SWING FOR THE FENCES!

2015 INTEGRATED MARKETING OPPORTUNITIES

AUGUST 1-4, 2015
— UNION STATION HOTEL • ST. LOUIS, MO —

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SWING FOR THE FENCES!

Score a home run at the 2015 National Conference on Addiction Disorders and Behavioral Healthcare Executive Summit!

NCAD/BHES brings together professionals of all stripes to discuss emerging and best practices on the prevention, intervention, treatment, and recovery management of addictions and co-occurring disorders. In 2015, NCAD/BHES is returning to the historic Union Station Hotel in St. Louis, Missouri, a venue like no other that was once the world’s largest and busiest railroad depot.

Attendees will earn CEUs while networking with other leaders in the field, building the relationships that form the basis of a strong, comprehensive recovery community.

NCAD/BHES, as well as Addiction Professional and Behavioral Healthcare magazines, offer unrivaled opportunities to connect with professionals before, during, and after the conference. Don’t strike out by missing the show! Our newest staff member, Home Run Henry, will ensure that NCAD/BHES 2015 will be an experience to remember.

WHY BASEBALL?

Baseball is the national summer pastime, and no more so than in St. Louis. Our 2015 exhibit hall will feature a prize-giveaway promotion involving all exhibitors with an old-time baseball theme, a nod to the historic Union Station venue. Look for announcements from our conference emcee, Home Run Henry, in the months to come!

TWO CONFERENCES IN ONE!

The National Conference on Addiction Disorders focuses on clinical best practices. The Behavioral Healthcare Executive Summit shares how to overcome management challenges. Both events share the same exhibit hall, providing your organization increased exposure to different areas of the market.

Doug Edwards, Publisher, Addiction Professional and Behavioral Healthcare | 216.373.1201 | dedwards@vendomegrp.com
WHY NCAD/BHES?

The National Conference on Addiction Disorders and Behavioral Healthcare Executive Summit reach your key targets, whether on the executive and/or clinical side of addiction treatment and mental health organizations:

- Counselors
- Therapists
- Social Workers
- Physicians
- Nurses
- Vice Presidents
- Interventionists
- Executive Directors
- CEOs
- Presidents
- COOs
- Community Mental Health Centers
- Private Practices
- Addiction Treatment Organizations

By offering two events in one, NCAD/BHES bridges the gap between on-the-ground practice and strategic management, providing a forum for you to share your products and services to the full continuum of care providers.

88% of attendees are new leads for returning exhibitors/sponsors

Only NCAD/BHES includes a dedicated marketing track for your onsite staff. No time is taken away from exhibit hall hours, and your marketing, business development, and admissions team learn the latest marketing techniques and best practices from field experts right while at the show! Marketing track registration is complimentary for all exhibitors and sponsors.

"Excellent speakers who knew their material and topics. Very friendly people overall conference met my expectation and would continue to attend if God permits. Keep up the good work."
— Zina Love, Program Coordinator

"The session variety and individual session topics are outstanding, as were the speakers. I was very pleased overall for the second year in a row."
— Melissa Larkin-Skinner, VP

"In all of my years in this field, this is the first conference that I went to that has something for everyone."
— Douglas L. Allen, CADC

88% of attendees are new leads for returning exhibitors/sponsors
The NCAD/BHES Difference

UNRIVALED MEDIA COVERAGE
The National Conference on Addiction Disorders and Behavioral Healthcare Executive Summit are backed by the field’s leading, award-winning publications: *Addiction Professional* and *Behavioral Healthcare*. Reaching 75,000 professionals at various stages of the care-delivery and management spectrum, *Addiction Professional* and *Behavioral Healthcare*’s premiere national event features extensive pre-, on-site, and post-show coverage, allowing treatment centers and vendors to mold their national campaigns around the conference.

COMMITMENT TO ATTENDEES
NCAD/BHES offers attendees multiple continuing education opportunities, thought-provoking keynote presentations and panels led by field experts, daily breakfasts and lunches, low hotel room rates, and a chance to win exciting prizes in the exhibit hall—including a car. This commitment to our attendees drives attendance, making for a diverse conference audience and large prospecting pool for you.

