NEW JERSEY ASSOCIATION OF MENTAL HEALTH AND ADDICTION AGENCIES, INC.

2018 ANNUAL CONFERENCE

CREATING BALANCE THROUGH INTEGRATED CARE

APRIL 10-11, 2018
PINES MANOR EDISON, NJ

SPONSORSHIP, EXHIBITING AND ADVERTISING OPPORTUNITIES
Here is why you do not want to miss out on our invitation to take advantage of business boosting opportunities at our Annual Conference, Creating Balance Through Integrated Care:

- As a sponsor or exhibitor, you will have the chance to meet all of our members and other stakeholders.
- If you sponsor the event or any part of it, you will also receive verbal recognition at all conference events and in all conference promotional materials.
- By taking a sponsorship, you will receive a free advertisement in the Program Book. You can also place an advertisement separately. Either way, you will gain visibility with all attendees, who refer to the Program Book frequently.
- 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.

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 throughout 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.

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
- 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!

ACT NOW!

These opportunities are available on a first-come, first-served basis. Registration will close Friday, March 9, 2018.
Presenting Sponsor – $6,500 per day

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 “2018 Annual Conference Presented by: YOUR company”
- 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 (Valued at $520 per day)
- VIP lunch seating
- Web link on the NJAMHAA website highlighting your sponsorship and presence at the conference

Lunch Sponsor – $5,750 per day

After a full morning of networking and attending presentations, conference attendees will have quite an appetite! They will know of your vital role in providing the three course meal, including salad, main course and dessert.

This sponsorship includes the following:
- Full page 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 (Valued at $520 per day)
- Web link to your organization’s website on the NJAMHAA website to highlight your sponsorship and presence at the conference

Program Book Sponsor – $5,750

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)
- One free conference registration
- Web link to your organization’s website on the NJAMHAA website to highlight your sponsorship and presence at the conference

Tangible Sponsorships – $5,200 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 two days of the 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
- Complimentary registration for one company representative to attend the conference for two days
- 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

Breakfast Sponsor – $4,750 per day

When people arrive at the conference, the first thing they want is coffee. As they make their way to the breakfast station, they will know that you provided the decorative continental breakfast display.

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
SPONSORSHIP OPPORTUNITIES

BREAK SPONSOR – $2,750 PER DAY

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
- Web link to your organization’s website on the NJAMHAA website to highlight your sponsorship and presence at the conference

REGISTRATION DETAILS BROCHURE SPONSOR – $2,500

Our Registration Details Brochure and our online registration material have countless eyes upon them as we market our conference. So, with your organization’s name and logo on the front cover and our website, countless eyes will be on you, too!

This sponsorship also includes the following:
- Verbal recognition
- Web link on the NJAMHAA website highlighting your sponsorship and presence at the conference

* Sponsorship deadline is Friday, December 31, 2017

KEYNOTE/PLENARY SPONSOR – $2,550 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 or plenary session – or both – to sponsor!

Each of these sponsorships includes the following:
- Company logo on the 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

CYBER CAFE & CHARGING STATION – $1,500

Charge up your business while conference attendees use this station, set with laptops displaying your organization logo, to access the Internet and charge their cell phones!

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

WORKSHOP SPONSOR – $995 PER SESSION

Choose the workshop you would like to sponsor. Program details will be available soon. Each 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

ADVERTISEMENT INFORMATION

Back Cover Ad (8 ½” wide x 11” high)
- Member Rate - $850
- Non-Member Rate - $1050

Full-page Ad (8 ½” wide x 11” high)
- Member Rate - $450
- Non-Member Rate - $650

Half-page Ad (8 ½” wide x 5.5” high)
- Member Rate - $300
- Non-Member Rate - $500

Ad Details
- Ads MUST be forwarded in a high resolution PDF, JPEG, TIFF or EPS file format

Ads are due by Friday, March 9, 2018
NJAMHAA created the Courage and Compassion Awards to honor individuals who have made extraordinary contributions to improving the lives of individuals with mental illness, substance use disorders, developmental disabilities or any combination of these health conditions and to focus public attention on the outstanding work of employees and organizations in the community behavioral health system, as well as that of advocates and public officials. This year, NJAMHAA will present these coveted awards during a reception that will be free for Day 1 conference attendees, award winners and guests of award winners. Attendance at this popular event is sure to surpass previous marks. Advertisements in the Awards Program Book are also available; please see details below and contact Julie Moy, Event Planner, at 609-838-5488, ext. 218 or jmoy@njamhhaa.org for more information.

**RECEPTION SPONSOR - $5,000**
This sponsorship will include hot and cold hors d’oeuvres, cash bar and award presentations.

