



Annual Institute and Expo
October 19-22, 2023
Hilton Portland, Oregon

PARTNERSHIP OPPORTUNITIES



2023 EAPA Annual Institute and Expo

EAPA Mission

To promote the highest standards of practice and the continuing development of employee assistance professionals, programs and services.



EAPA Profile

- The world's largest, oldest, and most respected membership organization for employee assistance and mental health professionals.
- With members in over 40 countries around the globe, EAPA is the world's most relied upon source of information and support for and about the employee assistance profession.
- EAPA's mission is to promote the highest standards of EA practice and the continuing development of employee assistance professionals, programs and services.

Conference Profile

- Offering multiple courses for professional development hours (PDH) for EA professionals.
- Consistently sells out of spaces for each educational course.
- Time is available for networking, social connections and corporate relationship building.
- Professional Development Hours available will be provided for NBCC, NAADAC and Licensed Social Workers (NASW).

EAPA has an extensive following on social media including:

Over
1,350
Facebook
followers



More than
1,333
Twitter
followers



Nearly
2,000
followers
on LinkedIn



Unique page views over **6,200** with an average dwell time of 92 seconds

Almost **9,000**
page views on the EAPA website of eapassn.org
during the past week

Exclusive Sponsorship Packages

Who should partner with EAPA?

- Mental Health businesses that want to create a relationship with EA Professionals
- Professional Development Companies
- Social Media firms
- Human Resource Departments in need to quality EA Professionals
- Professional Societies and Associations
- Publishers
- Consulting firms



All packages include acknowledgement in conference materials, acknowledgement in the program book, and acknowledgement during the opening session.

	President 1 available SOLD \$10,000	Ambassador 2 available \$9,000	Governor 5 available \$8,000	Senator 5 available \$7,000	Counselor 5 available \$4,000
Sponsorship of the opening reception	✓				
Sponsorship of the keynote address	✓				
Sponsorship of one lunch session or one breakfast	✓	✓			
Sponsorship of one networking break				✓	
Sponsorship of one workshop session	✓	✓	✓	✓	✓
Promotional flyer inserted in attendees bag	✓	✓			
Program book ad	Full-Page	Full-Page	Full-Page	Half-Page	Half-Page
Complimentary conference registrations	3	2	2	1	1
Expo passes	3	2	2	1	1
Exhibit table	Premium Table	Premium Table	Premium Table	Premium Table	Premium Table
Logo displayed before workshops	✓	✓	✓		
Mobile event app ad	✓	✓	✓	✓	✓
Rotating banner ad on website Conference pages	✓	✓	✓	✓	
"Thank You" in The Journal of Employee Assistance online magazine	✓	✓	✓	✓	✓

Contact Boyd Scoggins for a custom package! 703-387-1000 ext. 350 or development@eapassn.org

Exclusive Sponsorship Opportunities

Why should you partner with EAPA?

The EAPA trainings are consistently sold-out. They provide quality content with outstanding instructors. As a sponsor of the EAPA regional training, sponsors provide invaluable resources for Employee Assistance Professionals in corporate, labor union, large and small EAP focused organizations. Sponsoring this event is a great avenue to reach and interact with this audience to build impactful, long-standing relationships.



Conference App (“Push” Notification)

\$250

“Real-time” messages sent to conference attendees at a designated date and time during the conference. Your message goes to every attendee who downloads the app.

Lanyards (one available)

\$4,000

Proudly display your organization’s logo on badge lanyards distributed to all attendees. Badges are required for entrance into all conference events.

Exercise Break and Towel Giveaway

(one available)

\$2,000

Does your organization value movement and exercise? Promote your brand by being the official sponsor of five exercise breaks. Your organization’s name and logo will be included as the named sponsor in the official conference schedule and screen printed onto an exercise towel given to participants

Hotel Key Cards (one available)

\$3,000

Introduce your organization to attendees when they check into their hotel room with the official room key card. Logo and website can be placed directly on the key cards.

Lactation Room (one available)

\$500

Be the official sponsor of the lactation room where participants will know that your organization cares about EAPA mothers.

Quiet Room (one available)

\$500

Be the official sponsor where attendees know that your organization cares about their mental health and understands the importance of a quiet reprieve from the hustle and bustle of the conference.