MARKETING TRACK
No need for your booth staff to fiddle with their phones while attendees are in session. NCAD/BHES offers marketers their own track at the conference, focusing on topics such as brand development, search engine optimization, ethical practices, and more.

UNIQUE OPPORTUNITIES
Only NCAD/BHES offers opportunities such as focus groups, video advertorials, facility tours, and other unique sponsorship options to leverage your conference experience.

BUNDLED SPONSORSHIPS
Only NCAD/BHES offers advertising in the two leading field publications as part of sponsorships, thereby increasing the value of the sponsorship and extending your marketing reach beyond the live event.
NATIONAL
The National Conference on Addiction Disorders and Behavioral Healthcare Executive Summit has rapidly become the premier, respected, and trusted national conference that brings together professionals of all stripes to discuss emerging and best practices on the prevention, intervention, treatment, and recovery management of addictions and co-occurring disorders.

REGIONAL
The Addiction Professional Academies are intensive, topic-focused summits designed to equip and empower professionals to improve the well-being of their patients and communities.

LOCAL
The Addiction Professional and Behavioral Healthcare Panel Series inspire dialogue on hot topics in a lunch’n’learn format at dozens of locations across the country each year.

VIRTUAL
Addiction Professional’s and Behavioral Healthcare’s Webinars connect professionals across the country in a convenient format to hear from leading field experts.

CUSTOM
Addiction Professional and Behavioral Healthcare provide complete end-to-end marketing, content development, continuing education, and onsite operations services to produce events that accomplish sponsors’ goals.

READY TO SWING FOR THE FENCES?
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INTEGRATED MARKETING OPPORTUNITIES

TITLE SPONSOR (1 AVAILABLE): $47,250 (includes 8’ x 20’ booth)

The Title Sponsor is the top-of-mind visible partner before, during, and after the conference, providing the sponsoring organization significant branding, lead generation, and lead nurturing opportunities, as well as demonstration of thought leadership.

- The exclusive presenting sponsor
- Sponsor representative introduces all keynote speakers
- Sponsor logo included in all marketing messages, onsite signage, and website
- 8’ x 20’ booth in exhibit hall
- Floor clings directing attendees to booth
- Back cover ad in onsite Program Guide
- Insert included in onsite show bag
- Full-page, full-color ad in Behavioral Healthcare and Addiction Professional Summer issues (2 ads total)
- Video advertorial filmed at the show
- Enhanced exhibitor directory listing
- Banner ad on www.ncadcon.com and www.bhsummit.com for 9 months
- Banner ad in Addiction Professional and Behavioral Healthcare e-edition for four issues (8 placements total)
- Sponsor message included in video loop on in-room hotel channel
- 6 full conference passes
- Pre- and post-show attendee e-blasts
- Inclusion in event press releases
- First right of refusal for 2016 conference

SOLD OUT

TRACK SPONSOR (8 AVAILABLE): $15,750 (includes 8’ x 10’ booth)

Sponsor a track and “own” that topic in the marketplace throughout the year, with multiple opportunities before and at the show to demonstrate your leadership on a key topic area.

- Exclusive sponsor of one of NCAD/BHES’ tracks
- Sponsor representative introduces all track speakers
- Sponsor logo included in all session marketing messages, onsite signage, and website
- Sponsor collateral in meeting rooms
- 8’ x 10’ booth in exhibit hall
- Full-page, full-color ad in onsite Program Guide
- Insert included in onsite show bag
- Full-page full-color ad in Behavioral Healthcare and Addiction Professional summer issues (2 ads in total)
- Enhanced exhibitor directory listing
- Sponsor message included in video loop on in-room hotel channel
- Three full conference passes
- Pre- and post-show e-blasts to session attendees
- First right of refusal for 2016 conference
OPENING RECEPTION SPONSOR (1 AVAILABLE): $12,800 (includes 8’ x 10’ booth)

