



Don't gamble with your future  
Make a sure bet with DATIA

# 2023 PROSPECTUS

LAS VEGAS, NV  
MARCH 21-25, 2023



## Sponsorships and Recognition Levels

A sponsorship provides your company a special conference environment alliance with DATIA, the industry's leading supporter of safety, education, development, and best practices. Through your sponsorship, DATIA shares with the industry its recognition of your company's participation and support of DATIA programs.

Custom aspects of your sponsorship – that are specifically designed to better meet your marketing and customer relations' goals – can be discussed. We will be happy to explore with you any creative ideas that you may have to support and enhance your sponsorship experience. Contact Julie Patterson, Senior Manager of Meetings and Education, at 800-355-1257 or via email at [julie@datia.org](mailto:julie@datia.org) to receive your customized sponsorship proposal.

### Platinum Sponsor

\$25,000

- Six conference registrations (additional company representatives at \$325)
- Two 10 x 10 booth spaces with 6-foot draped table, chairs, wastebasket, and signage in a prominent location
- Signage designating your company as a Platinum Sponsor throughout conference
- Listing and description of your company and products in attendee conference materials
- Online listing with active link to your website on DATIA's Annual Conference web page
- One E-blast sent out prior to conference to target audience highlighting your program
- One post-conference E-blast to all attendees
- Placement of promotional material in conference attendee tote bag
- Introduction and acknowledgment of your company as a sponsor at Opening Ceremonies

### Gold Sponsor

\$15,000

- Four conference registrations (additional company representatives at \$325)
- One 10 x 10 booth space with 6-foot draped table, chairs, wastebasket, and signage in a prominent location
- Signage designating your company as a Gold Sponsor throughout conference
- Listing and description of your company and products in attendee conference materials
- Online listing with active link to your website on DATIA's Annual Conference web page
- One E-blast sent out prior to conference to target audience highlighting your program
- One post-conference E-blast to all attendees
- Placement of promotional material in conference attendee tote bag

## **Silver Sponsor**

\$10,000

- Three conference registrations (additional company representatives at \$325)
- One 10 x 10 booth space with 6-foot draped table, chairs, wastebasket, and signage in a prominent location
- One E-blast sent out prior to conference to target audience highlighting your program
- Signage designating your company as a Silver Sponsor throughout conference
- Listing and description of your company and products in attendee conference materials
- Online listing with active link to your website on DATIA's Annual Conference web page
- Placement of promotional material in conference attendee tote bag

## **Bronze Sponsor**

\$6,000

- Two conference registrations (additional company representatives at \$325)
- One 10 x 10 booth space with 6-foot draped table, chairs, wastebasket, and signage in a prominent location
- Signage designating your company as a Bronze Sponsor throughout conference
- Listing and description of your company and products in attendee conference materials
- Online listing with active link to your website on DATIA's Annual Conference web page

## **Make Sure You Are Represented and Interact with Other Professionals**

Professionals, from industry service providers to end-user client to regulatory officials, will be in attendance to learn and discuss the very latest information on regulatory affairs, ethics, safety, and the business practices critical to their organization's outlook. And they will be there to see and learn firsthand about product and service offerings showcased by companies like yours that can enhance and increase the success of their drug free workplace programs. We invite you to take advantage of this opportunity to showcase your products and services to this gathering of interested and engaged industry professionals.

Because the event is hosted by DATIA, the leading association involved in shaping and developing the industry for over 25 years, attendees are assured that the speakers, seminars, educational content, and networking events will be highly rewarding. DATIA has chosen the city of Las Vegas, NV, as the meeting's location, attendees can most certainly expect a magnificent experience. Companies that choose to sponsor and exhibit can align themselves with the high-quality experience DATIA is known for providing.



## Hotel Accommodations

DATIA will be providing a room block at the Bally's Hotel and the Paris Hotel & Casino in Las Vegas, NV. Attendees will have a reduced rate of \$130/night at the Bally's Hotel and \$150/night at the Paris Hotel & Casino.

Reservations must be made by March 3rd, 2023 through the following link and **select all hotels** to view both options: <https://book.passkey.com/go/SBDAT3>



The Bally's hotel provides unbeatable access to a classic experience with a modern flair.

Newly renovated rooms include high definition 42' TV's, WIFI, pool, pet friendly stay, fitness center and more!

