



## 2013 NEIAS Signature Events

June 3–6, 2013

### New England School of Addiction and Prevention Studies

Eastern Connecticut State University, Willimantic, CT

September 9–12, 2013

### New England School of Best Practices in Addiction Treatment

Waterville Valley Resort, Waterville Valley, NH

Support  
Addiction  
Professionals  
& Enhance  
Your Visibility

Recruitment,  
Advertisement,  
& Sponsorship  
Opportunities



## About NEIAS

The New England Institute of Addiction Studies (NEIAS) serves as a regional leader with a rich history of building a competent and committed workforce skilled at addressing the mental health and addiction needs of residents from the six New England states.

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## Signature Events

The New England Institute of Addiction Studies conducts two signature workforce development events annually — **New England School of Addiction and Prevention Studies** and **New England School of Best Practices in Addiction Treatment** — that consist of in-depth courses with a focus on tangible skill development. Each year, over 600 professionals attend one of our two signature events in order to build competencies, earn credits toward credentials, obtain continuing education credits, network with colleagues, learn about new services for their clients, and interact with our sponsors. Having hosted our first school in 1969, NEIAS' courses have had a profound role in the development of a strong New England workforce. With your support we can enhance the critical role we play in supporting a workforce that can effectively address addiction and co-occurring mental health needs.



## Sponsorship Opportunities

Sponsorship is a great way to demonstrate your support for the addiction community and to increase your positive visibility. These events provide sponsors a unique opportunity to reach out to addiction professionals from all New England states. Our event attendees always remember who demonstrated support for the event, because they understand your sponsorship makes event attendance more affordable. Applications and sponsorship choices will be accepted and confirmed in the order in which paid applications are received.

### SIGNATURE EVENTS SPONSORSHIPS

The items below are given out at both events — *New England School of Addiction and Prevention Studies and New England School of Best Practices in Addiction Treatment.*

<b>Portfolio</b> 1 sponsor — Amount covers both events.	<b>\$2,400</b>
<ul style="list-style-type: none"> <li>Your logo on each attendee's portfolio</li> <li>Exhibit hall table</li> </ul>	
<b>Bag</b> 1 sponsor — Amount covers both events.	<b>\$3,000</b>
<ul style="list-style-type: none"> <li>Your logo on each attendee's event bag</li> <li>Exhibit hall table</li> </ul>	
<b>Metal Water Bottle</b> 1 sponsor — Amount covers both events.	<b>\$1,900</b>
<ul style="list-style-type: none"> <li>A stylish water bottle will be provided to all attendees with your logo and NEIAS' logo</li> <li>1/2-page ad in the program</li> </ul>	
<b>Bag Stuffer</b> Several sponsors — Amount covers both events.	<b>\$200</b>
<ul style="list-style-type: none"> <li>Place a piece of literature and a pen, pencil, stress ball, or other business-related novelty item in each attendee's event bag</li> </ul>	

### SCHOOL OF ADDICTION AND PREVENTION STUDIES SPONSORSHIPS

<b>Plenary Session</b> 3 sponsors	<b>\$1,000</b>
<ul style="list-style-type: none"> <li>Publicly thanked at the plenary session (day of your sponsorship)</li> <li>Logo listed on "Thank You" sign at event</li> <li>Agency listed on the NEIAS website</li> <li>1/2-page ad in the program</li> </ul>	
<b>President's Reception</b> 1 sponsor	<b>\$2,500</b>
<ul style="list-style-type: none"> <li>Publicly thanked at the President's Reception</li> <li>Logo listed on "Thank You" sign at event</li> <li>Full-page advertisement in the program</li> </ul>	

### SCHOOL OF BEST PRACTICES IN ADDICTION TREATMENT SPONSORSHIPS

<b>Plenary Session</b> 3 sponsors	<b>\$500</b>
<ul style="list-style-type: none"> <li>Publicly thanked at the plenary session (day of your sponsorship)</li> <li>Logo listed on "Thank You" sign at event</li> <li>Agency listed on the NEIAS website</li> <li>1/2-page ad in the program</li> </ul>	
<b>Lunch</b> 2 sponsors	<b>\$4,000</b>
<ul style="list-style-type: none"> <li>Publicly thanked from the podium</li> <li>Exhibit hall table, prime location</li> <li>Logo listed on "Thank You" sign at event</li> <li>One complementary event registration</li> <li>Bag stuffer</li> </ul>	
<b>Breakfast</b> 2 sponsors	<b>\$3,000</b>
<ul style="list-style-type: none"> <li>Publicly thanked from the podium</li> <li>Exhibit hall table, prime location</li> <li>Logo listed on "Thank You" sign at event</li> <li>One event registration</li> <li>Bag stuffer</li> </ul>	
<b>Dinner</b> 1 sponsor	<b>\$4,500</b>
<ul style="list-style-type: none"> <li>Publicly thanked from the podium during event</li> <li>Exhibit hall table, prime location</li> <li>Logo listed on "Thank You" sign at event</li> <li>One event registration</li> <li>Bag stuffer</li> </ul>	

