

Your Invitation to Sponsor, Exhibit, and Advertise



NAADAC, the Association for Addiction Professionals invites you to join the family of sponsors, exhibitors, and advertisers at its 2016 Annual Conference, *Embracing Today, Empowering Tomorrow*, to be held at the Hyatt Regency Minneapolis. Exhibit Hall dates are October 7-9, 2016.

Showcase your institution, product, or organization at this prestigious event!

**Over 50%
sold out!**
Don't be left out
for 2016!

- Inside you will learn about:**
- Sponsorship Benefits
 - Recognition Programs
 - Promotional Opportunities
 - Exhibiting



Greetings and a Personal Invitation to NAADAC's Loyal Supporters

We cordially invite you to present your products and services as an sponsor, exhibitor, and advertiser at our 2016 Annual Conference: **Embracing Today, Empowering Tomorrow** to be held in Minneapolis, MN from October 7–11, 2016. For all those who supported NAADAC in 2015, I thank you and hope to welcome you back this year.

The 2016 conference program will feature a broad array of topics and formats. Researchers, clinicians, educators, and students will share their work and progress through keynote addresses, workshop presentations, poster papers, and numerous networking and special events.

As the only national association representing more than 85,000 substance use and co-occurring disorder counselors, educators, administrators, managers, doctors, and other addiction-focused healthcare professionals, NAADAC's mission is to serve the professional needs and interests of all who serve in these professions so they can practice at the highest possible level. Attendees, eager to learn about the latest advancements in addiction prevention, treatment, and recovery, attended the 2015 conference in Washington, D.C. By focusing exclusively on what best serves our association, its constituents, members, and the profession, we will attract the largest number of attendees we have ever had.

As a sponsor, exhibitor, or advertiser, you will have exclusive access to the prestigious NAADAC membership as well as other constituents and targets via many cost-effective vehicles and programs to deliver both traditional and innovative promotions of your products and services. Join successful exhibitors who report spending quality time with customers and prospects who are seeking partners for their solutions, not just vendors. Attendees are interested in books and periodicals, clinical therapeutic devices, educational and clinical software, research funding and granting agencies, treatment programs, college/university programs including graduate programs, financial services, and employment opportunities as faculty, clinicians, administrators, and counselors.

Please visit our website at www.naadac.org/2016annualconference for additional information on the 2016 Annual Conference.

We look forward to seeing you in Minneapolis!



Cynthia Moreno Tuohy, NCAC II, CDC III, SAP
Executive Director
NAADAC, the Association for Addiction Professionals

Great Value for Vendors

Join over 700 addiction-focused professionals for five days of presentations, professional development, networking, exhibits, culture, and community.

- Access NAADAC's leadership and membership, and other conference attendees.
- Create new customer and client relationships with decision makers from across the country.
- Strengthen and build upon existing customer and client relationships.
- Increase visibility for your company/organization in a targeted market.
- Reach prime target market segments for your products and services.
- Demonstrate your commitment to promoting quality services to the addiction-focused profession.
- Face-to-face meetings save time and money and provide the human connection that powers business and relationships.
- Offer real answers to business and technology problems that addiction-focused professionals face daily.

Endorsing and Collaborating Partners

Part of what makes the 2016 Annual Conference unique is the depth and breadth of NAADAC's partnerships. NAADAC is proud to have 11 national and local partners joining us, including:

- American Society of Addiction Medicine (ASAM)
- American Association for the Treatment of Opioid Dependence, Inc. (AATOD)
- MNAP, the Minnesota Addiction Professionals
- International Coalition for Addiction Studies Education (INCASE)
- National Addiction Studies Accreditation Commission (NASAC)
- National Addiction Technology Transfer Network (ATTC)
- National Association for Children of Alcoholics (NACoA)
- National Association of Addiction Treatment Providers (NAATP)
- National Center for Responsible Gaming
- National Council for Behavioral Health
- NIATx Learning Collaborative

NAADAC expects more collaborative organizations to join this already impressive list in upcoming months. Please visit www.naadac.org/2016annualconference for updates.

The Conference

The NAADAC 2016 Annual Conference will include all-day pre-conference and post-conference seminars, daily keynote speakers in plenary sessions for the three days of the conference program, breakout workshops, networking opportunities, and exciting activities. The conference will offer unique educational experiences for addiction-focused professionals within the following eight topics:

- Business of Addiction Practice ■ Technology ■ Co-occurring Disorders
- Psychopharmacology ■ Clinical Skills ■ Cultural Humility
- Process Addictions ■ Recovery Support ■ Education/INCASE

The Annual Conference will also feature an Awards Luncheon to honor outstanding addiction-focused professionals from around the nation and an evening event to support the NAADAC Education & Research Foundation (NERF). In addition, optional evening events will be included to allow attendees to earn more education credits or to enjoy their time in Minneapolis.