Fall in love with the Paris hotel! Experience everything you love right in the heart of the Las Vegas Strip. From city lights excitement to the ambiance of Europe's most romantic cities.

Enjoy modern European-inspired rooms with bold colors and geometric designs that add some oh la la to your stay!



## Not ready for a sponsorship but you want to exhibit?

Booths will be available on a first come first serve basis. Exhibitors may submit their exhibitor application via email. Due to the show's history of selling out, no exhibit space or sponsorships will be held for more than 14 days without payment. **So, register early!**

### Exhibit Booth Package

**DATIA Member -- \$3,500 Non-Member -- \$5,500**

- One 10 x 10 booth space with 6-foot draped table, chairs, waste basket and signage
- Listing and description of your company and products in attendee conference materials
- Two full conference registrations; additional conference registrations at \$325 per person

### Additional Exhibitor/Sponsor Representatives

All representatives from exhibiting and sponsoring companies must be registered. Additional representatives beyond those included in the exhibit or sponsorship package must register at the additional registration fee of \$325.

### Tentative Exhibit Hours

**Wednesday, March 22, 2023** - Exhibitor setup 11:00am to 5:00pm | Opening Reception with Exhibitors 6:00pm

**Thursday, March 23, 2023** - Breakfast with Exhibits 7:00am - 8:00am | Break with Exhibits 9:45am - 10:00am |

Lunch with Exhibits 12:00pm - 2:00pm | Break with Exhibits 3:00pm - 3:15pm

**Friday, March 24, 2023** - Breakfast with Exhibits 7:00am - 8:00am | Break with Exhibits 9:45am - 10:00am |

Exhibitor Breakdown 10:15am



# 2023 Sponsorships & Marketing Support Opportunities

## Industry Symposia

When hosting a Satelite Symposium:

- Meeting space will be provided. Meeting room will be pre-set with stage, LCD projector and screen.
- The Sponsor is responsible for all costs associated with food, beverage, and any additional AV requirements
- Topic and Speakers are the Sponsor's choice
- One (1) Complimentary Industry Registration will be provided for Key Speaker
- On-site signage promoting Symposium will be provided
- One (1) email blast sent by DATIA to target audience highlighting your program. We higly recommend that an RSVP be included in the email blast so that the sponsor knows how many attendees are anticipated to attend. This will help determine food & beverage requirements.
- Your promotional flyer will be included with registratiton materials.

### **Breakfast Symposium- 7:00 AM - 8:00 AM      \$15,000 each**

Thursday, March 23 and Friday, March 24

### **Welcome Reception      \$25,000**

**Wednesday, March 22 6:00 PM-7:30 PM**

The DATIA Welcome Reception will take place in the Exhibit Hall and is open to all registered attendees.

When sponsoring the Welcome Reception:

- The Sponsor is responsible for all costs associated with food & beverage
- Your Company's support will be recognized with prominent on-site signage
- Sponsor will be introduced at the Welcome Reception and will have an opportunity to address attendees
- Branding opportunities to include napkins and cups

### **Daily Breaks      \$7,000 per day**

**AM & PM included**

Thursday, March 23 and Friday, March 24

Attendees are encouraged to visit our exhibitors during all scheduled breaks

- Your company will be recognized with signage at each food and beverage station
- Your Company logo will be included on the DATIA annual Meeting wesite as a Sponsor
- Branding opportunities to include napkins and cups

### **Membership Luncheon with Keynote Speaker      \$15,000**

Friday, March 24 12:30 PM - 2:00 PM

When sponsoring the Membership Luncheon

- The Sponsor is responsible for all costs associated with food & beverage
- Your Company's support will be reconginzed with prominent on-site signage
- Sponsor will be introduced at the Luncheon and will have an opportunity to address attendees

**Pre and Post Conference Training Sessions      \$3,000****Wednesday, March 22 and Saturday, March 25**

Sponsor a training course offered pre and post conference where subject matter experts provide engaging discussion and interactive training to attendees:

- Full page ad on back cover of course manual
- Signage designating your company as a Training Course Sponsor
- Listing and description of your company and products in attendee conference materials

**Conference Meeting Bags      \$12,000****Exclusive**

This is an opportunity to have your company logo along with the DATIA logo printed on the conference meeting bags. All registered attendees will receive a Conference Bag upon checking in at Registration.

