

2018 MACMH Marketing Guide

Sponsorship, Advertising and Exhibiting Guide for 2018

Your guide to reaching attendees at the Minnesota Association
for Children's Mental Health Annual Conference



165 Western Ave N, Ste 2
Saint Paul, MN 55102



800.528.4511
651.644.7333



April J Tighe
ajtighe@macmh.org



www.macmh.org
macmh.org/marketing



**2018 MACMH Child & Adolescent
Mental Health Conference** Duluth, MN | April 15 - 17

CONFERENCE DETAILS

April 15 – 17, 2018

Duluth Entertainment Convention Center (DECC)

350 Harbor Drive, Duluth, MN 55802

Now in its **22nd year**, the MACMH Child & Adolescent Mental Health Conference is the largest of its kind in the nation. We have grown nearly every year since our first conference in 1996—and **2017 marked our most popular event to date with over 1,900 participants.**

Conference attendees identify as or work in:

37% Education	6% Early Childhood	1% Corrections
30% Mental Health	2% Family Member	8% Other
14% Social Services	2% Health Care	

Conference Objectives

The **Minnesota Association for Children's Mental Health Annual Conference** is designed for people who care for or work with children and youth. Our annual conference offers professionals and families opportunities to:

- ▶ Improve policy and enhance practices for children (birth to 21) who have or are at risk of developing mental health disorders.
- ▶ Acquire skills and strategies that will improve outcomes for children with mental health needs.
- ▶ Gain knowledge of best practices and latest research in children's mental health and related fields.
- ▶ Enrich understanding of different perspectives and common goals in support of all children.

MACMH's mission is to promote positive mental health for all infants, children, adolescents and their families.

Schedule

This schedule is subject to change and reflects possible opportunities for participants. Guests may attend one, two or all three dates.

Sunday, April 15

11:00 am – 6:00 pm Supervision Series
12:15 pm – 4:00 pm Educational Workshops
2:00 pm – 6:00 pm Exhibitor Set-up (Not open for attendees)
4:15 pm – 6:45 pm MHED Talks® & Networking Reception

Monday, April 16

7:30 am – 3:00 pm Exhibit Hall Open
7:30 am – 8:50 am Exhibits/Breakfast
9:00 am – 10:00 am Keynote Presentation
10:00 am – 12:15 pm Educational Workshops
12:15 pm – 1:15 pm Lunch/Exhibits
1:15 pm – 4:45 pm Educational Workshops
2:30 pm – 3:00 pm Exhibit Hall Prize Drawing

Tuesday, April 17

7:30 am – 1:15 pm Exhibit Hall Open
7:30 am – 8:50 am Exhibits/Breakfast
9:00 am – 10:00 am Keynote Presentation
10:00 am – 10:30 am Exhibit Hall Prize Drawing
10:30 am – 12:15 pm Educational Workshops
12:15 pm – 1:15 pm Lunch/Exhibits
1:15 pm – 4:15 pm Educational Workshops

Unique Conference Features

- ▶ The Supervision Series is designed to help social work supervisors meet the MN Board of Social Work's requirements in the practice of licensing supervision.
- ▶ Mental Health Exploration & Discovery or MHED Talks® for short is a presentation series in the spirit of TED Talks. Using stories – both personal and experiences from the field – speakers share their expertise on new concepts, programs, treatment models, research and healthcare trends. Immediately following the presentation there is a Q&A networking session.
- ▶ An optional Legislative Update is offered for those wanting an overview of what happened in the previous legislative session and to learn about key issues being addressed during the upcoming session.
- ▶ A variety of educational programming options are geared specifically toward those interested in or working in the field of infant and early childhood mental health.
- ▶ Up to 19 Continuing Education Hours (CEHs) are offered to those needing advancement toward various board certifications.

