

COLORADO STATE MENTAL HEALTH  
PROFESSIONALS ANNUAL CONFERENCE

# Exhibitor Prospectus

Colorado Convention Center, Denver, CO

Expo: April 22<sup>nd</sup>-23<sup>rd</sup>, 2016

Pre-Conference Trainings: April 21<sup>st</sup>

Awards Ceremony and Gala Event: April 22<sup>nd</sup>

Conference: April 22<sup>nd</sup> – 23<sup>rd</sup>

Hosted By:

The Colorado Counseling Association



National Association of Social Workers – Colorado



Event Manager: [Info@ColoradoCounselingAssociation.org](mailto:Info@ColoradoCounselingAssociation.org)

## Why exhibit with us?

1. The Statewide Mental Health Professionals Conference & Exposition will be the largest professional development event for mental health professionals in the state of Colorado. Collectively, the Colorado Counseling Association and the National Association of Social Workers – Colorado represent the largest percentage of professionals in Colorado.
2. More than 1,750 attendees are expected.
  - *2 Post-Card Direct Mailers to 21,000 Mental Health Professionals*
  - *Strategic Outreach to 20 School Programs*
  - *\$10,000 per month in online advertising*
  - *Monthly E-mail Blasts*
3. This is your target market: more than 50% of our attendees are decision-makers or influencers at their workplace.
4. Mental Health Professionals are highly educated and influential whose expertise is increasingly needed in many diverse settings.
5. Demonstrate your products and services – tell professionals face-to-face how you can help them succeed.
6. Reach new markets – students and new professionals are the future of the mental health professionals. Exhibiting gives you an exclusive opportunity to make a connection to this growing market.
7. Over 19 specialty topic development sessions attracts a diverse group of professionals from across and beyond the state.
8. Recruit students for your counseling education programs.
9. Promote name recognition and secure brand loyalty.
10. Connect with over 75 organizations.



*This includes many things most conferences don't*

### **All Booths includes**

- One 10' x 10' booth with 8' draped side wall and 36" draped side walls
- One 6' draped table, two side chairs and one wastebasket
- Internet
- Electricity if needed
- Complimentary full conference registrations: Attend all conference activities including education sessions, keynote events, and awards ceremony. Sponsors Only. See Sponsor section for specific number of registrations included with each level.
- Two Expo-only booth personnel badges
- Company listing and product description in the 2015 Conference Guidebook utilized by every attendee.
- 24 hour security

### **Two-Day Schedule and Traffic-Building Events That Drives Attendees to the Expo**

- 7am Registration Opens
- 9am Expo Coffee Break in Expo Hall
- 10am Keynote (2 Hour) in Expo Hall
- 12pm Lunch in Expo Hall
- 3:45pm Snack in Expo Hall

## Sponsorships

*Increase your visibility, build brand awareness and create new leads.*

### **Title Sponsor: \$20,000 (One Available)**

#### **Space 37 on Space Plan**

- Recognized on Conference Post-Card Mailer (21,000 Addresses)
- Two 220x220 banner ad on website with link to your site for 12-months
- Two full or four 1/2 –page, ads in Newsletter (within 12 month period)
- Full-page “Sponsor Spotlight” in one Newsletter
- Recognition across all Social Media accounts
- One 10’x15’ inline exhibit booth at the 2016 Conference & Expo at the Colorado Convention Center
- Four Full Conference registrations (for you, your employees, clients or customers)
- Ad in the 2016 Conference Program Guide
- Logo in sponsor section of website
- Logo and recognition at keynote sessions at 2016 Conference & Expo
- Logo and recognition on sponsors page in 2016 Conference Program Guide
- To be highlighted at featured keynote sessions
- To be introduced at Awards Ceremony and Gala and permitted to announce one award of choice to recipient on evening of Friday, April 22<sup>nd</sup>.

### **Irvin Yalom Keynote Sponsor: \$15,000 (One Available)**

#### **Space 44 on Space Plan**

- One 220x220 banner ads on website with link to your site for 12-months
- Three 1/2 –page, ads in Newsletter (within 12 month period)
- 1/2-page “Sponsor Spotlight” in one Newsletter
- Recognition across all Social Media accounts
- One 10’x10’ inline exhibit booth at the 2016 Conference & Expo at the Colorado Convention Center
- Four Full Conference registrations (for you, your employees, clients or customers)
- Ad in the 2016 Conference Program Guide
- Logo in sponsor section of website
- Introduction of keynote speaker, Dr. Irvin Yalom at 2016 Conference & Expo
- 2-3 minute direct marketing time with entire audience prior to keynote
- Logo and recognition on sponsors page in 2016 Conference Program Guide
- To be recognized at Awards Ceremony and permitted to announce one award of choice to recipient.

