

PENNSYLVANIA CERTIFICATION BOARD



2012 SPONSORSHIP & EXHIBITOR PROSPECTUS

13th Annual Conference | April 16-17, 2012
Harrisburg, PA

ABOUT THE PCB ANNUAL CONFERENCE

Don't miss your opportunity to participate in PCB's 13th Annual Conference. The PCB Annual Conference increases your organization's visibility and exposure to addiction professionals. As the leader in offering professional addiction credentialing in Pennsylvania, PCB's Annual Conference attracts sponsors and exhibitors including treatment programs, educational institutions, home study organizations, bookstores, technology-based companies and national organizations.

Who are the PCB Annual Conference attendees? The majority of conference attendees include treatment program managers and administrators, counselors, clinical supervisors, co-occurring disorders professionals, prevention specialists, criminal/juvenile justice professionals, case managers, and ancillary workers. Increase your brand recognition and display your new products and services by networking with these attendees.

EXHIBIT OPPORTUNITIES

Exhibit Booths: PCB offers 8x10 exhibit booths in the exhibit hall (hotel ballroom). Space includes one skirted table, two chairs, electricity, and a wastebasket. Additionally, exhibit booths include one complimentary full conference registration per booth and two complimentary exhibit-hall only badges for additional company staff working at the booth. Exhibit Booth: \$400.00.

BENEFITS OF EXHIBITING

All exhibitors who confirm by February 1, 2012 receive:

- | One complimentary full conference registration
- | Two complimentary exhibit-hall only badges for additional staff working booth
- | A listing in conference program booklet distributed at the conference
- | A listing on signage at the Exhibit Hall
- | A listing in the PCB Newsletter
- | A listing on the conference section of the PCB website
- | One skirted table with two chairs and one wastebasket
- | Direct access to over 300 addiction professionals

NETWORKING OPPORTUNITIES FOR EXHIBITORS IN THE EXHIBIT HALL

PCB has designed our Exhibit Hall set-up for maximum exposure of all booths to the various events taking place in the Exhibit Hall. These events include:

EXHIBITOR RECEPTION: A reception will be held on Monday evening in the Exhibit Hall. Attendees will be encouraged to attend this informal reception that will showcase the exhibit area. Light refreshments will be served, along with entertainment.

BREAKFAST AND REFRESHMENT BREAKS: All continental breakfasts and refreshment breaks will be held in the Exhibit Hall. This maximizes the time that exhibitors have to network with conference attendees.

KEYNOTE ADDRESS: PCB's keynote address, which opens the annual conference, takes place in the Exhibit Hall on Monday morning immediately following the Continental Breakfast.

AWARDS LUNCHEON: The PCB Annual Awards Luncheon will be served to all conference attendees in the Exhibit Hall on Monday afternoon. During this luncheon, PCB Conference attendees will have opportunities to win exhibitor door prizes and give-a-ways.

MEETING AREA: Tables and chairs will be placed throughout the Exhibit Hall making it comfortable and easy for Conference attendees to network with exhibitors and other professionals throughout the conference.

GENERAL INFORMATION

2012 PCB Annual Conference | Sheraton Harrisburg-Hershey
4650 Lindle Road | Harrisburg, PA 17111 | 717-564-5511

Contact the Sheraton Harrisburg-Hershey for overnight accommodations at the PCB Group Rate of \$97.00 per night at 1-800-325-3535 or online at www.starwoodmeeting.com/Book/PCB. Mention the PCB Annual Conference to secure the group rate.

EXHIBIT HALL LOCATION

Commonwealth Ballroom, Sheraton Harrisburg-Hershey

EXHIBITOR CONTRACT

All exhibitors must complete the Exhibit Space Contract and return it with payment. Contracts will not be processed without payment. Exhibitors must name one individual as the authorized representative in charge of the exhibit. This representative will be responsible for satisfying all contractual obligations to PCB with regard to exhibiting at the PCB Annual Conference. This individual will also act as the primary source of communication between the exhibitor and PCB.

