

October 7, 2015

Dear Colleague,

We are pleased to invite your company to participate as a sponsor and/or exhibitor at the **16th Annual National Behavioral Health Information Management Conference and Exposition: Addressing the Needs of Mental Health, Alcohol, and Other Drug Programs**. The conference will take place **April 27–28, 2016**, at The Hyatt Regency in Garden Grove, California near Disneyland. We will continue to offer **nearly 10 hours of open exhibit hall time** during the conference. By holding breakfasts, lunches and the reception in the exhibit hall we maximize attendee access to your exhibit and company representatives. We will **continue our popular sponsorship opportunities including:**

Mobile App Sponsor - Attendees will be able to view the program, handouts, exhibit hall layout information on all the exhibitors and sponsors and a special thank you for the Mobile App sponsor on the App.

Product Demonstration - Well-advertised demonstration of your product in a sizable meeting room at a time with no competing sessions.

Consumer and Family Member Scholarship Sponsor - Each of these non-exclusive sponsorships will cover the registration fee, travel, lodging and per diem for 5 behavioral health clients/consumers or family advocates.)

Meal Sponsorships - Expression of appreciation at the meal(s) to all attendees by one of the conference co-organizers over a microphone”

Room Key Sponsor – Advertise your company logo and name on 200 plus room keys. Just think each day attendees will see your company Name and logo.

This is the nation’s longest running and most well-attended Information Management Conference for our behavioral health care field. It has become an essential meeting ground for all stakeholders to stay up-to-date on these developments and to view the latest versions of software products for their organizations. **Attendees consist primarily of executive decision makers** from state and county mental health and alcohol and drug program departments, and from the treatment provider organizations with whom they contract. They are all interested in information technology, and **many are qualified buyers of your products**. Attendees’ level of engagement at this conference is consistently high – a clear indication of their organizations’ readiness to acquire, implement, and actively use health information technology.

The Conference Planning Committee has already begun its work to develop a strong educational program for next year that will attract many attendees. We have also begun to market the program aggressively to its well-established California following, to key associations in adjoining states, and to key national behavioral health organizations and trade associations. **We are investing additional resources this year in an enhanced marketing campaign using social media to attract many new attendees.**

Most of the sponsorships and exhibit booth spaces sell out early on a first-come, first served basis, resulting in a waiting list. Included with this letter is an application. Please fax it back to us right away so you can reserve your first choice sponsorship opportunity and/or exhibitor space. **To ensure recognition as a sponsor in the pre-conference program brochure, make certain we receive your completed application with payment by January 7th, 2016. Non-sponsoring exhibitors have until mid-March** for inclusion in the on-site program brochure. A new redesigned Exhibit Hall layout will be out soon.

We look forward to hearing from you soon and seeing you at The Hyatt Regency on April 27–28, 2016.



Tom Trabin, PhD, MSM
Conference Chair



Richard DeLiberty, MSW
Conference Co-Organizer



Sandra Naylor Goodwin, PhD, MSW
President and CEO, CiBHS



Exhibitor and Sponsor Application

The 16th Annual National Behavioral Health Information Management Conference and Exposition