**DATIA Conference Note Pads      \$3,000****Exclusive**

Opportunity to provide branded note pads to be distributed within all DATIA conference sessions. The sponsor will supply the note pads.

**DATIA Laynards      \$5,000****Exclusive**

This is an opportunity to have your company logo with the DATIA logo printed on the laynards. All registered attendees will receive a name badge with lanyard upon checking in at Registration.

**DATIA Padfolios      \$8,000****Exclusive**

This is an opportunity to have your company logo along with the DATIA logo printed/embossed on padfolios. Padfolios will be distributed at the Opening Session. The Sponsor will supply the padfolios.

**Mobile Device Charging Stations      \$3,000 each****Non-Exclusive**

Sponsor logo will be incorporated in to the design of the mobile device recharge station where attendees can recharge their cell phones, iPads, tablets, etc... The Sponsor is responsible for all associated production and labor costs. Charging stations will be placed in General Session/Exhibit Hall Foyer.

**Eblast      \$2,500 each****Non-Exclusive**

Speak directly to your target audience through email blasts. Your customized message will be e-mailed to all registered attendees before, during or after the meeting.

Each sponsor is limited to (1) before, (1) during and (1) after the meeting

**Mirror Clings      \$4,000****Non-Exclusive**

This is an opportunity to have eye catching advertisements in the General Session/Exhibit Hall foyer.

Sponsor is responsible for supplying artwork and associated production costs. Sponsor will work directly with the approved vendor. Placement dependent on space availability.

**Floor Clings** **\$4,000****Exclusive**

Direct Attendees to your booth with custom floor graphics available in the meeting foyer near the exhibit hall. Company is responsible for supplying artwork and associated production costs. Sponsor will then work with DATIA approved vendor for creation. Placement dependent on space availability.

**Wi-Fi** **\$15,000****Exclusive**

Attendees will learn about DATIA's Wi-Fi network in the event brochure and via event signage. Using a mobile device, iPad, or laptop, a quick search for nearby networks will produce your company's branded Wi-Fi network name. From that point on, they will be able to check personal email and surf the web.

**Guest room Drop** **\$2,500 Each****Non-Exclusive**

Deliver your message through the hotel with room drops to registered attendee's rooms. Your selected date and time will be exclusive to your company

**Wednesday, March 22**

Evening Room Drop

**Thursday, March 23- 3 Available**

Morning Room Drop

Afternoon Room Drop

Evening Room Drop

**Hotel Key Cards** **\$5,000****Exclusive**

Remind attendees of your presence at the Annual Meeting as soon as they arrive with a hotel key card featuring your company logo. Company is responsible for supplying artwork and associated production costs.

**Hand Sanitizer Stations****\$4,000****Non-Exclusive**

Sponsor logo will be incorporated into the design of the hand sanitizer stations located within the General Session and Exhibit Hall. Company is responsible for supplying the artwork and associated production costs.

**Conference Luggage Tags****\$4,000****Exclusive**

Sponsor logo along with DATIA logo will be printed/embossed on the luggage tags handed out to all registrants. The company is responsible for supplying the artwork and associated production costs.

## Exhibitor Guidelines

By participating as an exhibitor in the DATIA Annual Conference and Exhibition, you, your company, and your company representatives agree to the following terms and conditions. These terms and condition will be strictly enforced and violators may be asked to leave the exhibition area and may impair their exhibit opportunities at future DATIA meetings.

- 1. AMENDMENTS:** The exhibitor agrees that DATIA shall have the right to make such rules and regulations or changes in arrangements, as it shall deem necessary, and to amend same from time to time. DATIA's Conference Manager shall have the final determination and enforcement of all rules, regulations and conditions.
- 2. BOOTH ASSIGNMENT:** DATIA does not guarantee any particular booth selection and reserves the right to exercise its sole discretion in the acceptance or refusal of applications for any reason with or without cause. The final arrangement of booth space will be determined by DATIA's Conference Manager at his/her sole discretion.
- 3. REGISTRATION:** Exhibitor booth personal will wear their badges at all times during show hours or they will not be allowed into the exhibit area. There are no exceptions.
- 4. SUBLetting SPACE:** Participants may not assign or sublet any space allotted to them, and may not advertise or display goods, other than manufactured, distributed, or sold by them in the regular course of business, without written authorization by DATIA's Conference Manager.