EXHIBITOR REGISTRATION

Once your exhibitor payment is processed, you will receive an Exhibitor Conference Registration Form to officially register for trainings during the PCB 2012 Annual Conference. In addition to the one full registration included in your exhibit fee, up to two additional exhibit staff working only in the Exhibit Hall may do so at no additional cost. Additional exhibitors who wish to attend the conference trainings must submit a conference registration form. All exhibitors must register at the registration desk. Exhibitors will be given name badges that are to be worn at all times.

EXHIBIT HALL SCHEDULE (SUBJECT TO CHANGE)

Sunday, April 15

6:00 p.m. – 8:00 p.m. Exhibit set-up

Monday, April 16

7:30 a.m. – 8:30 a.m. Continental Breakfast
8:30 a.m. – 9:30 a.m. Keynote Speaker
10:45 a.m. – 11:00 a.m. Morning coffee break
12:30 p.m. – 1:30 p.m. Awards Luncheon
2:45 p.m. – 3:00 p.m. Afternoon soda break
6:00 p.m. -- 7:30 p.m. Welcome Reception/Entertainment

Tuesday, April 17

8:00 a.m. – 9:00 a.m. Continental Breakfast
10:15 a.m. – 10:30 a.m. Morning coffee break
11:00 a.m. Exhibitor breakdown

EXHIBIT RULES AND REGULATIONS

Exhibit Space Assignment

PCB's sponsors will have first selection of exhibit booth. Following their selections, exhibit space assignments will be on a first-come, first-served basis. Requests for exhibit space must include payment to be processed. PCB reserves the right to make such changes to the floor plan as may be deemed necessary.

Sponsorship

Event sponsorship is on a first-come, first-served basis. Sponsorships received before February 1, 2012 will be listed in the conference program booklet. Sponsored events will be awarded as received by the PCB Office. Sponsorship will not be confirmed unless it is accompanied by payment. You will receive confirmation of your event or be notified that your request has already been awarded after payment is received and be given the opportunity to select another sponsorship.

Security

PCB does not provide security service. Exhibitors are solely responsible for exhibit material. However, the Commonwealth Ballroom will be locked during non-conference hours.

Use of Space

Exhibitors shall not assign, share or sublet any space without written consent of PCB. Care must be taken that no display extends more than 8' above the floor or more than 8' in depth from the back wall of the booth or interfere with the view of other exhibitors. No part of the display may exceed the height of the side walls.

Liability

PCB and the Sheraton will not be responsible for the safety of the property of the exhibitors from theft, fire, damages, accident or other causes. Exhibitor agrees to protect, save and hold PCB and the Sheraton and all agents and employees thereof forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by negligence of the exhibitors or those holding under the exhibitor and further, exhibitor shall at all times protect, indemnify, save and hold harmless the indemnittees against and from all losses, costs, damages, liability or expense arising from or out of or by any reason of accident of bodily injury or other occurrence to any person or persons, including the exhibitors, its agents, employees, and business invitees which arises from or out of by reason of said exhibitor's occupancy and use of the exhibit premises or a part thereof.

Failure to Occupy Space

The exhibitor, as specified in these rules and regulations, will forfeit space not occupied by the close of the exhibit set-up period. This space may be resold, reassigned or used by PCB in any manner deemed suitable. There will be no refund for space unoccupied.

Cancellation

If the conference or exhibit is cancelled due to circumstances beyond the control of PCB, PCB will not be held liable for any expenses incurred by the exhibitor beyond the rental cost of the booth space.

Selection of Exhibitors

Only organizations whose services are appropriately related to the purpose of PCB shall be permitted to exhibit. PCB reserves the right to decline or prohibit any exhibit which in its judgment is inappropriate, and applies to all persons, things, printed matter, products and conduct.

