

# PENNSYLVANIA CERTIFICATION BOARD

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## ANNUAL CONFERENCE EXHIBITOR & SPONSORSHIP PROSPECTUS

Annual Conference | May 1-2, 2017  
Eden Resort & Suites | Lancaster, PA

## ABOUT THE PCB ANNUAL CONFERENCE

**Don't miss your opportunity to participate in PCB's Annual Conference.** The PCB Annual Conference increases your organization's visibility and exposure to substance use and other behavioral health professionals. As the leader in professional substance use and behavioral health 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 attendees?** The attendees include treatment program managers and administrators, counselors, clinical supervisors, co-occurring disorders professionals, prevention specialists, criminal/juvenile justice professionals, case managers, ancillary workers, recovery specialists, interventionists and social workers. Increase your brand recognition and display your products and services by networking with these attendees.

## EXHIBIT OPPORTUNITIES

**Exhibit Space:** Exhibit space includes one (1), eight (8) foot skirted table, and two chairs. Additionally, exhibit space includes one complimentary full conference registration per space and two complimentary exhibit only badges for additional company staff working at the exhibit. **Cost:** \$450.00 for exhibitors completing the contract before February 15, 2017 and \$500 for exhibitors completing the contract after February 15, 2017.

## BENEFITS OF EXHIBITING

*All exhibitors who complete the exhibitor contract and fulfill payment by March 15, receive:*

- | One complimentary full conference registration
- | Two complimentary exhibit hall only badges for additional staff working at the exhibit
- | A listing in conference program booklet distributed at the conference
- | A listing in the PCB Newsletter
- | A listing on the conference section of the PCB website
- | Direct access to over 300 substance use and behavioral health professionals

## NETWORKING OPPORTUNITIES FOR EXHIBITORS IN THE EXHIBIT HALL

PCB has designed our exhibit hall set-up for maximum exposure of all spaces 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. During this reception, PCB Conference attendees will have opportunities to win exhibitor door prizes and give-a-ways. This is another great opportunity for you to strengthen your brand exposure.

### REFRESHMENT BREAKS

All refreshment breaks will be held in the exhibit hall. This maximizes the time that exhibitors can network with attendees.

### 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

**PCB Annual Conference** | Eden Resort & Suites | 222 Eden Road, Lancaster, PA 17111, (717) 569-6444

A block of rooms has been reserved at the Eden Resort & Suites at a special conference rate of \$117 for a single room - \$157 for multiple room suites per night. Reservations should be made by contacting the Eden Resort at (717) 569-6444 or (866) 801-6430 online at [www.edenresort.com](http://www.edenresort.com) and must be made by **March 31, 2017** to receive this special rate. **Be sure to identify yourself as attending the Pennsylvania Certification Board Conference to receive this special room rate.**

### EXHIBIT HALL LOCATION

Crystal Ballroom or Courtyard, Eden Resort and Suites.

### 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 about 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 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.

### EXHIBIT HALL SCHEDULE (SUBJECT TO CHANGE)

#### **Sunday, April 30**

4:00 p.m. – 6:00 p.m.          Exhibitor set-up

#### **Monday, May 1**

9:00 a.m. – 9:30 a.m.          Refreshment Break

10:45 a.m. - 11:00 a.m.       Refreshment Break

2:45 p.m. – 3:00 p.m.          Refreshment Break

5:30 p.m. – 6:30 p.m.          Welcome Reception

#### **Tuesday, May 2**

10:15 a.m. – 10:30 a.m.       Refreshment Break

11:00 a.m.                        Exhibitor Break Down

# EXHIBIT RULES AND REGULATIONS

## **Exhibit Space Assignment**

PCB's sponsors will have first selection of exhibit spaces. 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 changes to the floor plan as necessary. As this is our first time at this venue, we have not yet finalized the layout for the exhibit space. If you have specific preferences for location, please list that on the exhibitor contract under *special requests*.

