

**NAADAC/MTAADAC/NALGAP Annual Conference  
NAADAC, Celebrating 35 Years  
Journey Together 2007**

September 5 – 8, 2007 (Wednesday through Saturday)  
Renaissance Nashville Hotel, Nashville, Tennessee

**SPONSOR \* EXHIBITOR \* ADVERTISER PROSPECTUS**

On behalf of NAADAC, The Association for Addiction Professionals, and in cooperation with Middle Tennessee Association for Addiction Professionals (MTAADAC) and the National Association for Lesbian and Gay Addiction Professionals (NALGAP), we invite you to significantly impact the shape of future addiction treatment, recovery and prevention in the United States and abroad. From September 5 to September 8, 2007 NAADAC, MTAADAC and NALGAP, will be co-hosting NAADAC's 35<sup>th</sup> Annual Conference in Nashville, Tennessee. We expect over 500 attendees.

For four days, we will be educating participants in best practices of addiction services and research, as well as methods of Practice, Cultural Competence and Methods to make a career in the addictions profession more rewarding for both veteran counselors attending and those contemplating a new career. We will also review new research in the field, highlight current evidence based practices, retrain professionals in DOT/SAP and support our advocacy efforts. We will be honoring our exemplary members and supporters.

And you can make a difference! We invite you to join this nationwide effort through your sponsorship of and/or exhibiting at this program. With your help, our participants not only gain your support, they also gain exposure to your organization in our conference materials and logo recognition promotions. Together, we are making a difference in the lives of the individuals, families and communities that our organizations serve. There are several opportunities for sponsorship as well as exhibits. We have enclosed a list of these opportunities for your review, and encourage you to contact us with any questions or comments you might have.

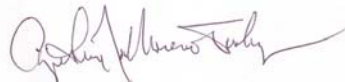
Following is information as well as several options and suggestions to help you shine. Please read and familiarize yourself with the Sponsor/Exhibitor/Advertiser Prospectus. If you have any questions, please contact us at [cmoreno@naadac.org](mailto:cmoreno@naadac.org) or Diana Kamp, [dkamp@naadac.org](mailto:dkamp@naadac.org) or call us at 800.548.0497.

Secure your exhibit and sponsorship opportunity early as they sell out quickly. See you in Nashville!

Cordially,



Sharon Morgillo Freeman, PhD, APRN-CS, MAC  
NAADAC President



Cynthia Moreno Tuohy, NCACII, CCDCIII, SAP  
Executive Director



Frances Clark, Ph.D., MAC  
Tennessee Conference Committee Chair

## **Sponsor, Exhibitor and Advertiser Opportunities:**

### **Platinum Sponsor – “Company Name” Day**

**\$10,000**

- Principal co-sponsorship recognition in the Conference brochure and NAADAC Web site (see due dates)
- Full page advertisement in the Conference Proceedings Booklet
- Thank you advertisement in *Addiction Professional* magazine (circulation 35,000+)
- Principal co-sponsorship recognition on NAADAC Web site and Conference email blasts
- Two complimentary NAADAC Conference registrations
- One complimentary exhibit table alongside NAADAC’s exhibit
- Public acknowledgement at the Conference
- Principal co-sponsor sign adjacent to Conference registration area

### **Gold Sponsor**

**\$5,000**

- Acknowledgement in the Conference brochure and NAADAC Web site (see due dates)
- Full page advertisement in the Conference Proceedings Booklet
- Thank you advertisement in *Addiction Professional* magazine (circulation 35,000+)
- Two complimentary NAADAC Conference registrations
- One complimentary exhibit table
- Public acknowledgement at the Conference
- Co-sponsor sign in the registration area

### **Silver Sponsor – Continental Breakfast**

**\$3,000**

- Acknowledgement in the Conference brochure and NAADAC Web site (see due dates)
- Full page advertisement in the Conference Proceedings Booklet
- Thank you advertisement in *Addiction Professional* magazine (circulation 35,000+)
- One complimentary NAADAC Conference registration
- One complimentary exhibit table
- Sponsored by sign adjacent to continental breakfast area

