

# ADVERTISING PROSPECTUS

New York State Coalition for Children's Mental Health Service  
Annual Staff Development Training Forum



## Pathways for Success: Managing Total Wellness

December 3-4, 2013 • Saratoga Hilton, Saratoga Springs, NY



The New York State Coalition for Children's Mental Health Services (The Coalition), in cooperation with the NYS Office of Mental Health invites you to support its 2013 Staff Development Training Forum and Exhibition scheduled for December 3-4, 2013 at the Saratoga Hilton in Saratoga Springs, New York. By participating in the exhibition, advertising in our Official Program and/or sponsoring an event, you will be able to inform attendees of your products and services, increase your sales and exchange ideas while networking with nearly 500 professionals, direct caregivers and family members representing children's mental health services. Don't miss this chance to increase your visibility and establish personal contacts with these individuals.

### DON'T MISS OUT ON THIS GREAT OPPORTUNITY

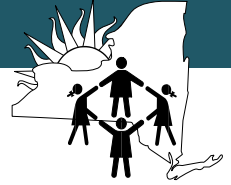
PARTICIPATE IN THE NEW YORK STATE COALITION FOR CHILDREN'S MENTAL HEALTH SERVICES ANNUAL STAFF DEVELOPMENT TRAINING FORUM!

- This is an invaluable networking opportunity to meet with nearly 500 direct care givers, therapists, family members, senior supervisors and executives from provider agencies for children's mental health services.
- Enjoy the beautiful surroundings of nationally renowned Saratoga Springs!
- This is a great opportunity to market your products and services to nearly 500 direct care givers, professional staff, family members and decision makers in the children's mental health field.

**Executives, senior professionals, clinicians, social workers, direct care givers and family members who represent the following disciplines attend this Annual Training Forum:**

- Residential Treatment Facilities
- Crisis Residences
- Home and Community-based Service Waiver Programs
- Family Support Services
- Children's Clinics
- Other Community-based Children's Mental Health Programs

# ADVERTISING PROSPECTUS



New York State Coalition for Children's Mental Health Service  
Annual Staff Development Training Forum

## Pathways for Success: Managing Total Wellness

### Vendor Opportunities

Vendors will be located in the foyer of the Saratoga Hilton. You will have exposure to attendees throughout the conference. Table top space includes a 6' skirted table, one chair and a printed identification sign displaying your company's name. Your company's name and product/service description will also appear in the official Annual Staff Development Training Forum Program.

Please note that if you need electrical current for your table top display, you must contact the Saratoga Hilton (518-693-1004) prior to the show.

#### EXHIBIT DATES & HOURS

**Set Up:** Tuesday, December 3<sup>rd</sup>, 8:00am

**Show Begins:** 8:30am

**Breakdown:** Wednesday, December 4<sup>th</sup> at 12noon. Vendors cannot break down during the educational sessions.

#### VENDOR FEES

Corporate/For-profit Fees **\$350**

Not-for-profit Fees **\$150**

#### HOTEL ACCOMMODATIONS & MEALS

Hotel reservations are made directly with the Saratoga Hilton by using the hotel reservation form; meals are included in the Saratoga Hilton hotel fee ONLY. Go to [www.cmhny.org](http://www.cmhny.org) and download a conference brochure with hotel reservation form. To register as a participant, go to [www.cmhny.org](http://www.cmhny.org) and register online.

### Advertising Opportunities

Your company's name will leave a lasting impression in the 2013 Staff Development Training Program, which serves as the exclusive guide to daily workshops and events. Market your products and services by utilizing this cost-effective advertising vehicle. Space is limited - please send your reservation today! The Coalition appreciates your support.

The Coalition's Annual Meeting Program:

Size 8 1/2 by 11"

<u>Space</u>	<u>Width</u>	<u>Length</u>	<u>Rate</u>
Outside Back Cover	7½	10½	<b>\$450</b>
Inside Front Cover	7½	10½	<b>\$350</b>
Full Page	7½	10½	<b>\$250</b>
Half Page	7½	5½	<b>\$150</b>

### Sponsorship Opportunities

Your Support of The New York State Coalition for  
Children's Mental Health Services  
Annual Staff Development Training Forum is  
Appreciated.

#### Platinum Corporate Sponsor \$5,000

As a Platinum Corporate Sponsor your company's logo will appear on the front cover of the Annual Staff Development Training Forum Official Program. In addition, water bottles (or another novelty item) with your logo will be placed at each setting during the Keynote Luncheon at which special verbal recognition will be given to your company. Your company's material will also be distributed at registration (must provide 500 copies of flyer, brochure, etc.). Your company will be given a full-page advertisement and a double table top display for your information. And, your company's logo and information will be displayed at the Registration Area and on our web, for 6 months post-forum.

