



Foundations Associates Presents their 26<sup>th</sup> national conference--

# The Next Generation of Dual Diagnosis—21<sup>st</sup> Century Integration of Mental Health & Substance Abuse Treatment

April 28-30, 2008 · Palms Casino Resort, Las Vegas, Nevada

## CONFERENCE EXHIBITOR AGREEMENT

### Why Exhibit?

Foundations Associates has hosted over 26 National Conferences since 1995, on topics ranging from Intervention to Methamphetamine Abuse to Co-Occurring Disorders. On average, each event attracts between 400—600 professionals in the fields of substance use and mental health treatment and between 60 and 95 Exhibitors representing Treatment Centers, Drug Testing Companies, Software, and more.

### Special Promotion with Customized Packages

Conference promotional opportunities can be combined to create a customized package for your agency. If you would like to customize your organization’s needs, please call us at 1 (877) 345-3360 or email [exhibit@dualdiagnosis.org](mailto:exhibit@dualdiagnosis.org), and we will ensure a successful promotional experience.

### Reserve your space early! Lock in these Exhibitor and Sponsorship deals

With almost 85 percent repeat vendors attending conferences hosted by Foundations Associates, the exhibit areas sell out early. Space is assigned on a first-come, first-serve basis.

### Sign up and send us your logo today!

We will promote your organization in multiple ways – across our web site, in the full color conference brochure (mailed to over 120,000 recipients), in the conference workbook, on promotional materials, in e-mail blitzes, etc., whenever possible. See pages 4 and 5 for more information on submitting your logo.

Your Contact Information			
Name and Credentials:			
	Name	Title	
Company Name:			
Address:			
	Street Address		
	City	State	ZIP
Phone:	( )	Fax Number:	( )
E-mail:			
Web Site:			
Who will be monitoring your exhibit booth at the above conference?			
Name and Credentials:			
	Name	Title	
Phone:	( )	E-mail:	

## Exhibitor Opportunities & Packages



### Co-Host Package \$15,000

When you purchase the Co-Host Package, you receive the following:

- ◆ Premier Exhibit Space—You will receive a high-impact and premier exhibit location. This includes a complimentary standard 6-foot table decorated with a table cloth.
- ◆ Registrations—Twenty-five (25) complimentary registrations to share with your staff or guests.
- ◆ Headline Speaker & Organization Promotion—You may introduce two (2) conference speakers of your choice, and you receive a ten (10) minute presentation slot to promote your organization.
- ◆ Display Banner in Grand Ballroom—Your agency's banner will be prominently displayed in the area of your choice, from the Grand Ballroom to the Exhibit Hall.
- ◆ Conference Workbook Promotions & Highlighted Signage—Your agency will receive a full-page four-color ad and will be shown as a co-host in the conference workbook, and highlighted throughout the conference on written materials and signage as a Co-Host.
- ◆ Web Site Full-Sized Logo—You will receive complimentary advertising with a full-size banner link on the [www.dualdiagnosis.org](http://www.dualdiagnosis.org) web site.
- ◆ Reception or Onsite Event --Your agency will be able to host a special reception or entertainment event and receive with complimentary help in promoting it to attendees.
- ◆ Exclusive and advance access to the conference attendee list.



### Sponsor Package \$5,000

When you purchase the Sponsor Package, you receive the following:

- ◆ Prime Exhibit Space—You will receive a high-impact exhibit location. This includes a complimentary standard 6-foot table decorated with a table cloth.
- ◆ Registrations—Ten (10) complimentary registrations to share with your staff or guests.
- ◆ Presentation and Speaker Introduction—A five (5) minute presentation of your organization and introduction of a conference speaker.
- ◆ Conference Workbook Promotions & Signage —Your agency's color logo will be shown as a sponsor in the conference workbook, and highlighted throughout the conference on written materials and signage as a Sponsor.
- ◆ Web Site Medium-Sized Logo Link—You will receive a small banner link on the [www.dualdiagnosis.org](http://www.dualdiagnosis.org) web site.
- ◆ Advance access to the conference attendee list.



