

2008 Florida Statewide Prevention Conference & Suicide Prevention Symposium

SEPT. 30 - OCT. 3

TRANSFORMING *Communities & Lives*

You and your staff are cordially invited to exhibit at the 2008 Florida Statewide Prevention Conference and Suicide Prevention Symposium, September 30 – October 3, 2008. The symposium starts on Tuesday and the full conference kicks off Wednesday. This combined event will be the year's premier event for spotlighting successful research-based strategies and programs for the prevention of delinquency, substance abuse (alcohol, drugs & tobacco) and suicide. It is also **the** event for organizations and vendors to showcase the latest in prevention technology, software, curricula, literature, publications, media and a spectacular array of other products and services that cater to Florida's prevention professionals, youth and to the community.

This year, in addition to breakfasts being served in the exhibit hall, we will have designated "exhibit hall breaks" in the afternoon accompanied with desserts. We will also be offering a passport program as incentive for participants to visit every booth, making them eligible to win great door prizes. **Exhibitors include, but are not limited to:**

- Educational Software Designers
- Training Companies
- Funding Entities
- Social Marketing Firms
- Youth Serving Organizations
- Prevention Publishers
- Curriculum Developers
- Educational Media & Film Companies
- Drug Testing Companies/Treatment Centers
- Prevention Programs/Prevention Coalitions
- Prevention Product Promotion Companies
- Social Marketing Firms

Florida is one of the largest and most diverse states in America and often sets the pace for the rest of the nation in many areas - including substance abuse prevention!

The 2008 Prevention Conference & Symposium will attract nearly 1,000 key decision makers from state agencies, school districts, community coalitions, law enforcement and public health officials throughout Florida and beyond, making it the perfect place to showcase your program, product or service.



3 Top 3 Reasons to Sponsor & Exhibit

1 Direct Access

You will have access to more prospective buyers at this conference than you could contact in a year's worth of individual visits. Virtually every decision maker associated with prevention in Florida will be attending this conference including state agency heads, community coalitions, prevention professionals, law enforcement officers, educators, treatment and mental health professionals, parents and the business community

2 Florida is a Leader

Florida is one of the largest and most diverse states in America and often sets the pace for the rest of the nation in many areas - including substance abuse prevention! If your program, product or service can help increase Florida's effectiveness in treatment and prevention, then you need to be at this event!

3 Innovative Sponsorship Options

Get noticed by providing attendees with special offerings such as the Cyber Café & Networking Lounge, New Dawn Breakfasts or Conference T-Shirts with your logo. All of our sponsorship options are designed to get you noticed and promote goodwill between you and conference attendees.

Signature Sponsorships

Platinum "Presenting Sponsor" \$20,000

- ✓ Featured in \$300,00 worth of radio spots on Clear Channel stations throughout Florida
 - ✓ Prominently noted as premier sponsor featured on all promotional materials distributed to more than 6,000 prospective attendees
 - ✓ Opportunity to present two pre-conference case study workshops
 - ✓ Full-page, full-color ad in conference program
 - ✓ Featured in conference program with 45 word description & website
 - ✓ Logo on front page of conference website with 45 word corporate profile and hyperlink to your web site, six month listing
 - ✓ 5 invitations to the Leadership Awards Banquet
 - ✓ Prominent listing on conference tote bag
 - ✓ Exclusive commemorative pens for all attendees
 - ✓ 12' Banner in main ballroom
 - ✓ Vertical banners at registration desk
 - ✓ Promotional insert in conference registration materials
 - ✓ Complimentary premier exhibit booth
 - ✓ 5 complimentary full conference registrations
 - ✓ Set of mailing labels of attendees
- * Option to add \$5,000 to be exclusive T-shirt sponsor you will be the only sponsor listed on the shirt, along with the Florida Prevention Partnership logo)