Elevator Signage

\$2,000

Your organization’s logo will be prominently displayed on one professional elevator sign. All hotel guests during the conference will see your logo as they travel to and from guest rooms and conference sessions.

Escalator Signage

\$2,000

Your organization’s logo will be prominently displayed on one professional escalator sign. All hotel guests during the conference will see your logo as they travel to and from guest rooms and conference sessions.

Stair Signage

\$2,000

Your organization’s logo will be displayed on a professional stair sign located on the beautiful grand staircase leading from the main ballrooms to workshop meeting rooms. Your organization’s logo will be viewed by conference attendees and pool goers alike!

Bathroom Signage

\$1,000

Get noticed! Place your message and logo on the back of the bathroom doors.

Conference Tote Bag (exclusive)

\$1,000

Provide conference canvas bags with your logo on them to EAPA attendees. Not only will they see them at the conference, but most will take them home for continued usage and exposure.

Wifi Sponsor for Attendees

\$2,000

Be the tech hero of the conference! Your logo will be on the conference app and thanked in the conference program book. This is the sponsorship that attendees will see multiple times per day.

Gobo Spotlight

\$1,500

Your organization’s logo will be etched and projected onto a wall or floor and seen by conference attendees as they travel from the general sessions to workshops, networking breaks, and lunch.

Lobby Signage

\$1,500

Make sure your organization’s logo is seen by attendees by incorporating it onto poles within the high-traffic main conference session and registration area.

Exclusive Sponsorship Opportunities

Where should I send my exhibitor registration form and money?

EAPA
4350 N. Fairfax Dr., Suite 740
Arlington, VA 22203

Contact development@eapassn.org with questions.

Where should I send my exhibit materials for the conference?

Hilton Portland Downtown
921 SW 6th Ave,
Portland, OR 97204

- ATTN: Nicolle Penton, Director of Catering & Events
- HOLD FOR ARRIVAL, EAPA group 10/16-25, 2023
- There may be a small hotel charge for receiving packages



Window Clings

\$500/per cling

Display your logo/message to attendees through window clings in conference space.

Floor Display Graphics

\$1,000

Prominent logo and message displayed on large floor decal at entrance of conference space.

Directional Signage

\$500

Promote your brand to attendees as they go to and from sessions by displaying your organization's logo on directional signage placed around the hotel.

Breakfast Sponsor (3 available)

\$400

Lunch Sponsor (2 available)

\$400

Break Sponsor (2 available)

\$400

Coffee and snacks provided to attendees at breaks

Pre-Conference Training (One Day)

\$650

Sponsor mentioned at the start and conclusion of each of a one-day training.

Pre-Conference Training (Half Day)

\$400

Sponsor mentioned at the start and conclusion of each training.

Combination Package (Two full-day)

\$1,000

Sponsor mentioned at the start and conclusion of training.

Conference Thank You Gift

\$1,000

Use EAPs registration list one time to send attendees a thank you item with your promotion.

Water bottles

\$2,000

Have every conference attendee walking around with a refillable water bottle with your logo and message on it. It is a keepsake they will take home and reuse.

Chapter President Dinner

SOLD

Cost of dinner

Track Sponsor (three available)

\$2,000

Sponsor an entire track of workshops throughout the conference. Your name and logo will appear outside the conference room above the schedule for that room. It will also be included in the schedule and program book. A great way to get noticed!

Expo Welcoming Reception

\$2,000

Sponsorship of kickoff event

Signage on the entrance to the hotel

\$6,000

See example below



Exhibitor and Advertising Opportunities

Why should you exhibit?

Exhibitors at the Expo are the lifeblood of the conference! Benefits include:

Unopposed Exhibit Hours:

Dedicated participant time in the exhibit hall multiple times daily.

Meal and Beverage Breaks:

All breakfasts and lunches on October 20-21 will be served in the exhibit hall.

Announcements: Important conference announcements will be made in the exhibit hall.

Prize Drawings: Prize drawings will take place in the exhibit hall.

Special Exhibitor Marketing:

Exhibitors will be listed on the conference website and in other promotional materials, where appropriate.

Virtual App Profile: Exhibitors can create a custom profile on the app! This profile will allow you to share videos, marketing materials, and direct chat with attendees!