EXHIBIT HALL FLOOR PLAN



MAIL COMPLETED FORM AND PAYMENT TO:

PCB
298 S. Progress Avenue
Harrisburg, PA 17109 or fax to: 717-540-4458

PCB 2012 Annual Conference
April 16-17, | 2012 Harrisburg, PA
Exhibit Application/Contract

Application to exhibit this _____ day of _____, 201 ____ by and between hereinafter called "Exhibitor" and PCB.

In accordance with the terms, conditions and regulations governing exhibits of the PCB Conference at the Sheraton Harrisburg-Hershey in Harrisburg, PA, April 16-17, 2012, the undersigned hereby makes application for exhibit space which, when accepted by PCB, becomes a contract. Terms and conditions in the exhibitor prospectus are a part of this contract. The undersigned agrees to abide by all rules, requirements, restrictions, and regulations as set forth in this agreement or as may be especially designated by PCB or the Sheraton. Failure to abide by such rules and regulations results in forfeiture of all monies paid to PCB under terms of this agreement.

Cost of exhibit space: 8x10 booth: \$400.00

Booth location choices in order of preference:

1. Booth #: _____ 2. Booth #: _____ 3. Booth #: _____ 4. Booth #: _____

We realize that some vendors are direct competitors and some have special partnerships. Please let us know if you have any special requests regarding booth placement in this regard (requests will be accommodated if possible as space allows): _____

Please indicate the name of the person officially representing the exhibitor for logistical arrangements. This person will be sent all PCB correspondence.

First Name _____ Last Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Signature of Agreement to PCB Exhibit Rules & Regulations _____

PLEASE ATTACH A BRIEF DESCRIPTION (75-100 WORDS) OF SERVICES/PRODUCTS OFFERED TO BE INCLUDED IN PROMOTIONAL MATERIALS.

Registration: The exhibit booth fee includes one full conference registration and two exhibit-hall only registrations. PCB will send you registration materials in the near future for the full conference registrant and the exhibit-hall only staff. Additional individuals who wish to attend the conference trainings must register separately on the conference attendee registration form.

Cancellations: Cancellation of exhibit space must be directed in writing to PCB. Refunds are subject to a \$50 cancellation fee per exhibitor, but in no case will a refund be made for a cancellation received after February 1, 2012.

Payment:

Check enclosed payable to PCB in the amount of \$ _____

Credit Card payment VISA MasterCard Charge Amount \$ _____

Credit card number ____/____/____/____ Exp. Date _____ Security code _____

Signature on card _____

RETURN THIS COMPLETED FORM, EXHIBITOR DESCRIPTION AND FEE TO:
PCB | 298 S. PROGRESS AVE. | HARRISBURG, PA 17109 | FAX-717-540-4458
QUESTIONS? 717-540-4455, EXT. 103

PCB 2012 ANNUAL CONFERENCE SPONSORSHIP INFORMATION

SPONSORSHIP/ADVERTISING OPPORTUNITIES

Sponsorships are available individually by event and/or item. Sponsorship opportunities will influence a large conference audience and will recognize your organization as a leader and supporter in the addiction field. Please consider taking advantage of these unique opportunities and highlighting your organization. Advertising in the PCB Annual Conference program booklet also provides an opportunity to reach a large number of professionals.

WELCOME RECEPTION (MONDAY, APRIL 16) \$5000

- Signage with company name and logo
- Company representative makes welcome remarks
- Includes napkins with company logo
- Special recognition in conference program booklet & PCB Newsletter

KEYNOTE SPEAKER (MONDAY, APRIL 16) \$5000

- Signage with company name and logo
- Company representative makes opening remarks
- Company logo displayed on walk-in slides
- Company representative introduces speaker
- Special recognition in conference program booklet & PCB Newsletter

