



Community Behavioral Healthcare Association

Exhibitor Information

48th Annual Conference & 1st Virtual Conference

December 7-8, 2020

 **Reset
Reimagine
Reshape**

Infinite Possibilities and Opportunities



The Community Behavioral Healthcare Association of Illinois (CBHA) is recognized as the premier association serving the needs of behavioral healthcare providers in Illinois. This event, redesigned to accommodate COVID-19 requirements, will be virtual for 2020.

Each year more and more organizations have added to the success of our conference by participating as an exhibitor, sponsor, and/or advertiser. This year, a virtual event, will bring even more opportunities to reach your customers and stakeholders – before, during and after the event.

Your participation this year assures you an opportunity to “meet and greet” behavioral health care providers from across the state.

This virtual event brings together the leaders of behavioral healthcare - from community-based providers, to provider owners, to behavioral healthcare systems, to provider networks, to county and regional authorities, and to state association providers.

Representation at this conference provides your organization with access to the professionals who influence the purchasing decisions of their organizations and who are eager to see your current products and services. 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 abuse directors are but a few of the many participants at this conference. Access these key individuals to reach the organizations they represent.

Exhibitors \$500 Virtual hall with booths for exhibitors and sponsors

- Company given exposure on the landing page of the event according to sponsorship level.
- Company given exposure in the Virtual Lobby displaying branding and direct access links to the company's virtual booth.
- Company name, logo, and description on the exhibit booth page as well as company website (URL **WITHOUT** hyperlink), social media and contact information
- Standard virtual booth template with customized banner ad at top of page (Tier 2)
- "Email Me More Information" button option for attendees to connect with exhibitor (full contact information provided for these attendees)
- One (1) PDF "Resource" available on page (e.g. white paper, abstract, product brochure, etc.)
- Two (2) Content links
- One (1) video upload to booth
- One (1) Full Meeting Registration included for complimentary access to the virtual event
- Company's logo is carried in all pre-event email marketing and campaigns.

Sponsors \$1,000- Workshops or Sessions

- Company given exposure on the landing page of the event according to sponsorship level.
- Company given exposure in the Virtual Lobby displaying branding and direct access links to the exhibitor's virtual booth.
- Company is given prominent visibility in the Virtual Auditorium which is where all attendees arrive to watch webinars and speakers.
- Company logo featured on hanging banners on multiple floors of the Virtual Hall.
- Company name, logo, and description on the exhibit booth page as well as company website (URL **WITH** hyperlink), social media and contact information
- Company announced at the beginning of the session and at the end of the session
- Large virtual booth template with customized banner ad at top of page (Tier 1)
- Two (2) videos upload to booth
- Two (2) PDF "Resource" available on page (e.g. white paper, abstract, product brochure, etc.)
- Four (4) Content Links
- "Email Me More Information" button option for attendees to connect with exhibitor (full contact information provided for these attendees)
- "Live Chat" feature to interact with visitors to the booth (specific exhibit hall hours will be encouraged)

	<ul style="list-style-type: none"> • “Schedule a Meeting” option for attendees to choose a time to meet with two (2) representatives in a dedicated virtual meeting room • Two (2) Full Meeting Registrations included for complimentary access to the virtual event • Company’s logo is carried in all pre-event email marketing and campaigns.
<p>Sponsor Breakouts \$500</p>	<ul style="list-style-type: none"> • Company name, logo, and description on the standard exhibit booth page as well as company website (URL WITH hyperlink), social media and contact information (Tier 1) • Company announced at the beginning of the session • “Email Me More Information” button option for attendees to connect with exhibitor (full contact information provided for these attendees) • “Live Chat” feature to interact with visitors to the Sponsor • One (1) Full Meeting Registration included for complimentary access to the virtual event • Company’s logo is carried in all pre-event email marketing and campaigns.
<p>Advertising in Program Book (online only)</p>	<ul style="list-style-type: none"> • Full Page Color Ad - \$600 (7.5” x 10” length) • Half Page Color Ad - \$400 (3.5” x 10” length) • Quarter Page Color Ad - \$350 (7.5” x 5” length)

**Exclusive Awards Ceremony
(Monday) \$1,000
One only**

- Welcome Video Spot: When attendees enter the virtual event, the company's video will pop-up and auto-play.
- eBlasts will be available after December 8, 2020
- Sponsor provides customized eBlast in HTML format
- All eBlasts must be submitted per specifications (provided in confirmation of purchase) and approved by CBHA
- Deployment dates subject to availability on a first-come, first-served basis
- Design, creation, and production associated with eBlast are responsibility of sponsor
- Sponsor recognized as the "EXCLUSIVE" sponsor of the Awards Ceremony
- Company logo featured on hanging banners on multiple floors of the Virtual Hall.
- Large virtual booth template with customized banner ad at top of page (Tier 1)
- Four (4) Content Links
- Two (2) videos upload to booth
- Two (2) Full Meeting Registration included for complimentary access to the virtual event
- Company's logo is carried in all pre-event email marketing and campaigns.

Pre/Post Meeting Attendee eBlast - \$1,000 Limited Spots Available!

Highlight your presence at the Annual Meeting in the most impactful way with a pre- or post-meeting eBlast deployed directly to all registered attendees!

Design, creation, and production associated with eBlast are responsibility of exhibitor/sponsor.

- Company given exposure on the landing page of the event according to sponsorship level.
- Company given exposure in the Virtual Lobby displaying branding and direct access links to the exhibitor’s virtual booth.
- eBlasts will be available after December 8, 2020
- Sponsor provides customized eBlast in HTML format
- All eBlasts must be submitted per specifications (provided in confirmation of purchase) and approved by CBHA
- Deployment dates subject to availability on a first-come, first-served basis
- Two (2)) Full Meeting Registration included for complimentary access to the virtual event
- Company’s logo is carried in all pre-event email marketing and campaigns.

At this year’s virtual conference, exhibitors and sponsors will have the opportunity to choose from many types of custom designed virtual booths that will be located in the “Virtual Exhibit Hall”. Each booth is designed to give you maximum exposure and the ability to interact with all the attendees. Prior to the start of the conference, you will receive an easy step by step process to set-up your booth which will include how you can add images, videos, presentations and documents to your custom designed virtual booth which will allow you to share more about your products and services. (see pdf attached)

Exhibitors Virtual Contract 2020

Name of Organization _____

exactly as will appear in printed materials

Address _____

City _____ State _____ Zip _____

Contact Person _____

Phone & Fax _____

Email _____ Name _____

Sponsorship Activities

- Virtual Exhibit Fee - \$500
- Sponsorship of Plenary Sessions - \$1,000
- Sponsor Breakouts - \$500
- Exclusive Awards Ceremony - \$1,000
- Pre/Post Meeting Attendee cBlast – \$1,000

Advertising Opportunities in Conference Program Booklet

- Full page ad \$600 (full color) 7.5”w x 10” l
- Half page ad \$400 (full color) 7.5” w x 5” l
- Quarter page ad \$350 (full color) 3.5”w x 5” l

Description

Please include a description of 40 words or less for your products and/or services to be included in the conference listing of exhibitors. Failure to include the text for printed material may result in omission in the conference program.

Printing deadlines for inclusion in printed material is November 16, 2020.