### **Bronze Sponsor – Coffee Break**

**\$1,500**

- Acknowledgement in the Conference brochure and NAADAC Web site (see due dates)
- One half page advertisement in the Conference Proceedings Booklet
- Thank you advertisement in *Addiction Professional* magazine (circulation 35,000+)
- One complimentary exhibit table
- Sponsored by sign adjacent to coffee break area

### **Copper Sponsor – Attendee Items to take home (Tote bag, Lanyard, Conference Program) (one each) \$1,000**

- Acknowledgement as sponsor given to each attendee
- One half page advertisement in the Conference Proceedings Booklet
- Thank you advertisement in *Addiction Professional* magazine (circulation 35,000+)
- One complimentary exhibit table

**Reception Sponsor – Welcome Reception, PAC Reception, or New Board Member Reception  
\$500**

- Acknowledgement in the Conference brochure and NAADAC Web site (see due dates)
- One half page advertisement in the Conference Proceedings Booklet
- Thank you advertisement in *Addiction Professional* magazine (circulation 35,000+)
- Sponsored by sign adjacent to reception area

**Build Your Own Sponsorship – Create your own sponsorship. Give us a call with details!**

*NAADAC will partner with sponsors and are flexible with regard to levels of sponsorship to make room for creative ideas. Options include hosting several fun events, including tours of Tennessee, receptions, workshops, panel discussions and meetings. NAADAC encourages prospective sponsors to give input on the details of sponsorship.*

**Exhibitors:** Includes one 6 x 3 table, draped, with two chairs and waste basket.

**Exhibitor Fees:**

**\$450.00 per table/space** – Exhibit Only

**\$575.00 per table/space** – Exhibit Plus One Conference Registration

**\$675.00 per table/space** – Exhibit Plus Two Conference Registrations

**Electricity—Add \$50**

**Banner Hanging—Add \$50**

**Exhibit Hours—Dates**

**Conference Dates: Tuesday, September 4 – Friday, September 7, 2007**

**Tuesday:** Exhibit set-up: 4:00 p.m. to 10:00 p.m.

**Wednesday:** Exhibitor Grand Opening 8:00 a.m. to 7:00 p.m.

**Thursday:** 8:00 a.m. to 7:00 p.m.

**Friday:** 8:00 a.m. to 4:00 p.m.

Exhibit tear down: 4:00 p.m. and out by 6:00 pm

**Note:** These hours are subject to change. Sponsors may have more flexibility.

**Take One Table**

**\$70.00 per bundle of 200 brochures**

You may place your brochures, flyers, or other items (bundle of 200) on NAADAC's Take One Table. Please submit a sample along with your application and payment no later than **August 1, 2007**.

**Advertise in the Conference Proceedings Booklet**

**\$100 - \$500**

Every Conference attendee will receive a Conference Proceedings Manual, the on-site guide containing Conference information and class handouts. You have an opportunity to place an advertisement in the Proceedings Manual. If you are interested, you will need to submit the advertisement to NAADAC for approval and pay the advertisement fee. Camera-ready ads (no bleeds, 1" margins, black and white) must be received by **July 23, 2007**. Contact Donovan at 703-741-7686 x125.

## Insert

### **\$300.00**

Every Conference attendee will receive a tote containing various Conference materials. You have an opportunity to place your brochure, flyer, pen, water bottle, etc., in Conference attendee tote bags. If you are interested, you will need to send your items and payment to NAADAC no later than **August 1, 2007** to be placed in the totes.

## Advertise in NAADAC News Commemorative Issue

You may place an advertisement in the *NAADAC News* with a circulation of over 15,000. This edition will focus on the 35<sup>th</sup> Anniversary of NAADAC. Please contact Donovan Kuehn, Outreach and Marketing Director at 703.741.7686 or e-mail [dkuehn@naadac.org](mailto:dkuehn@naadac.org) for further details about advertising in NAADAC News. Advertisement & payment required no later than **July 13, 2007**.

## Enforcement, Interpretation and Eligibility:

In the enforcement and interpretation of the following terms, the decision of the Executive Director is final. NAADAC reserves the right to determine the eligibility of any company for inclusion in the exhibit. It reserves the right to reject, eject, or prohibit an exhibit or exhibitor for any reason. In applying for exhibit space, each exhibitor/sponsor agrees to abide by the terms in this prospectus.