Hyatt Regency Orange County • 11999 Harbor Blvd • Garden Grove, CA 92840

WEDNESDAY, APRIL 27 – THURSDAY, APRIL 28, 2016

	Exhibitor	Continental Breakfast Sponsor	Consumer/ Family Scholarship Sponsor	Lunch Or Exhibitor's Reception Sponsor	Mobile App Or Room Key Sponsor	Product Demonstration Sponsor
EXHIBIT BOOTH	One (see application for additional pricing)	One (see application for additional pricing)	One (see application for additional pricing)	One (see application for additional pricing)	One (see application for additional pricing)	One (see application for additional pricing)
COMPLIMENTARY REGISTRATIONS	Two	Three	Two	Four	Four	Six
PRODUCT DEMONSTRATION (Prescheduled 45 minute time slot)	No	No	No	No	No	Audio Visual Equipment
SPECIAL RECOGNITION (Sponsored Meal Functions)	No	Yes	No	Yes	No	No
RECOGNITION (Pre-Conference Program Brochure)	No	Yes (if confirmed by 01/07/16)	Yes (if confirmed by 01/07/16)	Yes (if confirmed by 01/07/16)	Yes (if confirmed by 01/07/16)	Yes (if confirmed by 01/07/16)
RECOGNITION (On-Site Program Brochure)	Yes	Yes	Yes	Yes	Yes	Yes
RECOGNITION (Conference Signage)	In or Near Exhibit Hall	In Three Locations	In Three Locations	In Three Locations	Mobile App in Three Locations – Company Logo on Room Key	In Three Locations
RECOGNITION (Conference Seating Slides)	List of Exhibitors	Company Name and Company Logo	Company Name and Company Logo	Company Name and Company Logo	Company Name and Company Logo	Company Name and Company Logo
RECOGNITION (Conf. Chair's Opening Remarks)	No	Yes	Yes	Yes	Yes	Yes
PRICE	\$1,500.00	\$4,500.00	\$5,500.00	\$5,500.00	\$7,000.00	\$8,500.00

Other sponsorship opportunities may be available.

Contact CIBHS Conference Department at 916.379.5317 or email conferences@cibhs.org



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COMPANY INFORMATION

Designate below the name and address of the person in your organization who is to receive all relevant exhibit materials:

Contact Name _____

Position Title _____

Company Name _____

Address _____

City, State, Zip Code _____

Phone _____ Cell _____

Email _____

EXHIBITOR/SPONSOR INFORMATION

- \$1,500.00 Exhibit Booth (for non-sponsors)
- \$1,200.00 Second Booth
- \$4,500.00 Continental Breakfast Sponsor
- \$5,500.00 Consumer/Family Scholarship Sponsor
- \$5,500.00 Luncheon Sponsor
- \$5,500.00 Exhibitor's Reception Sponsor
- \$7,000.00 Mobile App
- \$7,000.00 Room Key
- \$8,500.00 Product Demonstration Sponsor

PAYMENT

- Check Enclosed
- Credit Card Payment (add 4% surcharge)
 - Visa®
 - MasterCard®
 - Discover®
 - American Express®

Account Number _____ \$ Amount _____

Name on Card _____ Expiration Date _____

Signature _____

Sponsorship Opportunities

PRODUCT DEMONSTRATION SPONSORSHIPS

Wednesday, April 27, 2016

(Conference program begins at 10:10 am)

- 8:00 am - 8:45 am 1:00 pm - 1:45 pm
- 9:00 am - 9:45 am 5:30 pm - 6:15 pm

Thursday, April 28, 2016

(Conference program begins at 8:30 am)

- 7:30 am - 8:15 am 1:00 pm - 1:45 pm

MEAL FUNCTION SPONSORSHIPS

Wednesday, April 27, 2016

- Continental Breakfast Luncheon
- Exhibitors Reception

Thursday, April 28, 2016

- Continental Breakfast Luncheon

The **DEADLINE** for Sponsor applications in order to be recognized in the Pre-Conference Program Brochure is **January 7, 2016**. Booth location opportunities will be mailed upon receipt of both registration and payment. Preferences will be honored by level of sponsorship and on a first-come-first-served basis.

CANCELLATION POLICY:

- 0 through 30 days prior to event – No Refund
- 31 through 90 days prior to event – 1/3 Refund
- 91+ days prior to event – 2/3 Refund



LEADERS IN
POLICY,
TRAINING,
EVALUATION
AND RESEARCH

SEND APPLICATION WITH PAYMENT TO:

CIBHS Conference Dept.
2125 19th Street
Sacramento, CA 95818

Fax: 916.556.3478
Email: conferences@cibhs.org

CIBHS.ORG