



Mental Health America

#B4Stage4

2015 ANNUAL CONFERENCE

INTERVENTION AND INNOVATION BEFORE STAGE 4

JUNE 3-5, 2015

MARK CENTER HILTON

ALEXANDRIA, VA

EXHIBIT AND SPONSORSHIP OPPORTUNITIES

MENTAL HEALTH AMERICA

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INTRODUCTION

Mental Health America (MHA) – founded in 1909 – is the nation’s leading community-based network 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 228 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 43,000 Twitter followers, 78,000 Facebook fans, and 1.9 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 will hold its 2015 Annual Conference with the theme *Intervention and Innovation Before Stage 4*. This year, we are excited to share that former First Lady Rosalynn Carter is chairing our conference Honorary Committee. 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. Each year, Mental Health America’s Conference brings together advocates, educators, researchers, business and community leaders, Members of Congress and the Administration, and health professionals from across the country. Past speakers include Tipper Gore, Glenn Close, George Stephanopoulos, and entertainer Demi Lovato. We expect 500 people to attend.

In 2015, Mental Health America’s Annual Conference will:

- Highlight the profound impact the organization and others have had in improving mental health in America, and the challenges and opportunities in the years ahead;
- Examine innovations and programs that will play a vital role in shaping mental health care;
- 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;
- Hear from leading public figures and citizens about their own personal struggle and triumph in the face of mental health problems; and
- Feature the premiere of the ITN-ABC documentary, #B4Stage4.

2015 ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

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
- Complementary 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
- Complementary 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

EXHIBIT SPACE INFORMATION

WHO EXHIBITS AT MENTAL HEALTH AMERICA’S CONFERENCES?

Mental Health America’s Exhibit Hall features a variety of companies and organizations that are looking to reach the hundreds of people who attend each year. Exhibitors include:

- Pharmaceutical companies
- Companies with products or services that promote health, recovery and wellness
- Healthcare and insurance providers
- Government agencies
- Nonprofits including trade associations, healthcare and advocacy groups
- Vendors providing non-profit services (technology, HR consulting, etc.)
- Authors

TYPE	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 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.
- Exhibit cost includes breakfast and lunch on June 4th for exhibitors.

EXHIBIT HALL SCHEDULE:

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

EXHIBIT HALL OPEN: Thursday, June 4th, 9:30 a.m. – 4:00 p.m. & Friday, June 5th, 9:30 a.m. – 11:30 a.m.

BREAKDOWN: Friday, June 5th, 11:30 a.m. – 1:00 p.m.

CONFERENCE ONSITE GUIDE ADVERTISING

Advertisements in the Conference Onsite Guide may be purchased separately. Advertisements may not promote branded treatments. Ads must be sent to Casey Dillon at cdillon@mentalhealthamerica.net by no later than April 15, 2015. Specifications for advertisements in a variety of sizes are listed below. Questions? Contact Casey Dillon at (703) 838-7533 or cdillon@mentalhealthamerica.net

AD SIZE	PRICE	SPECIFICATIONS
<input type="checkbox"/> Full-Page Ad	\$2,000	Size: 8 ¾" 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 ¾" x 2 5/16". Artwork must be at least 300dpi.
TOTAL	\$_____	

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	

RESERVATION AND PAYMENT

Payments may be made via check or credit card.

Sponsorship	\$ _____
Exhibit Fee	\$ _____
Advertisement	\$ _____
GRAND TOTAL	\$ _____

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.

PAYMENT METHOD:

- Check (payable to Mental Health America)
 - Check # _____

- Credit Card

Account #	Expiration Date	CVV
<hr/>		
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 send application with payment to:

Mental Health America c/o Casey Dillon, Phone: 703-838-7533, Fax: 703-684-5968, E-mail: cdillon@mentalhealthamerica.net