

Unsung Heroes:
Making a Difference

Adolescent Conference
April 23-24, 2012



**Marketing
Prospectus**

April 23-24 2012
Orlando

General Information

Background

The Florida Juvenile Justice Association (FJJA) and Florida Alcohol and Drug Abuse Association (FADAA) invite you to sponsor, exhibit, or advertise at the **2012 Adolescent Conference**. The conference will be held April 23-24 at the Florida Hotel and Conference Center in Orlando, Florida. This year's conference theme will integrate plenary sessions and workshops together with exhibits and networking opportunities to provide attendees with the opportunity to increase their knowledge and skills and to improve adolescent services. The conference offers the opportunity to share and showcase proven prevention, intervention and treatment practices, disseminate knowledge into practice, and discuss implementation of effective strategies. A post conference is scheduled for Wednesday, April 25.

Attendees

We anticipate over 300 professionals from Florida and adjacent states to participate in this year's conference. The audience is made up primarily of agency executives, program directors, managers, supervisors, clinicians and providers of adolescent prevention, intervention and treatment services, as well as policy-makers and other stakeholders in adolescent services.

Sponsors, Exhibitors and Advertisers of Interest

The following list is a sampling of the types of organizations that have participated successfully in previous conferences.

- ▶ Human Services Providers
- ▶ Drug Testing Companies/Laboratories
- ▶ Security System Companies
- ▶ Financial/Investment Agencies
- ▶ Training Institutes
- ▶ Universities
- ▶ Hospitals
- ▶ Mental Health Services Providers
- ▶ Software Companies
- ▶ Insurance Companies
- ▶ Managed Care Companies
- ▶ Pharmaceutical Companies
- ▶ Publishing Companies
- ▶ Professional Associations
- ▶ Professional Journals
- ▶ Office and Medical Suppliers
- ▶ Support Groups
- ▶ Prevention and Treatment Programs

Hotel Accommodations

The Florida Hotel and Conference Center

at the Florida Mall
1500 Sand Lake Road
Orlando, FL 32809
407-859-1500
800-588-4656
\$129 single/double
Mention "Adolescent Conference"



Sponsorship Opportunities

Maximize your conference investment and stand out from the crowd! Become a sponsor and benefit from increased exposure, name recognition, and prestige before, during and after the conference. The **2012 Adolescent Conference** allows you to interact with leading executives and decision-makers. Sponsorship provides the opportunity to network with existing clients and to meet new prospects while enhancing your corporate visibility to a highly qualified decision-making audience. As a sponsor, your company can choose to sponsor an exclusive event or product, guaranteeing full recognition and a high profile for your organization. We offer several sponsorship opportunities. Choose the one that is right for your budget.

Breakfast - \$7,500 (2 Full Sponsor opportunities) or \$3,800 (4 Co-Sponsor opportunities)

- Provide attendees breakfast one day during the conference
- Recognition from the podium during plenary session
- 8 complimentary conference registrations (excludes post conference) (Full Sponsor only)
- 4 complimentary conference registrations (excludes post conference) (Co-Sponsor only)
- One exhibit table package
- Opportunity to provide program staffers
- Half page ad in program
- Company logo listed on signage and conference website
- Company description in program (Full Sponsor only)
- Company listing and logo in program
- Conference attendee list

Keynote Speaker - \$7,500 (1 Full Sponsor opportunity) or \$3,800 (2 Co-Sponsor opportunities)

- Introduce keynote speaker (Full Sponsor only)
- Recognition from podium during plenary session
- 6 complimentary conference registrations (excludes post conference) (Full Sponsor only)
- 4 complimentary conference registrations (excludes post conference) (Co-Sponsor only)
- One exhibit table package
- Half page ad in program
- Company logo listed on signage and conference website
- Company description in program (Full Sponsor only)
- Company listing and logo in program
- Conference attendee list

Post Conference Workshops - \$6,500 (2 Full Sponsor opportunities) or \$3,250 (4 Co-Sponsor opportunities)

- Provide attendees with refreshments during the post conference workshop(s)
- Full page ad in program (Full Sponsor only)
- Half page ad in program (Co-Sponsor only)
- 3 complimentary post conference workshop registrations (Full Sponsor only)
- 1 complimentary post conference registration (Co-Sponsor only)
- Company description in program (Full Sponsor only)
- Company logo listed on post conference workshop signage and conference website
- Company listing and logo in program
- Conference attendee list

Plenary Speaker - \$3,500 (2 opportunities)

- Recognition from podium during plenary session
- 3 complimentary conference registrations (excludes post conference)
- One exhibit table package
- Conference attendee list
- Quarter page ad in program
- Company logo listed on signage and conference website
- Company listing and logo in program

Conference Bags - \$2,500 (1 opportunity)