As the exclusive sponsor of the Opening Reception, your organization will gain tremendous recognition, driving traffic to your booth to build relationships and generate leads.
- Exclusive sponsor of opening night reception in exhibit hall
- Sponsor logo included in marketing messages, onsite signage, and website
- 8’ x 10’ booth in exhibit hall
- Full-page, full-color ad in onsite Program Guide
- Insert included in onsite show bag
- Sponsor logo on napkins during reception
- Enhanced exhibitor directory listing
- Three full conference passes
- Half-page full-color ad in Behavioral Healthcare and Addiction Professional summer issues (2 ads total)
- First right of refusal for 2016 conference

COFFEE AND CONVERSATION SPONSORSHIP (1 AVAILABLE): $10,500 (includes 8’ x 10’ booth)

Coffee is an essential part of most attendees' day, making the Coffee and Conversation Sponsorship an ideal opportunity to position your brand front and center during the show. Extensive marketing before and during the show provide an opportunity to position your organization strongly in the crowded market.
- Exclusive sponsor of coffee stations throughout conference
- Sponsor logo on napkins at coffee stations (not opening reception)
- Sponsor logo on coffee sleeves at coffee stations
- Logo included in marketing messages, on-site signage and website
- 8’ x 10’ booth in exhibit hall
- Full-page, full-color ad in onsite Program Guide
- Insert included in onsite show bag
- Half-page full-color ad in Behavioral Healthcare and Addiction Professional summer issues (2 ads total)
- Enhanced exhibitor directory listing
- Three full conference passes
- First right of refusal for 2016 conference

CARICATURE SPONSOR (1 AVAILABLE): $10,500 (includes 8’ x 10’ booth)

Be a destination on the show floor with the Caricature Sponsorship. Your booth will be one of the most heavily trafficked, as attendees visit to earn tickets for their own caricature drawing, providing your representatives a steady stream of leads and continuous relationship development.
- Exclusive sponsor of caricatures
- Sponsor logo included in marketing messages, onsite signage, and website
- Tickets handed out at sponsor booth
- Sponsor logo included on caricature paper
- 8’ x 10’ booth in exhibit hall
- Half-page full-color ad in Behavioral Healthcare and Addiction Professional summer issues (2 ads total)
- Enhanced exhibitor directory listing
- Three full conference passes
- First right of refusal for 2016 conference

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PHOTO BOOTH SPONSOR (1 AVAILABLE): $10,500 (includes 8' x 10' booth)

Everyone will want a photo keepsake from the show. Attendees must visit your booth to receive a ticket to participate, providing your representatives continuous lead generation and nurturing.

- Exclusive sponsor of photo booth
- Sponsor logo included in marketing messages, onsite signage, and website
- Tickets handed out at sponsor booth
- Sponsor logo included on photo paper
- 8' x 10' booth in exhibit hall
- Half-page full-color ad in Behavioral Healthcare and Addiction Professional summer issues (2 ads total)
- Enhanced exhibitor directory listing
- Three full conference passes
- First right of refusal for 2016 conference

LANYARD AND BADGE SPONSOR (1 AVAILABLE): $8,700 (includes 8' x 10' booth)

Attendee badges are required for entry into every conference function. The Lanyard and Badge Sponsorship is an effective way to have your company’s brand seen by all conference participants throughout the entire multi-day event.

- Exclusive sponsor of conference lanyard used to hold required conference badge for all attendees
- Sponsor logo included in marketing messages, onsite signage, and website, as well as on badges
- 8’ x 10’ booth in exhibit hall
- Full-page, full-color ad in onsite Program Guide
- Insert included in onsite show bag
- Half-page full-color ad in Behavioral Healthcare and Addiction Professional summer issues (2 ads total)
- Enhanced exhibitor directory listing
- Three full conference passes
- First right of refusal for 2016 conference

CONFERENCE WORKSHOP (6 AVAILABLE): $8,500 (includes 8' x 10' booth)

Demonstrate your organization’s thought leadership by choosing the speaker and topic for a sponsored session on the preconference day or during the regular show hours. An integrated marketing campaign develops your brand equity, while the session generates leads and nurtures relationships with key referral sources and/or prospects.

