



Minnesota Association of Community Mental Health Programs, Inc.

Improving quality through education, public policy advocacy, and member services
Serving people of Minnesota

Ronald C. Brand
Executive Director

May 5, 2011

Potential Exhibitor

Dear Potential Exhibitor:

Exhibitor Information
Annual Community Mental Health Conference
September 21 & 22, 2011
at the DECC in Duluth!

The Minnesota Association of Community Mental Health Programs invites you to exhibit and demonstrate your products or services at our annual community mental health conference. Exhibiting is an excellent way to meet new clients, stay in touch with existing ones, and show your support for our work.

There are several *Exhibitor Packages* and sponsorship opportunities which are sure to help your company achieve maximum visibility and increase your success. Please review the attached exhibitor registration form or forward it to the appropriate member of your staff. The exhibitor pricing structure has not been raised this year, but we hope that those who can contribute more will do so through other sponsorship opportunities.

The conference will be held September 21 - 23, 2011, at the Duluth Entertainment Convention Center in Duluth, Minnesota. The exhibit hall will be open on Wednesday, September 21st and Thursday, September 22nd. We expect approximately 750 people to participate. Attendees will include mental health professionals, MDs, RNs, and administrators representing most MN mental health provider organizations, many hospitals, counties, and community mental health centers.

The enclosed exhibitor registration form provides detailed information about exhibiting, sponsorship and the various packages at our conference. All exhibits will be located in the Edmund Fitzgerald Exhibit Hall at the DECC. We need your exhibitor registration form returned by August 19, 2011. Booth locations are assigned based on the date exhibitor registration is received. No refunds on exhibitor registration fees will be given after September 9, 2011. Please make checks payable to MACMHP, Inc. and mail to the address shown below. Our tax ID number is 41-1264109.

Thank you for your interest in community mental health and in the MACMHP Fall Conference. We look forward to your involvement this year. Please contact me if you have any questions or to let us know about other organizations who may wish to exhibit.

Sincerely,

Angie Finholt
Director of Education



Exhibitor Registration Form
Minnesota Association of Community Mental Health Programs, Inc.
2011 Annual Community Mental Health Conference
Exhibit Hall open on September 21 & 22, 2011

Organization: _____

Exhibit contact person _____ E-mail _____

Phone () _____ Fax () _____ Cell () _____

Street _____ City _____ State _____ Zip _____

Name, phone number and address to be used in promotional materials:

Name _____ Phone () _____

Street _____ City _____ State _____ Zip _____

Full name and address of all person(s) who will staff the booth: (attach additional pages if necessary)

Exhibit booth staff _____ E-mail _____

Street _____ City _____ State _____ Zip _____

Description of products and services (50 word limit, if limit is exceeded the description will be subject to editing)

Exhibit Information: Exhibit space is in the Edmund Fitzgerald Exhibit Hall, near the registration desk and primary meeting areas. All exhibitors will be listed in the participant folder. Your exhibit area includes an 8'x10' booth, 2 chairs, an 8' skirted table, and appropriate pipe and drape. Other information: ordering additional furniture, electrical, phone, or internet connections, will be provided with your confirmation letter or visit www.duluthconventioncenter.com and follow the Exhibitor Info link.

Registration Deadline: August 19, 2011. No refunds on exhibitor registration fees will be given after September 9, 2011.

Accommodations & Meals: Information will be sent with confirmation letter.

Exhibitor Registration, Additional Opportunities and Commitment to Exhibit

Exhibitor Package Fee: Please see attached pages for description of all items included in these exhibitor packages.

