

Exhibit &
Sponsor
Information

Pivot With Purpose

49th Annual Winter Conference
December 6 - 7, 2021



Community Behavioral
Healthcare Association

 In-Person Event, COVID-19 Vaccinations Required for Safe Attendance

Community Behavioral Healthcare Association of Illinois

December 6 & 7, 2021

Hyatt Regency Woodfield
Schaumburg, Illinois

Your Invitation to Exhibit and Sponsor at CBHA's Annual Conference

Who is CBHA?

Founded in 1973, The Community Behavioral Healthcare Association of Illinois (CBHA) has a 49-year history of being the most respected and influential association representing the interests of community behavioral healthcare agencies in the state of Illinois. An association of providers of mental health, substance abuse, developmental disabilities and youth services to Illinois citizens, CBHA promotes the development of quality community behavioral health programs and services including mental health, alcohol and substance abuse, rural mental health and services for children and adolescents.

CBHA Annual Conference

The CBHA Annual conference is one of the largest and most widely attended of any mental health and substance use trade association conferences in Illinois. The conference brings together the leaders of the behavioral health care system in Illinois, and representation at the conference provides your organization with access to those leaders and to the professionals who influence the purchasing decisions of their respective organizations. **Chief executive officers, board members, chief operating officers, risk managers, medical and nursing directors, clinical directors, financial officers, information systems managers, marketing and public relations professionals, research and evaluation managers, community education coordinators, program directors, and state and county mental health and substance use directors** are but a few of the many participants at this conference. Access these key individuals to reach the organizations they represent.

All exhibitors and sponsors will be recognized in the Conference Program (if application and payment are received by November 15, 2021) in the on-site registration packet. CBHA looks forward to including you among the select group of exhibitors and sponsors for our 2021 Annual Conference. It's an opportunity you will not want to miss!

Sponsorship & Exhibitor Information

CBHA's Annual Conference

You will Benefit from...

...CBHA's Commitment to You

The CBHA 2021 Annual Conference is a vital component of the conference program and we make every effort to guarantee success for our exhibitors. The hall is the central meeting point of the conference and is designed to give you, the exhibitor, maximum opportunity to meet with the conference registrants.

What do Conference Attendees Purchase?

- Hardware and software for business management, client appointments, clinical management, and other healthcare business
- Revenue Cycle Management
- Management services
- Pharmaceutical products
- Outcome systems
- Professional publications
- Liability and business insurance
- Financial services
- Furniture for office, waiting room, and residential treatment areas
- Therapeutic and recreational equipment
- Videotapes and resource materials - for staff, client, family, and community education
- Psychoeducational programs
- Board orientation and in-service education resources
- Resources for functioning effectively under managed care systems

Conference Exhibitor Opportunities

All booths will be 8' tabletops (not booths). Booth assignments will be WITHIN the workshop rooms and immediately adjacent to conference registration. Rental includes an 8' table and two chairs as standard booth equipment. The exhibit hall is carpeted, and no pipe and drape will be utilized. Any exhibitor wishing to have more than 2 representatives per booth must pay an additional fee of \$150 per day, per representative. Exhibitors are welcome to rotate staff at no additional costs so long as no more than 2 representatives are on the floor during exhibit hours or during social functions. **EXHIBIT FEES INCLUDE ADMITTANCE TO WORKSHOP SESSIONS AND ALL FOOD FUNCTIONS INCLUDING LUNCH BOTH DAYS (for 2 representatives).**

Exhibitor Rates

- One Tabletop Exhibit Booth - \$995** (must fit on a 6' table)
- Two Tabletop Exhibit Booth - \$1,295**

Sponsorship Opportunities

Sponsors will have branding displayed during sponsored sessions, and be recognized in the conference brochure and by session presenters.

- Opening Plenary Session - \$3,000:** Typically, the opening session is one of the most well attended at the conference.
- Closing Plenary - \$3,000:** An opportunity to make a lasting impression as the conference comes to an end.
- Awards Lunch - \$2,500:** Very well attended with awards given to leaders of the behavioral health system, including state legislators.
- General Sessions - \$2,000:** Very well attended sessions for entire conference audience.
- Speaker Lunch - \$2,000:** Very well attended with keynote speaker.
- Networking Reception - \$1,500:** An opportunity to put your brand in front of conference attendees in a more relaxed setting.
- Coffee Station - \$1,500:** An opportunity for high exposure throughout the conference.
- Breakout Sessions - \$1,500:** A more targeted opportunity. We will work with you to identify the session with the most relevant audience.

Marketing Opportunities

- Full Page Add in Conference Brochure - \$800**
- Half Page Add in Conference Brochure - \$500**
- Quarter Page Add in Conference Brochure - \$300**
- Pre/Post Conference Attendees Email Blast - \$1,000:** An opportunity to deliver your brand directly to the inboxes of conference attendees.
- Pre/Post Conference Dedicated Facebook Posts - \$1,000:** Reach conference attendees through social media.

Name of Organization

Exactly as will appear in printed materials

Address _____

City _____ State _____ Zip _____

Contact Person _____

Phone & Fax _____

Email _____

Products Opportunities Selected

- Exhibit Booth (s)
- Sponsorship
- Marketing

Total Fees \$ _____

CBHA will work with your organization to help meet your marketing goals. Please contact Brian Koester at bkoester@cbha.net to create a custom sponsorship and marketing package.

Do You Need Electrical Service? (for exhibitors)

- Yes, please send me an electrical request form and I agree to contract with the hotel for such
- No

Representatives Attending Conference (max 2)

Name _____

Name _____

Product or Service Description (for exhibitors)

Please include a description of 40 words or less of your products and/or services to be included in the conference listing of exhibitors.