Please direct questions to Jenna Mehnert at [jenna@neias.org](mailto:jenna@neias.org). These are the sponsorship options we have available; however, we are open to any creative suggestions you may have. Please let us know your ideas!

Sponsorships are non-refundable. The sponsor is responsible for providing all artwork, logos, or printing materials due to fulfill sponsorship. Upon receipt of your PAID sponsorship application, you will be sent a confirmation and list of deadlines for materials due to fulfill your sponsorship. NEIAS has the right to refuse any sponsorship application without needing to provide grounds for refusal to the applicant.

## Job Bank LAUNCHING MAY 2013

Are you looking to hire an addiction professional? — Post your job at [www.neias.org](http://www.neias.org) under Career Center. Think of this site as a great recruitment tool in the future.

<b>POSTING RATE</b> 2-month job posting; up to 200 words	<b>\$20</b>
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Reach out to thousands of addiction professionals across New England and recruit your next professional by marketing on our online job bank. The job bank is an excellent tool for addiction professionals who are looking to change jobs, returning to the workforce, or are just entering the workforce.



## Exhibitor Table

Having a table at the events is an effective tool to reach hundreds of addiction professionals and other mental health providers. Exhibitors will be listed in the final program book and will have the opportunity to place a one-page insert or small item advertising their organization into each attendee's event bag. One breakfast and lunch ticket will accompany each exhibitor table for the exhibition days. If you are obtaining credits at our event, separate registration is required.

Each attendee will receive an exhibitor passport paper. This paper will be used to collect information from you to show that they have stopped by your table. You may use this time (prior to signing or stamping the paper) to describe your program or agency. We want to encourage any type of event that will draw attendees to your table and we are open to additional suggestions.

Please complete an exhibitor agreement to reserve your table. Tables are allocated on a first-come, first-served basis after payment is received. Please know that many exhibit tables are included for free if you choose to be a sponsor (selected levels).

To be included in the program, all exhibitor agreements must be received by **May 6, 2013**. Please direct questions to Jenna Mehnert at [jenna@neias.org](mailto:jenna@neias.org).

### EXHIBIT TABLE FEES

For-profit Organizations	
School of Addiction and Prevention Studies and School of Best Practices in Addiction Treatment	\$400
School of Addiction and Prevention Studies only	\$300
School of Best Practices in Addiction Treatment only	\$200

Nonprofit Organizations	
School of Addiction and Prevention Studies and School of Best Practices in Addiction Treatment	\$300
School of Addiction and Prevention Studies only	\$250
School of Best Practices in Addiction Treatment only	\$100

### TENTATIVE EXHIBITOR TIMES *Both Events*

Monday	
Set up	8:00 – 11:00 a.m.
Exhibit	11:00 a.m. – 9:00 p.m.
Tuesday	
Exhibit	7:30 a.m. – 1:30 p.m.
Break down	1:30 – 3:30 p.m.

## Program Advertising

Advertising in the program book is a great way to get your program/agency into the hands of professionals without the additional cost of travel, lodging, and staff time for exhibiting.

Every attendee receives a program book at the event. Each time attendees open the book, you have the likelihood of reaching them. The book is referred to repeatedly and is used for future reference following the event. This is the perfect opportunity to advertise your organization and support NEIAS at the same time. When you decide to advertise, your ad will be run in the program book for New England School of Addiction and Prevention Studies and New England School of Best Practices in Addiction Treatment. You are reaching both groups of professionals with this unique opportunity.

### ADVERTISING RATES *Rates cover both events*

Advertisement	Size	
Outside back cover	7.5 w by 10 h	\$2,000
Inside back cover	7.5 w by 10 h	\$1,500
Full-page ad	7.5 w by 10 h	\$800
½-page ad	7.5 w by 4.75 h	\$450

Full payment and a completed agreement must be submitted by **May 6, 2013**.