Exhibitors are prohibited from having any representatives of any firm that is not registered as a representative for the exhibitor's company with the DATIA Annual Conference and Exhibition to solicit business or take orders in exhibitor's space.

All business activities of the exhibitor must be confined to the booth space. Conducting business activities outside of the designated exhibition area is strictly prohibited.

- 5. FAILURE TO OCCUPY SPACE:** Should any rented space remain not set up or unoccupied one hour before the exhibits commence on the opening day, or for any time thereafter, DATIA reserves the right to rent such space to any other applicant or to eliminate such space and no refund shall be made to the original renter. Exhibitors who require delayed occupancy must make a request to DATIA's Conference Manager in writing at least 30 days prior to the exhibit hall opening hours.
- 6. SETUP INFORMATION:** Fire regulations require exhibitors to keep displays, products, signage and any other materials within their booth limitations. If any of these items are found to be in aisle space, the exhibitor is liable for municipal fines and may be asked to dismantle their exhibit and leave.
- 7. BOOTH DISMANTLING:** No part of the exhibit shall be dismantled, nor materials removed during the exhibit hall hours without special permission from DATIA's Conference Manager. No exhibit shall be dismantled before the official closing of the DATIA Exhibition.

All space must be vacated by 3:00 pm on the closing day of the DATIA Exhibition area. If spaces are not vacated by that time, DATIA reserves the right to remove materials and charge the expenses to the participant. DATIA will not be liable for damage of the materials caused by such removal.

**8. REGULATIONS AND STANDARDS:** Exhibitors or their agents may not allow any articles to be brought into the facility or any act done on premises which will invalidate the insurance or increase the premium of the policies held by the management of the facility, nor permit anything to be done by their employees through which act the premises, property or equipment of the other participants will be damaged. No signs or articles can be affixed, nailed or otherwise attached to walls, doors, etc. All space leased is subject to these restrictions. Violations of these rules will annul the exhibitor's contract, and the exhibitor will be held liable for any damage resulting from such violations.

Flashing lights, extremely loud noises, such as bells, sirens, buzzers, etc., will not be permitted.

No activities shall be scheduled during the time of the official program hours except with express written premission of DATIA's Conference Manager.

DATIA prohibits photographing, videotaping or examination of another's exhibition equipment or entry into another exhibitor's booth without permission.

Solicitation by non-registered exhibitors or sponsors is strictly prohibited. Firms and representatives not assigned exhibit space are prohibited from soliciting business in any form in the the DATIA Exhibition area.

**9. LIABILITY AND SECURITY:** Exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and hold DATIA, the Hotel, its owners, its operators and each of their respective parents, subsidiaries, affiliates, employees, officers, directors and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fee arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of the Hotel and its employees and agents.

Exhibitors shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the contractual liability set forth in this Exhibit Agreement, in the amount not less than \$2,000,000 Combined Single Limit for personal injury and property damage.

The Hotel, its owners, its operator and DATIA shall be included in such policies as additional named insureds. In addition, exhibitor acknowledge that neither DATIA, the Hotel, its owners, nor its operator maintain insurance covering exhibitor's property and that it is the sole responsibility of exhibitor to obtain business interruption and property damage insurance insuring any losses by exhibitor.

**10. CANCELLATION OF SPACE:** Cancellation of exhibit space must be in writing and submitted to [julie@datia.org](mailto:julie@datia.org). Telephone cancellations will not be accepted. Cancellations received in writing on or before February, 14, 2023 will be subject to 20% processing/administrative fee based upon the exhibit space fee. No refund is possible for cancellations after February 14, 2023. In the event of the DATIA Annual Conference and Exhibition being canceled due to fire, strikes, government regulations, acts of God or other causes beyond the control of the association, DATIA shall not be held liable for failure to hold the DATIA Annual Conference and Exhibition as scheduled, and DATIA shall determine the amount of exhibit fees to be refunded.

**11. ENDORSEMENTS:** Having an exhibitor relationship with DATIA does not indicate that DATIA endorses the product of said exhibitor.

# Exhibit Space Agreement

Contact Person: \_\_\_\_\_

(This person will receive all correspondence pertaining to the meeting)

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

Telephone: \_\_\_\_\_

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

Company Name: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Exhibit Space (10' x 10' Exhibit Booth)

DATIA Member \$3,500

Non-Member \$5,500

## Location Preferences

Please note that the booth locations will be given on a first come, first serve basis depending on when applications are received and space availability.

