



NJAMHAA 2015  
Annual Conference  
**INSPIRING  
PROGRESS**

*Seizing Opportunities*

April 15-16, 2015

Renaissance Woodbridge  
Hotel - Iselin, NJ

**BUSINESS BOOSTING  
OPPORTUNITIES**

# Inspiring Progress

## Seizing Opportunities

The New Jersey Association of Mental Health and Addiction Agencies, Inc. (NJAMHAA) is comprised of the leading non-profit behavioral healthcare providers that serve more than 500,000 New Jersey adults with mental illness and substance abuse disorders and children with emotional and behavioral disorders every year. NJAMHAA's 180 members represent organizations in every county and employ 98,000 workers, including counselors, case managers, social workers, psychiatrists, psychologists, psychiatric screeners, emergency service workers and nurses.

All of this equates to many opportunities for you to offer your products or services to enhance our behavioral health providers' effectiveness and/or efficiency. The far reach and broad scope of our organization are the key reasons you will want to take advantage of our 2015 Annual Conference sponsorship opportunities.

Here is why you do not want to miss out on our invitation to take advantage of sponsorship opportunities at *Inspiring Progress, Seizing Opportunities*:

NJAMHAA's annual conference is its most widely attended event of the year:

- You will see the average attendance top 250 each day.
- Attendees include the top decision-makers at their organizations, meaning that you will be networking with the most high-powered people providing behavioral health services in New Jersey.
- You will receive high visibility and recognition at all conference events and in all conference promotional materials.

Attendees at

## Inspiring Progress

### Seizing Opportunities

Will include:

- Chief executive officers and executive directors
- Chief financial officers
- Clinical and medical directors
- Program directors
- Human resources personnel
- Social workers, behavioral health counselors and other front-line mental healthcare and addiction treatment professionals

### **NJAMHAA members are interested in:**

- Pharmaceuticals
- HIPAA solutions
- Assessment instruments
- Financial services and insurance
- Workforce solutions
- Training resources for professional staff, consumers and families
- Performance measurement and outcomes information systems
- Computer services and telecommunication systems
- Clinical services
- Housing and consulting services
- Furniture, therapeutic equipment and recreational equipment
- Marketing and strategic planning services
- Food and business supplies
- And much more!

**This brochure includes the following opportunities,  
which are available on a first-come, first-served basis:**

- **Conference Sponsorships**
- **Courage and Compassion Event Sponsorships**
- **Exhibiting Opportunities**
- **Advertising Opportunities**

# Available Sponsorships, Exhibitor and Advertisement Information

## Platinum

### Presenting Sponsor (\$10,000)

- Inside front cover color ad in the Program Book (see ad details)
- Signage and verbal recognition
- Exhibitor table (Supersized for FREE. See exhibitor details)
- Two free conference registrations
- VIP lunch seating
- Web link on the NJAMHAA website highlighting your sponsorship

## Diamond

### Lunch Sponsor (\$6,500 Per Day)

- Inside back cover ad in the Program Book (see ad details)
- Signage and verbal recognition
- Exhibitor table (Supersized for FREE. See exhibitor details)
- One free conference registration
- VIP lunch seating
- Web link on the NJAMHAA website highlighting your sponsorship

## Gold

### Program Book Sponsor (\$5,000)

*(Deadline for response is March 6, 2015)*

- Logo and name to appear on the cover of the Program Book
- Verbal recognition
- Exhibitor table (Supersized for FREE. See exhibitor details)
- One free conference registration
- Web link on the NJAMHAA website highlighting your sponsorship

## Ruby

### Breakfast Sponsor (\$4,550 Per Day)

- Full page ad in the Program Book (see ad details) Signage and verbal recognition
- Exhibitor table (see exhibitor details)
- One free conference registration
- Web link on the NJAMHAA website highlighting your sponsorship

## Opal

### Flash Drive Sponsor (\$4,000)

*(Deadline for response is March 6, 2015.)*

- Logo and name to appear on flash drives
- Full page ad in the Program Book (see ad details)
- Signage and verbal recognition
- Web link on the NJAMHAA website highlighting your sponsorship

## Jade

### Tote Bag Sponsor (\$4,000)

*(Deadline for response is March 6, 2015.)*

- Logo and name to appear on the front of conference bags that attendees will receive upon arrival at the conference
- Half page ad in the Program Book (see ad details)
- Signage and verbal recognition
- Web link on the NJAMHAA website highlighting your sponsorship