AWARDS LUNCHEON (MONDAY, APRIL 16) \$5000

- Signage with company name and logo
- Company representative makes pre-luncheon remarks
- Company brochures on each luncheon table
- Special recognition in conference program booklet & PCB Newsletter

NETWORKING BREAKFAST (MONDAY, APRIL 16) \$5000

NETWORKING BREAKFAST (TUESDAY, APRIL 17) \$5000

- Signage with company name and logo
- Includes napkins with company logo
- Company brochures on each table
- Special recognition in conference program booklet & PCB Newsletter

REFRESHMENT BREAKS \$1500

- Includes signage with company name and logo
- Special recognition in conference program booklet & PCB Newsletter
- Monday morning (April 16) \$1500
- Monday afternoon (April 16) \$1500
- Tuesday morning (April 17) \$1500

THE FOLLOWING ITEMS WILL BE DISTRIBUTED TO EACH ATTENDEE AT REGISTRATION:

Conference Registration Bags (with company name and logo)	\$1500
Lanyards (with company name and logo)	\$ 600
Pens (with company name and logo)	\$ 500
Mugs (with company name and logo)	\$ 750

ADVERTISING IN THE PCB ANNUAL CONFERENCE PROGRAM BOOKLET

March 1 deadline for high resolution PDF format emailed to mjmather@pacertboard.org

Full page ad (8.5 w x 11 h)	Back Cover	\$1500
	Back Inside Cover	\$1000
	Front Inside Cover	\$1000
	Regular full page	\$ 800
One-half page ad (5.5 w x 8.5 h)		\$ 400
Quarter page ad (5.5 w x 4.25 h)		\$ 250

**DON'T SEE A SPONSORSHIP ITEM THAT FITS THE NEEDS
OF YOUR ORGANIZATION?**

Contact PCB.

We invite you to contact us with your input and creative ideas.
We are open to new sponsored items and/or events.

Call the PCB Office at 717-540-4455, ext. 103 or email us at info@pacertboard.org to discuss any additional ideas for sponsorships, give-a-ways, etc.

All conference give-a-ways and events must be pre-approved by PCB.

MAIL COMPLETED FORM AND PAYMENT TO:
 PCB
 298 S. Progress Avenue
 Harrisburg, PA 17109 or fax to: 717-540-4458

PCB 2012 Annual Conference
 April 16-17, | 2012 Harrisburg, PA
Sponsorship/Advertising Form

Please complete the form below. The person listed will be the primary contact for all sponsorship/advertising correspondence. You must return this form with payment to secure a sponsorship/advertisement. Sponsorship events/items are awarded on a first-come, first served basis to any interested parties.

Name _____
 Title _____
 Company _____
 Address _____
 City/State/Zip _____
 Phone _____ Fax _____
 Email _____

We request sponsorship of the following Conference Events:

- Welcome Reception \$5000
- Keynote Speaker \$5000
- Awards Luncheon \$5000
- Networking Breakfast \$5000
- Networking Breakfast \$5000
- Refreshment Break \$1500
- Refreshment Break \$1500
- Refreshment Break \$1500

We request sponsorship of the following Conference Items:

- Conference Registration Bags \$1500
- Lanyards \$ 600
- Pens \$ 500
- Mugs \$ 750
- Full page ad in program
- back cover \$1500
- back inside cover \$1000
- front inside cover \$1000
- regular full page \$ 800
- Half page ad in program \$ 400
- Quarter page ad in program \$ 250

Payment Information:

Check enclosed payable to PCB in the amount of \$ _____

Credit Card payment VISA MasterCard Charge Amount \$ _____

Credit card number _____/_____/_____/_____ Exp. Date _____ Security code _____

Signature on card _____

RETURN THIS COMPLETED FORM, EXHIBITOR DESCRIPTION AND FEE TO:
 PCB | 298 S. PROGRESS AVE. | HARRISBURG, PA 17109 | FAX-717-540-4458
 QUESTIONS? 717-540-4455, EXT. 103