### Exhibitor Package \$2,500

When you purchase the Exhibitor Package, you receive the following:

- ◆ Exhibit Hall Booth—Includes a standard 6-foot table decorated with a table cloth.
- ◆ Registrations—Five (5) complimentary registrations to share with your staff or guests.
- ◆ Speaker Introduction—Your agency will have the opportunity to introduce a conference speaker.
- ◆ Conference Workbook Promotions—Your agency will be highlighted on written material in the conference workbook as an “Exhibitor.”
- ◆ Web Site Advertising Text Link—You will receive a text link on the [www.dualdiagnosis.org](http://www.dualdiagnosis.org) web site.

## Networking Sponsorships and Events

- Daily Morning & Afternoon Food Breaks \$1,500**  
Foundations has established popular “themed breaks” every day of the conference. As a sponsor, your organization’s name and logo will be prominently displayed near the food stations and you may display your agency literature in key locations for every registrant.
- Daily Continental Breakfasts \$4,000**  
Each day of the conference, registrants, exhibitors and their guests will gather for the continental breakfast in the Exhibit Hall. As a breakfast sponsor, your agency’s name and logo will be posted at the entrance and you may display marketing literature in key food station locations for maximum exposure. Your organization will also be highlighted in the conference workbook that is given to all registrants.
- Sponsored Luncheon (price varies, based on hotel rates)**  
Your agency may sponsor a lunch in the hotel’s dining area or a boxed lunch event. As a sponsor, you may conduct a presentation during the event, display a full-size banner with your agency’s name, logo, and message to be posted at strategic locations in the dining room, and display literature in key locations for maximum exposure. Your organization will also be highlighted in the conference workbook that is given to all registrants.
- Popular Relaxation Station (price varies) (exclusive)**  
Your booth can be the relaxation destination for conference attendees to relax and rid themselves of neck and back aches and pains! We will provide you with a trained massage therapist, complete with a massage station in your exhibit booth space. This offering is a popular destination for attendees and may attract a lot of traffic to your booth.

## Advertising Opportunities

### Conference Workbook Ads – check our web site for current pricing

The conference workbook is a high-profile, valuable advertising medium, and an important guide for all attendees. The workbook includes a comprehensive listing of the conference schedule, room locations, special events, workshops, and detailed views of each presentation. Attendees carry this workbook with them throughout the conference and will keep it as a future reference for resources. Impact each attendee with your agency’s message!

### Ad Specifications

We digitally print our conference workbook, which makes submitting artwork easier for you. We prefer electronic artwork that is sent as 300 dpi CMYK hi-resolution PDF file.

### Ad Sizes

#### Full Page

- Bleed 8.75” wide x 11.25” height
- Trim 8.5” wide X 11” height
- Non-Bleed/Live area 7.25” wide X 10” height

#### Half Page Horizontal

- 7.25” wide x 4.5” height

#### Quarter Page

- 3.375” wide x 4.5” height

## Advertising Opportunities, continued

### 4-Color

- |                          |                      |           |         |                    |
|--------------------------|----------------------|-----------|---------|--------------------|
| <input type="checkbox"/> | ○ Inside Front Cover | Full Page | 4-color | \$2500 (exclusive) |
| <input type="checkbox"/> | ○ Inside Back Cover  | Full Page | 4-color | \$2000 (exclusive) |

### 4-Color Inside Pages

- |                          |                               |              |         |                    |
|--------------------------|-------------------------------|--------------|---------|--------------------|
| <input type="checkbox"/> | ○ First Page Placement        | Full Page    | 4-color | \$1500 (exclusive) |
| <input type="checkbox"/> | ○ Inside Full-Page            | Full Page    | 4-color | \$1000             |
| <input type="checkbox"/> | ○ Inside Half-Page Horizontal | Half Page    | 4-color | \$750              |
| <input type="checkbox"/> | ○ Quarter-Page Vertical       | Quarter Page | 4-color | \$400              |

### Black & White

- |                          |                         |              |         |       |
|--------------------------|-------------------------|--------------|---------|-------|
| <input type="checkbox"/> | ○ Inside Full-Page      | Full Page    | 1-color | \$600 |
| <input type="checkbox"/> | ○ Half-page Horizontal  | Half Page    | 1-color | \$350 |
| <input type="checkbox"/> | ○ Quarter-page Vertical | Quarter Page | 1-color | \$200 |

### Web Site Advertisements

Our web site [www.dualdiagnosis.org](http://www.dualdiagnosis.org) receives over 1.5 million hits per year and is one of the top sites used by people interested in co-occurring conditions. Advertise on the web site and take advantage of one of our best values, for a limited time only! Your agency can place an ad on the web site to be viewed 24 hours a day, 7 days a week for a 6 month period.