The sponsor will receive:
- Full-page ads in the Conference and Awards Reception Program Books (see ad details below and on previous page)
- Prominent signage and verbal recognition at the Awards Reception
- Five complimentary conference registrations for Day 1, which include the Awards Reception
- Web link on the NJAMHAA website to highlight your sponsorship

**DISPLAY STATION SPONSOR - $2,500**
The sponsor will receive:
- Full-page ads in the Conference and Awards Reception Program Books (see ad details below and on previous page)
- Signage and verbal recognition at the Awards Reception
- Two complimentary conference registrations for Day 1, which include the Awards Reception
- Web link on the NJAMHAA website to highlight your sponsorship

**ACTION STATION SPONSOR - $2,000**
The action station will feature hot and cold served foods.

The sponsor will receive:
- Half-page ads in the Conference and Awards Reception Program Books (see ad details below and on previous page)
- Signage and verbal recognition at the Awards Reception
- One complimentary conference registration for Day 1, which includes the Awards Reception
- Web link on the NJAMHAA website to highlight your sponsorship

**SWEET SPOT SPONSOR - $2,000**
The sponsor will receive:
- Half-page ads in the Conference and Awards Reception Program Books
- Signage and verbal recognition at the Awards Reception
- One complimentary conference registration for Day 1, which includes the Awards Reception
- Web link on the NJAMHAA website to highlight your sponsorship

**AWARDS PROGRAM BOOK SPONSOR - $2,250**
The sponsor will receive:
- Company name and logo on the front cover of the Awards Program Book
- Half-page ads in the Conference and Awards Reception Program Books (see ad details below and on previous page)
- Signage and verbal recognition at the Awards Reception
- One complimentary conference registration for Day 1, which includes the Awards Reception
- Web link on the NJAMHAA website to highlight your sponsorship

**COURAGE AND COMPASSION ADVERTISEMENTS**
Advertisements will be placed in the Courage and Compassion Awards Reception Program Book. Once award recipients are announced, please place ads in their honor!

<table>
<thead>
<tr>
<th>Format</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-page Ad</td>
<td>$90.00</td>
</tr>
<tr>
<td>(5½&quot; wide x 8½&quot; high)</td>
<td></td>
</tr>
<tr>
<td>Half-page Ad</td>
<td>$75.00</td>
</tr>
<tr>
<td>(5½&quot; wide x 4¾&quot; high)</td>
<td></td>
</tr>
</tbody>
</table>

**Ad Details**
- Ads MUST be forwarded in a high resolution PDF, JPEG, TIFF or EPS file format.
- Ads are due by Friday, March 16, 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.

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 (no exceptions)
- 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 above)
- Organization logo, organization contact information and 50-word organization/product abstract published in the Program Book

Assignment of Tabletop Display Space

Assignment of all tabletop display space will be based on each vendor’s needs and timeliness of reservation. An exhibit area diagram with exhibitor table numbers will be provided along with a confirmation e-mail outlining program specifics and logistical information.

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 the final day of exhibiting. Electrical connections and high-speed Internet access are available at no additional cost. If you require assistance, please call 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.

ADA Accommodations

Participants who require disability accommodations, please contact Julie Moy at 609.838.5488 ext. 218 or by e-mail at jmoy@njamhha.org at a minimum of fourteen (14) business days prior to the event.

EXHIBITOR PRICING:

<table>
<thead>
<tr>
<th>MEMBER RATES</th>
<th>NONMEMBER RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Day - $725 (4/10)</td>
<td>Single Day - $975 (4/10)</td>
</tr>
<tr>
<td>$625 (4/11)</td>
<td>$800 (4/11)</td>
</tr>
<tr>
<td>Both Days - $1,200</td>
<td>Both Days - $1,600</td>
</tr>
</tbody>
</table>

REGISTER ONLINE THROUGH NJAMHAA.ORG/EVENTS
Shipping Instructions
Please have all boxes delivered one (1) day prior to the event, Monday, April 9, 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, Events Manager
Pines Manor
C/O NJAMHAA – 2018 Annual Conference
Event Date: April 10-11, 2018
2085 RT. 27
Edison, NJ 08817
Box_ of _Your_Company_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 delivered 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.

Hotel Reservations
To reserve a room, please call the Crowne Plaza at (732) 287-3500 and reference NJAMHAA 2018 Annual Conference. A LIMITED number of rooms have been blocked at the NJAMHAA Conference rate. In order to take advantage of this rate, we suggest you reserve your room by Saturday, March 09, 2018.

Media Release
By completing the online registration, you acknowledge that photos and videos may be taken throughout each training/ the 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.

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 a) damage, loss, or destruction of any property of Exhibitors, or b) 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, extreme weather 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.
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 Julie Moy at 609-838-5488, ext. 218.

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
Attendee registrants (not sponsors or exhibitors), must cancel registrations IN WRITING ONLY to NJAMHAA via fax at 609-838-5489 or e-mail at jmoy@njamhaa.org, by 4:00 p.m., seven calendar days prior to the conference start date in order to receive a 100 percent refund. Substitute registrations can be made after that date. No-show registrants will still be responsible for payment of their registration fees IN FULL and will be invoiced accordingly. Phone calls and voicemails will not be accepted as a means of cancellation.

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 credit card is declined for any reason, a $15 fee will be applied to your invoice and be required as payment. 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.