We would like to be nearby: \_\_\_\_\_

We would NOT like to be nearby: \_\_\_\_\_

DATIA will make every effort to honor your location requests. **Full payment is due with the Exhibit Space Agreement.**

## Sponsorship/Marketing Support Agreement

By Signing this document, company agrees to the following commitment and that full payment is due with this agreement. In the event of cancellations after February 14, 2023 a refund will not be issued.

Please select a marketing opportunity from the preceding pages that are titled “Marketing Support Opportunities”. All applicable artworks must be submitted to DATIA for approval prior to use. Only DATIA exhibitors will be allowed to participate in the Marketing Support Opportunities.

Payment of the total commitment is due with the application. Please complete all sections of this application and submit to [info@datia.org](mailto:info@datia.org) or mail to:

DATIA

Attn: Annual Meeting A/P  
2800 West Higgins Road, Suite 440  
Hoffman Estates, IL 60169

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Country \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

Authorization Signature \_\_\_\_\_

An invoice will be generated and emailed to the information provided above. For billing questions please email [admin@datia.org](mailto:admin@datia.org).



## Sponsorship/Marketing Payment Information

Check

Fee Due \$\_\_\_\_\_

Check Amount Enclosed:\_\_\_\_\_

All Checks must be payable to Drug and Alcohol Testing Industry Association (DATIA)  
DATIA  
Attn: Annual Meeting A/P  
2800 West Higgins Road, Suite 440  
Hoffman Estates, IL 60169

Credit Card \*Payments made by credit card are subject to a 3% fee.

- Visa
- Mastercard
- American Express
- Discover

Amount to be Charged \$\_\_\_\_\_

Credit Card Number\_\_\_\_\_

Expiration Date\_\_\_\_\_ Security Code\_\_\_\_\_

Name as it Appears on Card\_\_\_\_\_

Cardholder's Signature\_\_\_\_\_

Please check if the credit card billing address is the same as the contact information on Sponsorship/Marketing Agreement page.

If billing address is different, please enter below.

Company Name \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Postal Code \_\_\_\_\_ Country \_\_\_\_\_

