



MENTAL HEALTH AMERICA OF SOUTHWESTERN PA 2018

September 27
Monroeville, PA

LET'S MAKE CHANGE

CONFERENCE ADDRESSING DEVELOPMENTS IN
MENTAL HEALTH AND SUBSTANCE USE DISORDERS

Opportunities for Engagement
Sponsors, Exhibitors, and Advertisers

CONFERENCE SUPPORTERS

We cordially invite you to participate as a sponsor, exhibitor, and/or advertiser at Mental Health America of Southwestern PA's (MHA-SWPA) 2018 Annual Conference: **Let's Make Change** to be held in Monroeville, PA on September 27. To those who supported MHA-SWPA conference in 2017, we want to welcome you back this year. We hope that others will consider becoming new sponsors, exhibitors, and advertisers as well.

The 2018 conference will feature a broad array of topics and formats. Researchers, clinicians, educators, and officials will share their work and progress through keynote addresses, workshop presentations, networking, and special events. Keynote Speakers include Pennsylvania Attorney General Joshua Shapiro and Jim Donovan of Drum Circle Leadership.

MHA-SWPA's mission is to strengthen resilience in the community with mental health and substance use education, advocacy and supportive services. Our 2017 Conference held in Westmoreland County provided over 100 attendees the opportunity to learn about the latest advancements in mental health and addiction prevention, treatment, and recovery. This year we anticipate expanded attendance.

As a sponsor, exhibitor, or advertiser, you will have exclusive access to the MHA-SWPA membership as well as other constituents and audiences via many cost-effective vehicles to deliver both traditional and innovative promotions of your products and services. Attendees are interested in treatment programs, new service delivery models, pharmaceutical products, books and periodicals, college and university programs, financial services, and employment opportunities. Attendees include behavioral health professionals, administrators, nurses, attorneys, physicians, educators, advocates, case managers, individuals with lived experience and family members.

Please visit our website at www.mhaswpa.org for additional information on the conference.

We look forward to seeing you in Monroeville!

Laurie Barnett Levine, LSW
Executive Director
Mental Health America of Southwestern PA



409 Coulter Ave, Suite 4
Greensburg, PA 15601



SPONSORS & EXHIBITORS

- Access MHA-SWPA's leadership and conference attendees.
- Create new customer and client relationships with decision-makers from across the state.
- Strengthen and build upon existing customers and client relationships.
- Increase visibility for your company or organization in a targeted market.
- Reach prime target market segments for your products and services.
- Demonstrate your commitment to promoting quality services to mental health and addiction focused professions.
- Face to face meetings save time and money and provide the human connections that power business and relationships.
- Offer answers to problems that mental health and addiction professionals face.

GENERAL INFORMATION

ABOUT THE CONFERENCE

The MHA-SWPA 2018 Annual Conference will include keynote speakers in plenary sessions, breakout workshops, networking opportunities, and exciting activities. The conference will offer unique educational experiences for mental health and addiction-focused professionals within topics such as:

- Transformational Drumming for Mental Health
- Analysis: Suicide and Overdose Deaths
- Legalized Marijuana
- Integration of Physical Health and Mental Health
- And More!

ABOUT THE VENUE

The DoubleTree by Hilton
Pittsburgh, Monroeville
Convention Center

101 Mall Boulevard
Monroeville, PA 15146

Main: 412-843-4400

www.DoubleTreeMonroeville.com

The DoubleTree Monroeville is offering rooms for a discounted rate of \$119 a night (plus applicable taxes).

Reservations are available on a first-come, first-served basis for the limited number of rooms being held at the discounted rate.

[Click Here](#) to make your reservation

AT A GLANCE

SPONSORS & VENDORS

- Access MHA-SWPA's leadership and conference attendees.
- Create new customer and client relationships with decision-makers from across the state.

SPONSORS & VENDORS

- Strengthen and build upon existing partner and client relationships.

SPONSORS & VENDORS

- Increase visibility for your company or organization in a targeted market.



SPONSORSHIP OPPORTUNITIES

MHA-SWPA offers sponsors a unique opportunity for visibility and contact with attendees at the 2018 Annual Conference. Being a sponsor earns value-added benefits for your company.