## Amber

### Lanyard Sponsor (\$4,000)

*(Deadline for response is March 6, 2015)*

- Logo and name to appear on the lanyards that attendees will receive upon arrival at the conference
- Half page ad in the Program Book (see ad details)
- Signage and verbal recognition
- Web link on the NJAMHAA website highlighting your sponsorship



# Available Sponsorships, Exhibitor and Advertisement Information

## Pearl

### Cyber Café & Charging Station (\$3,550 Per Day)

- Full page ad in the Program Book (see ad details)
- Signage and verbal recognition
- Web link on the NJAMHAA website highlighting your sponsorship

## Sapphire

### Deep Dive Policy Sponsorship (\$3,000)

The sponsor will receive for high-level staff a half-day, intensive focus session on the major issues affecting NJAMHAA members (e.g., Affordable Care Act, transition to Medicaid managed care and Fee-for-Service); their impact on NJAMHAA's public policy and related strategies for the trade association and member providers; and how members can prepare to ensure the long-term viability of their organizations. The session will be facilitated by NJAMHAA CEO Debra Wentz, PhD. The sponsor will also be recognized verbally and with signage during the conference.

## Emerald

### Effective Communication Workshop Sponsorship (\$3,000)

The sponsors will receive a half-day workshop for current or future supervisory and management staff on the fundamentals of business writing, including the genres (e-mails, letters, memos, reports); conventions in business writing (attention to word choice, grammar, sentence structure); and editing and proofreading. The workshop will be presented by Shauna Moses, NJAMHAA's Associate Executive Director and Managing Editor of NJAMHAA News. The sponsor will also be recognized verbally and with signage during the conference.

## Silver

### Break Sponsor (\$2,750 Per Day)

- Full page ad in the Program Book (see ad details)
- Signage and verbal recognition
- One free conference registration
- Web link on the NJAMHAA website highlighting your sponsorship

## Onyx

### Keynote/Plenary Speakers Sponsor (\$2,550 Per Presentation)

- Company logo on all presentations, signage and in the Program Book
- Full page ad in the Program Book (see ad details)
- Verbal recognition at the appropriate presentation
- Web link on the NJAMHAA website highlighting your sponsorship

## Topaz

### Registration Details Brochure Sponsor (\$2,500)

- Full page ad in the Program Book (see ad details)
- Signage and verbal recognition
- One free conference registration

## Aquamarine

### Workshop Presenters Sponsor (\$995 Per Workshop)

- Company logo on all workshop signage and in the Program Book
- Half page ad in the Program Book (see ad details)
- Signage and verbal recognition at the appropriate workshop
- Web link on the NJAMHAA website highlighting your sponsorship

## ADVERTISEMENT INFORMATION

### Back Cover Ad (8 1/2" wide x 11" high)

- Member Rate - \$850
- Non-Member Rate - \$1050

### Half Page Ad (8 1/2" wide x 5 1/2" high)

- Member Rate - \$300
- Non-Member Rate - \$500

### Ad Details

- Ads MUST be forwarded in a high resolution PDF, JPEG, TIFF or EPS file format.
- Ads are due by March 6, 2015.

### Full Page Ad (8 1/2" wide x 11" high)

- Member Rate - \$450
- Non-Member Rate - \$650

# Courage and Compassion Awards Reception Sponsorships

**April 15, 2015 - 4:30 p.m. to 6:00 p.m.**

NJAMHAA created the *Courage and Compassion Awards* to honor individuals who have made extraordinary contributions to improving the lives of individuals with mental illness and substance use disorders and to focus public attention on the outstanding work of employees in the community behavioral health system, as well as that of advocates and public officials. This year, NJAMHAA will present these coveted awards during a reception that will be free for conference attendees, award winners and guests of award winners. Attendance at this popular event is sure to surpass previous marks. Advertisements in the Awards Program Book are also available; please contact Michelle Bozikova at 609-838-5488, ext. 218 or mbozikova@njamhaa.org for more information.

## **Freedom**

### **Reception Sponsor- \$5,000**

This sponsorship will include hot and cold hors d'oeuvres, cash bar and award presentations.

The sponsor will receive:

- Full-page ads in the Conference and Awards Reception Program Books
- Prominent signage and verbal recognition
- Five complimentary conference registrations for Day 1, which include the Awards Reception
- Web link on the NJAMHAA website to highlight your sponsorship

## **Spark**

### **Display Station Sponsor- \$2,500**

This station will feature Kobe beef, pork and chicken sliders with condiments and Yukon house made chips.