Conference and Sponsor Packaging

Is your company interested in multiple opportunities at the conference and at EAPA? Connect with us and we can create a customized package just for you. [Contact ceo@eapassn.org](mailto:ceo@eapassn.org)

Exhibit Booths

Exhibitors are guaranteed traffic with meal and networking breaks being held in the expo areas.

Premium Tables

\$3,000

This sponsorship comes with 2 Conference and 1 Expo passes

Table is 6' x 30" plus 4 feet behind and 3 feet on either side of the table. Those sponsors in the Atrium Ballroom will receive chairs. Those in the Foyer will receive covered tables and chairs. All EXPO sponsorship comes with 2 full conference and 1 expo passes.

Additional EXPO passes can be purchased for \$400 (includes all food and breaks)

Conference Program Advertising Opportunities

Every Partner will receive a mention in the Program Book and the Annual Report

Full Page Inside Cover Ad (8.625" w x 11.25" h)	\$2,000
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Full Page Inside Back Cover Ad (8.625" w x 11.25" h)	\$1,500
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Full Page Ad (8.625" w x 11.25" h)	\$1,000
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Half Page Ad (8.625" w x 5.5" h)	\$700
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Quarter Page Ad (3.75" w x 5" h)	\$500
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Business Card Ad (3.5" w x 2" h)	\$300
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EAPA Annual Institute and Expo

Company Information:

This information will appear on the EAPA Website and in the Final Program.

Company Name: _____

Street Address: _____

City, State, Zip: _____

Website URL: _____

Company Contact Information:

This is where all exhibit information/correspondence will be sent!

Primary Contact's Name: _____

Phone: _____ Email: _____

Write Preferred Booth Space Location Below

TYPE OF SPACE:	PRICING:
	Premium Table \$3000 ____

Please register me for the following sponsorship item(s):

Package Name _____ Cost \$ _____

Package Name _____ Cost \$ _____

Package Name _____ Cost \$ _____

Package Name _____ Cost \$ _____

TOTAL \$ _____

If additional packages are requested please contact development@eapassn.org for assistance

Payment Information: Full payment is required to make reservation. Make checks payable to EAPA. No booth/table will be confirmed until payment is received. Note: If no booth space number is listed above, EAPA staff will assign booth space. Email development@eapassn.org for questions regarding booth selection. Final payment is due September 1, 2023. Payments after that date are subject to a 10% late fee and may be cancelled at any time.

Amount Authorized: \$ _____

Payment Type: ☐ Visa ☐ MC ☐ AMEX ☐ Disc ☐ Check

Card number: _____ CVV: _____ Exp Date: _____

Billing Address (if different than above):

Name on Card: _____

Signature: _____

Signature and Agreement: As an authorized representative of the above company, I have read and agree to abide by the EAPA Exhibitor Rules and Regulations. I commit to staffing our exhibit booth space during all scheduled EAPA EXPO events and to avoiding any packing up of booth materials or dismantling of booth items prior to the EAPA EXPO closing. I agree to abide by the EAPA COVID-19 Policy for In-Person Events, and I allow my photo and all of my company's representatives to be used in promotional materials by EAPA (this is a formal agreement for a product).