Don't miss this important educational event. This is your chance to spotlight your products and services for a focused audience and contribute to NAADAC's continued success. Sponsor or reserve your booth space today!

The City

Join us in the "City of Lakes"! The perfect blend of natural beauty and urban sophistication, Minneapolis is home to thousands of acres of parks, twenty lakes and wetlands, miles of trails, natural attractions like the Chain of Lakes, Minnehaha Falls, and the Mississippi river, award-winning restaurants, Broadway theater, high-end shopping, and world-class museums.

The Hotel

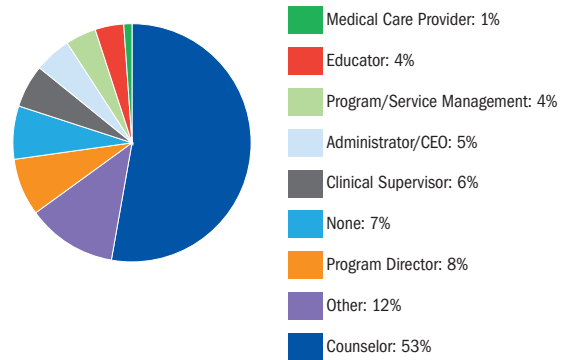
Hyatt Regency Minneapolis
 1300 Nicollet Mall, Minneapolis, MN 55403
 Main: 612.370.1234
 Website: <http://minneapolis.hyatt.com/en/hotel/home.html>

Located in downtown Minneapolis, the Hyatt Regency Minneapolis is offering rooms for the discounted price of \$159 a night (plus applicable taxes) for reservations made by **September 13, 2016**. The hotel has been recently redesigned to capture the charm and culture of Minnesota and situated on Nicollet Mall with easy access to shops and dining.

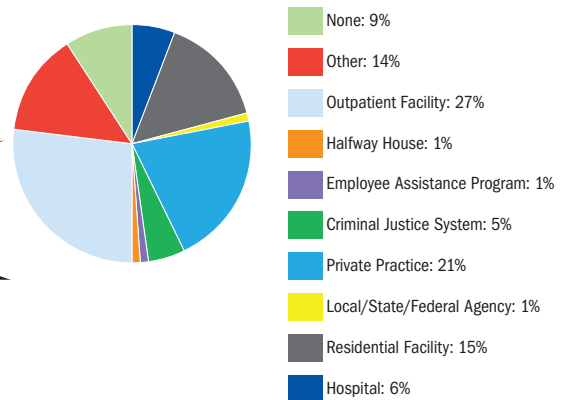
Exhibitors and attendees can book their hotel rooms online at <https://aws.passkey.com/g/52647690> or by calling 888.421.1442. Please make sure to reference the NAADAC Conference to receive our special group discount. Reservations are available on a first-come, first-serve basis for the limited number of rooms being held at the discounted rate. Please book your room early as space is limited and will sell out!

NAADAC Members

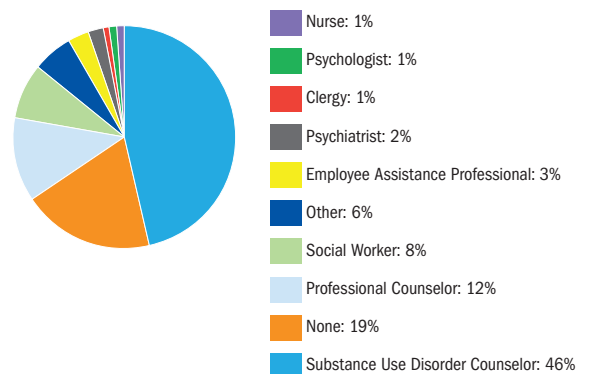
PRIMARY JOB FUNCTION



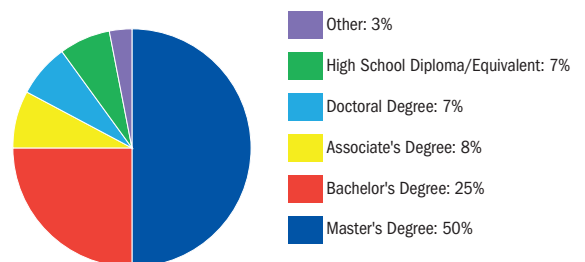
PRIMARY WORK SETTING



LICENSED/CERTIFIED AS:



EDUCATION LEVEL



Data extracted July 2015

Sponsorship Opportunities

NAADAC offers sponsors a unique opportunity for visibility and contact with attendees at the 2016 Annual Conference. Being a sponsor earns value-added benefits for your company.

Rise above your competitors and enhance your reputation in this loyal marketplace. Multiple levels of sponsorship are available that bundle promotions to maximize your message delivery and minimize your total cost. All sponsorships and exhibits are allocated on a first-come, first-serve basis as determined by receipt of payment with completed application and authorizing signature.