The sponsor will receive:

- Full-page ads in the Conference and Awards Reception Program Books
- Signage and verbal recognition at the Awards Reception
- Two complimentary conference registrations for Day 1, which include the Awards Reception
- Web link on the NJAMHAA website to highlight your sponsorship

## **Motivation**

### **Awards Program Book Sponsor - \$2,250**

The sponsor will receive:

- Company name and logo on the Awards Program Book
- Half-page ads in the Conference and Awards Reception Program Books
- Signage and verbal recognition at the Awards Reception
- One complimentary conference registration for Day 1, which includes the Awards Reception
- Web link on the NJAMHAA website to highlight your sponsorship

## **Inspiration**

### **Action Station Sponsor- \$2,000**

The action station will feature three pasta selections.

The sponsor will receive:

- Half-page ads in the Conference and Awards Reception Program Books
- Signage and verbal recognition at the Awards Reception
- One complimentary conference registration for Day 1, which includes the Awards Reception
- Web link on the NJAMHAA website to highlight your sponsorship

## **Influence**

### **Plated Desserts Sponsor- \$2,000**

The sponsor will receive:

- Half-page ads in the Conference and Awards Reception Program Books
- Signage and verbal recognition at the Awards Reception
- One complimentary conference registration for Day 1, which includes the Awards Reception
- Web link on the NJAMHAA website to highlight your sponsorship

# Exhibiting Opportunities and Details

Participating as an exhibitor at *Inspiring Progress, Seizing Opportunities* will provide a unique two-way opportunity for you and our members to meet and network. NJAMHAA is developing the agenda to allow ample time for members to spend time speaking with all exhibitors, which will provide plenty of opportunity for them to learn about your products or services in detail and, therefore, seriously consider the potential benefits of investing in what your company has to offer.

Display table locations are assigned on a first come-first served basis, so make sure you register at your earliest convenience. There will be multiple opportunities throughout both days of the conference for attendees to visit with exhibitors, including during breakfast and coffee breaks, which will be served in the exhibit area on both days.

**As an opportunity for exhibitors to truly show their products and/or services, we would like to offer this option to you: for an additional \$1,000 you can SUPERSIZE\* your exhibitor space to a 10' x 20' maximum.**

## Exhibitor Pricing:

### MEMBER RATE

Single Day - \$650

Single Day *Supersized* - \$1650

Both Days - \$1150

Both Days *Supersized* - \$2150

### NON MEMBER RATE

Single Day - \$850

Single Day *Supersized* - \$1850

Both Days - \$1550

Both Days *Supersized*- \$2550

***\*All Supersized Booth construction and material is the sole responsibility of the exhibitor.***

## Vendor Luncheon Raffle:

Participation is optional, and strongly encouraged. If you wish to participate, you will need to provide a raffle item that can be displayed at your booth. NJAMHAA will contribute in the following ways:

- Participating vendors and prizes offered will be announced at the luncheon.
- Vendors and their prize offerings will be advertised in the Conference Program Book.
- All participating vendors will be listed on a separate handout included in each attendee packet.
- All participating vendors will keep their raffle participants' contact information.
- **Deadline for response is March 6, 2015.**

## Exhibitors' Registration Fee Includes:

- Admission for a maximum of TWO company representatives (no exceptions)
- Includes wireless internet and electrical connection
- Continental breakfast and sit-down lunch - Lunch seating is with attendees
- One 6' display table (TABLE-TOP DISPLAYS ONLY)
- Participation in the Vendor Luncheon Raffle (see details to the left)
- 50-word company/product abstract published in the Conference Program Book provided by you to mbozikova@njamhaa.org by March 6, 2015
- Participation in the Courage and Compassion Awards Reception from 4:30 p.m. - 6:00 p.m. the evening of April 15th

## Assignment of Tabletop Display Space

Assignment of all tabletop display space will be based on vendor needs and timeliness of reservation. A reserved sign will be displayed on each table with the name of the vendor. Vendors will receive copies of the layout of the room and confirmation of their needs.

## Display Restrictions

Each tabletop display will be furnished with a 6' skirted table and two chairs. Displays that can be placed on top of (or in back of) the 6' table are permitted. No exhibit may extend beyond the space of a 6' table.