Advertisements are required to meet the following NEIAS printing standards:

- Advertisements must be correct size.
- Advertisements are reproduced in black and white. Do not send 2- or 4-color ads.
- High resolution PDFs (saved for "press") are the preferred file format.
- EPS, JPG, PNG, TIFF, and InDesign files are accepted. All graphics and fonts must be included when submitting InDesign files.



## Sponsor, Exhibitor, Advertiser Agreement

Please direct questions to Jenna Mehnert at [jenna@neias.org](mailto:jenna@neias.org). Mail the completed agreement with payment to: NEIAS, 75 Stone Street, Augusta, ME 04330.

### SPONSORSHIPS

Select your sponsorship category below:

Signature Events Sponsorships <i>(New England School of Addiction and Prevention Studies and New England School of Best Practices in Addiction Treatment)</i>	
<input type="checkbox"/> Portfolio (1 sponsor)	\$2,400
<input type="checkbox"/> Bag (1 sponsor)	\$3,000
<input type="checkbox"/> Metal Water Bottle (1 sponsor)	\$1,900
<input type="checkbox"/> Bag Stuffer (several sponsors)	\$200
New England School of Addiction and Prevention Studies Sponsorships	
<input type="checkbox"/> Plenary Session (3 sponsors)	\$1,000
<input type="checkbox"/> President's Reception (1 sponsor)	\$2,500
New England School of Best Practices in Addiction Treatment Sponsorships	
<input type="checkbox"/> Plenary Session (3 sponsors)	\$500
<input type="checkbox"/> Lunch (2 sponsors)	\$4,000
<input type="checkbox"/> Breakfast (2 sponsors)	\$3,000
<input type="checkbox"/> Dinner (1 sponsor)	\$4,500

**Guidelines:** Applications and sponsorship choices will be accepted and confirmed in the order in which paid applications are received. Sponsorships are non-refundable. The sponsor is responsible for providing all artwork, logos and printed materials due to fulfill sponsorship. Upon receipt of your PAID sponsorship application, you will be sent a confirmation and list of deadlines for materials due to fulfill your sponsorship. Applicant agrees to comply with all sponsorship guidelines, rules and regulations.

### ADVERTISEMENTS

Select your ad size and placement below:

Advertisement	Size (Width by Height)	
<input type="checkbox"/> Outside back cover	7.5 w by 10 h	\$2,000
<input type="checkbox"/> Inside back cover	7.5 w by 10 h	\$1,500
<input type="checkbox"/> Full-page ad	7.5 w by 10 h	\$800
<input type="checkbox"/> 1/2-page ad	7.5 w by 4.75 h	\$450

- Advertisements must be correct size.
- Advertisements are reproduced in black and white. Please do not send 2- or 4-color ads.
- High resolution PDFs (saved for "press") are the preferred file format.
- EPS, JPG, PNG, TIFF, and InDesign files are accepted. All graphics and fonts must be included when submitting InDesign files.

### EXHIBIT TABLES

Select your exhibit event(s) below:

For-profit Organizations	
<input type="checkbox"/> School of Addiction and Prevention Studies and School of Best Practices in Addiction Treatment	\$400
<input type="checkbox"/> School of Addiction and Prevention Studies only	\$300
<input type="checkbox"/> School of Best Practices in Addiction Treatment only	\$200
Non-profit Organizations	
<input type="checkbox"/> School of Addiction and Prevention Studies and School of Best Practices in Addiction Treatment	\$300
<input type="checkbox"/> School of Addiction and Prevention Studies only	\$250
<input type="checkbox"/> School of Best Practices in Addiction Treatment only	\$100

### SPONSOR/EXHIBITOR/ADVERTISER CONTACT INFORMATION

Full payment and this completed agreement must be submitted by **May 6, 2013**, to ensure recognition in the final event program.

Organization \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_ ZIP \_\_\_\_\_  
 Contact Person \_\_\_\_\_  
 Phone \_\_\_\_\_  
 E-mail \_\_\_\_\_

### PAYMENT

Check (payable to NEIAS)  
 Credit Card:  Visa  MasterCard

NAME AS IT APPEARS ON CARD

CREDIT CARD HOLDER'S BILLING ADDRESS

CREDIT CARD NUMBER

\$

AMOUNT

EXPIRATION DATE (MONTH/YEAR)

CCV NUMBER (3-DIGIT NUMBER ON BACK OF CARD)

SIGNATURE

DATE

TITLE