#### Corporate Sponsor \$2,500

As a Corporate Sponsor, your company's logo will appear on the front cover of the Annual Staff Development Training Forum Official Program. And, your company's logo and information will be displayed at the Registration Area. Your company will receive a full-page advertisement and a table top display for your information. Your logo will be displayed on our web for three months post-forum.

#### Friend of the Coalition \$1,000

As a Friend of the Coalition, your company's logo will appear in the Annual Staff Development Training Program, a large showcard with your company's name near the registration/break area, special verbal recognition during the Annual Training Conference and a special thank you in our web.

## RAFFLES

Please have your organization donate a basket of goodies, an electronic device, gift certificates or more!

Your gift donations will be raffled throughout the Networking Social on December 3<sup>rd</sup>; all registered participants will be eligible to win. What a great way to recognize the hard, dedicated work and commitment of these individuals.

*Your generosity of giving is well appreciated.*

# APPLICATION & CONTRACT

New York State Coalition for Children's Mental Health Service  
Annual Staff Development Training Forum - December 3-4, 2013



Submit your application via MAIL or FAX by November 13, 2013. **MAIL:** PO Box 7124, Albany, New York 12224. **FAX:** 518-689-4824.  
If you have any questions regarding your application, please email [info@cmhny.org](mailto:info@cmhny.org).

## 1. GENERAL INFORMATION *Please Print or Type:*

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company/Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

## 2. VENDOR TABLE

We understand that this application becomes a contract when signed by us and accepted by the Coalition. **Contract deadline: November 13, 2013**

Please check the appropriate line:

Corporate/For-Profit \$ 350

Not-for-Profit \$ 150

Total Vendor Cost: \_\_\_\_\_

### A. Product/Services Description

**Annual Training Conference Official Program Copy:** On a separate page, please type your company name and contact name along with a description of your products/services to be listed in the conference program (30 words or less). Copy received after November 13<sup>th</sup> will **NOT** appear in the materials. **PLEASE PRINT on a separate page and attach to this contract.**

### B. Name Badges

Please list the names of each representative attending the exhibit. *Your name will appear exactly as you indicate below.*

**(Please Print or Type.)**

1.) \_\_\_\_\_

2.) \_\_\_\_\_

3.) \_\_\_\_\_

## 3. SPONSORSHIP

Please list the event(s) you would like to sponsor. Sponsorship will be assigned in order of receipt of contract. All fees must be paid in full to reserve exclusively. For cancellation of commitment, the company agrees to pay 25% of the amount of sponsorship.

Platinum Corporate Sponsor: \$5,000

Corporate Sponsor: \$2,500

Friend of the Coalition: \$1,000

Total Sponsorship Cost: \_\_\_\_\_

## 4. ADVERTISING

Advertisement space is assigned in order of receipt of contract. **CAMERA-READY COPY IS PREFERRED. A \$50 SET-UP FEE WILL BE CHARGED IF TYPESETTING IS NEEDED.** **CONTRACT/AD COPY DEADLINE: NOVEMBER 13, 2013.** If an advertising agency is being used, please attach contact, address and phone number with this completed form. Once advertising copy has been received, it is part of this contract that the advertisement cannot be cancelled without payment. If it is cancelled prior to receipt of advertising copy, a \$25 administrative fee will be deducted from payment.

Please check the appropriate ad size:

Space	Width	Length	Rate
<input type="checkbox"/> Outside Back Cover	7 1/2	10 1/2	\$450
<input type="checkbox"/> Inside Front Cover	7 1/2	10 1/2	\$350
<input type="checkbox"/> Full Page	7 1/2	10 1/2	\$250
<input type="checkbox"/> Half Page	7 1/2"	5 1/2"	\$150

Please check the appropriate line:

- Camera-ready copy is included with my application.  
 Camera-ready copy will follow in the mail by November 13  
 Please typeset attached. **A \$50 set-up fee is included in my payment.**

Total Advertisement Cost: \_\_\_\_\_

## 5. COST SUMMARY

\$ \_\_\_\_\_ Total Cost for Vendor Table

\$ \_\_\_\_\_ Total Cost for Sponsorship

\$ \_\_\_\_\_ Total Cost for Advertising

\$ \_\_\_\_\_ Total Amount Due

**Make all checks payable to:**

New York State Coalition for Children's Mental Health Services  
*Payment must accompany contract.*