



2011 SPONSOR AND EXHIBIT OPPORTUNITIES

Opportunities are limited and accepted first-come, first-served.

EXHIBITORS

(Just 25 exhibit spaces available)

Your exhibit is in the same room as conference events, so it is easy for attendees to interact with you.

BASIC BENEFITS – EXHIBITING SPONSORS

All exhibiting sponsors receive:

- Private sponsors' coffee with NAPHS Board
- Free full-page ad (color or black and white depending on level) plus paragraph and logo in the 2011 *NAPHS Purchasing Directory*
- Free: One item *you provide* inserted into registrants' tote bags
- Link on our "Annual Meeting" Web page at www.naphs.org to connect our members to your site
- Recognition on meeting signage, brochures, etc.

...PLUS the specific benefits of your sponsorship level

LEADERSHIP SPONSOR: \$20,000

Recognition as the Leadership Sponsor of the keynote speaker...plus:

- 18' exhibit space integrated with refreshments—including coffees and the popular Board Chair's Reception
- Five free conference registrations (\$3,625 value)
- Free, full-page color ad in the *NAPHS Purchasing Directory* (\$2,575 value)

PRESIDENT'S SPONSOR: \$15,000

Recognition as the President's Sponsor of the Board Chair's Reception...plus:

- 12' exhibit space integrated with refreshments—including coffees and the Board Chair's Reception
- Four free conference registrations (\$2,900 value)
- Free, full-page color ad in the *NAPHS Purchasing Directory* (\$2,575 value)

PLATINUM SPONSORS: \$10,000

- 12' exhibit space integrated with refreshments—including coffees and the popular Board Chair's Reception
- Three free conference registrations (\$2,175 value)
- Free, full-page color ad in the *NAPHS Purchasing Directory* (\$2,575 value)

GOLD SPONSORS: \$7,500

- 6' exhibit space integrated with refreshments—including coffees and the Board Chair's Reception
- Two free conference registrations (\$1,450 value)
- Free, full-page black & white ad in the *NAPHS Purchasing Directory* (\$1,575 value with option to buy color at member rate)

SPECIAL-EVENT SPONSORSHIPS

(non-exhibit)

BASIC BENEFITS – SPECIAL-EVENT SPONSORS

Special-event sponsors receive:

- Free: One item *you provide* inserted into registrants' tote bags
- Link on our "Annual Meeting" Web page at www.naphs.org to connect our members to your site
- Recognition on meeting signage, brochures, etc.
- Recognition from the stage of event sponsor

...PLUS the specific benefits of your specific sponsorship

MONDAY SPONSORS' WELCOME RECEPTION (PLATINUM SPONSOR): \$10,000

Recognition as the Platinum Sponsor of the Sponsors' Welcome Reception...plus:

- Three free conference registrations (\$2,175 value)
- One free, full-page color ad in the *NAPHS Purchasing Directory* (\$2,575 value)

TUESDAY MEETING LUNCHEON (PLATINUM SPONSOR): \$10,000

Recognition as the Platinum Sponsor of the Tuesday Annual Meeting Luncheon...plus:

- Three free conference registrations (\$2,175 value)
- One free, full-page color ad in the *NAPHS Purchasing Directory* (\$2,575 value)
- One item *provided by you* at each place setting

WEDNESDAY POLICY BREAKFAST (PLATINUM SPONSOR): \$10,000

Recognition as the Platinum Sponsor of the Wednesday Policy Breakfast...plus:

- Three free conference registrations (\$2,175 value).
- One free, full-page color ad in the *NAPHS Purchasing Directory* (\$2,575 value).
- One item *provided by you* at each place setting

CUSTOMIZED SPONSORSHIPS

(non-exhibit)

BASIC BENEFITS – CUSTOMIZED SPONSORSHIPS

All the following sponsors receive:

- Link on our “Annual Meeting” Web page at www.naphs.org to connect our members to your site
- Recognition on meeting signage, brochures, etc.

...PLUS the specific benefits of your specific sponsorship

TOTE BAGS (SILVER SPONSOR): \$5,500

Your logo on tote bags for meeting participants...plus:

- One free meeting registration (\$725 value);
- Free, half-page black & white ad in the *NAPHS Purchasing Directory* (\$945 value)

TURN-DOWN SERVICE (BRONZE SPONSOR): \$4,000

One item *provided by you* distributed to hotel rooms of registered meeting guests (e.g., a brochure, business card, or candy box). (Contact maria@naphs.org for pricing of other turn-down options, such as hot chocolate or strawberries)...plus:

- 25% off an ad in the *NAPHS Purchasing Directory* (size, color optional)

SESSION SPONSORS (BRONZE SPONSOR): \$4,000

(multiple sessions available)

Recognition as the Bronze Sponsor of a main meeting session...plus:

- One free meeting registration (\$725 value)
- Free black & white quarter-page ad in the *NAPHS Purchasing Directory* (\$550 value, with option to buy color at member discount)

CONGRESSIONAL BRIEFING (BRONZE SPONSOR): \$4,000

Recognition as the Bronze Sponsor of the Congressional Briefing on Capitol Hill...plus:

- One free meeting registration (\$725 value)
- Free, quarter-page, black & white ad in the *NAPHS Purchasing Directory* (\$550 value with option to buy color at member rate)

GOURMET DESSERT BREAK (BRONZE SPONSOR): \$4,000

- Prominent acknowledgement on signage at Monday afternoon dessert break
- 25% off an ad in the *NAPHS Purchasing Directory* (size, color optional)

LANYARDS (PATRON SPONSOR): \$3,000

- Your name/logo on lanyards *that you provide* for meeting registrants’ badges
- 25% off an ad in the *NAPHS Purchasing Directory* (size and color optional)

SPECIALTY ITEM (PATRON SPONSOR): \$3,000

- Sponsorship of your choice of one specialty item, which you provide (such as pens, note pads, etc.)
- 25% off an ad in the *NAPHS Purchasing Directory* (size, color optional).