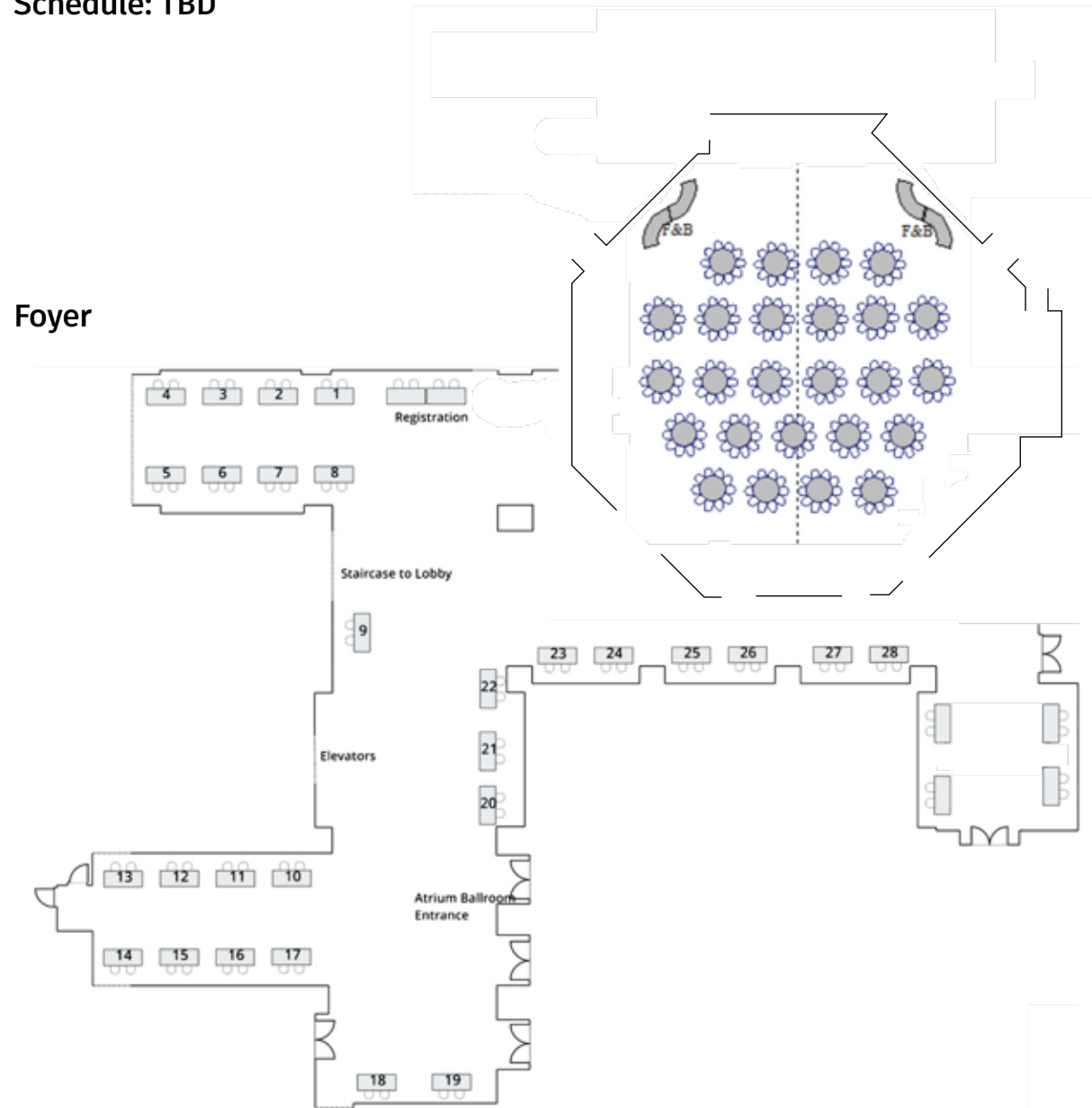
Authorized Signature: _____

Date: _____

Questions? Contact development@eapassn.org for assistance! We look forward to seeing you in Norfolk this October!

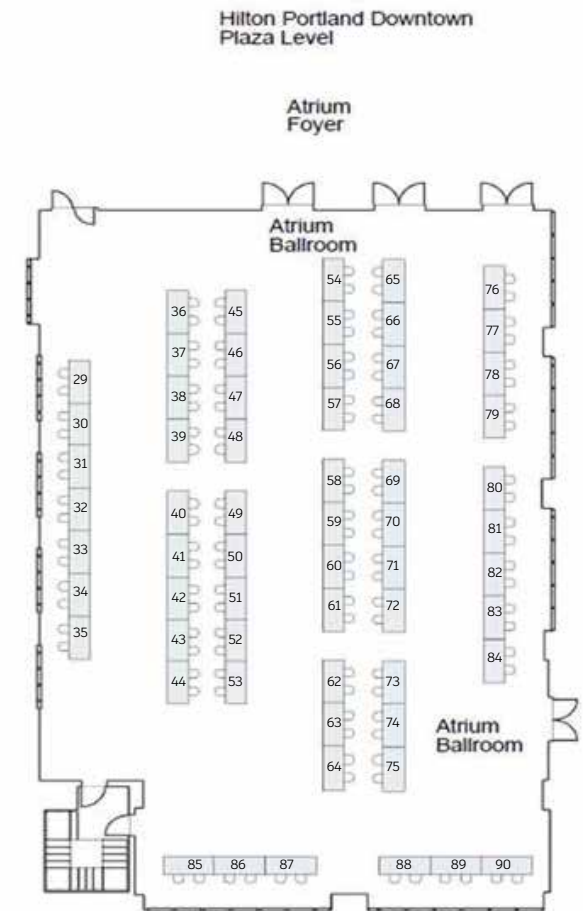
Exhibit Hall Schedule and Floor Plan

Schedule: TBD



Setup: Thursday, October 19

Teardown: Saturday, October 21 at 6pm



To view a list of currently purchased tables click here <https://eapassn.org/page/adswcourses>