- 90-minute vendor-neutral presentation
- Sponsor chooses speaker and topic
- Sponsor logo included in marketing messages, onsite signage, and website
- Full contact information for session attendees
- 8’ x 10’ booth
- Enhanced exhibitor directory listing
- 3 full conference passes
TREATMENT CENTER TOURS (3 AVAILABLE): $8,500 (includes 8’ x 10’ booth)

Make a tour of your center part of the conference agenda! Attendees have the opportunity to tour nearby treatment centers on the preconference day. The conference handles recruitment and registration. The conference will transport the attendees to and from the center, where the sponsor may provide a tour and a one-hour educational session (the conference will provide CEUs for the session, if eligible).

- Full contact information on tour attendees
- Sponsor logo included in marketing messages, onsite signage, and website
- 8’ x 10’ booth in exhibit hall
- Two full-conference passes
- Half-page, 4/C ad in Addiction Professional and Behavioral Healthcare Summer 2015 issues (2 ads total)

MOBILE APP SPONSOR (1 AVAILABLE): $8,500 (includes 8’ x 10’ booth)

The exclusive Mobile App Sponsor keeps attendees connected to important conference updates and social media alerts. Few put their phones down for long at a conference, providing the Mobile App Sponsor consistent and continuous on-site engagement.

- Exclusive sponsor of the official NCAD/BHES Mobile App
- Sponsor logo included at bottom of app and on app splash page
- Sponsor logo included in marketing messages, onsite signage, and website
- One post-event e-blast to all app users
- Half-page, full-color ad in Program Guide
- 8’ x 10’ booth in exhibit hall
- Three full conference passes
- Enhanced exhibitor directory listing
- First right of refusal for 2016 conference

ROOM KEY SPONSOR (1 AVAILABLE): $7,500 (includes 8’ x 10’ booth)

Have your branded logo and message—complete with your booth number—prominently displayed on every hotel room key given to all guests attending the conference from the moment they arrive at the host hotel.

- Sponsor logo included on room keys, marketing messages, onsite signage, and website
- Half-page, full-color ad in Program Guide
- 8’ x 10’ booth
- Enhanced exhibitor directory listing
- Two full conference passes
- First right of refusal for 2016 conference

CAR GIVEAWAY SPONSOR (3 AVAILABLE): $7,500 (includes 8’ x 10’ booth)

NCAD/BHES was the first conference in the field to have a drawing for the ultimate show giveaway—a brand-new car! Only a limited number of sponsors can participate, and attendees must visit all of the sponsors’ booths to enter the drawing. Huge pre-show, during the show, and post-show buzz; extensive foot traffic; and lead generation are among the benefits of this exclusive sponsorship—an NCAD/BHES first!

- To qualify for the drawing, attendees stop by all of sponsors’ booths and have a card stamped
- Attendees provide their information on the card; sponsors receive contact information post-show in Excel file
- Car is present in exhibit hall
- Full-page, full-color ad in onsite Program Guide
- Sponsor logo included in marketing materials, onsite signage, and website, as well as winner announcement
- Photo of sponsor with winner
- 8’ x 10’ booth in exhibit hall
- Two full conference passes
- Enhanced exhibitor directory listing
- First right of refusal for 2016 conference

SOLD OUT

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PEN AND NOTEBOOK SPONSOR (1 AVAILABLE): $7,500 (includes 8’ x 10’ booth)

The high-quality notebooks are always a take-away hit, and with your logo on them, this sponsorship promises strong brand recognition.
• Exclusive sponsor of pen and notebook in attendee bag
• Sponsor logo included on notebook and included in marketing messages, onsite signage, and website
• No other pens or notebooks permitted in attendee bag
• Half-page, full-color ad in Program Guide
• 8’ x 10’ booth
• Enhanced exhibitor directory listing
• Two full conference passes
• First right of refusal for 2016 conference

SOLD OUT

CHARGING STATION SPONSOR (4 AVAILABLE): $6,500 (includes 8’ x 10’ booth)