## **Terms**

- **Each Table-top** measures 3' X 6'. All tables will have tablecloths. Two chairs per table will be provided. Please mark the appropriate section and pay the fee if you will require electricity or for a banner to be hung. On-site accommodations of electricity cannot be guaranteed.
- **Exhibitor fees do not include** attendance in classes or Conference events, other than the exhibit space/area and the opening reception, unless otherwise stated above.
- **Badges**—NAADAC will furnish identification badges for each exhibitor and exhibitor personnel. All names of exhibitor personnel must be submitted to NAADAC by **August 1, 2007**
- **Music**—Exhibitors are prohibited from playing radios and any other music in the exhibit area.
- **Table assignments** are made on a first-come, first-served basis, space is limited. Exhibitors will receive a table number upon receipt of your payment and will be given a diagram upon check-in at the Conference. Exhibitors may not assign, sublet or share any portion of their allocated space without express written permission from NAADAC. Due to a limited availability of exhibitor space, exhibitors will be chosen on a first come, first serve basis. Major contributors will be given space preference.
- **Selling** from your exhibit booth is permitted. Please have proof that you have a sales permit.
- **Installation and Removal**—All storage and handling charges due to failure to remove exhibit materials from the display or storage area at the conclusion of the move-out period shall be the responsibility of the exhibitor. These dates and times are subject to change. Set-up will be on Tuesday, September 4, 2007 from 4:00 p.m. to 10:00 p.m. Removal will be on Friday, September 7, 2007 no earlier than 4:00 p.m.
- **Damage to Property**—Exhibitors are liable for any damage caused to building, floors, walls, columns, tables, or to any other exhibitor's property. Exhibitors may not apply paint, lacquer, adhesive or any other coating to building columns, floors, walls or tables.
- **Fire, Safety, and Health**—The exhibitor agrees to accept full responsibility for compliance with local, city and state fire, safety and health ordinances regarding the installation and operation of equipment. Only fireproof materials should be used in exhibits. The necessary fire precautions will be the responsibility of the exhibitor.
- **Unoccupied space**—NAADAC reserves the right, should any rented exhibitor's space remain unoccupied on the opening day, or should any space be forfeited due to failure to make payment,

to rent that space to any other exhibitor, or to use that space for such purposes as it may see fit without any liability on its part. This clause shall not affect the obligation of the exhibitor to pay the full amount specified in the exhibitor space agreement.

- **Security and Liability**—The exhibit area will be locked after hours; however, the exhibitor is cautioned when leaving property of value in the exhibit area during and after exhibit hours. It shall be the responsibility of the exhibitor to maintain insurance coverage against injury to persons or damage to or loss of property or to meet its obligations under this agreement in such amounts as the exhibitor shall deem adequate. Insurance will be provided by NAADAC. The exhibitor agrees to make no claim, for any reason whatsoever, against NAADAC, the hotel, or any other contractors for loss, theft, damage, or destruction of goods, or for any injury to herself/himself or employees. Nor will claim be made for any damage of any nature or character, including damage by reason of the failure to provide space for the exhibit, or for removal of the exhibit or for the failure to hold the conference as scheduled.
- **Cancellation Policy**—Request for refund for exhibit space must be in writing and received by NAADAC prior to **September 1, 2007**. A \$100 administrative charge will be withheld from each refund. No refunds after **September 1, 2007**. No refunds for sponsors.

#### **What we will do to enhance your exhibiting experience:**

- Provide Continental Breakfast and/or coffee service in or near the Exhibit Area
- List Exhibitor Company Name and Description in the Conference Proceedings Booklet (if application and specifications are submitted by **July 23, 2007**)
- List Exhibitor Company Name and Description on NAADAC's Web site  
Include an exhibitor "passport" to encourage participants to visit each exhibit

#### **What You can do to enhance your exhibiting experience:**

- Sponsor an event or an item
- Offer a give away or auction item for the PAC Reception and Auction
- Place an advertisement (NAADAC's Web site, *Addiction Professional* magazine, NAADAC's Proceedings Booklet, Take-One Table)
- Use plants, flowers or balloons at your exhibit  
Offer a door prize from your company
- Offer to attendees--candy, energy bars, fruit, trail mix, etc.

