

2019 MACMH Marketing Guide

Sponsorship, advertising and exhibiting opportunities for 2019

To help you reach attendees at the Minnesota Association
for Children's Mental Health Annual Conference



Minnesota Association for Children's Mental Health



23 Empire Drive, Ste 1000
Saint Paul, MN 55103



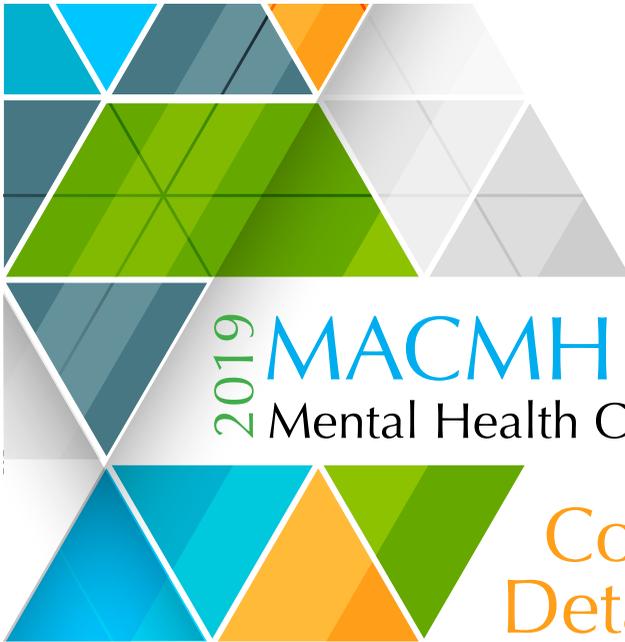
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www.macmh.org
macmh.org/marketing



2019 MACMH Child & Adolescent Mental Health Conference Duluth, MN | April 28 - 30

Conference Details

April 28 – 30, 2019

Duluth Entertainment Convention Center (DECC)

350 Harbor Drive, Duluth, MN 55802

Now in its **23rd 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 28

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 29

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 30

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



UniqueConferenceFeatures

- ▶ 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 — MHED Talks® for short — is a presentation series in the spirit of TED Talks. Using personal stories 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.
- ▶ A 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 or you may donate your registrations to our scholarship fund (\$1,197 value)
- ▶ Your flyer in every attendee folder (1,900+ estimated attendance) or choose a standard booth package

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 or you may donate your registrations to our scholarship fund (\$798 value)
- ▶ Your flyer in every attendee folder (1,900+ estimated attendance)



SILVER

\$2,500

- ▶ Your agency logo and acknowledgment 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 or you may donate your registration to our scholarship fund (\$399 value)

Scholarship Fund – Variable, starting at \$380

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

ExpandedSpace

In 2018 MACMH expanded the exhibit hall to provide additional room for our conference guests and exhibitors. With over 23,000 square feet, the DECC Arena is a great location for this component of the conference. Special staging and unique programming are 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 [April 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 28 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 \$257 (nonprofits only)* limited quantity

- ▶ 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



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

Your flyer in attendee folders **\$400** Provide 2000 to MACMH by 4/15.

PROGRAM

Full page ad in conference program (Deadline: March 21)	\$1,000	8.5" x 11", JPEG (CMYK), PDF, or EPS – 300 dpi
Half page ad in conference program (Deadline: March 21)	\$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 21)	\$400	4.25" x 5.5", JPEG (CMYK), PDF, or EPS – 300 dpi

Promotional Materials

Conference welcome bag	<p>Promotional items are available to meet any budget. Please choose a promotional item from these options.</p> <p>We ask that you provide 2,000 of the item you select and we will add it to our conference bag for \$400. If you choose to imprint the MACMH logo on the item, we will waive the \$400.</p>
Conference pen	
Conference notepad	
Conference lanyard and badge holder	
Conference water bottle	
Conference fidget	
Your gift in attendee bags	

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

NEXT STEPS

By advertising, exhibiting, or becoming a sponsor for MACMH's 2019 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 [April 1, 2019](#).

If you have any questions or concerns or would like to explore additional opportunities, please contact Rachael Jacques at rjacques@macmh.org.

Discover More www.macmh.org/marketing

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US Postage
PAID
Twin Cities, MN
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