Conference Sponsorship

PLATINUM \$7,500

- ▶ Half-page ad in the conference brochure (15,000+ recipients) and conference program (1,900+ recipients)
- ▶ Banner representing your company in highest traffic area (ballroom lobby)
- ▶ Company mention during morning announcement and PowerPoint (1,900+ impressions)
- ▶ Special recognition on MACMH's website and in conference emails (55,000+ recipients)
- ▶ Complimentary conference registration for three (3) staff members (\$1,137 value)
- ▶ Your flyer in every attendee folder (1,900+ estimated attendance)

GOLD \$5,000

- ▶ Quarter-page ad in the conference brochure (15,000+ recipients) and conference program (1,900+ recipients)
- ▶ Large sign representing your company in highest traffic area (ballroom lobby)
- ▶ Company mention during morning announcement and PowerPoint (1,900+ impressions)
- ▶ Special recognition on MACMH's website and in conference emails (55,000+ recipients)
- ▶ Complimentary conference registration for two (2) staff members (\$758 value)
- ▶ Your flyer in every attendee folder (1,900+ estimated attendance)

SILVER \$2,500

- ▶ Your agency logo and acknowledgement in the conference brochure (15,000+ recipients) and conference program (1,900+ recipients)
- ▶ Sign representing your company in highest traffic area (ballroom lobby)
- ▶ Company mention during morning announcement and PowerPoint (1,900+ impressions)
- ▶ Special recognition on MACMH's website and in conference emails (55,000+ recipients)
- ▶ Complimentary conference registration for one (1) staff member (\$379 value)

Scholarship Fund – Variable, starting at \$360

These funds will be used to defray the costs associated with attending the conference for parents and family members who are in need of financial assistance. This could include but is not limited to: conference registration fees, hotel accommodations, food stipends, travel reimbursements, etc.

- ▶ Company mention during morning announcement and PowerPoint (1,900+ impressions)
- ▶ Recognition in the conference program featuring you or your organization as a scholarship donor



Conference Exhibiting

NEW This Year

MACMH is expanding the exhibit hall to provide additional room for our conference guests and exhibitors. With over 23,000 square feet, the DECC Arena will be the new location for this aspect of the conference. Special staging and unique programming will be available. **We encourage all exhibitors to think of new ways to expand your reach and tap into new audiences by engaging our participants at your booth.**

The Exhibitor registration deadline is [March 1](#), however we recommend you contact us earlier than that with your intention to exhibit or sponsor. A conference and exhibit hall schedule can be found on page 3 of this marketing guide. Set-up day is Sunday, April 15 from 2:00 pm – 6:00 pm. The Exhibit Hall is open Monday from 7:30 am – 3:00 pm and Tuesday from 7:30 am – 1:15 pm.

Extra items are available for purchase at decc.org/exhibitor-info-resources-exhibit. Exhibitor discounts may be available to small nonprofits, sole proprietors and small businesses.

Booth Sizes

PREMIUM \$665*

- ▶ 15'L x 8'W curtained space with hanging signage
- ▶ One 8' skirted table, one 4' skirted table, and three chairs
- ▶ Up to three lunches each day (Monday & Tuesday)

STANDARD \$495 (\$525 corner booth)*

- ▶ 10'L x 8'W curtained space with hanging signage
- ▶ One 8' skirted table and two chairs
- ▶ Up to two lunches each day (Monday & Tuesday)
- ▶ Corner booth has access on two sides