Exhibitor Rules and Regulations

Exhibitor Benefits

1. All EXPO sponsors will receive 2 full conference registrations plus one additional EXPO pass. Additional exhibition passes are available for purchase for \$400 each. This will entitle holders to all meals and breaks.
2. Double booth holders will receive a 10% discount on booth fees, an additional one registration fee plus one additional EXPO passes.
3. Electricity will be a fee of \$75 per booth/table
4. Boxes shipped to the hotel will result a charge of \$50 per item
5. Package sponsors receive a number of registrations allocated in their package - no additional passes unless more booths are purchased.

Cancellation of Exhibit Space

Cancellations must be made in writing and received at the EAPA office in Arlington, Virginia. No refunds are available to exhibitors who reserve booth space during the on-site Pre-Sales for the following year.

- A. Received on or before May 1, 2023, 75% Refund
- B. Received between May 2, 2023, and August 14, 2023, 50% Refund
- C. Received on or after August 15, 2023, No Refunds Issued

Exhibit Space Assignment

EAPA will assign space on a "first come, first served" basis" (EAPA reserves the right to relocate spaces for the benefit of the exhibitor or for the betterment of the exhibition). In the event all requested spaces are occupied, EAPA will assign the first available space as applicable. Exhibitors participating in the 2023 EAPA Institute & EXPO will have assignment priority.

Acceptance of Exhibits

EAPA shall have the sole right and authority to approve the tone, general content, and subject matter of exhibits so that nothing may be offensive to attendees or other participating exhibitors. EAPA reserves the right to cancel any exhibit contract that does not comply with the official EAPA rules and regulations governing exhibits.

Staffing of Booths

Exhibits must be staffed during all EAPA EXPO events.

Installation of Exhibits and Displays

- A. All displays must be erected and completely arranged for viewing by the date and hour officially announced for the opening of the exhibition. Space not occupied by the close of the exhibitor move-in period, as specified by EAPA management, will be forfeited. The space may

then be resold, reassigned, or used by EAPA without refund, unless prior approval is obtained in writing from EAPA management. If the exhibit or materials are on hand, EAPA reserves the right, with no liability whatsoever for damage, spoilage, or loss, to setup any display that is not in the process of being erected by the given move-in deadline or to order such work to be done at the sole expense of the exhibitor.

- B. Noisy or unsightly work in any exhibitor's booth area is prohibited during show hours.
- C. Goods received after the opening of the exhibition must be delivered to the booth/table and arranged at times other than the official show hours.

Removal of Exhibits and Displays

- A. Any exhibitor who tears down (dismantles booth/table and/or both/table display) prior to the official close of the show will be in violation of their contract and will be subject to an additional deposit (\$200) and other consequences for future show participation. Early dismantling will affect invitation to future EAPA shows or assignment in future EAPA exhibitions. Teardown will occur from 6-9pm on Saturday, October 21, 2023.
- B. The deadline for clearance of all materials from the exhibit area will be enforced. It is the sole responsibility of each exhibitor to have materials packed, identified, and cleared for shipment by the end of move out hours.
- C. EAPA reserves the right, with no liability whatsoever for damage, spoilage, or loss, to dismantle, dispose of, store or clear from the premises, any display material, goods, property, or merchandise of an exhibitor who has failed to comply with the above requirement, or to order such work to be done at the sole expense of the exhibitor.

Use of Display Space and Operating Restrictions

- A. No exhibitor shall assign, sublet, or share the booth/table space without consent of EAPA management.
- B. All demonstrations, sales and/or promotional activities, and distribution of merchandise, circulars, and promotion materials must be confined to the exhibitor's booth/table space.
- C. No firm or organization not assigned space in the exposition will be permitted to solicit business on the premises.
- D. Exhibits that include any sound-generating equipment must be operated so that the sound resulting therefrom will not annoy or disturb neighboring exhibitors or their patrons.
- E. At no time can an exhibitor's display extend beyond the border of the booth/table space(s) reserved.