Contact maria@naphs.org for other customized sponsorships.

GRANTS TO SUPPORT EDUCATIONAL SESSIONS

• *Grants are accepted to support educational meeting sessions, and they will be recognized as each supporter prefers.* Please contact Maria Merlie at maria@naphs.org for information.

2011 DEADLINES CHECKLIST

- December 10, 2010: Logos due for preliminary program**
- December 10, 2010: Paragraphs and logos due for *Purchasing Directory***
- January 21, 2011: Ads due for *Purchasing Directory***
- February 6, 2011: Hotel cutoff date**
- March 4, 2011: Exhibit materials CANNOT ARRIVE BEFORE MARCH 5**
- March 7–9, 2011: NAPHS Annual Meeting**

The Annual Meeting: When, Where, and Registration

- **2011 meeting dates:** Monday, March 7, through Wednesday, March 9
- The Mandarin Oriental Washington DC, 1330 Maryland Avenue, SW, Washington, DC 20024.
- Conference registration fees are \$750 (non-members) or \$675 (NAPHS members). Sponsors receive free registrations as outlined in this brochure and depending on sponsorship level.
- To register, call the National Association of Psychiatric Health Systems at 202/393-6700 or go to www.naphs.org/AnnMeeting.

Hotel Reservations

- Call the Mandarin Reservations Department at **1-888-888-1778** or 202-787-6140.
- Sunday, February 6, 2011, is the cut-off date.
- HOTEL RATES: \$295/single or double. (Identify yourself as attending the NAPHS Annual Meeting.)



NAPHS 2011 Annual Meeting SPONSOR and EXHIBITOR APPLICATION

Company: _____
 Address: _____
 City, State, Zip: _____
 Contact Name: _____ Title: _____
 Telephone: _____ Fax: _____
 E-mail: _____ Web: _____

TYPE OF SPONSORSHIP	COST:
We would like to provide sponsorship at the following level:	
LEADERSHIP SPONSOR	\$ 20,000
<input type="checkbox"/> Recognition as the Leadership Sponsor of the keynote speaker <input type="checkbox"/>  Tabletop exhibit (includes triple (18') tabletop exhibit space)	
PRESIDENT'S SPONSOR	\$ 15,000
<input type="checkbox"/> Recognition as the President's Sponsor of the Board Chair's Reception <input type="checkbox"/>  Tabletop exhibit (includes double (12) tabletop exhibit space) -	
PLATINUM SPONSOR (Choose one)	\$ 10,000
<input type="checkbox"/> ★ Recognition as the Platinum Sponsor of the Monday Sponsors' Welcome Reception	
<input type="checkbox"/> ★ Tuesday Annual Meeting Luncheon	
<input type="checkbox"/> ★ Wednesday Policy Breakfast	
GOLD SPONSOR	\$ 7,500
<input type="checkbox"/>  Tabletop display (includes 6' tabletop exhibit space)	
SILVER SPONSOR	\$ 5,500
<input type="checkbox"/> ▲ Tote Bags	
BRONZE SPONSOR (Choose one)	\$ 4,000
<input type="checkbox"/> ▲ Meeting Session (several available)	
<input type="checkbox"/> ▲ Congressional Briefing	
<input type="checkbox"/> ▲ Gourmet Dessert Break	
<input type="checkbox"/> ▲ Turn-Down Service	
PATRON SPONSOR	\$ 3,000
<input type="checkbox"/> ▲ Lanyards that you provide (for registrants' badges)	
<input type="checkbox"/> ▲ Specialty Item: Contact Maria@naphs.org (202/393-6700, ext. 104) to discuss a custom option that you provide.	
TOTAL	\$

Full payment due upon application.

Check enclosed.
 MasterCard * Visa * American Express
 Card number: _____ Expiration date: _____
 Card holder: _____ Authorized signature: _____
 * NOTE: VISA AND MASTERCARD HOLDERS MUST PROVIDE THE THREE-DIGIT CVV CODE ON THE BACK OF THE CARD. AMEX MUST PROVIDE FOUR-DIGIT CODE: _____

When we receive your completed *Sponsor and Exhibitor Application*, we will send you details about the meeting.

Application submitted by: _____
 Authorized signature: _____ Date: _____
Please mail signed application and payment to: NAPHS, ATTN: Maria Merlie
 900 17th Street, NW, Suite 420, Washington, DC 20006-2507
 Phone: 202/393-6700, ext.104 Fax: 202/783-6041