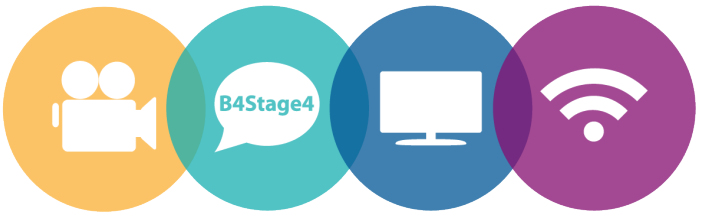
2016 ANNUAL CONFERENCE



MEDIA, MESSAGING AND MENTAL HEALTH

SPONSORSHIP, EXHIBIT AND ADVERTISEMENT GUIDE

JUNE 8-10, 2016 · HILTON MARK CENTER · ALEXANDRIA, VA

Mental Health America

WWW.MENTALHEALTHAMERICA.NET/ANNUALCONFERENCE

ABOUT MENTAL HEALTH AMERICA

Mental Health America (MHA) - founded in 1909 - is the nation's leading community-based nonprofit dedicated to helping Americans achieve wellness by living mentally healthier lives. Our work is driven by our commitment to promote mental health as a critical part of overall wellness, including prevention for all, early identification and intervention for those at risk, integrated health, behavioral health and other services for those who need them, and recovery as a goal.

With over 200 affiliates in 41 states, 6,500 affiliate staff and over 10,000 volunteers, we are a powerful voice for healthy communities throughout the nation. Our virtual reach is also wide—with 31,000 email supporters, over 65,000 Twitter followers, 115,000 Facebook fans, and 3.5 million visitors to our website annually. With our new, validated web-based mental health screening tools, we are averaging more than 3,000 screens a day for anxiety, depression, bipolar disorder, post-traumatic stress disorder (PTSD), psychosis, and more.

#B4Stage4 ABOUT #B4STAGE4

Our *#B4Stage4* campaign seeks to address mental health in its early stages. When we think of diseases like cancer or heart disease, we don't wait years to treat them. We start before Stage 4—we begin with prevention, identify symptoms, and develop a plan of action to reverse and hopefully stop the progression of the disease. So why don't we do the same for individuals who are dealing with potentially serious mental illness? We need to address these symptoms early, identify the underlying disease, and plan an appropriate course of action on a path towards overall health. Mental Health America is committed to addressing mental illness before Stage 4.

ABOUT THE 2016 ANNUAL CONFERENCE

MEDIA, MESSAGING AND MENTAL HEALTH

On June 8-10, 2015 Mental Health America (MHA) will hold its 2016 Annual Conference with the theme *Media, Messaging and Mental Health* at the Hilton Mark Center in Alexandria, Virginia. The conference will take an in-depth look at the impact and influence of media and the entertainment industry on the complex issues of mental health and mental illness. With a particular focus on film, television, the digital landscape and the press, we will explore the good and the bad of portrayals on the big and small screen; how celebrity can be used to influence the conversation; how messaging and language can sometimes contribute to and perpetuate the destructive stigma and discrimination of people living with mental illness; and how mental health advocates can work together to change the conversation. The event will include several high level plenary sessions, keynote speeches, breakout sessions, and our 3rd Annual Innovation Nation that highlights pioneering programs on the local level.

Past speakers include Tipper Gore, Senator Debbie Stabenow, Glenn Close, George Stephanopoulos, Glennon Doyle Melton and entertainer Demi Lovato. We expect up to 750 people to attend.

WHO ATTENDS MHA'S ANNUAL CONFERENCE?

- Non-profit and corporate executives
- Policy and Programming leadership and staff
- Marketing professionals
- Leaders from the health care sector
- Social workers
- MHA affiliates and leadership
- Mental health experts
- Government officials from Congress and the Administration
- Individuals and family members with lived experience

SPONSORSHIP OPPORTUNITIES

Engage and interact with mental health advocates, stakeholders, and decision makers eager to learn more about mental health services, products, and options for living mentally healthier lives. Attendees want news about support services, treatment options, coping strategies, financial advice, and health and wellness information. Become a conference sponsor and gain visibility both in print and online with this influential audience.

PLATINUM LEVEL ($50,000)

- Sponsorship of pre-conference affiliate day (June 7)
- Recognition on MHA conference website
- Social media recognition and promotion
- Full page program ad
- Recognition as a Platinum sponsor on all meal signage
- Podium recognition, including the annual Clifford Beers Awards dinner
- Complimentary 10x10 booth in exhibit hall
- Reserved seating at all meals
- Six free registrations

GOLD LEVEL ($25,000)

- Recognition on MHA conference website
- Social media recognition
- Full page program ad
- Recognition as a Gold sponsor on all signage at meals
- Podium recognition, including the annual Clifford Beers Awards dinner
- Complimentary 10x10 booth in exhibit hall
- Reserved seating at all meals
- Five free registrations

SILVER LEVEL ($15,000)

- Recognition as a Silver sponsor on all signage at all events
- Recognition on conference website
- Half-page program ad
- Reserved seating at all meals
- Four free registrations

BRONZE LEVEL ($5,000)

- Recognition as a Bronze sponsor on all signage at all events
- Recognition on conference website
- Quarter-page program ad
- Two free registrations

WANT TO SPONSOR SOMETHING MORE SPECIFIC?