- Provide attendees carry-all bags for their conference materials
- Conference bags are imprinted with the company name/logo and conference name
- Recognition from podium during plenary session
- Company logo listed on signage and conference website
- Company listing and logo in the program
- Conference attendee list

Morning Refreshment Breaks - \$2,250 (2 opportunities)

- Provide beverages to attendees during one morning break
- Recognition from podium during plenary session
- Opportunity to provide program stuffers
- Company logo listed on signage and conference website
- Company listing and logo in program
- Conference attendee list

Afternoon Refreshment Breaks - \$2,750 (2 opportunities)

- Provide beverages and snacks to attendees during one afternoon break
- Recognition from podium during plenary session
- Opportunity to provide program stuffers
- Company logo listed on signage and conference website
- Company listing and logo in program

Conference attendee listConference Lanyards - \$2,000 (1 opportunity)

- Provide attendees name badge lanyards imprinted with the company name/logo and conference name
- Recognition from podium during plenary session
- Company logo listed on signage and conference website
- Company listing and logo in the program
- Conference attendee list

Workshop Speaker - \$750 (24 opportunities)

- Company logo listed on signage and conference website
- Company listing and logo in program
- Conference attendee list

Exhibit Opportunities

Table-top exhibit tables will be located on the Mezzanine Level (2nd Floor). Space will be assigned on a first-come, first-purchased basis.

Exhibit Floor Plan – Mezzanine Level 2nd Floor

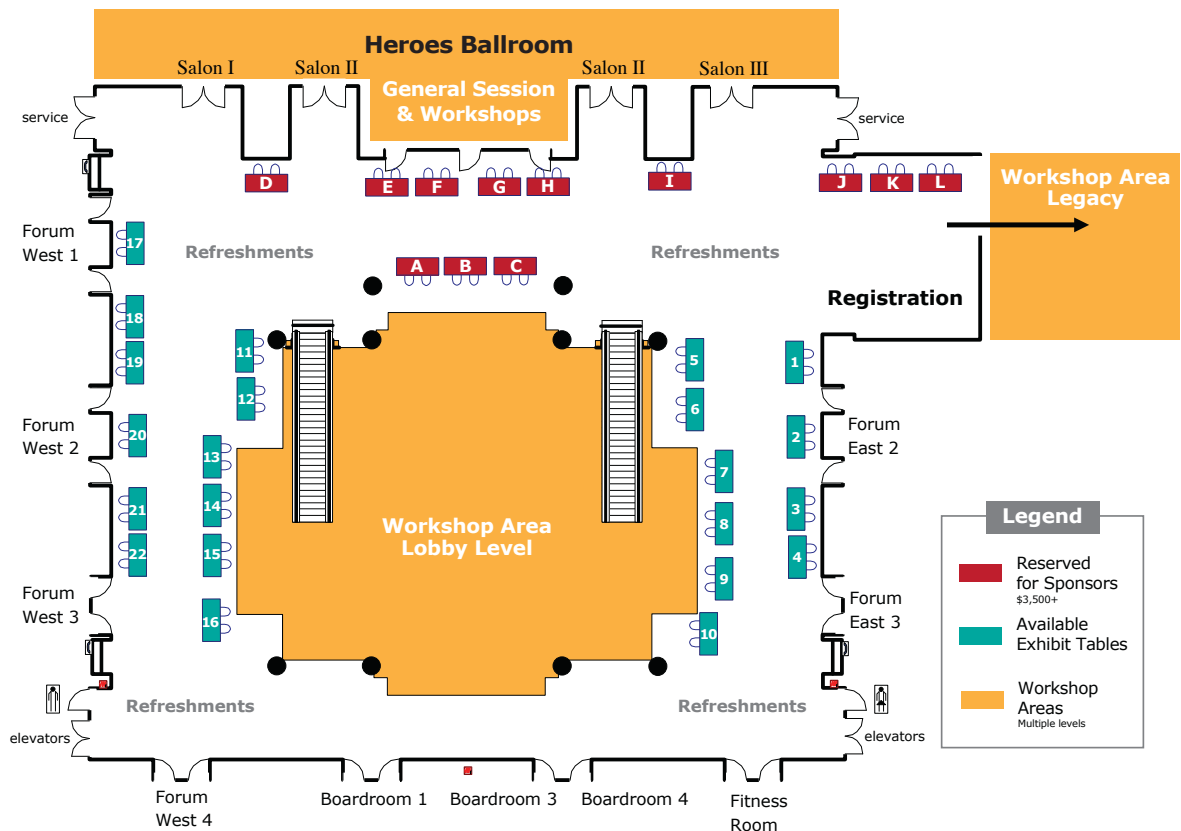


Exhibit Schedule*

Exhibit Set-up

Sunday, April 22 5:00 pm – 7:00 pm

Exhibit Hours

Monday, April 23 7:00 am – 5:30 pm

Tuesday, April 24 7:00 am – 5:30 pm

Exhibit Break-down

Tuesday, April 24 5:30 pm – 6:30 pm

*Exhibit hours may be subject to change.