#### **Due Dates**

- **First come basis** for exhibitor applications (only 60 booths available!)
- **March 15, 2007** for sponsors to have their names in the Conference Brochure
- **July 13, 2007** for advertising in *NAADAC News* Commemorative Issue
- **July 23, 2007** for exhibitor/sponsors to have their names in the Conference Proceedings Booklet
- **August 1, 2007** for Inserts
- **July 23, 2007** for Advertisement deadline for Conference Proceedings Booklet
- **August 1, 2007** for Take One Table applications

#### **Hotel Information**

Renaissance Nashville Hotel, 611 Commerce Street, Nashville, Tennessee 37203, 800.327.6618, <http://marriott.com/property/abouthotel/default/bnash>. The Renaissance Nashville Hotel will offer Conference attendees a special discounted rate of \$139.00 Single/Double occupancy. Please reserve your rooms prior to **August 7, 2007**. Be sure to mention you are with NAADAC, the Assn of Addiction Prof.

**2007**  
**NAADAC/MTAADAC/NALGAP Sponsor, Exhibitor, Advertiser Application**

Name of Organization \_\_\_\_\_  
(As you wish it to appear in the Conference Proceedings Booklet and Web site)

Contract Person \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Email and Web Site Address \_\_\_\_\_

Daytime Telephone (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ FAX (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Exhibit Personnel (names must be submitted by **August 1, 2007**) \_\_\_\_\_

Exhibit Personnel Contact Phone #: \_\_\_\_\_ Cell #: \_\_\_\_\_

Please attach a description of your organization and a list of the item(s) you will be exhibiting at the Conference (suitable for publication)—no more than four typed lines \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Conference Sponsor Fees**

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Platinum Sponsor \$10,000  | <input type="checkbox"/> Gold Sponsor \$5,000   | <input type="checkbox"/> Silver Sponsor \$3,000  |
| <input type="checkbox"/> Bronze Sponsor \$1,500     | <input type="checkbox"/> Copper Sponsor \$1,000 | <input type="checkbox"/> Reception Sponsor \$500 |
| <input type="checkbox"/> Build Your Own Sponsorship | <input type="checkbox"/> Other _____            |  |

**Conference Exhibitor Fees (per table/space)**

- \$450, Exhibit Only
- \$575, Exhibit Plus One Registration Registrants Name: \_\_\_\_\_
- \$675, Exhibit Plus Two Registrations Registrants Names: \_\_\_\_\_

**Additional Costs (If Applicable):**

- Add \$50 Electricity                       Add \$50 Banner Hanging

**Conference Advertiser Fees**

- Take One Table \$70
- Tote Bag Insert \$300

**Conference Proceedings Manual Ads**

- Business Card (b & w, 2.5” w x 2 “ tall) \$100.00
- ½ Page (b & w, 3.5” w x 4.25” tall) \$150.00
- ½ Page horizontal (b & w, 7.5” w x 4.25” tall) \$250.00
- ½ Page vertical (b & w, 3.5” w x 4/25” tall) \$250.00
- Full Page (b & w 7.5” w x 9” tall) \$300.00
- Inside Front Cover )color, 7.5” w x 9” tall) \$400.00
- Inside Back Cover (color, 7.5” w x 9” tall) \$400.00
- Back Cover (color, 7.5” w x 9” tall) \$500.00

**Total Amount Enclosed \$**\_\_\_\_\_

- Check
- VISA
- MasterCard
- AMEX

Charge Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature (if charging)\_\_\_\_\_

**Exhibitors Acceptance:**

I, the duly authorized representative of the firm named above, subscribe and agree to all terms and conditions contained in this Prospectus. NAADAC reserves the right to refuse this application for any reason.

Name (Print)\_\_\_\_\_ Title\_\_\_\_\_

Signature\_\_\_\_\_ Date\_\_\_\_\_

Contract accepted by:\_\_\_\_\_

Please complete and return this form (retain a copy for your records) with payment to:  
**NAADAC, 901 N Washington Street, Suite 600, Alexandria, Virginia 22314**  
**Diana Kamp 703.741.7686, FAX 703.741.7699 or email [dkamp@naadac.org](mailto:dkamp@naadac.org)**