Everyone carries a mobile device—and everyone is always looking to recharge. Make your company a destination with a charging station right in your booth.
• Charging station at your booth
• Sponsor logo included in marketing messages, onsite signage, and website
• 8’ x 10’ booth
• Enhanced exhibitor directory listing
• Two full conference passes
• First right of refusal for 2016 conference

SHOW DAILY SPONSOR (3 AVAILABLE): $5,500 (includes 8’ x 10’ booth)

Attendees have busy schedules—but want to stay up-to-date on the conference’s activities. Daily newsletters for readers provide important updates. Articles are also shared with the Addiction Professional and Behavioral Healthcare readership, providing further reach for sponsors.
• Exclusive sponsor of print newsletter distributed onsite to all attendees for 1 day
• Exclusive sponsor of e-newsletter distributed to all Behavioral Healthcare and Addiction Professional readers for 1 day
• Sponsor logo included in marketing messages, onsite signage, and website
• Logo included on front of print edition
• Description of sponsor in print edition
• Banner ad included in e-edition
• Full-page, full-color ad on back of print edition
• Enhanced exhibitor directory listing
• 8’ x 10’ booth
• 2 full conference passes
• First right of refusal for 2016 conference
## EXHIBIT HALL BOOTHS

<table>
<thead>
<tr>
<th>Sign Up On Site at NCAD/BHES 2014: $1,675</th>
</tr>
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<tbody>
<tr>
<td>Sign Up Before April 1, 2015: $1,750</td>
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View the interactive floor plan at www.ncadcon.com/floorplan2015

The NCAD/BHES show floor is an experience to remember. On-floor promotions involve all exhibitors to engage and excite attendees. Each 8’ x 10’ booth includes the following:

- 8’ high blue back drape
- 3’ high blue side drape
- 6’ x 30” white draped table
- 2 side chairs
- 1 waste basket
- 1 one-line booth ID sign with booth number
- 2 full conference passes
- Discounts for additional conference passes
- Company logo and 50-word description in Program Guide
- Company listing and link on exhibitor webpage

### EXHIBITOR EXPOSURE PACKAGE: $3,100

Stand out at the show with multiple attendee touch points, and take advantage of a package discount.

- 8’ x 10’ booth with standard booth benefits
- 1/2-page full-color ad in program guide
- Insert in show bag

### FLOOR CLINGS (1 AVAILABLE PER AISLE): $1,050

- Stickers on exhibit hall floor directing attendees to your booth; only one sponsor per aisle

### PROGRAM GUIDE ADS (AVAILABLE ONLY TO EXHIBITORS AND SPONSORS)

- Inside Front Cover: $1,350 **SOLD!**
- Inside Back Cover: $1,350
- Full page: $998
- Half page: $790

### BAG INSERT: $990 (AVAILABLE ONLY TO EXHIBITORS AND SPONSORS)

- 1 piece, up to 9” x 12”, 4 pages maximum

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ADDITIONAL OPPORTUNITIES

FOCUS GROUP: $8,000 (includes 8’ x 10’ booth)

The conference works with the sponsoring organization to identify attendees who meet the sponsor’s criteria. The conference then organizes a 60-minute on-site focus group with these pre-qualified attendees. The session can be used to develop market research, identify new business opportunities, and gather data for lead generation efforts. The conference provides focus group attendees with an onsite financial participation incentive, as well as beverage/snack service in the room. A focus group sponsor also receives an 8’ x 10’ booth in exhibit hall and two full-conference passes.

VIDEO TESTIMONIAL: $5,000

Conveniently record a video testimonial of a key customer, referral source, or VIP during the conference. Our experienced media team brings in a professional AV crew, interviews the thought leader, and then edits the video to your specifications—including music, images, on-screen text, etc. You own the video for placement on your website, YouTube, etc. The video also receives 12-months of valuable exposure on addictionpro.com or behavioral.net, as well as promotion in the Addiction Professional or Behavioral Healthcare e-newsletter. A video testimonial sponsor also receives a quarter-page, full-color ad in Addiction Professional or Behavioral Healthcare.

CAR GIVEAWAY!

AN INDUSTRY FIRST!

Hurry, only 3 sponsorships remain

See page 9 for details!