Rise above your competitors and enhance your reputation in the mental health and substance use disorder professions. Multiple levels of sponsorship are available that bundle promotions to maximize your message delivery. Exhibits are allocated on a first-come, first-served basis.

Premier, Gold, and Silver Sponsors include MHA-SWPA Annual Dinner Meeting, October 25, 2018 at Greensburg Ramada.

PREMIER SPONSOR \$10,000

- *Exclusive Sponsorship of both 2018 MHA-SWPA Fall Events: Conference and Annual Dinner Meeting*
- *Exhibitor Booth, Prime Location at both events*
- *Full Page Ad: Back Cover of Conference and Annual Dinner Programs*
- *Conference Registrations for 2 exhibitors and 6 additional attendees at conference plus sponsor table for 10 guests at Annual Dinner Meeting*
- *Opportunity to provide welcoming Conference remarks*
- *Acknowledgment from the podium and in all publicity*

GOLD LUNCH SPONSOR \$7,000

- *Sponsorship includes Conference and Annual Dinner*
- *Conference and Annual Dinner Exhibitor Booth*
- *Full Page Ad: Conference and Annual Dinner*
- *Conference Registrations for 2 exhibitors and 4 additional attendees*
- *Table for 8 guests at Annual Dinner*

SPONSORSHIP BENEFITS

In addition to recognition from the podium throughout the conference, each of the above sponsorships features include:

- *Listing in promotional materials to public*
- *Listing in Conference Program*
- *Listing on Conference signage*

SPONSORSHIPS

SILVER BREAKFAST SPONSOR \$5,000

- *Exclusive: Recognition sign with continental breakfast*
- *Exhibitor Booth*
- *Half Page Ad Conference & Annual Dinner Meeting*
- *Conference Registrations for 2 exhibitors and 2 additional attendees*
- *Includes 4 guests at Annual Dinner Meeting*

SILVER TOTE BAG SPONSOR \$5,000

- *Exclusive: Recognition on commemorative tote bag*
- *Exhibitor Booth*
- *Half Page Ad Conference & Annual Dinner Meeting*
- *Conference Registrations for 2 exhibitors and 2 additional attendees*
- *Includes 4 Guests at Annual Dinner Meeting*

BRONZE SNACK SPONSOR \$3,000

- *Recognition sign with afternoon refreshment*
- *Exhibitor Booth*
- *Third Page Ad*
- *Conference Registrations for 2 exhibitors and 2 additional attendees*

BRONZE LANYARD SPONSOR \$3,000

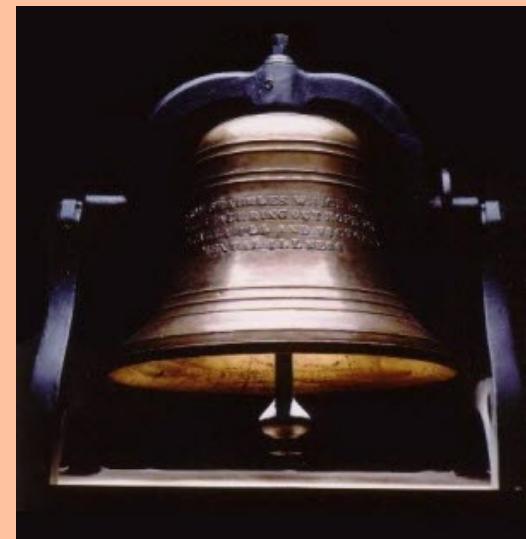
- *Recognition on badge lanyard*
- *Exhibitor Booth*
- *Third Page Ad in Conference Booklet*
- *Conference Registrations for 2 exhibitors and 2 additional attendees*

BRONZE KEYNOTE SPONSOR \$3,000

- *Exclusive sponsor: Jim Donovan Keynote and Drumming Workshop, including opportunity to provide welcome at workshop*
- *Exhibitor Booth*
- *Third Page Ad in Conference Booklet*
- *Conference Registrations for 2 exhibitors and 2 additional attendees*

SUPPORTER \$1,000

- *Exhibitor Booth*
- *Conference Registrations for 2 exhibitors*



"Cast from shackles which bound them, this bell shall ring out hope for the mentally ill and victory over mental illness."

This powerful inscription appears on the original MHA bell forged over 50 years ago from the iron chains and shackles that bound people in mental asylums. It serves as a reminder of our past and the progress made; it is a powerful symbol of victory over mental illness.