Individual event and promotional item sponsorships are also available. Here are just a few examples of additional sponsorship opportunities:

- Wi-fi
- Networking lounge
- Wellness zone
- Event app
- Tote bags
- Lanyards
- Registration desk
- Photo booth
- Coffee breaks
- Opening luncheon
- Media Awards luncheon
- Other meals and receptions

INTERESTED?

Contact Victoria Renard at (703) 838-7549 or vrenard@mentalhealthamerica.net to learn more.

EXHIBIT OPPORTUNITIES

WHO EXHIBITS AT THE CONFERENCE?

- Companies with health and wellness products and services
- Health and insurance providers
- Government agencies
- Nonprofits, including trade associations
- Health care and advocacy groups
- Authors
- Pharmaceutical companies
- Natural and homeopathic organizations
- Wellness ambassadors

EXHIBIT GUIDELINES

- Booths must focus on public education campaigns and not on branded treatments.
- Companies cannot distribute or display materials or promotional items related to a branded treatment.
- Exhibitors cannot hang displays from hotel walls.
- Exhibitors will not charge for any service rendered to conference participants.
- Up to two staffers will be permitted per exhibit.
- All booths, except those owned and operated by MHAs, must be staffed during exhibit hall hours.
- Exhibit cost *includes* breakfast and lunch on June 9th for exhibitors.

EXHIBIT HALL SCHEDULE

SET-UP
Thursday, June 9th — 7:00 a.m. – 9:00 a.m.

OPEN
Thursday, June 9th — 9:00 a.m. – 4:00 p.m.
Friday, June 10th — 8:00 a.m. – 2:00 p.m.

BOOTH BREAKDOWN
Friday, June 10th — 2:00 p.m. – 4:00 p.m.

INQUIRIES?

Contact Mallory Pernell at (703) 838-7533 or mpernell@mentalhealthamerica.net.

PAST EXHIBITORS

- American Psychiatric Publishing
- Argosy Univerisity
- Beacon Health Options
- Booz Allen Hamilton
- Brain & Behavior Research Foundation
- Center for Social Innovation
- CooperRiis Healing Community
- Defense Centers of Excellence for Psychological Health and Traumatic Brain Injury
- Fisher Wallace Laboratories
- Foothold Technologies
- InSight
- Kareo
- KnKt'd
- Magellan Healthcare
- Make the Connection (US Dept of Vet Affairs)
- Mission Complete
- NIMH
- Northwestern University
- Optum Health
- Pam Lab, LLC
- PsychU
- Real Warriors Campaign
- SAMHSA
- SEIU Healthcare
- Self Care Catalysts, Inc.
- The Beautiful Mind Foundation
- The John W. Brick Mental Health Foundation
- This is My Brave
- V.A. Homeless Program
- Veterans Crisis Line

APPLICATION AND CONTRACT

COMPANY INFO

Organization Name: _____

Name as it should be listed in program (if different): _____

Website: _____

Address: _____ City: _____ State: _____ ZIP: _____

Primary Point of Contact: _____

Email Address: _____ Phone: _____

SPONSORSHIP

Please select the level at which you would like to sponsor by checking one of the boxes below:

- ☐ **PLATINUM** ($50,000)
- ☐ **GOLD** ($25,000)
- ☐ **SILVER** ($15,000)
- ☐ **BRONZE** ($5,000)

EXHIBIT SPACE

BOOTH	RATE	NUMBER	TOTAL COST
Nonprofit/Government (6')	$1,000.00	x _____	= _____
Commercial (6')	$1,500.00	x _____	= _____
10' x 10'	$2,000.00	x _____	= _____

TOTAL EXHIBIT COST: _____

☐ **Our exhibit requires access to electricity.**

☐ **We have an exhibit larger than 10'x10'**
(Contact Mallory Pernell at (703) 838-7553 to discuss options)

PROGRAM ADVERTISEMENT

Advertisements in the Conference Onsite Guide may be purchased separate from exhibits and sponsorships. ***Artwork must be sent to Mallory Pernell at mpernell@mentalhealthamerica.net by no later than April 29, 2016.***

Advertisements may not promote branded treatments. All artwork must be sent as .eps or .pdf with resolution of 300 dpi or higher.

	AD SIZE		PRICE
☐	Full-Page Ad	(8.5"w x 11"h trim, .125" bleed)	$2,000
☐	Half-Page Ad	(8.5"w x 5.5"h trim, .125" bleed)	$1,000
☐	Quarter-Page Ad	(4.25"w x 5.5"h trim, .125" bleed)	$750

PAYMENT INFORMATION

PAYMENT METHOD

Payment must be received by Mental Health America ***on or before May 1, 2016.***

☐ **Check** (payable to Mental Health America)
Check #: _____

☐ **Purchase Order** (Please provide copy of purchase order.)
Purchase order #: _____

☐ **Credit Card**
Account #: _____

Expiration Date: _____ CVV: _____

Name on Card (print): _____

Signature: _____

PLEASE RETURN THIS FORM WITH PAYMENT TO:

Mental Health America
c/o Mallory Pernell
2000 North Beauregard Street, 6th Floor
Alexandria, Virginia

Phone: (703) 838-7533
Fax: (703) 684-5968
E-mail: mpernell@mentalhealthamerica.net