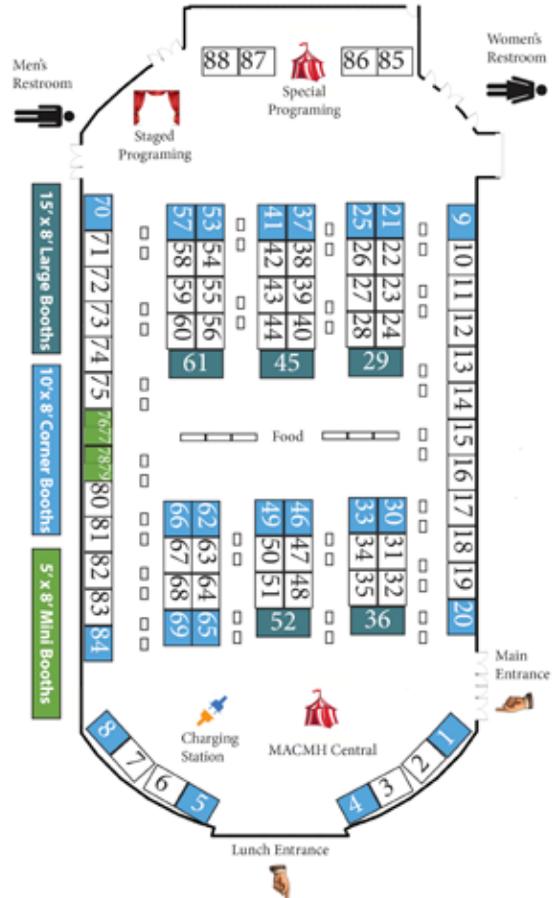
MINI Ask MACMH*

- ▶ 5'L x 8'W curtained space with hanging signage
- ▶ One 4' skirted table and one chair
- ▶ One lunch each day (Monday & Tuesday)

*All booth packages include:

- ▶ Two days with extended breaks to reach attendees
- ▶ Your information listed on the exhibitor flyer in attendee folders
- ▶ Reduced conference registration rate for exhibit staff wanting to attend sessions (\$45 discount)
- ▶ Free wireless Internet

The New Exhibit Hall





Conference Advertising

The conference information brochure is mailed in February to 15,000 potential attendees. The conference program is received by 1,900+ attendees.

BROCHURE

Full page ad in conference brochure (Deadline: January 19, 2018)	\$2,500	8.5" x 11", JPEG (CMYK), PDF, or EPS – 300 dpi
Half page ad in conference brochure (Deadline: January 19, 2018)	\$1,500	8.5" x 5.5" or 4.25" x 11", JPEG (CMYK), PDF, or EPS – 300 dpi
Quarter page ad in conference brochure (Deadline: January 19, 2018)	\$700	4.25" x 5.5", JPEG (CMYK), PDF, or EPS – 300 dpi

PROGRAM

Full page ad in conference program (Deadline: March 12, 2018)	\$1,000	8.5" x 11", JPEG (CMYK), PDF, or EPS – 300 dpi
Half page ad in conference program (Deadline: March 12, 2018)	\$600	8.5" x 5.5" or 4.25" x 11", JPEG (CMYK), PDF, or EPS – 300 dpi
Quarter page ad in conference program (Deadline: March 12, 2018)	\$400	4.25" x 5.5", JPEG (CMYK), PDF, or EPS – 300 dpi

PromotionalMaterials

Conference welcome bag	Promotional items are available to meet any budget. Please choose a promotional item from these options. You provide 2,000 of the item and we will add it to our conference bag for \$400. Imprint the MACMH logo on the item and we will waive the \$400.
Your flyer in attendee folders	
Your gift in attendee bags	
Conference pen	
Conference notepad	
Conference lanyard and badge holder	
Water bottle	

MACMH must approve all sponsorship items prior to printing and delivery.

NEXT STEPS

By advertising, exhibiting, or becoming a sponsor for MACMH's 2018 Child & Adolescent Mental Health Conference – the largest of its kind in the nation – you will have the opportunity to get your organization's name in front of up to 15,000 people working and interested in the field of children's mental health.

If you are interested in sponsoring, exhibiting or advertising please visit our website at www.macmh.org/marketing to register. Please keep in mind our exhibit hall historically books out before the registration deadline of **March 1, 2018.**

If you have any questions or concerns or would like to explore additional opportunities please contact Keri Stenemann at kstenemann@macmh.org.

Discover More www.macmh.org/marketing

2018 MACMH Marketing Guide

Sponsorship, Advertising and Exhibiting Guide for 2018

Your guide to reaching attendees at the MACMH Annual Conference



165 Western Ave N, Ste 2
Saint Paul, MN 55102

Nonprofit Org
US Postage
PAID
Twin Cities, MN
Permit No 2102