Gold Sponsor \$15,000

- ✓ Featured on all promotional materials distributed to more than 6,000 prospective attendees
- ✓ One complimentary pre-conference case-study workshop
- ✓ Four invitations to the Leadership Awards Banquet
- ✓ 1/2-page, full-color ad in conference program
- ✓ Logo on front page of conference website with link to your website
- ✓ Featured in conference program (with 30 word website description)
- ✓ Promotional insert in conference registration materials
- ✓ Complimentary premier exhibit booth
- ✓ 4 complimentary full conference registrations
- ✓ Opportunity to purchase mailing labels for all attendees



Silver Sponsorship \$10,000

- ✓ Featured on all promotional materials
- ✓ One complimentary pre-conference case-study workshop
- ✓ Logo on front page of conference website with hyperlink to your website
- ✓ 1/2-page ad in conference program
- ✓ Promotional insert in conference registration materials
- ✓ Complimentary premier exhibit booth
- ✓ 3 complimentary full conference registrations
- ✓ Opportunity to purchase mailing labels for all Attendees

Networking Lunch Sponsor \$7,500

- ✓ Two pre-conference case-study workshops
- ✓ Promoted and announced as the exclusive "Networking Lunch" sponsor
- ✓ Listed in the conference program as a premier lunch sponsor
- ✓ Announced as the official lunch sponsor with a 5-minute opportunity to brief the attendees on your program/service
- ✓ Listed on promotional materials
- ✓ Listed in conference program (with 25 word description)
- ✓ Promotional insert in conference registration materials
- ✓ Full page, 1-color ad in conference program
- ✓ Complimentary premier exhibit booth
- ✓ 3 complimentary full conference registrations

Special Offerings

Cyber Café Sponsor

\$5,000

We all need to check e-mail, weather and news – so imagine 1,000 people over the course of four days using your homepage to begin their web excursions at the Cyber Café!

- ✓ Branded Cyber Café & Networking lounge (*i.e. Century Books Cyber Café*)
- ✓ All computers set to your designated homepage or personalized message
- ✓ ½-page ad in conference program
- ✓ Promotional insert In conference registration materials
- ✓ Complimentary premier exhibit booth
- ✓ 2 complimentary full conference registrations

Good Morning Breakfast Sponsor

\$5,000

As sponsor of the breakfast on Wednesday, Thursday or Friday - you will be the organization that starts attendees' day off right! You will be promoted through the conference promotional materials including the Conference Program and announced from the main stage as the breakfast program or service. You will also receive a complimentary exhibit booth, full page ad in the program and two complimentary full conference registrations.

Commercially-Sponsored Workshop

\$3,000

In order to give attendees the opportunity to better understand your program or product, you can submit an **Application to Present a Commercially-Sponsored Workshop** – which includes a free exhibit booth. This is NOT intended to be a sales pitch, but rather an opportunity to showcase real-life case studies/success stories related to your program or product in an exciting workshop that is both interesting and interactive. The first 10 applications to be received will be reviewed by the Conference Planning Committee for evaluation of proposed content and relevance to attendees' needs. Organizations who qualify will be notified of their acceptance. Please contact Caitlin Hall-West at 904/887-4811 for a Commercial Workshop Application.

Program Ad

\$1,000

As an additional offering, you can purchase a full-page, full-color ad in the conference program. Ads must be received in PDF format no later than September 1, 2008. Trim size 8 3/8 " X 11", bleed size 8½" X 11¼".

Portfolio Stuffer

\$750

When you provide a minimum quantity of 1200 brochures, accessories or other branded items our staff will insert them into all of the attendees' personal conference packets for just \$750. Materials must be received at Meeting MasterMinds no later than September 1, 2008.

Exhibit Only

Standard Exhibitor

\$1,250

Not for Profit Exhibitor

\$850

- | | |
|---|--|
| ✓ Listed in conference program | ✓ Listed in conference program |
| ✓ One 8' X 10' booth in Exhibit Hall | ✓ One 8' X 10' booth in Exhibit Hall |
| ✓ Upgrade to corner booth for \$250 more
(if space is available) | ✓ Upgrade to corner booth for \$250 more |

Eligibility:

The Florida Prevention Partnership reserves the right to limit sponsors and exhibitors to those who are not directly involved in the manufacturing or distribution of alcohol or tobacco products and to make the final determination of all space assignments in the best interest of the event.