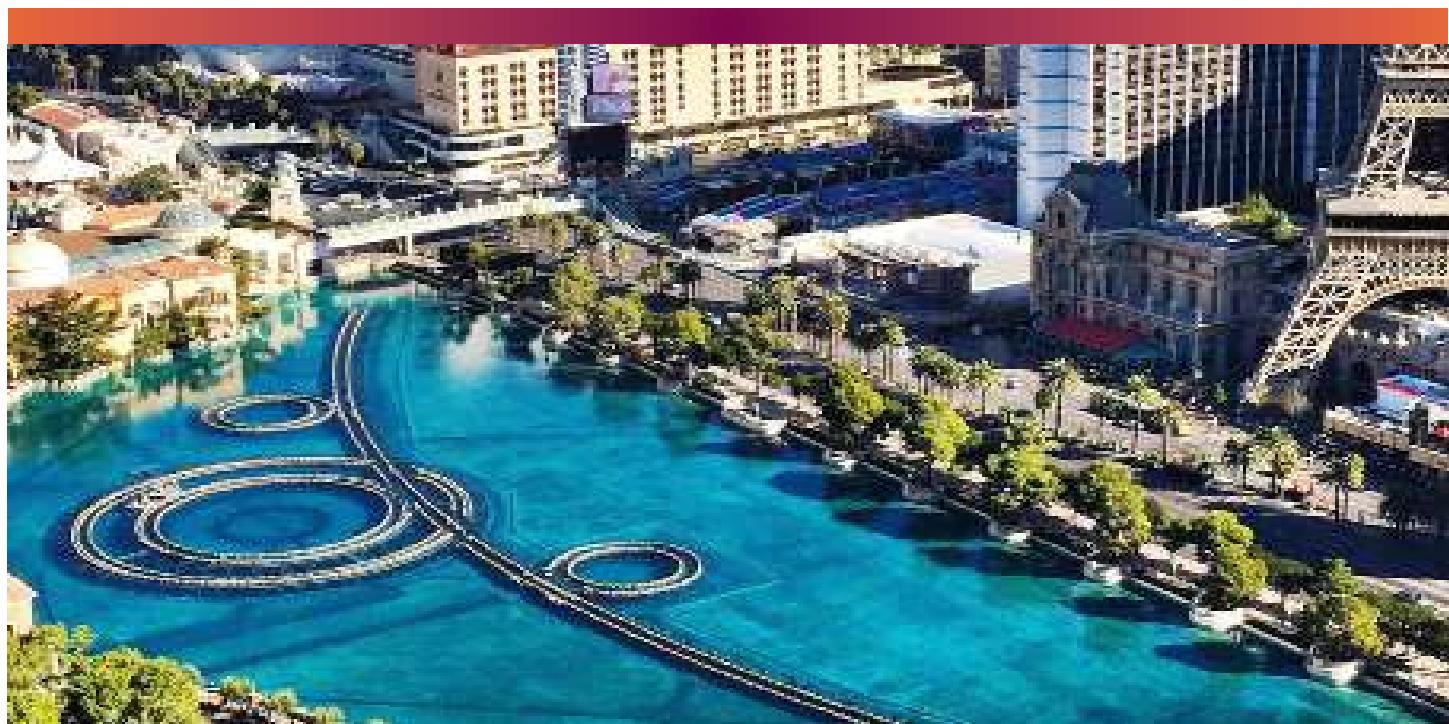


## 2023 Sponsorships & Marketing Support Opportunities

Marketing Support Opportunities are granted on a first-come, first-served basis.

\_\_\_\_\_ would like to sponsor the following:  
(Insert your company name)

- Platinum Sponsor - \$25,000
- Gold Sponsor - \$15,000
- Silver Sponsor - \$10,000
- Bronze Sponsor - \$6,000
  
- Welcome Reception - \$25,000
- Membership Luncheon w/Keynote Speaker - \$15,000
- Pre or Post Training Course - \$3,000
- Daily Coffee Breaks - \$7,000 Per Day (AM & PM Breaks included)
- Meeting Bags - \$12,000
- DATIA Conference Note Pads - \$3,000
- DATIA Lanyards - \$5,000
- DATIA Conference Padfolios - \$8,000
- Mobile Device Recharge Station - \$3,000
- Eblast - \$2,500 Each
- Mirror Clings - \$4,000
- Floor Clings - \$4,000
- Wi-Fi - \$15,000
- Guest Room Drop - \$2,500 Each
- Hotel Key Cards - \$5,000
- Hand Sanitizer Stations - \$4,000
- Conference Luggage Tags - \$4,000
- Reusable Water Bottles - \$5,000



## Industry Satellite Symposium Application

**Breakfast Symposium 7:00 am - 8:00 am \$15,000 each**

Thursday, March 23

Friday, March 24

Exact Title of Symposium \_\_\_\_\_

Date \_\_\_\_\_ Time \_\_\_\_\_

Accrediting Company Name \_\_\_\_\_

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

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

### **Brief Meeting Description**

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Target Audience \_\_\_\_\_

Expected Attendance \_\_\_\_\_

## Industry Satellite Symposium Payment Information

Once space has been assigned and confirmed nu DATIA you will be put in direct contact with the hotel. Catering, special set fees, AV, electrical and labor are not included in the fee. Each supporter is responsible for all charges to the facility. By signing below, you are authorizing DATIA to charge the total fee indicated on this form to your credit card.

Check

Fee Due \$ \_\_\_\_\_

Check Amount Enclosed: \_\_\_\_\_

All Checks must be payable to Drug and Alcohol Testing Industry Association (DATIA)  
DATIA

Attn: Annual Meeting A/P  
2800 West Higgins Road, Suite 440  
Hoffman Estates, IL 60169

Credit Card \*Payments made by credit card are suject to a 3% fee.

- Visa
- Mastercard
- American Express
- Discover

Amount to be Charged \$ \_\_\_\_\_

Credit Card Number\_\_\_\_\_

Expiration Date\_\_\_\_\_ Security Code\_\_\_\_\_

Name as it Appears on Card\_\_\_\_\_

Cardholder's Signature\_\_\_\_\_

Please check if the credit card billing address is the same as the contact infomraiton on Sponsorship/Marketing Agreement page.

If billing address is different, please enter below.

Company Name \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Postal Code \_\_\_\_\_ Country \_\_\_\_\_