Benefit from Exhibit Hall Traffic Boosters

- **Unopposed Exhibit Hours:** Dedicated participant time in the exhibit hall multiple times daily.
- **Meals and Beverage Breaks:** All breakfasts and refreshment breaks, as well as a special "Exhibitors Dessert" will be served in the exhibit hall.
- **Announcements:** Important conference announcements will be made in the exhibit hall.
- **Passport to Prizes:** An interactive game to incentivize attendee-exhibitor interactions.
- **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.

Triple your visibility and show your customers that you care about the addiction-focused profession by sponsoring a conference event, advertising in the onsite conference program, and submitting Attendee Tote Bag Collateral Material!

**Booth spaces are limited and will be awarded on a first-come, first-serve basis by receipt of completed paid application and authorizing signature.*

Sponsorship Level Benefits

Diamond Sponsor: \$30,000 *Availability: Non-exclusive*

In addition to recognition from the podium throughout the conference, Diamond benefits include:

- One complimentary premium (corner) exhibit space*
- Four full conference registrations and one exhibit-only registration
- Sponsor-size ad with hyperlink to run in rotation with other sponsors throughout the NAADAC website, which receives over 290,000 visits per month, from the time ad and sponsorship are confirmed until October 31, 2016. *Buy today for maximum exposure!*
- One complimentary Skyscraper ad to run consecutively four times in NAADAC's biweekly eNewsletter, *Addiction & Recovery eNews*, sent to over 41,000 addiction-focused professionals
- One set of postal mailing labels of participants sent two weeks pre-conference to sponsor
- One full-page black and white advertisement in the onsite conference program
- One Attendee Tote Bag Collateral Material Insert
- In promotional materials to public and registrants where sponsors are listed
- On "sponsors" page in Annual Conference section of the NAADAC website
- Recognition as diamond level sponsor in onsite conference program
- On conference signage
- Inclusion in a "thank you" message in NAADAC's magazine, *Advances in Addiction & Recovery*
- Inclusion in a "thank you" message in NAADAC's weekly eNewsletter, *Professional eUpdate*, sent to over 41,000 addiction-focused professionals

Platinum Sponsor: \$20,000+ *Availability: Non-exclusive*

In addition to recognition from the podium throughout the conference, Platinum benefits include:

- One complimentary premium (corner) exhibit space*
- Three full conference registrations and one exhibit-only registration
- Sponsor-size ad with hyperlink to run in rotation with other sponsors throughout the NAADAC website, which receives over 290,000 visits per month, from the time ad and sponsorship are confirmed until October 31, 2016. *Buy today for maximum exposure!*
- One complimentary Bottom Leaderboard ad to run consecutively four times in NAADAC's bi-weekly eNewsletter, *Addiction & Recovery eNews*, sent to over 41,000 addiction-focused professionals
- One set of postal mailing labels of participants sent two weeks pre-conference to sponsor
- One half-page black and white advertisement in the onsite conference program
- In promotional materials to public and registrants where sponsors are listed
- On "sponsors" page in Annual Conference section of the NAADAC website
- Recognition as platinum level sponsor in onsite conference program
- On conference signage
- Inclusion in a "thank you" message in NAADAC's magazine, *Advances in Addiction & Recovery*
- Inclusion in a "thank you" message in NAADAC's weekly eNewsletter, *Professional eUpdate*, sent to over 41,000 addiction-focused professionals

Sponsorship Level Benefits

Gold Sponsor: \$15,000+ *Availability: Non-exclusive*

In addition to recognition from the podium throughout the conference, Gold benefits include:

- One complimentary in-line exhibit space*
- Two full conference registrations and one exhibit-only registration
- Sponsor-size ad with hyperlink to run in rotation with other sponsors throughout the NAADAC website, which receives over 290,000 visits per month, from the time ad and sponsorship are confirmed until October 31, 2016. *Buy today for maximum exposure!*
- One complimentary Content Banner ad to run consecutively four times in NAADAC's bi-weekly eNewsletter, *Addiction & Recovery eNews*, sent to over 41,000 addiction-focused professionals
- One quarter-page black and white advertisement in the onsite conference program
- In promotional materials to public and registrants where sponsors are listed
- On "sponsors" page in Annual Conference section of the NAADAC website
- Recognition as gold level sponsor in onsite conference program
- On conference signage
- Inclusion in a "thank you" message in NAADAC's magazine, *Advances in Addiction & Recovery*
- Inclusion in a "thank you" message in NAADAC's weekly eNewsletter, *Professional eUpdate*, sent to over 41,000 addiction-focused professionals

Silver Sponsor: \$8,000+ *Availability: Non-exclusive*

In addition to recognition from the podium throughout the conference, Silver benefits include:

- One complimentary in-line exhibit space*
- One full conference registration and two exhibit-only registrations
- Sponsor-size ad with hyperlink to run in rotation with other sponsors throughout the NAADAC website, which receives over 290,000 visits per month, from the time ad and sponsorship are confirmed until October 31, 2016. *Buy today for maximum exposure!*
- One complimentary Content Banner ad to run consecutively two times in NAADAC's bi-weekly eNewsletter, *Addiction & Recovery eNews*, sent to over 41,000 addiction-focused professionals
- One business card-size black and white advertisement in the onsite conference program
- In promotional materials to public and registrants where sponsors are listed
- On "sponsors" page in Annual Conference section of the NAADAC website
- Recognition as silver level sponsor in onsite conference program
- On conference signage
- Inclusion in a "thank you" message in NAADAC's magazine, *Advances in Addiction & Recovery*
- Inclusion in a "thank you" message in NAADAC's weekly eNewsletter, *Professional eUpdate*, sent to over 41,000 addiction-focused professionals

**Booth spaces are limited and will be awarded on a first-come, first-serve basis by receipt of completed paid application and authorizing signature.*

Custom Sponsorship Opportunities

Please note your choice on the Exhibit Application & Contract Form.

\$15,000 Opportunity: *Availability*

Computer Lab/Station: *Exclusive*

\$7,000 Opportunities: *Availability*

Commemorative T-shirt: *Exclusive*

Photographer for Free Onsite Professional Photographs for Attendees: *Exclusive*

\$5,000 Opportunities: *Availability*

Awards Luncheon: *Non-exclusive*

Track Sponsor: *Non-exclusive – 8 available*

Mobile Event App Sponsor: *Exclusive*

Daily Audio/Visual Services: *Non-exclusive – 4 available*

Wireless for Attendees: *Exclusive*

Opening Reception: *Non-exclusive – 2 available*

Daily Continental Breakfast: *Non-exclusive – 4 available*

Afternoon Refreshment Break: *Non-exclusive – 4 available*

Hotel Key Cards: *Exclusive*

Participant Badge Holders: *Exclusive*

NAADAC Gift for Registrants: *Non-exclusive*

Morning Coffee Break: *Non-exclusive – 4 available*

Boxed Lunch: *Non-exclusive – 2 available*

Movie Night: *Exclusive*

Closing Exhibit Hall Reception: *Exclusive*

Nightly Room Drop: *Non-exclusive – 4 available*

Individual Education Session: *Non-exclusive*

NAADAC Board of Directors Meeting: *Exclusive*

\$2,000 Opportunities: *Availability*

Attendee Tote Bag Insert: *Non-exclusive*

Morning Exercise Session: *Non-exclusive – 3 available*

Additional Benefits for Custom Sponsorships

In addition to recognition from the podium throughout the conference, each of the above sponsorships will include:

- In promotional materials to public and registrants where sponsors are listed
- On "sponsors" page in Annual Conference section of the NAADAC website
- On conference signage
- Inclusion in a "thank you" message in NAADAC's magazine, *Advances in Addiction & Recovery*
- Inclusion in a "thank you" message in NAADAC's weekly eNewsletter, *Professional eUpdate*, sent to over 41,000 addiction-focused professionals

Conference Program Advertisements

- Front Inside Cover, full color: \$2,500
- Back Inside Cover, full color: \$2,000
- Full page, black and white only: \$1,200
- Half-page, black and white only: \$900
- Quarter-page, black and white only: \$600
- Business card, black and white only: \$500

Exhibitor Information

Exhibit Booth Rental

Booths in the exhibit hall are 8' x 8' in size. Special requests for other sizes will be accommodated if possible. Contact the Conference Account Executive if you need a different size space.

- In-line booth: \$1,500
- Corner booth \$2,000

Booth Location

See the booth floor plan on the following page and indicate your choice of location on the Sponsor/Exhibitor Application and Contract Form. Locations are assigned on a first-come, first-serve basis by receipt of payment in full. The application and payment must be received and confirmed by NAADAC to secure space. Applications received without payment are considered tentative. In such case, payment and a copy of the application must be received by NAADAC within 14 business days or the reservation will be released.

Booth Staff

Each exhibit booth includes two badges for exhibit booth staffing: one full conference registration (eligible to receive CE credits), and one exhibit-only registration. Exhibitor registrations are not transferable.

Exhibitors may purchase additional badges that allow access to the Exhibit Hall only (and do not include other conference activities or awards lunch) for \$150 each or full conference registration (eligible to receive CE credits) at advertised rates.

All participants affiliated with exhibits must be registered. Each person will be issued an exhibitor's badge and must be employed by the exhibitor or have a direct business affiliation. The number of badges issued to each exhibitor may be limited by NAADAC.

Exhibit Booth Amenities

Each booth will include the following items:

- Pipe and drape (8' back wall and 3' on the sides)
- One 30" x 6' draped table with two chairs and one wastebasket
- Carpeting in the exhibit area with daily aisle maintenance
- Company header sign
- Registration badges (one full conference registration with CEs and one exhibit-only)
- Exhibitor services kit
- Description in the onsite program

Booth Location

Please note that there are limited spaces for exhibits and they will be allocated on a first-come, first-serve basis as determined by receipt of payment in full and a completed Sponsor/Exhibitor Application and Contract Form with authorizing signature. Your exhibit must not block the line-of-sight visibility of other exhibitors in the hall.