## **Gold Lunch Sponsor: \$10,000 (Two Available)** **Spaces 35, 36 on Space Plan**

- This level sponsor will be responsible for providing attendees a box lunch within the exhibit hall offering convenience and support to those trying to maximize their experience. Must have sponsor to offer to attendees.
- One 220x220 banner ads on website with link to your site for 12-months
- 3 1/3 –page, ads in Newsletter (within 12 month period)
- Half-page “Sponsor Spotlight” in one Newsletter
- Recognition across all Social Media accounts
- One 10’x10’ inline exhibit booth at the 2016 Conference & Expo at the Colorado Convention Center
- Two Full Conference registrations (for you, your employees, clients or customers)
- Ad in the 2016 Conference Program Guide
- Logo in sponsor section of website
- Logo and recognition at keynote sessions at 2016 Conference & Expo
- Logo and recognition on sponsors page in 2016 Conference Program Guide
- To be recognized at Awards Ceremony

## **Silver Coffee Sponsor: \$7,500 (Three Available)** **Spaces 34, 42, and 43 on Space Plan**

- This level sponsor will be responsible for offering the coffee break to attendees within the exhibit hall. Must have sponsor to offer to attendees.
- Two 220x220 banner ads on website with link to your site for 12-months
- Two 1/3 –page, ads in Newsletter (within 12 month period)
- 1/3-page “Sponsor Spotlight” in one Newsletter
- Recognition across all Social Media accounts
- One 10’x10’ inline exhibit booth at the 2016 Conference & Expo at the Colorado Convention Center
- Two Full Conference registrations (for you, your employees, clients or customers)
- Ad in the 2016 Conference Program Guide
- Logo in sponsor section of website
- Logo and recognition at keynote sessions at 2016 Conference & Expo
- Logo and recognition on sponsors page in 2016 Conference Program Guide

## **Bronze Snack Sponsor: \$5,000 (Four Available)** **Spaces 32, 33, 40, and 41 on Space Plan**

- This level sponsor will be responsible for offering the afternoon snack break to attendees within the exhibit hall. Must have sponsor to offer to attendees.
- One 1/3 –page, ads in Newsletter (within 12 month period)
- 1/3-page “Sponsor Spotlight” in one Newsletter
- Recognition across all Social Media accounts
- One 10’x10’ inline exhibit booth at the 2016 Conference & Expo at the Colorado Convention Center
- Two Full Conference registrations (for you, your employees, clients or customers)

- Ad in the 2016 Conference Program Guide
- Logo in sponsor section of website
- Logo and recognition at keynote sessions at 2016 Conference & Expo
- Logo and recognition on sponsors page in 2016 Conference Program Guide

### **Supporting Sponsor: \$2,500 (10 Available)** **Spaces 27-31 and 45-49 on Space Plan**

- 1/4 –page, ads in CCA Newsletter (within 12 month period)
- 1/4-page “Sponsor Spotlight” in one CCA Newsletter
- Recognition across all CCA Social Media accounts
- One 10’x10’ inline exhibit booth at the 2015 CCA Conference & Expo at the Colorado Convention Center
- Two Full Conference registrations (for you, your employees, clients or customers)
- 1/4 page, ad in the 2015 Conference Program Guide
- Logo in sponsor section of counseling.org
- Logo and recognition at keynote sessions at 2015 Conference & Expo
- Logo and recognition on sponsors page in 2015 Conference Program Guide
- Two passes to post conference VIP reception

## **2016 Exhibit Booth Rates**

### **Higher Traffic Booths: \$1000 (10 Available)** **Spaces 22-26 and 50-54 on Space Plan**

\$750 for each 10’x15’ space

Specific Space to be determined by first come first served. Limited Space available

### **Standard Booths: \$500 (20 Available)** **Spaces 12-21 and 55-60 on Space Plan**

\$500 for each 10’x10’ space

Specific Space to be determined by first come first served. Limited Space available

### **Outside Perimeter Booths: \$250 (22 Available)** **Spaces 1-11 and 65-75**

\$250 for each 10’x10’ space

Specific Space to be determined by first come first served. Limited Space available

## **Additional Conference Sponsorships**

### **The following conference sponsorship opportunity includes:**

- Logo and link to your site and identification as a sponsor on the Conference Site
- Ad in the 2016 Conference Program Guide

### **Badge Lanyards \$5,000**

Every attendee wears a badge. Sponsoring the badge lanyards is exclusive and provides you with high visibility throughout the entire conference.

## **Essential Information**

### **Space Plan**

The event will occupy 50,000 sq ft of ballroom space for the Expo. Booth spaces will be laid out according to a professional space plan included on the following page. All spaces will be available on a first come first served basis.