_____ Platinum Package – \$4,495

_____ Gold Package – \$1,395

_____ Silver Package – \$495

Additional Opportunities – A La Cart Prices

_____ Product & Service Demo - \$1,750

_____ Registration Packet Insert - \$425

_____ Final Program Advertising Full Page – 5" x 7.25" - \$425

_____ Final Program Advertising 1/2 Page – 5" x 3.5" - \$325

_____ Final Program Advertising 1/4 Page – 2.25" x 3.5" - \$200

_____ Pre-Conference Attendee Mailing Labels – \$250

_____ Post-Conference Attendee Mailing Labels – \$275

_____ Post-Conference Email Distribution – \$275

_____ Exhibitor Educational Conference Pass – \$295/exhibitor

_____ Take-One Exhibit – \$175

_____ Optional Box Lunch for Wednesday set-up – \$10

_____ **Total** (checks payable to MACMHP, Inc., Visa, MasterCard, vouchers and POs accepted)

Submitted by: _____ Date: _____
 Signature

Mail this Exhibitor Registration Form and payment to:

MN Association of Community Mental Health Programs, Inc., 1821 University Avenue West #307-S, St. Paul, MN 55104

PHONE: 651-642-1903

FAX: 651-645-1399

EMAIL: info@macmhp.org

2011 MACMHP CONFERENCE EXHIBITOR PACKAGES

Platinum Exhibit Package – \$4,495

1. One **DOUBLE** exhibit booth with most premium location in proximity to participant breaks.
2. Four (4) conference registrations for exhibitor employees.
3. Product & Service Demo – 30 minute scheduled product/service demo opportunity, listing in final program and provision of room and basic audio-visual needs.
4. A one page 8.5x11 or smaller pre-printed informational piece to be stuffed and distributed to all attendees in the conference folder.
5. Full-page advertisement in final conference program. Camera-ready artwork or electronic ad format to be provided by exhibitor.
6. Special acknowledgements – verbal recognition during the conference welcome and general sessions, signage during the registration process, a special “thank you” in the final program, and contact information and promotional description listed in conference materials.
7. Pre-Conference mailing labels.
8. Post-Conference mailing labels or email distribution.

Gold Exhibit Package – \$1,395

1. One exhibit booth with premium location in close proximity to participant breaks.
2. Two (2) conference registrations for exhibitor employees.
3. Half page advertisement in final conference program. Camera-ready artwork or electronic ad format to be provided by exhibitor.
4. Special acknowledgements – signage during registration process, a special “thank you” in the final program booklet, and contact information and promotional description listed in conference materials.

Silver Exhibit Package – \$495

1. One exhibit booth.
2. Special exhibitor conference registration rate of \$295/exhibitor available for those who wish to attend conference sessions.
3. Acknowledgement – contact information and promotional description listed in conference materials.
4. Availability of other sponsorship opportunities on an a la cart basis.
5. Special payment arrangement may be made for small non-profit organizations that share a common mission with the association. Call the association office at (651) 642-1903 for details.

Other Sponsorship Opportunities

Please call MACMHP at (651) 642-1903 for more information related to unrestricted grant contributions or additional sponsorship opportunities. Increase your visibility and support our activities by funding one of the following:

- Reception or Banquet
- Breaks
- Unrestricted educational grant
- Conference track
- Scholarship donations
- Prize drawing

(See a-la-cart pricing on back)

2011 MACMHP CONFERENCE EXHIBITOR A-LA-CART PRICING

Product & Service Demo - \$1,750

A 30-minute scheduled product/service demonstration opportunity during the conference, listing in final program and provision of room and basic audio-visual needs.

Registration Packet Insert - \$425

A one page 8.5x11 or smaller pre-printed informational piece to be stuffed and distributed to all attendees in the conference folder.

Final Program Advertising

Camera-ready artwork or electronic ad format to be provided by exhibitor.

Full Page – 5" x 7.25" **\$425**

1/2 Page – 5" x 3.5" **\$325**

1/4 Page – 2.25" x 3.5" **\$200**

Pre-Conference Attendee Mailing Labels - \$250

A one-time use set of mailing labels for promotional contact with conference attendees prior to the conference. These labels will be limited to all attendees who are registered by 9/9/11.

Post-Conference Attendee Mailing Labels - \$275

A one-time use set of mailing labels for promotional contact with conference attendees after the conference. These labels will include all conference participants.

Post-Conference Email Distribution - \$275

Association staff will distribute via email a one page promotional piece in pdf form, provided by exhibitor, for contact with conference attendees after the conference. This distribution list will include all conference participants.

