals
- T3 Training: think/teach/transform
- The Tristesse Grief Center
- V.A. Homeless Program
- V.A. Medical Center—OEF/OIL Program
- Valley Hope Association
- Veterans Crisis Line

SPONSORSHIP OPPORTUNITIES

Align your brand with wellness and support a great cause at the same time—become a sponsor of Mental Health America’s 2015 Annual Conference: *Intervention and Innovation Before Stage 4*. Your organization’s sponsorship will be recognized in print and online in a number of ways, allowing you to gain visibility with our diverse audience, including key stakeholders from throughout the health care sector, social workers, consumers, MHA affiliates, mental health experts, government officials and the general public.



PLATINUM LEVEL (\$50,000 AND ABOVE)

- Recognition as a Platinum sponsor on all signage at meals
- Podium recognition, including the annual Clifford Beers Awards dinner
- Private meeting with MHA CEO Paul Gionfriddo
- Two free tickets to private VIP event during conference
- Recognition on conference website and MHA website
- Complimentary 10x10 booth in exhibit hall
- Full page program ad
- Social media recognition and promotion
- Reserved seating at all meals
- Six free registrations

GOLD LEVEL (\$25,000-\$49,000)

- Recognition as a Gold sponsor on all signage at meals
- Podium recognition, including the annual Clifford Beers Awards dinner
- Complimentary 10x10 booth in exhibit hall
- Recognition on conference website
- Full page program ad
- Social media recognition
- Reserved seating at all meals
- Five free registrations

SILVER LEVEL (\$6,000-\$24,000)

- Recognition as a Silver sponsor on all signage at all events
- Recognition on conference website
- Half-page program ad
- Reserved seating at all meals
- Four free registrations

BRONZE LEVEL (\$2,500-\$5,000)

- Recognition as a Bronze sponsor on all signage at all events
- Recognition on conference website
- Quarter-page program ad
- Two free registrations

**SPONSORSHIP INQUIRIES: INDIVIDUAL EVENT AND PROMOTIONAL ITEM
SPONSORSHIP ALSO AVAILABLE. FOR MORE INFORMATION CONTACT TAMMY
PASTER AT 415-215-2741 OR TAMMYPASTER@HOTMAIL.COM**



EXHIBIT HALL SCHEDULE

SET-UP

Thursday, June 4th 7:00 a.m. – 9:15 a.m.

OPEN

Thursday, June 4th 9:30 a.m. – 4:00 p.m.

OPEN

Friday, June 5th 9:30 a.m. – 2:00 p.m.

BOOTH BREAKDOWN

Friday, June 5th 2:00 p.m. – 4:00 p.m.

EXHIBIT GUIDELINES

- Booths must focus on public education campaigns and not on branded treatments.
- Companies cannot distribute or display materials or promotional items related to a branded treatment.
- Exhibitors cannot hang displays from hotel walls.
- All booths, except those owned and operated by MHAs, must be staffed during exhibit hall hours.
- Exhibitors will not charge for any service rendered to conference participants.
- Exhibit cost includes breakfast and lunch on June 4th for exhibitors.

BOOTH FEATURES

- Each exhibit includes a 6' table with drape, waste basket, two chairs and a company identification sign.
- Exhibitor badges and packets will be distributed onsite at the conference registration desk.
- Individuals (including authors, consultants, colleagues, friends, and relatives, etc.) who may be associated with the company but not working in the booth, must pay the regular registration rate.



INQUIRIES?

Antionette Means

(703) 797-2592

ameans@mentalhealthamerica.net

APPLICATION AND CONTRACT

COMPANY INFO

Organization Name	Name as it should be listed in printed materials (if different)	
Exhibit Planner	Phone	Fax
Mailing Address		
E-mail	Website	
Onsite Staff #1 (include title, company, city & state)	E-mail	
Onsite Staff #2 (include title, company, city & state)	E-mail	

Yes/No: Our exhibit requires access to electricity.

Yes/No: We have an exhibit larger than 10'x10' (contact Antionette Means or (703) 797-2592 to discuss options.)

EXHIBIT SPACE

BOOTH	RATE	NUMBER	TOTAL COST
Nonprofit/Government (6')	\$1,000.00	x _____	= _____
Commercial (6')	\$1,500.00	x _____	= _____
10' x 10'	\$2,000.00	x _____	= _____
		TOTAL EXHIBIT COST:	= _____

SPONSORSHIP

Please select the level at which you would like to sponsor by checking one of the boxes below.

- ☐ Platinum (\$50,000+)
- ☐ Gold (\$25,000-\$49,000)
- ☐ Silver (\$6,000-\$24,000)
- ☐ Bronze (\$2,500-\$5,000)

CONFERENCE PROGRAM GUIDE ADVERTISING

Advertisements in the Conference Onsite Guide may be purchased separately. Advertisements may not promote branded treatments. Ads must be sent to Erin Wallace at ewallace@mentalhealthamerica.net no later than April 15, 2015.

AD SIZE	PRICE	SPECIFICATIONS
<input type="checkbox"/> Full-Page Ad	\$2,000	Size: 8 3/4" x 11". Artwork must be at least 300dpi.
<input type="checkbox"/> 1/2 Page Ad	\$1,000	Size: 4 1/16" x 6 7/8". Artwork must be at least 300dpi.
<input type="checkbox"/> 1/4 Page Ad	\$750	Size: 6 3/4" x 2 5/16". Artwork must be at least 300dpi.
TOTAL	\$ _____	

PAYMENT INFORMATION

PAYMENT METHOD (PAYMENTS MUST BE RECEIVED ON OR BEFORE MAY 1)

☐ Check (payable to Mental Health America)

○ Check # _____

☐ Purchase Order (Please provide copy of purchase order.)

Purchase order # _____

☐ Credit Card

Account # _____

Expiration Date _____

CVV _____

Name on Card (print) _____

Signature _____

Thank you for your support. **Upon official acceptance of the original application, this document will serve as a contract and invoice.**

Cancellation policy: If you need to cancel, you may receive a refund of \$25 if cancelling before April 30. There is no cancellation or refund after May 1. A confirmation will be sent to the contact person listed above; if your sponsorship includes exhibit space or you have purchased an exhibit, your confirmation will be sent along with A/V forms to be returned directly to the Conference venue. Exhibit locations will be determined based on size and electrical needs.

Please note that Mental Health America has the right to respectfully decline and return payment for any support that may present a conflict of interest.

PLEASE RETURN APPLICATION WITH PAYMENT TO:

Mental Health America
c/o Antionette Means
2000 North Beauregard Street
6th Floor
Alexandria, Virginia
Phone: (703) 797-2592
Fax: (703) 684-5968

Email: ameans@mentalhealthamerica.net