## Display Setup and Removal

Tabletop displays must be set up and in place no later than 7:45 a.m. on the day of exhibiting. Setup may start at 7:00 a.m. All displays must be removed by 4 p.m. on April 16, 2015.

Electrical and high speed Internet connections are available for additional fees.

If you require assistance, please call Michelle Bozikova at (609) 838-5488, ext. 218. Exhibitors are responsible for making and paying for their own arrangements to ship back any remaining materials or displays. To contact the Woodbridge Hotel staff for assistance in making shipping arrangements, call (732) 634-3600.

# Exhibiting Details

## Shipping Instructions

Each box you ship to the Renaissance Woodbridge Hotel must be properly packaged and marked with a mailing label that reads exactly as follows:

Renaissance Woodbridge Hotel  
C/O New Jersey Association of Mental Health  
and Addiction Agencies, Inc. – Annual Conference  
515 US Highway Route 1 South  
Iselin, NJ 08830  
Attention: Valerie Donovan, Senior Event Manager and  
Michelle Bozikova, NJAMHAA Event Planner

Please include the dates of the function and the number of boxes shipped (i.e. 1 of 2, 2 of 2, etc.). There is no fee for storage. Boxes, packages and display materials will be accepted no sooner than one day prior to the annual conference. Shipments received prior to the one day will be returned. There is a limit of 10 boxes weighing no more than 50 pounds each per exhibitor that can be shipped to the Renaissance Woodbridge Hotel one day prior to the conference. For shipments larger than this, please contact Michelle Bozikova. Larger packages must arrive on the day of setup. The Renaissance Woodbridge Hotel reserves the right to refuse packages that appear damaged or that exceed its storage guidelines, and in any event, assumes no liability for the condition of the contents of such packages. When shipping materials home, please see the Renaissance Woodbridge Hotel staff for assistance. Any package being shipped out must be prepaid, addressed, labeled, and ready for mailing. You will be billed any direct shipping costs or handling/storage fees by the facility.

## Cancellation of Tabletop Display

Display space may be canceled up to one month prior to the opening date of the conference without penalty. However, a 50 percent cancellation charge will apply if cancellation is less than one month prior to the conference, and a 100 percent cancellation charge will apply if cancellation is within one week of the conference. All cancellations must be received in writing via fax by Michelle Bozikova at (609) 838-5489 or by e-mail at mbozikova@njamhaa.org.

## Hotel Reservations

To reserve a room, please call the Renaissance Woodbridge Hotel at (732) 634-3600 and reference NJAMHAA. HOTEL RATES: \$159 per night, plus tax for a single or double. Please identify yourself as attending the NJAMHAA Annual Conference (the room block is reserved under NJA). Please reserve your room by Saturday, March 13, 2015. Checkout each day has been extended to 2:00 p.m.

## Liability

This agreement shall not constitute or be considered a partnership, employer/employee relationship, joint venture or agency between NJAMHAA and the Exhibitor. The Exhibitor hereby agrees to and does indemnify, hold harmless and defend NJAMHAA, the Renaissance Woodbridge Hotel, and their officers, agents or employees from and against any and all liability, responsibility, loss, damage, cost of expense of any kind whatsoever (including but not limited to cost, interest, and attorney's fees) that they may incur, suffer, be put to, or required to pay incident to or arising directly or indirectly from any intentional or negligent act or omission by the Exhibitor or any of its employees, servants or agents, subject to the provisions herein.

The Exhibitor further agrees that NJAMHAA and its agents and employees shall not be responsible in any way for a) damage, loss, or destruction of any property of Exhibitors, or b) injury to the Exhibitor or its representatives, agents, employees, licensees, or invitees, and agrees to and does indemnify, hold harmless, and defend NJAMHAA from any claims arising out of damage, loss, or destruction under a) or b) herein.

The Exhibitor shall be fully responsible to pay for any and all damages to property owned by the Renaissance Woodbridge Hotel, its owners or managers, which result from any act or omission of the Exhibitor. The Exhibitor agrees to defend, indemnify and hold harmless the Renaissance Woodbridge Hotel, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from the Exhibitor's use of the property. The Exhibitor's liability shall include all losses, costs, damages, and expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees, which arise from or out of the Exhibitor's occupancy and use of the exhibit premises.