Exhibit Services Manual

A full exhibitor's services manual, including shipping instructions and requests for booth furniture, additional draping, accessories, floral arrangements, labor regulations, electrical information, AV services, and payment terms will be sent to each exhibitor upon NAADAC's acceptance of the completed Sponsor/Exhibitor Application and Contract Form with authorizing signature. Shipping of exhibit materials to and from the conference site is at the expense and risk of the exhibitor.

Exhibit Hall Schedule*

FRIDAY, OCTOBER 7

- 2:00 pm – 5:00 pm Exhibitor Set Up
- 6:00 pm – 9:00 pm Opening Receptions in the Exhibit Hall

SATURDAY, OCTOBER 8

- 7:00 am – 8:00 am Continental Breakfast in the Exhibit Hall
- 12:30 pm – 2:30 pm Lunch in the Exhibit Hall

SUNDAY, OCTOBER 9

- 7:30 am – 8:30 am Continental Breakfast in the Exhibit Hall
- 11:45 am – 2:30 pm Lunch and Drawings in the Exhibit Hall
- 2:30 pm – 4:30 pm Exhibitor Breakdown

It is imperative that no exhibitor begin dismantling, packing or teardown of their space until after 2:30 pm on Sunday, October 9th. This could result in denial of next year's exhibit application for the exhibitor in order to guarantee the quality of the show for attendees and exhibitors alike. Please make your travel plans accordingly.

**Schedule subject to change without notice.*

Sponsor/Exhibitor Bonus!

All sponsors and exhibitors will receive one set of postal mailing labels of participants within four weeks following the conference.

Maximum Exhibitor Exposure Package: \$3,735

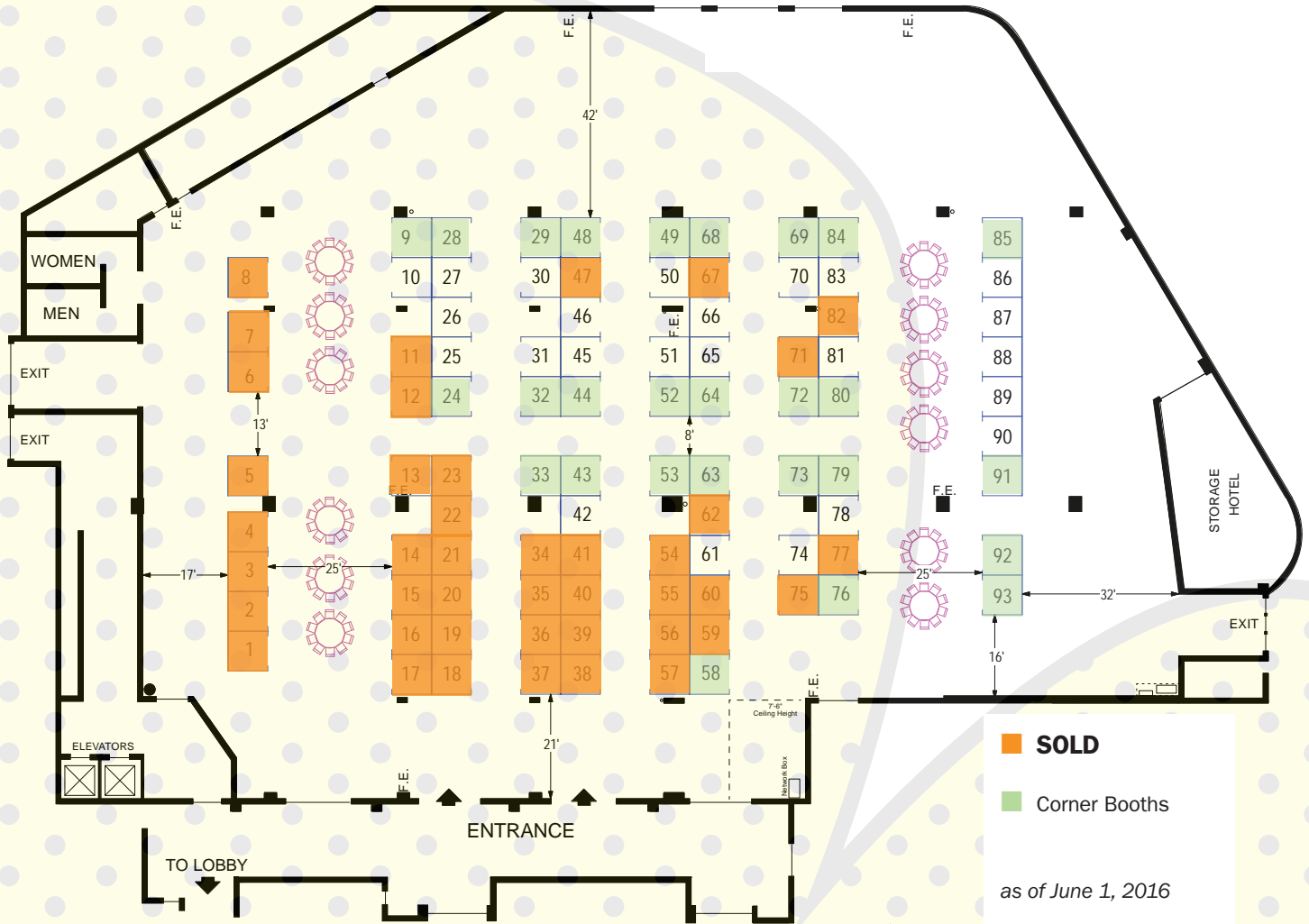
Exhibitors, you can maximize your exposure to conference participants by investing in the Exhibitor Exposure Package. The package includes one 8' x 8' inline booth (\$1,250), one single-sheet Attendee Tote Bag Collateral Material Insert (\$2,000) and one half-page black and white ad in the onsite program (\$900).