Exhibit Table Package

FJJA/FADAA Members \$400

Non Members \$500

Additional Exhibit Staff Registration

FJJA/FADAA Member \$99

Non Member \$129

Table-top exhibit package includes:

- One 6' draped table
- One chair
- One wastebasket
- One free conference registration for exhibit staff (excludes post conference)
- Company listing in the conference program
- Conference attendee list

Exhibiting companies may choose to register one additional exhibit staff person at a discounted rate. The second staff member receives access to all conference activities excluding the post conference workshops. All other participants should register as a conference attendee.

Advertising Opportunities

Program Advertising

Advertising in the conference program provides a captive audience with visibility for your organization for the duration of the conference.

(CMYK Color, PANTONE® or black and white. Preferred file formats: 300 ppi TIF, 300 ppi JPG, vector (EPS, AI) or high resolution PDF)

Full page (8.5"W x 11"H, may bleed)	\$200	FJJA/FADAA Members
	\$250	Non Members
Half Page (7.5"W x 4.5"H)	\$150	FJJA/FADAA Members
	\$200	Non Members

Website Banner Advertising

Increase your organization's visibility by placing a banner advertisement on the conference website. The banner will randomly rotate on each page of the conference website. There is limit of five (5) ad spaces available on a first-come, first-purchased basis.

Preferred file formats: 300 ppi TIF, 300 ppi JPG, vector (EPS, AI) or high resolution PDF.

400 pixels wide x 50 pixels high	\$175	FJJA/FADAA Members
	\$200	Non Members

Program Stuffers

FJJA/FADAA Members	\$175	Advertiser shall supply 300 pamphlets, cards, leaflets or other printed materials to be added to attendee packets by conference staff
Non Members	\$200	

Deadlines

March 14, 2012 Final artwork for banner and program advertisements and/or sponsor logos should be received via email by Michelle Burdick at mburdick@fadaa.org.

April 2, 2012 Program Stuffers should be received at FADAA, Attn. Michelle Burdick, 2868 Mahan Drive, Suite 1, Tallahassee, FL 32308.

April 6, 2012 **All applications and related fees must be submitted in full.** Checks should be made payable to the conference fiscal agent, FADAA, with the **Memo Line: 2012 Adolescent Conference** and mailed to FADAA, 2868 Mahan Drive, Suite 1, Tallahassee, FL 32308.

Contact Information

To discuss sponsorship, exhibit, and advertising opportunities, please contact:

FJJA

Cathy Craig-Myers
cathy@fjja.org | 850-294-9960

Lynn Redmond
lynn@fjja.org | 850-671-3442

FADAA

Michelle Burdick
mburdick@fadaa.org | 850-878-2196

Reserve your selection(s) immediately by completing the application and payment option online at: www.adolescentconference.org