Exhibitor Educational Conference Pass - \$295/exhibitor

Special exhibitor conference registration rate of \$295/exhibitor available for those who wish to attend regular conference educational sessions and workshops.

Take-One Exhibit - \$175

Display brochures, pamphlets, cards or leaflets on a shared draped table inside of the exhibit hall. Our staff maintains and replenishes your materials throughout the conference.

Wednesday Box Lunch - \$10

Exhibitors have requested that box lunches be made available during the Wednesday set-up time to avoid leaving booths unstaffed. An optional box lunch is available for the price of \$10 per person. Box lunches must be ordered in advance and will be delivered to booths. Exhibitors are also permitted to bring in outside food.

Other Sponsorship Opportunities

Please call MACMHP at (651) 642-1903 for more information related to unrestricted grant contributions or additional sponsorship opportunities. Increase your visibility and support our activities by funding one of the following:

- Reception or Banquet
- Unrestricted educational grant
- Scholarship donations
- Breaks
- Internet Café
- Prize drawing

**INFORMATION SHEET FOR INDUSTRY SUPPORT OF
MINNESOTA ASSOCIATION OF COMMUNITY MENTAL HEALTH PROGRAMS
SPONSORED EDUCATIONAL EVENTS**

The Minnesota Association of Community Mental Health Programs, Inc. (MACMHP) frequently works with pharmaceutical, technical and service companies in the support of continuing education programs. We appreciate the support that companies provide for our programs and the professionalism of their representatives in working with our office and with the mental health professionals who attend workshops.

1. General Administration and Financial Coordination:

The office of the Minnesota Association of Community Mental Health Programs, Inc. will serve as the center for coordination in planning, implementing and evaluating educational programs. The choice of topic, format of presentation, speaker and meeting site will be determined by MACMHP. The Association bears overall financial responsibility for the outcomes of the events. In order to ensure the presentation is one of educational merit rather than commercial pursuit, we require full control over the financial management, planning and content of the event.

2. Continuing Medical Education Credit/Board Approved Continuing Education:

MACMHP will seek prior approval from various licensing Boards consistent with their established procedures. Continuing Medical Education credit may be provided through joint sponsorship with the Minnesota Department of Human Services, State Operated Services or other accredited organization authorized by the Accreditation Council for Continuing Medical Education (ACCME). Our Association always follows the ACCME guidelines for corporate financial support which encourage "unrestricted educational grants" and helps avoid potential conflicts of interest. Subsidies that help underwrite the costs of continuing education conferences or professional meetings can contribute to the improvement of patient care and are permissible. Prior to the event, the accredited sponsor will send a letter of agreement to interested company representatives. All CME faculty will be asked to disclose relationships with funding sources, reveal possible conflicts of interest, and assure that the content of their presentation is not modified or influenced by representatives of industry or other financial contributors.

3. Educational Grants:

Educational grants are used to help defray the costs associated with particular workshops or conferences. MACMHP staff will originate a letter which solicits support from a number of commercial organizations and states MACMHP's terms of the support. Acknowledgment of any support will be listed in the materials handed out at the workshop or conference. Recommended wording is "Supported in part by an education grant from (name of company)." No mention may be made of products or services offered by the company. No ads may appear in the conference promotional or program materials. Although MACMHP may allow supporting companies to set up displays outside the conference/workshop meeting room, provision of support does not give the company the automatic right to a display. We reserve the option to select vendors, assign exhibit space and to receive multiple supporters for any event. All unrestricted educational grant funds should be provided in the form of a check made out to Minnesota Association of Community Mental Health Programs, Inc. Signed contracts, exhibit fees and other financial contributions should arrive at the association office one week prior to any event.

4. Exhibitor Displays:

Display tables will be available at the discretion of MACMHP and the number of displays available determined by space limitations. Tables and space will be assigned on a first come, first serve basis. The area for tabletop displays will be separate from the lecture rooms. The company representatives may not interfere in any way with the training proceedings and may conduct their business only in the exhibit area. Exhibits or promotions will not be permitted in the meeting rooms.