For more information, visit
www.naadac.org/2016annualconference

Reserve now to maximize your benefits!
Contact Elsie Smith, Conference Account Executive, at
esmith@naadac.org or direct 717.650.1209.

Exhibit Hall Floor Plan

Hyatt Regency Minneapolis



NOTE: All booth spaces are 8' x 8' square. Your display must fit entirely within the space and must not curve in such a way as to block the line-of-sight of neighboring booths. Please consider purchasing an adjoining space if you have a larger display.



**Booth spaces are limited and will be awarded on a first-come, first-serve basis by receipt of completed paid application and authorizing signature.*

REV.4

Previous Partners, Sponsors and Exhibitors

Abbie Hepatitis C Community Education Program
About Recovery
ACM Medical Laboratory
Addiction Recovery Partners
Addiction Resources/Keystone Treatment Center
Addiction Technology Transfer Center Network
Adler Graduate School
Advanced Recovery Systems
Aeon Clinical Laboratories
Akeela
Alere Toxicology Services
Alkermes
All A Board, Inc.
All About Recovery
American Professional Agency
American Screening Corporation
American Society of Addiction Medicine (ASAM)
Argosy University
Arrowhead Lodge
Astoria Pointe/Rosebriar
Athens Area Commencement
AToN Center
Augsburg Collette StepUP Program
Beauterre Recovery Institute
BestNotes
Bow Creek/Bella Vista
Bradford Health Services
Braeburn Pharmaceuticals
Brain Resource
Bridging The Gaps
Calloway Labs
Camp Mariposa
Caron Treatment Centers
Casa Palmera
Cedar Bridge
Celerity, LLC
Central Recovery Treatment (CRT)
Centra-Pathways Treatment
Change Companies, The
Chemical Dependency Professionals of Washington State (CDPWS)
Central City Concern/Central City Bed
Chooopers Guide
Clearview Recovery Center
CNS Productions
Confirmatrix Laboratory
Continuum Laboratory Services
CRC Health Group
Denton Massage School
Derby Industries
Destination Hope
Dominion Diagnostics LLC
DrCloudEMR
Duffy's Napa Valley Rehab
EAGALA (Acres for Life)
Edgewood
English Mountain Recovery
Evergreen Council on Problem Gambling
Father Martin's Ashley
Footprints to Recovery
Fortes Laboratories
Free by the Sea
Gaudenzia Training Institute
Georgia Addiction Counselors Association (GACA)
Georgia Association of Recovery Residences
Georgia Council on Substance Abuse
Georgia Department of Behavioral Health and Developmental Disabilities, Division of Addictive Diseases
Gosnold on Cape Cod
Governors State University Addiction Studies and Behavioral Health
Grand Canyon University
Haley House
HarborCrest Behavioral Health
Harmony Foundation
Hazelden Graduate School of Addiction Studies
Hope Homes
Hopequest Ministry Group
Hudson Health Services
ICANotes, LLC
In This Life Custom Getaways
International Coalition for Addiction Studies Education (INCASE)
Indiana Wesleyan University
Intentional Sobriety
Journeys of Life Bookstore
Kaplan University
Klean Treatment Centers
Lakeside-Milam Recovery Centers
Lakeview Health Systems
Las Vegas Recovery Center
Life Center of Galax
MARR, Inc.
Meehl Foundation
Meridian Behavioral Health
Milestones in Recovery
Millennium Labs
Minnesota Center for Mental and Chemical Health (MNCAMH)