2012 Adolescent Conference Terms and Conditions

1. **Exhibit Space Rental:** Each table rental includes one 6' draped table, one chair and one wastebasket. All exhibits must comply with the Guidelines for Display Rules and Regulations published by the International Association of Exhibitions and Events (www.iaee.com).
2. **Table Assignment:** FJJA/FADAA does not guarantee any particular table selection and reserves the right to (a) decline or prohibit any exhibit, product or service for any reason, with or without cause, which, in their sole judgment, is not suitable to or in keeping with the character of the exhibition, or (b) relocate table assignment, with prior notice to the exhibitor, to develop a balance against congestion, to avoid confusion in firm names, to solve competition conditions or similar reasons. The final arrangement of the exhibit space will be determined by FJJA/FADAA at their sole discretion. No table will be assigned unless full payment has been received.
3. **Registration:** Exhibit badges will be issued only to employees of exhibiting companies. Each firm's contact person is responsible for registering its exhibit table(s). The staffing allowance is limited to one person per exhibit table. Exhibiting companies may choose to register an additional exhibit staff person for the fee specified in the marketing prospectus.
4. **Advertising:** FJJA/FADAA reserves the right to review/refuse any advertisement or promotion it deems inappropriate.
5. **Regulations and Standards:**
 - a. Solicitation by non-registered exhibitors is strictly prohibited. Violators will be required to leave the exhibit hall.
 - b. Subletting space is prohibited. An exhibitor may not assign, sublet or share any part of the space allocated without the written consent of FJJA/FADAA. Companies shall not exhibit nor permit to be exhibited any non-company merchandise unless granted permission from FJJA/FADAA. An exhibitor may not permit any representative of any firm not exhibiting to solicit business or take orders in the exhibitor's space. All business activities of the exhibitor must be confined to the table space. Conducting business activities in aisles, lobbies or other areas is strictly prohibited. Exhibitors who violate this rule will suffer sanctions affecting their ability to exhibit at future FJJA/FADAA meetings.
 - c. Samples of products, catalogs, pamphlets, publications and souvenirs may be distributed in the exhibit hall provided it is done in a dignified manner, does not create a nuisance and does not interfere with adjoining exhibits.
 - d. Loudspeaker displays or other devices, that in the sole judgment of FJJA/FADAA may be generally disruptive, are not permitted. If objections arise, the offending exhibitor may be reassigned to another table or required to discontinue the activity entirely.
 - e. No exhibit may be dismantled before the official close of the conference, nor may any part of the exhibit or equipment be prematurely removed, once it has been set up, except with the permission of FJJA/FADAA. Failure to comply with this regulation may affect future exhibiting privileges.
6. **Setup Information:** All table materials, particularly drapes, curtains, table covers, etc., must be flameproof and comply with federal, state and municipal fire laws, insurance underwriter and hotel safety regulations. All packing containers, excelsior and similar materials must be removed from the exhibition area upon completion of the table set-up. FJJA/FADAA will review exhibit setup to assure compliance with exhibit rules before the exhibit hall opens. If there are problems with an exhibit, the exhibitor will be notified and required to make the appropriate corrections.
7. **Drayage:** Advance shipments of exhibit materials should be received by The Florida Hotel and Conference Center no earlier than four (4) days prior to the conference date to avoid storage fees. Delivery of pallets and/or boxes to the hotel is subject to a receiving/handling fee. The charge for an individual box is \$5.00. Additionally, a \$5.00 per day storage fee will apply after the fifth day of storage. Pallets up to 500 lbs. will be charged at \$100.00 per pallet; over 500 lbs. at \$200.00 per pallet. No storage fee will be applied to pallets. The hotel reserves the right to refuse shipments that exceeds its capacity to handle or store. Prices are subject to change. Exhibitor is responsible for all incurred costs. Shipments may be retrieved from Convention Services. Contact Convention Services at (407) 859-1500 for additional information.
8. **Failure to occupy space:** Any exhibit space that is not set up and occupied by 7:00 a.m. April 23, 2012, will be forfeited by the exhibitor unless arrangements for delayed occupancy have been made in writing to FJJA/FADAA. Unless prior approval is granted, the rental payment for the unoccupied exhibit space also will be forfeited.
9. **Liability and Security:** The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising from personal injury, injury or damage to exhibitor's displays, equipment and other property brought upon the premises of the hotel. The exhibitor shall indemnify and hold harmless FJJA/FADAA, its agents and employees from any and all losses, damages and claims. FJJA/FADAA will not insure or indemnify exhibitors against loss of any kind. It is the exhibitor's responsibility to secure exhibit and other property during the opened hours of the exhibit hall. FJJA/FADAA will cooperate fully, but cannot take responsibility for damage to exhibitor's property, lost shipments either coming in or going out, or for moving costs. Any damage caused by inadequately packed property is the exhibitor's own responsibility. If exhibit materials fail to arrive, the exhibitor will be nevertheless responsible for table rental and no refund will be made. Exhibitors are encouraged to carry insurance for these risks.
10. By completing the Application, the exhibitor agrees to abide by these Rules and Regulations and all amendments thereto, as well as all decisions of Management.
11. **Department of Revenue Registration:** Exhibitors who sell non-exempt tangible personal property must register with the Florida Department of Revenue. It is the responsibility of each individual exhibitor to determine if he or she must register with the department. The Taxpayer Assistance Section of the department should be called at (800) 352-3671. Applications for registration are available, without cost, by writing to the Florida Department of Revenue, Supply Section, Tallahassee, FL 32399-0100.
12. **Cancellation or Reduction of Space:** Cancellation or reduction of table space must be submitted in writing to the conference fiscal agent, FADAA, with the Reference Line: 2012 Adolescent Conference and mailed to FADAA, 2868 Mahan Drive, Suite 1, Tallahassee, FL 32308. The notification must be postmarked on or before March 23, 2012 to receive a partial refund; an administrative charge of fifty (50) percent of the total rental amount is retained for cancellation or reduction of table space. If the request is postmarked after said date, the exhibitor is obligated to pay the table rental(s) in full.
13. **Cancellation of Exhibition:** In the event the exhibition must be cancelled, postponed or relocated because of fire, strike, government, regulations, casualties, acts of God or other causes beyond the reasonable control of FJJA/FADAA, the exhibitor waives any and all damages and claims for damages. The exhibitor agrees that the sole liability of FJJA/FADAA will be to return each exhibitor's rental payment.