### Web Site Logo Link

#### Complimentary for Co-Hosts, and Sponsors

We will display your logo on [www.dualdiagnosis.org](http://www.dualdiagnosis.org), and it will be linked to your web site. Please provide VECTOR logo artwork as this provides us opportunity to reproduce your logo with the most flexibility in sizing and the highest quality. If possible please provide both B&W and color vector logos so that we may provide the best possible contrast depending on the layout your logo is reproduced on. If a vector logo is not available, in some instances we can reproduce your logo as vector art for an additional fee.

#### Banner Web Ad \$500

Your agency can place a banner ad with a hotlink to your site, which will be shown on one of the conference pages on [www.dualdiagnosis.org](http://www.dualdiagnosis.org). Every person interested in the upcoming conference will see your ad and be able to link to your agency's site.

#### Banner Ad Specs:

Size--606 pixels wide by 75 to 150 pixels tall  
Resolution/Quality--72 dpi

#### Premier Conference Web Ad \$1,500!

Your agency's banner ad and hotlink will be displayed on every page of our conference web pages as shown on [www.dualdiagnosis.org](http://www.dualdiagnosis.org). These pages are visited by conference registrants, potential attendees, exhibitors and sponsors, speakers, and guests. Banner ad specs are shown above.

**Other Information Needed – Please Answer All Questions!**

1) Will you require an electrical outlet for your exhibit? (Billed separately)  Yes  No

2) What is your Conference Trivia Question? (Please submit an interesting question and answer for participants to inquire about your agency. This will serve as an ice-breaker for attendees to get to know your agency and is an excellent way to promote information about your agency. Don't miss another opportunity! Most of our attendees look forward to participating in this activity!)

Question:

Answer

3) Would you like to contribute a door prize? (Highly recommended! Your prize will be awarded during Trivia Game giveaway--very popular with registrants!)  Yes  No

Describe:

4) **Complimentary Registration Recipients** for each conference will receive a "Comp Promo Code" once this contract is submitted to the Exhibits Coordinator.

**NOTE:** Please register all guests online, including those noted on this agreement, by obtaining the code from the Conference Coordinator, Jesse Fortner. This will ensure that the name badges display the proper information for your staff guests.

**Very Important:** Each person should enter his or her name, job title, company name, etc. EXACTLY as it should appear on the name badge!

**Method of Payment**

TOTAL AMOUNT PURCHASED \_\_\_\_\_

WE ACCEPT (please place an "X" to indicate your preferred payment method):

Check made payable to Foundations Associates

Visa  Master Card  American Express  Discover

Credit Card Number

Expiration Date

Verification #-3-digit code on back;  
if AmEx, 4-digits on front

Signature of Agency Representative who  
Authorizes Payment

Title

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## Reserve Your Space in the Exhibit Hall

1. FAX pages 1-5 of this contract to 615-256-9005.
2. Or E-MAIL this completed contract to [exhibit@dualdiagnosis.org](mailto:exhibit@dualdiagnosis.org).
3. Or CALL 615-312-1462 or toll-free 1-877-345-3360.

### \*Upcoming deadlines:

- ❖ ~~October 31, 2007—Co Hosts ad Sponsors submit speaker info and logos~~
- ❖ ~~December 3, 2007—~~December 31, 2007—Guarantee for Prime Booth Space for all Exhibitors
- ❖ February 1, 2008—All Exhibitor Agreements and Payments due

I look forward to personally assisting you to develop the most effective promotional package for your agency. Please contact me today – I look forward to working with you!

Sincerely,

Jesse Fortner  
Conference Coordinator  
Foundations Associates Headquarters  
210 Westwood Place, Suite 120  
Brentwood, TN 37027  
Direct 615-312-1462  
Toll-free 1-877-345-3360  
Fax 615-256-9005  
E-mail [JFortner@dualdiagnosis.org](mailto:JFortner@dualdiagnosis.org) or [exhibit@dualdiagnosis.org](mailto:exhibit@dualdiagnosis.org)  
Conferences & Events [www.dualdiagnosisevents.com](http://www.dualdiagnosisevents.com)  
or [www.dualdiagnosis.org/events](http://www.dualdiagnosis.org/events) (under construction)  
Corporate Web Site [www.dualdiagnosis.org](http://www.dualdiagnosis.org)

Updated 12/12/07