Mossman Associates Inc.
NALGAP: The Association of Lesbian, Gay, Bisexual, Transgender Addiction Professionals and Their Allies
Narcotics Anonymous (NA)
National Association for Children of Alcoholics (NACoA)
National Association of Addiction Treatment Providers (NAATP)
National Association of Recovery Residences (NARR)
National Addiction Studies Accreditation Commission (NASAC)
National Asian Pacific American for Families Against Substance Abuse (NAPAFASA)
National Center for Responsible Gaming
National Council for Behavioral Health
National Frontier and Rural ATTC
National Institute on Alcohol Abuse and Alcoholism (NIAAA)
Nebraska Council on Compulsive Gambling/Bellevue University
New Directions for Women
Next Step Recovery
NIATx Learning Collaborative
NonProfit Depot
Nova Counseling Services
Olalla Recovery Centers
Orexo U.S., Inc.
Orion Healthcare Technology
Palms Recovery Corporation
Pathways Recovery Lodge
Penfield Christian Homes
Phoenix House Florida
PRIDE Institute
QBS, Inc.
Rainbow's End Bookstore
Reawakenings Wellness Center
Recovery House Services
Recovery Road
ReSTART Life
Retreat Premier Addiction Treatment Center
Ridgeview Institute
Rivermend Health
Rosecrance Health Network
Routledge Journals
Roxane Laboratories, Inc.
Roxbury Treatment Center
Rutgers Center of Alcohol Studies
Safety Net Recovery
Sanctuary at the Lake
Seaside Healthcare - New Beginnings
Sierra Tucson
Sovereign Health Group
Spectrum Health Systems
Springfield Collette School of Professional and Continuing Studies
Steppin' Out Radio
Substance Abuse and Mental Health Services Administration (SAMHSA)
Sundown M Ranch
Sunspire Health
Talbot Recovery
The BioMat Store
The Center * A Place of HOPE
The Change Companies
The Coleman Institute
The Farley Center
The Gate House
The GEO Group
The Menninger Clinic
The Menon Group
The Ranch at Dove Tree
The Recovery Place
The Retreat at Sheppard Pratt
The Rose House
The Van Wagner Group
Therapist Solutions
Timberline Knolls
Tranquility Woods
Tulalip Tribes
Turning Point Care Center
Treatment Professionals in Alumni Services (TPAS)
University of South Dakota
US Diagnostics
USDTL (U.S. Drug Testing Laboratories)
Van Wagner Group
Via Positiva
Victory Addiction Recovery Center
VisionWorks
Walden University
Wellington Retreat
WestBridge
White Deer Run Treatment Network
Wilderness Treatment Center
Willingway
Wilmington Treatment Center
Xtreme Serenity Systems

Terms and Conditions

Enforcement, Interpretation and Eligibility: In the enforcement and interpretation of the following terms, the decision of NAADAC Executives is final. NAADAC reserves the right to determine the eligibility of any company for inclusion in the conference and its marketing programs; to reject, eject, or prohibit an exhibit or exhibitor for any reason. In applying for exhibit space, each exhibitor/sponsor agrees to abide by the terms set forth in this prospectus. NAADAC reserves the right to rearrange the floor plan or relocate booths.

Non-transferable: Exhibitors may not assign, sublet or share any portion of their allocated space without express written permission from NAADAC.

Noise Control: Exhibitors are prohibited from playing radios and any other music in the exhibit area.

Direct Sales: Selling from exhibit booths is not permitted.

Book Signings: Book signings must be arranged through NAADAC's approved bookstore.

Services Offered at Booth: Services such as massage, caricatures, photography, etc. must be approved by NAADAC.

Installation and Removal: All storage and handling charges due to failure to remove exhibit materials from the display or storage area at the conclusion of the move-out period shall be the responsibility of the exhibitor. These dates and times are specified in the prospectus, but are subject to change. Exhibitors will receive instructions for storage and trash onsite. All exhibits are to remain open during the scheduled hours. There will be no setup during scheduled open hours, and no teardown until after the closing set forth in this prospectus.

Damage to Property: Exhibitors are liable for any damage caused to building, floors, walls, columns, tables, or to any other exhibitor's property. Exhibitors may not apply paint, lacquer, adhesive or any other coating to building columns, floors, walls or tables.

General: All matters and questions not covered by these regulations are at the discretion of NAADAC. These regulations may be amended at any time by NAADAC, and all amendments shall be equally binding on all parties upon publication.

Fire, Safety, and Health: The exhibitor agrees to accept full responsibility for compliance with local, city and state fire, safety and health ordinances regarding the installation and operation of equipment. Only fireproof materials should be used in exhibits. The necessary fire precautions will be the responsibility of the exhibitor.

Security: Exhibitors are responsible for all unsecured materials or property of value left in the exhibit room during and after exhibit hours.

Liability: It shall be the responsibility of the exhibitor to maintain insurance coverage against injury to persons or damage to or loss of property or to meet its obligations under this agreement in such amounts as the exhibitor shall deem adequate. Event insurance will be provided by NAADAC. The sponsor/exhibitor agrees to make no claim, for any reason whatsoever, against NAADAC, the hotel, or any other contractors for loss, theft, damage, or destruction of goods, or for any injury to herself/himself or employees. Nor will claim be made for any damage of any nature or character, including damage by reason of the failure to provide space for the exhibit, or for removal of the exhibit or for the failure to hold the conference as scheduled.