- G. EAPA promotes professionalism in the appearance of the exhibition. Any part of an exhibitor's display that does not lend itself to an attractive and professional appearance, such as unfinished sides or end panels will be draped at the exhibitor's expense. Management reserves the right, with no liability whatsoever for damage, spoilage, or loss, to order such work to be done at the sole expense of the exhibitor.

Union Information

- A. Material handling-Please refer to the Exhibitor Service manual for material handling information and regulations.
- B. Exhibit set up and dismantle - Please refer to the Exhibitor Service manual for any show site work rules.
- C. Flameproofing - all electrical wiring must conform to national electric code safety rules. In addition, all draperies, decorations, and materials must be flame proofed in accordance with local fire codes. Materials may be inspected and/or tested by the local fire marshal at any time.

Security

Exhibitors are solely responsible for their own exhibit materials and should insure the exhibit against loss or damage from theft, accident, vandalism, fire, or other causes. All property of an Exhibitor is understood to remain in the exhibitor's care, custody, and control in transit to, from, or within the confines of the Exhibit Hall.

Care of Exhibit Area and Equipment

Exhibitors and their agents shall not injure, or otherwise cause harm or damage to any part of the exhibit area, or to both/table materials, and equipment of another exhibitor. If such damage occurs, the exhibitor causing such damage is liable to the owner of the property so damaged.

Public Policy

- A. Exhibitors agree to follow all federal, state, and local laws, ordinances, and regulations pertaining to health, fire prevention, electrical safety codes, public safety, and to the sale of merchandise to the public.
- B. All booth decorations must be flame-proof and all hangings must clear the floor.
- C. If during booth/table inspection, non-compliance with these rules and regulations is found, or if the exhibit presents a fire hazard/danger or a danger to public safety, EAPA management, with no liability whatsoever for damage, spoilage, or loss, may cancel all or such part of a display as may be suspect, and effect the removal of same at the exhibitor's expense.

- D. There is no exemption from sales tax for sales made by exhibitors at trade shows sponsored by tax-exempt organization. EAPA bears no responsibility for the collection of sales tax on sales made by exhibitors. The exhibitors are required to assess and collect all required sales taxes on all sales of taxable items made to organizations not exempt from sales tax. Sales tax exemption identification numbers should be requested from exempt organizations by the exhibitors to properly document the waiving of sales tax.

Exhibitor's Authorized Representatives

Each exhibitor shall provide EAPA show management, in advance, with the name and title of the person(s) who will attend the exhibition and responsible for the installations, operations, and removal of the exhibit by 10/1/23. Said representatives shall be authorized to enter such contract(s) as may be necessary, for which the exhibitor shall be responsible.

Liability and Insurance

- A. The Employee Assistance Professionals Association (EAPA), its service contractors, any officers, staff members, or directors of any of the same will not be responsible for any loss, injury, or damage, including that by fire, theft, flood and labor disputes, which may occur to an exhibitor, or to his/her agents, employees, guests, or customers, or to his/her or their property or wares, arising from any cause whatsoever, prior to, during, or subsequent to the period of this exhibit.
- B. Each exhibitor by signing the contract to exhibit expressly understands that he/she releases EAPA from and agrees to indemnify it against all claims for any such loss, injury, or damage.
- C. The exhibitor assumes all responsibility for all loss, theft, or damage to exhibitor's displays, equipment and/or property while on hotel premises and hereby waives any claim or demand it may have against hotel arising from such loss, theft, or damage.
- D. It is the sole responsibility of the exhibitor to carry insurance protection covering damage and loss to exhibitor
- E. It is the sole property and to obtain business interruption and public liability insurance against the injury to the person and property of others.

Contact Us

Boyd Scoggins

EAPA
4350 N. Fairfax Dr., Suite 740
Arlington, VA 22203

703-387-1000 ext. 350

development@eapassn.org

EAPA is a 501(c)3 nonprofit organization, and your sponsorship may be considered a tax-deductible contribution, according to the limits of the law. For example, the portion of your sponsorship attributed to an ad in the program book may not be tax-deductible, depending on ad content.