The Fine Print

Location:

The Caribe Royal Resort Suites and Villas, 8101 World Center Drive, Orlando, Florida 32821; Phone: (407) 238-8000 or toll free (800) 823-8300. This luxurious, four-star resort is located 1.5 miles from Disney World and minutes away from other Orlando attractions.

Accommodations:

All exhibitors are responsible for making their own hotel reservations. A block of rooms is reserved for the conference at a reduced rate at the Caribe Royal in Orlando. The hotel rates are \$155 for a queen or standard king, plus applicable taxes – other rates available. To receive preferred rate, state your affiliation with the Florida Statewide Prevention Conference, and make your reservations on or before August 25, 2008.

Standard Exhibit Booth Package Includes:

8' x 10' draped booth, 8' back drape, 6' x 2' skirted table, 2 chairs, and 1 wastebasket; one 7" x 44" single-line exhibitor identification sign with company name and booth number; listing of exhibitor contact information and a brief description of programs and services in the conference program; and one complimentary conference registration.

Exhibit Hall Booth Assignments:

Space is limited and booths are assigned in priority order based on sponsorship levels and after sponsors' commitments have been satisfied, standard exhibitor spaces will be assigned on a first-come, first-served basis with corner upgrades if available for an additional \$250. To reserve your space, please read the exhibit terms and conditions, complete the application and contract for exhibit space and return the contract with full payment (checks made payable to Hillsborough County Anti-Drug Alliance).

Eligibility:

The Florida Prevention Partnership reserves the right to limit sponsors and exhibitors to those who are not directly involved in the manufacturing or distribution of alcohol or tobacco products and to make the final determination of all space assignments in the best interest of the show.

Equipment and Services:

Official Exposition Show Management/Decorator for the Florida Statewide Prevention Conference 2008 Gulf Coast Exposition. Please address inquiries to:

Chris A. Binion - Gulf Coast Expo

Email: GulfCoastExpo@aol.com, Phone: (813) 915-8066 / FAX: (813) 319-0619

Gulf Coast will provide a pre-show packet, which includes all the necessary pricing, order forms and listing of all designated service contractors. Send all exhibit booth shipments NO LATER than September 6, 2008 labeled as:

2008 Florida Statewide Prevention Conference & Suicide Prevention Symposium / Sept. 30 - Oct. 3

c/o Gulf Coast Expo/Exhibit Logistics

BOOTH SHIPMENT

From: Company Name / Booth Number

2901 Titan Row, Suite 102

Orlando, Florida 32809

Exhibit Hall Set Up

Monday, Sept. 29 Noon – 5:00 p.m. (Suicide Prevention Symposium & Pre-Conference activities)

Tuesday Sept. 30 9:00 a.m. – 3:00 p.m.

Exhibit Hall Hours:

Tuesday, Sept. 30 9:00 a.m. – 5:00 p.m.

Wednesday, October 3 8:00 a.m. – 5:00 p.m.

Thursday, October 4 8:00 a.m. – 6:00 p.m.

Friday, October 5 8:00 a.m. – 1:00 p.m.

Exhibit Tear-Down:

Date: Friday, October 5 1:00 p.m. – 3:00 p.m.

APPLICATION & CONTRACT FOR SPONSORSHIP / EXHIBIT SPACE 2008 STATEWIDE PREVENTION CONFERENCE

*Please complete the following application and send to Joy Mills at Joy@meetingmasterminds.com,
fax: 904-236-6792 or mail: 1513 Orlando Circle South, Jacksonville, FL 32207.*

Company Name: _____ URL: _____
 Physical Address: _____ City: _____ State: _____ Zip: _____
 Exhibit Contact, Name: _____ Title: _____
 Exhibit Contact Ph: _____ Fax: _____ E-Mail: _____
 Complimentary Registrant's Name: _____

45-word (or less) description of products, services or programs (This will be used for exhibitor listing in conference program, please use the number of words described in benefits section.)