### **Expo Dates**

April 22, 23, 2016

### **Expo Hours**

Friday, April 22, 8:00am – 5:00pm

Saturday, April 23, 8:00am – 4:00pm

### **Location of Expo**

Colorado Convention Center  
700 14<sup>th</sup> St, Denver, CO 80202  
[www.DenverConvention.com](http://www.DenverConvention.com)

### **Exhibit Installation**

Thursday, April 21, 2016

2:00pm – 6:00pm

Installation must be completed by 6:00pm

### **Exhibit Dismantling**

Saturday, April 23, 2016

4:00pm – 6:00pm

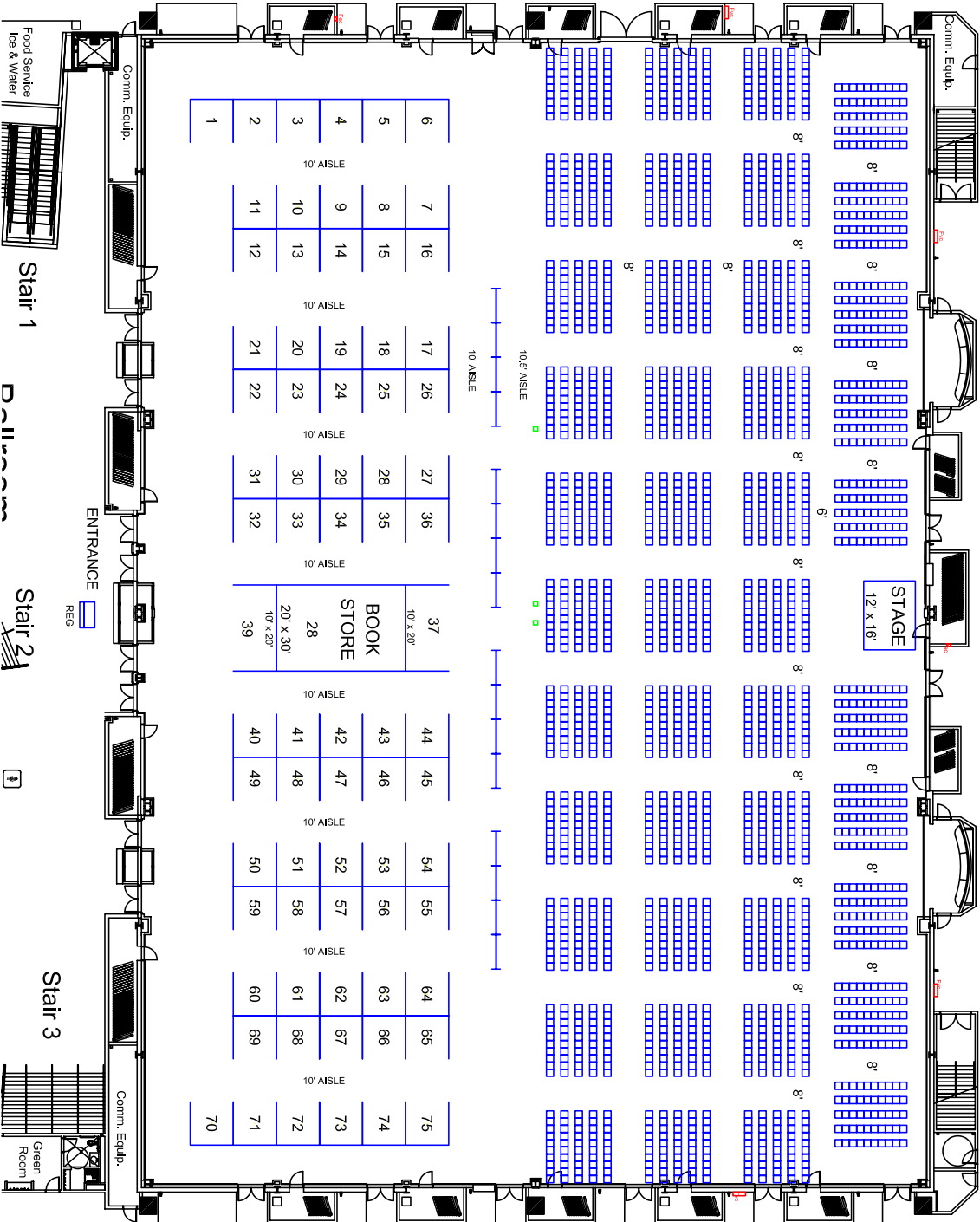
Exhibit must not be disturbed, dismantled or removed before 4:00pm on Saturday, April 23, 2016. Please make travel plans accordingly.

### **Contact Information**

Sean Boyd

[Info@ColoradoCounselingAssociation.org](mailto:Info@ColoradoCounselingAssociation.org)

**COLORADO COUNSELLING ASSN.**  
 CO CC, MILE HIGH BALLROOMS 1-3  
 APRIL 21-23, 2016  
 BOOTHS ARE 10' x 10' (72) - CHAIRS - 2500  
 AISLE WIDTHS ARE NOTED  
 REVISED 6-5-15 REV 2



Ballroom

Green Room



## Important Dates

### February 1<sup>st</sup>, 2016

Booth cancellations on and before today forfeit 50% of fee. Cancellations after today forfeit entire fee.

### March 1<sup>st</sup>, 2016

Last day to submit 40-word product descriptions for inclusion in 2016 Conference Program Guide. Descriptions received after this date will be included in the Program Guide Addendum.

### March 15<sup>th</sup>, 2016

Exhibitor Packets distributed by General Contractor. This will provide all of the necessary information regarding where to unload, how to ship, and ultimately, how to plan your exhibit experience.