## Inability to Hold Meeting

If because of war, fire, strike, hotel construction or renovation project, government regulation, public catastrophe, act of God or the public enemy, or other cause beyond the control of NJAMHAA, the meeting or any part thereof is prevented from being held or is canceled, or space becomes unavailable, NJAMHAA shall determine and refund to the Sponsor/Exhibitor its proportionate share of the balance of the aggregate sponsor fees received, which remain after deducting expenses incurred by NJAMHAA and reasonable compensation to NJAMHAA, but in no case shall the amount of refund to the Sponsor/Exhibitor exceed the amount of the Sponsor/Exhibitor fee paid. NJAMHAA shall have no further liability to the Sponsor/Exhibitor. The Sponsor/Exhibitor may consider obtaining appropriate insurance coverage at its cost and expense for this contingency. NJAMHAA does not furnish this directly or indirectly.

# Please follow the guidelines listed below to ensure that your registration is promptly and accurately processed.

## **Registration Rates**

We are pleased to offer discounted rates for our members. We request that you confirm your organization's membership status to ensure that you benefit from the discount if you are a member. Please visit [www.njamhaa.org](http://www.njamhaa.org) and click on the NEED TREATMENT button on the left column to view our membership list to see if your organization is included.

If the discounted rate is paid by a nonmember, the nonmember will be invoiced for the difference. We would be happy to discuss membership with you if you are interested.

## **Online Registration**

To ensure efficiency and accuracy, we need to process all registrations online. E-mails and faxes do not constitute as registrations.

After completing your online registration, if you are paying by check, please print the confirmation and send a copy of it along with your payment, made payable to NJAMHAA and mail to Michelle Bozikova, Event Planner, at NJAMHAA (see address below).

If you have any difficulties with online registration, please contact Michelle at 609-838-5488 ext. 218.

**Media Release:** By completing the online registration, you acknowledge that photos and videos may be taken throughout each training/conference and may be used in any and all NJAMHAA online and paper publications, website and media and NJAMHAA will be held harmless regarding their use. This pertains to individuals who register themselves, as well as individuals who are registered by others.

## **Cancellation, Substitution and Refund Policy:**

Attendee registrants (not sponsors or exhibitors), must cancel registrations IN WRITING ONLY via fax to June Noto at 609-838-5489 or e-mail at [jnoto@njamhaa.org](mailto:jnoto@njamhaa.org), by 4:00 p.m., seven calendar days prior to the conference start date in order to receive a 100% refund. Substitute registrations can be made after that date. No-show registrants will still be responsible for payment of their registration fees IN FULL and will be invoiced accordingly. Phone calls and voicemails will not be accepted as a means of cancellation.

Sponsors and exhibitor registrants must cancel registrations IN WRITING ONLY by 4:00 p.m., 30 calendar days prior to the conference in order to receive a 100% refund of the registration fee. If you cancel your registration between 15 and 29 days prior to the conference start date, you will receive only a 50% refund of the registration fee. No refunds will be made within 15 or fewer days of the start date. Phone calls and voicemails will not be accepted as a means of cancellation.

**Grievance Policy:** Should any registrant be dissatisfied with the quality of their continuing education program or exhibiting experience during this event, a request in writing, explaining why you were dissatisfied, must be submitted to NJAMHAA within five business days of the conclusion of the conference/training in order to receive a full refund of registration fees. The claim must be a valid claim and supported by specific documentation and not to be used to acquire a refund. Your request can be sent by e-mail to Michelle Bozikova at [mbozikova@njamhaa.org](mailto:mbozikova@njamhaa.org) or faxed to 609-838-5489.

**Payment Information and Insufficient Funds:** Online payments may be made in the form of a Visa or MasterCard. Checks are also accepted, made payable to "NJAMHAA" and mailed to 3575 Quakerbridge Road, Suite 102, Mercerville, NJ 08619. If a credit card is declined for any reason, a \$15 fee will be applied to your invoice and be required as payment. If a check is returned by the bank due to insufficient funds, a \$35 fee will be applied to your invoice and required as payment. Individuals holding outstanding balances will be ineligible to attend future NJAMHAA conferences or trainings until the outstanding balances are paid in full. Each individual with an outstanding balance that has been carried for more than 30 days will incur a \$25 late fee, which will be applied to the invoice and required as payment.

**New Jersey Association of Mental Health and Addiction Agencies, Inc.**  
**3575 Quakerbridge Road, Mercerville, NJ 08619**  
**Phone: 609.838.5488**  
**Fax: 609.838.5489**  
**[www.njamhaa.org](http://www.njamhaa.org)**