<i>Select Here</i>	<i>Early Bird</i>	<i>After May 1</i>
<input type="checkbox"/> Platinum Presenting Sponsor	\$20,000	
<input type="checkbox"/> Gold Sponsor	\$15,000	
<input type="checkbox"/> Silver Sponsor	\$10,000	
<input type="checkbox"/> Networking Lunch Sponsor	\$7,500	
<input type="checkbox"/> Cyber Café Sponsor	\$5,000	
<input type="checkbox"/> Breakfast Sponsor	\$5,000	
<input type="checkbox"/> Commercially- Sponsored Workshop	\$3,000	
<input type="checkbox"/> Program Ad	\$1,000	
<input type="checkbox"/> Standard Exhibitor	\$1,150	\$1,250
<input type="checkbox"/> Not-For-Profit Exhibitor	\$750	\$ 850
<input type="checkbox"/> Portfolio Stuffer	\$750	
<input type="checkbox"/> Corner Booth	\$250	

TOTAL \$ _____

Method of Payment:

___ Check (Please make check payable to **Hillsborough County Anti-Drug Alliance**)

___ Credit Card: ___ MasterCard ___ VISA ___ Amex

Card # _____ Exp. Date: _____

Authorized Signature: _____

Printed Name of Authorized Signer: _____

I agree to abide by all of the provisions, rules and regulations as published within this 2008 Marketing Invitation, and I, the undersigned applicant, agree to each part of this exhibit contract. Keep a copy of this contract for your records.