Since 1964, Mental Health America of Southwestern PA has worked to fight the stigma associated with mental illness, now including substance use disorders, through outreach and educational efforts. Mental Health America of Southwestern PA is an affiliate of Mental Health America.

EXHIBITING AND ADVERTISING

EXHIBITING DETAILS

Tables in the exhibit hall are 6 feet long. Should you need electricity, additional chairs or other accommodations please email Toni Antonucci at tantonucci@mhaswpa.org.

Exhibit setup begins at 8:00 and exhibitors should be set up by 8:45. Other than premier sponsor, exhibit tables are available on a first come, first served basis.

Special Exhibitor Marketing:

Exhibitors will be listed on the conference website and in other promotional materials, where appropriate.

Booth Staff

Each exhibit booth includes 2 full conference registration badges for exhibit booth staff. Exhibit staff are welcome to attend presentations and lunch with other conference attendees. All participants affiliated with exhibits must be registered. Each person will be issued an exhibitor's badge.

**EXHIBITOR BOOTH
A LA CARTE: \$300**

CONFERENCE PROGRAM ADVERTISEMENTS

- Inside front page full page ad - **\$1,500**
- Inside back page full page ad - **\$1,000**
- Full page ad - **\$300**
- Half page ad - **\$200**
- Third page ad - **\$150**

Add-on Exhibitor Booth:
\$250

AD DIMENSIONS

- Full Page: 9" H x 7" W
- Half Page: 4.5 H x 7" W
- Third Page: 3" H x 7" W

Please ensure ad submitted in pdf format matches dimensions/aspect ratio.

AD SUBMITTAL

Submit ads to conference@mhaswpa.org by Friday, August 31.

MHA-SWPA 2018 Conference Sponsor/Exhibit/Ad and Contract Form

SPONSOR/EXHIBITOR/AD CONTRACT INFORMATION

Company/Organization _____

Organization Director/CEO/President if applicable _____

Primary Contact Person _____

Billing Address _____

City, State, Zip Code _____

Email _____

Phone _____

Sponsors: Please submit all artwork in .pdf format as you wish it to be printed on items or signs.

Advertisers: Ads must be received in the correct dimensions/aspect ratio.

Ad and Logo submissions are to be emailed by Friday, August 31 to conference@mhaswpa.org.

Selection ✓	Sponsorship Levels	Fees
	PREMIER SPONSOR	\$10,000
	GOLD LUNCH SPONSOR	\$7,000
	SILVER BREAKFAST SPONSOR	\$5,000
	SILVER TOTE BAG SPONSOR	\$5,000
	BRONZE SNACK SPONSOR	\$3,000
	BRONZE LANYARD SPONSOR	\$3,000
	BRONZE KEYNOTE SPONSOR	\$3,000
	SUPPORTER	\$1,000
Conference Program Booklet Ads		
	INSIDE FRONT PAGE FULL PAGE AD: 9" H X 7" W	\$1,500
	INSIDE BACK PAGE FULL PAGE AD: 9" H X 7" W	\$1,000
	FULL PAGE AD: 9" H X 7" W	\$300
	HALF PAGE AD: 4.5" H X 7" W	\$200
	THIRD PAGE AD: 3" H X 7" W	\$150
	ADD-ON EXHIBITOR BOOTH WITH AD PURCHASE	\$250
Exhibit Only		
	EXHIBITOR BOOTH A LA CARTE	\$300
	AMOUNT DUE	\$ _____

MHA-SWPA

409 Coulter Ave., Suite 4
Greensburg, PA 15601
724-834-6351



Submission Deadline for contract form, ads, and logos is August 31.

PAYMENT INFORMATION

Check Enclosed

Check mailed separately

SPONSOR/EXHIBITOR ACCEPTANCE

I, the duly authorized representative of the firm named herein subscribe and agree to all terms and conditions contained in this prospectus. MHA-SWPA reserves the right to refuse application for any reason.

Name (Print): _____

Title: _____

Signature: _____

EXHIBIT STAFF BADGES

#1 First and Last name:

Job Title:

EXHIBIT STAFF BADGES

#2 First and Last name:

Job Title:

Please return the completed form via mail, email (scanned) by August 31 to conference@mhaswpa.org or by fax to 724-834-6352.