Unoccupied Space: NAADAC reserves the right, should any rented exhibitor's space remain unoccupied on the opening day, or should any space be forfeited due to failure to make payment, to rent that space to any other exhibitor, or to use that space for such purposes as it may see fit without any liability on its part. This clause shall not affect the obligation of the exhibitor to pay the full amount specified in the exhibitor space agreement.

Registration and Payment Deadlines: Application and Contract with full payment for all Sponsorships and Exhibitors should be received by Friday, August 26, 2016 for inclusion in the onsite conference program.

Cancellation and Refunds: NAADAC is unable to cancel or refund sponsorship once payment is processed. Refunds of exhibit fees may be made by NAADAC only if the space is able to be sold to another party.

NAADAC 2016 Annual Conference Sponsor/Exhibit Application and Contract Form

Sponsor/Exhibit Contact Information

Name of Company/Organization _____

Street Address _____

City, State/Province, Zip/Mail Code _____

Contact Name _____ Title _____
(This contact person will receive **all correspondence** relating to this event.)

Email _____ Work Phone _____

Fax _____ Mobile Phone _____

Quantity	Sponsorship Support Levels	Unit Price	Total
	Diamond Level	\$30,000+	
	Platinum Level	\$20,000+	
	Gold Level	\$15,000+	
	Silver Level	\$8,000+	
	Custom Level/name of item sponsored: _____	\$15,000	
	Custom Level/name of item sponsored: _____	\$7,000	
	Custom Level/name of item sponsored: _____	\$5,000	
	Custom Level/name of item sponsored: _____	\$2,000	

We'd like to Build Our Own sponsorship; please contact us.

Ads in the Onsite Conference Program

	Front Cover, Full-color	\$2,500	
	Back Inside Cover, Full-color	\$2,000	
	Full-page, Black and White	\$1,200	
	Half-page, Black and White	\$900	
	Quarter-page, Black and White	\$600	
	Business card, Black and White	\$500	

Exhibit Hall (multiple booths may be purchased; contact Conference Account Executive)

	8' x 8' In-line booth	\$1,500	
	8' x 8' Corner booth	\$2,000	
	Maximum Exhibitor Exposure Package	\$3,735	
	Additional Exhibit-only Badge	\$150	
	Total Amount to Be Charged to Credit Card		

We would like to arrange a book signing or have a service available at our booth.

Information for Final Program/Event App (Please fill in what you would like to be published if different than the contact information shown above.)

Name of Company/Organization _____

Street Address _____

City, State/Province, Zip/Mail Code _____

Contact Name _____ Title _____

Email _____ Work Phone _____

Fax _____ Mobile Phone _____

Website URL: _____

Booth Number Preferences

_____ 1st choice _____ 2nd choice _____ 3rd choice

Using the floor plan, please list three booth numbers for your preferred exhibit space. Exhibit space assignments will be made by NAADAC on a first-come, first-serve basis as determined by the date and time stamp of receipt of completed paid application and authorizing signature. For an updated diagram of remaining space, please visit www.naadac.org/2016annualconference.

Payment Information

(Note: All payments must be in U.S. dollars; cards will be charged by NAADAC.)

Card Type: VISA MasterCard AMEX

Card #: _____ Exp. Date: _____

Name on Card: _____ Card Billing Zip Code: _____

Authorized Signature _____

Sponsor/Exhibitor Acceptance

I, the duly authorized representative of the firm named above, subscribe and agree to all terms and conditions contained in this Prospectus. NAADAC reserves the right to refuse this application for any reason.

Name (Print): _____ Title: _____

Signature: _____ Date: _____

Personnel Badges

(Names must be submitted by Friday, September 16, 2016)

#1 Full Conference Badge included with booth (Unless noted otherwise, this person is eligible for full conference registration, including CEs. Please check if you would like CEs:)

First Name: _____ Last Name/Suffix: _____

Job Title: _____

#2 Exhibit-only Badge included with booth

First Name: _____ Last Name/Suffix: _____

Job Title: _____

Note: Badges are Not Transferable. Additional Exhibit-only Personnel Require Registration.

#3 First Name: _____ Last Name/Suffix: _____

Job Title: _____

#4 First Name: _____ Last Name/Suffix: _____

Job Title: _____

#5 First Name: _____ Last Name/Suffix: _____

Job Title: _____

Please return completed form via email to Elsie Smith, Conference Account Executive at esmith@naadac.org.

(To be completed by NAADAC)

Accepted by name, title, date, time



NAADAC Headquarters
44 Canal Center Plaza, Suite 301
Alexandria, VA 22314

AC16v4

Sponsorship, Exhibits, Advertising, & Customer Service
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Custom Sponsored Programs & Commercial Strategic Services
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