_____ DATE: _____

Terms and Conditions

1. Location, Date and Hours of Exhibits: See above.
2. Space Rental: Each 8-by-10-foot booth space is provided with a pipe and drape of 8 feet high in the rear. Also provided is: one 6-by-2-foot skirted table, two chairs, and a 7-by-44-inch single-line identification sign with company name and booth number and a wastebasket. All Exhibits must comply with the Guidelines for Display Rules and Regulations published by the International Association of Exposition Management.
3. Official Service Contractor: See key contact section of the accompanying exhibit prospectus. Participating exhibitors will receive in advance an Exhibitors Service Manual from Gulf Coast EXPO, the FPP's official service contractor. The manual contains complete information and order forms for all exhibit services (both tables and booths). The available services include labor, materials handling, display tables, drayage, furniture and equipment rental. A separate form for electrical services is included in the Exhibitors Service Manual. Costs for electrical access are at an additional cost through Gulf Coast EXPO.
4. Booth Assignment: FPP does not guarantee any particular booth selection and reserves the right to (a) decline or prohibit any exhibit, product or service for any reason, with or without cause, which, in their sole judgment, is not suitable to or in keeping with the character of the exhibition, or (b) relocate booth assignment, with prior notice to the exhibitor, to develop a balance against congestion, to avoid confusion in firm names, to solve competition conditions or similar reasons. Final arrangement of booths will be determined by FPP at their sole discretion.
5. Registration: Exhibit badges will be issued only to employees of exhibiting companies. All exhibit booths must be registered by the firm's contact person.
6. Regulations and Standards: A. Solicitation by non-registered exhibitors is strictly prohibited. Firms and representatives not assigned exhibit space are prohibited from soliciting business in any form in the Exhibit Hall. Violators will be required to leave the Exhibit Hall. B. Subletting space is prohibited. An exhibitor may not assign, sublet or share any part of the space allocated without the written consent of FPP. Companies shall not exhibit nor permitted to exhibit any merchandise not a part of regular company-products unless granted permission from FPP. An exhibitor may not permit any representative of any firm not exhibiting to solicit business or take official orders in the exhibitor's space. All business activities of the exhibitor must be confined to the booth space. Conducting business activities in aisles, lobbies or other areas is strictly prohibited. Exhibitors in violation of rule will suffer sanctions affecting their ability to exhibit at future FPP meetings. C. Samples of products, catalogs, pamphlets, publications and souvenirs may be distributed in the Exhibit Hall provided it is done in a dignified manner, does not create a nuisance and does not interfere with adjoining exhibits. D. While reasonable multimedia efforts are fine, loudspeaker displays or other perceived disruptive devices, that in the sole judgment of FPP may be generally disruptive to the Exhibit Hall, are not permitted. If objections arise, the offending exhibitor may be re-assigned to another booth or required to discontinue the activity altogether. E. No exhibit may be dismantled before the official close of FPP Annual Florida Statewide Prevention Conference, nor may any part of the exhibit or equipment be prematurely removed, once it has been set up, except with the permission of FPP. F. Exhibitors may not offer or serve food and/or beverages to conference attendees. The Caribe Royale is the sole provider. Compliance failure with regulations may result in termination of exhibit privileges.
7. Set-up Information: All exhibit booth/table materials, particularly drapes, curtains, table covers, etc., must be flameproof and comply with federal, state and municipal fire laws, insurance underwriter and hotel safety regulations. Materials meeting these requirements are available to exhibitors through the exhibit service contractor, Gulf Coast EXPO. All packing containers, excelsior and similar materials must be removed from the exhibition area upon completion of the booth installation. HCADA will review exhibits setup to assure compliance with exhibit rules before the Exhibit Hall opens. If there are problems with an exhibit, the exhibitor will be notified and required to make appropriate corrections.
8. Drayage: Advance shipments of exhibit materials can be made to Gulf Coast EXP until DATE. The Caribe Royale CANNOT store advance direct shipments.
9. Failure to Occupy Space: Any exhibit space that is not set up and occupied by Noon on October 1, may be forfeited by the exhibitor unless arrangements for delayed occupancy have been made in writing to the HCADA. Unless prior approval is granted, the rental payment for the unoccupied exhibit space also will be forfeited.
10. Liability and Security: The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising from personal injury, injury or damage to exhibitor's displays, equipment and other property brought upon the premises of the hotel. The exhibitor shall indemnify and hold harmless the HCADA, Gulf Coast Expo, Caribe Royale, its agents and employees from any and all losses, damages and claims. HCADA will not insure or indemnify exhibitors against loss of any kind. The exhibit hall will be locked immediately following the close of functions. However, it is the exhibitor's responsibility to secure exhibit and other property during the exhibit hall hours. FPP will cooperate fully, but cannot take responsibility for damage to exhibitor's property, lost shipments either coming in or going out, or for moving costs. Any damage caused by inadequately packed property is the exhibitor's own responsibility. IF exhibit material fails to arrive, the exhibitor will be nevertheless responsible for booth rental and no refund will be made. Exhibitors should carry insurance for these risks.
11. Department of Revenue Registration: Exhibitors who sell non-exempt tangible personal property must register with the Florida Department of Revenue. It is the responsibility of each individual exhibitor to determine if he or she must register with the department. The Taxpayer Assistance Section of the department should be called at (800) 352-3671. Applications for registration are available without cost, by writing to the Florida Department of Revenue, Supply Section: Tallahassee, FL 32399-0100.
12. Cancellation or Reduction of Space: Cancellation or reduction of booth space must be done in writing to Florida Prevention Partnership co/ HCADA, and postmarked on or before DATE to receive a full refund. If the request is postmarked after DATE, the exhibitor is obligated to pay the booth or table rental(s) in full; unless the space is resold by Exhibit Coordinator, in which case the exhibitor is obligated to pay the booth or table rental(s) in full; unless the space is resold by Exhibit Coordinator, in which case the exhibitor is entitled to a refund of all sums paid less a service charge if 20% of the total booth fee. An administrative charge of 50% of the total rental amount is retained for cancellation or reduction of booth space made within 30 days of the meeting date.
13. Cancellation of Exhibition: In the event the exhibition must be canceled, postponed or relocated because of fire, strike, government, regulations, casualties, acts of God or other abuses beyond the reasonable control of FPP, the exhibitor waives any and all damages and claims for damages. The exhibitor agrees that the sole liability of FPP will be to return each exhibitor's rental payment.
14. Amendment to Rules: Any and all matters or questions not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Florida Prevention Partnership.

Conference Contacts:

Joy Mills, President
joy@meetingmasterminds.com

Meeting MasterMinds, Inc.
1513 Orlando Circle S
Jacksonville, FL 32207

P 904-236-6838
F 904-236-679