Exhibitor's Information

Assignment of Exhibit Space

Booth assignment will be made according to the date of application.

Contract for Exhibit Space

The enclosed application for space, the formal acceptance of CBHA, and the full payment of rental charges together constitute a contract for the right to use space. CBHA reserves the right to reassign exhibit space allotted under such contracts.

Payment for Exhibit Hours and Dismantling

The full payment of the exhibit space is due when the application is submitted. Make checks payable to CBHA and forward check and application to CBHA, 3085 Stevenson Drive, Suite 203, Springfield, IL 62703.

Installation, Exhibit Hours, and Dismantling

Installation:*

Monday, December 6th 7:00 am - 9:00 am

Exhibit Hours:*

Monday, December 6th

9:00 am – 10:00 am (registration time)

2:00 - 3:00 pm (pre and post refreshment break) 5:00 -

6:00 pm (Reception in Exhibit Hall) **Monday,**

December 6th

Tuesday, December 7th

8:00 am - 9:00 am (registration time)

10:00 – 11:00 am (pre and post refreshment break)

Exhibit hours have been extended to include workshop hours and are optional at the discretion of the exhibitor, however, limited traffic in the hall can be expected.

Dismantling may NOT occur during sessions.

Dismantling

Tuesday, December 7th

*Social functions located within the Exhibit area. Exhibitors are invited to participate and exhibit, however, attendance is optional.

Dismantling may NOT occur during sessions.

Cancellation of Exhibit Space

Exhibit space may be canceled up to November 15, 2021 with a cancellation charge of one half the price of the space. Cancellation after that date will be assessed a cancellation charge equal to the full price of the space.

Use of Exhibit Space

(A) All demonstrations and distributions of circulars and promotional material must be confined to the limits of the exhibitor's booth. No exhibitor shall assign, sublet, or share the space assigned without the prior consent of CBHA. Exhibits must feature products and services of their regular course of business, unless otherwise approved by CBHA.

(B) Exhibits which include the operation of musical equipment, radios, sound motion picture equipment, public address systems or any sound-making device must be operated so that the volume will not annoy or disturb adjacent exhibitors and their patrons and must be approved by CBHA, said approval to be at the sole discretion of CBHA.

(C) Exhibitors are required to have their exhibit space neat and orderly at all times. Judgments concerning these matters are the sole discretion of CBHA.

(D) Removal of the exhibit must proceed during the hours stated. No early dismantling of the exhibit will be permitted. Should the exhibitor fail to remove his exhibit, this removal will be arranged by the hotel at the exhibitor's expense.

(E) Installation, operation and removal of exhibits shall be done without causing undue interference with other exhibitors, visitors or other individuals entitled to be on the premises of the exhibit area. Judgments concerning these matters are the sole discretion of CBHA.

Liability

The exhibitor hereby agrees to and does indemnify and hold harmless and defend CBHA, the Hyatt Regency Woodfield, their officers, agents and employees from and

against damage, cost or expense of any kind whatsoever (including but not limited to cost, interest and attorney's fees) which CBHA, or the Hyatt Regency Woodfield may incur, suffer, but put to, pay or be required to pay incident to or arising directly or indirectly from any intentional negligent act or omission by exhibitor or any of their employees, servants, or agents, subject to the provisions herein. The exhibitor further agrees that CBHA, its officers, agents and employees shall not be responsible in any way of (i) damage, loss or destruction of property of exhibitors or (ii) injury to exhibitor or its representatives, agents, employees, licensees or invitees; and agrees to and does indemnify, hold harmless and defend CBHA, its officers, agents and employees from any claims arising out of damage, loss or destruction under (i) or (ii) herein.

Inability to Hold Show

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

Insurance

The exhibitor shall at its sole cost and expense, procure and maintain throughout the term of the contract for exhibit space, comprehensive general liability insurance against claims for bodily damage or death and property damage occurring in or upon resulting from the premises leased. The exhibitor shall, at its sole cost and expense, procure and maintain throughout the term of this contract, worker's compensation and occupational disease insurance in full compliance with all federal and

state laws covering all exhibitor's employees engaged in the performance or any work for the exhibitor. All property of the exhibitor is understood to remain under his/her custody and control in transit to, within, and in transit from the confines of the exhibit hall.

Repairs and Damages

Exhibitors are liable for any damage caused by fastening displays or fixtures to the building floors, walls, or the standard booth equipment, or for damage caused in any manner. Exhibitors may not apply paint, lacquer, adhesive or any coating to the building walls and floor or to standard booth equipment.

Fire and Safety

All display materials must be flameproof and subject to inspection by the Chicago IL fire department. No flammable liquids or substances may be used or shown in booths. If inspection indicated that an exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazards, the right is reserved to cancel all or such part of an exhibit as may be irregular. Exhibitors shall comply with all local fire regulations.

Security

Security provided will be that of the hotel security staff. The duty of the guards will be to protect the general exhibit area against fire or other catastrophes. Neither CBHA, nor the Hyatt Regency Woodfield assumes any responsibility for exhibitors' personal property or theft of such.

Electrical and High Speed Internet Access and Network Services

Any booth requiring electrical service (standard or special) and/or internet access will need to pay an additional charge direct to the hotel. Wall, column and permanent utility outlets are not to be used by the exhibitor and are not a part of the rental space. All lighting displays, motors and other types of electrical equipment must be wired to meet Chicago Electrical and Fire Codes. Use of open sockets, latex or lamp cord wire, duplex outlets are forbidden.