## **Sponsorship**

Event sponsorship is on a first-come, first-served basis. Sponsorships received before March 1, 2017 will be listed in the conference program booklet. Sponsored events will be awarded as received by PCB. Sponsorship will not be confirmed unless it is accompanied by payment. You will receive confirmation of your event sponsorship after payment is received. If your selection is no longer available, you will be given the opportunity to select another sponsorship.

## **Security**

PCB does not provide security service. Exhibitors are solely responsible for exhibit material.

## **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 feet above the floor or more than 8 feet in depth from the back wall of the space 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 Eden Resort and Suites 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 Eden Resort and Suites 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 indemnities 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 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.

# PCB Annual Conference | Exhibit Space Contract

May 1-2, 2017 | Lancaster, PA

Application to exhibit this \_\_\_\_\_ day of \_\_\_\_\_, 2017 by and between hereinafter called "Exhibitor" and PCB.

In accordance with the terms, conditions and regulations governing exhibits of the PCB Conference at the Eden Resort and Suites in Lancaster PA, May 1-2, 2017, 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 Eden Resort and Suites. Failure to abide by such rules and regulations results in forfeiture of all monies paid to PCB under terms of this agreement.

**Cost:** \$450.00 for exhibitors that complete contract by February 15, 2017 and \$500 for exhibitors completing the exhibitor contract after February 15, 2017.

**Special Requests:** Please list requests for exhibit space placement and/or electricity needs. Electricity is subject to additional charges to the Exhibitor.

**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 WHEN SUBMITTING THIS COMPLETED CONTRACT.**

**Registration:** The exhibit space fee includes one full conference registration and two exhibit hall only registrations. PCB will send you registration materials for the full conference registrant and the exhibit hall only staff. Additional individuals who wish to attend the conference trainings must register separately.

**Cancellations:** Cancellation of exhibit space must be directed in writing to PCB. Refunds are subject to a \$50 cancellation fee per exhibitor. No refunds will be issued for a cancellation received after February 15, 2017.

**Payment (check one):**  Check  VISA  MasterCard  Discover

Amount \$ \_\_\_\_\_

*Checks should be made payable to PCB*

*FOR CREDIT CARD PAYMENTS:*

Number: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

3-digit code: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Name on Card: \_\_\_\_\_

Billing address: \_\_\_\_\_  
\_\_\_\_\_

**RETURN THIS COMPLETED FORM AND FEE TO:**

PCB | 298 S. Progress Ave. | Harrisburg, PA 17109 | f: 717-540-4458 | e: [dhaas@pacertboard.org](mailto:dhaas@pacertboard.org)

Questions? [dhaas@pacertboard.org](mailto:dhaas@pacertboard.org) or 717-540-4455, ext. 106

## PCB ANNUAL CONFERENCE SPONSORSHIP/ADVERTISING INFORMATION

Sponsorships are available individually by event and/or item. Sponsorship and Advertising opportunities will influence a large conference audience and will recognize your organization as a leader and supporter in the substance use and behavioral health field. Please consider taking advantage of these unique opportunities and highlighting your organization.

### WELCOME RECEPTION (MONDAY, MAY 1) \$5000

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

### AWARDS LUNCHEON (MONDAY, MAY 1) \$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, MAY 1) \$5000

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

### NETWORKING BREAKFAST (TUESDAY, MAY 2) \$5000

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

### REFRESHMENT BREAKS \$1500

Signage with company name and logo  
Special recognition in conference program booklet & PCB Newsletter

Monday morning (May 1) \$1500

Monday afternoon (May 1) \$1500

Tuesday morning (May 2) \$1500

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

Conference Registration Bags (with company name and logo) \$1500

Travel Mugs (with company name and logo) \$1500

Lanyards (with company name and logo) \$800

Pens (with company name and logo) \$700

## ADVERTISING IN THE PCB ANNUAL CONFERENCE PROGRAM BOOKLET

Deadline to submit high resolution PDF: March 15, 2017 to [dhaas@pacertboard.org](mailto:dhaas@pacertboard.org).

Full page ad (8.5 w x 11 h)	Back Cover	\$1500
	Back Inside Cover	\$1000
	Front Inside Cover	\$1000
	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
Website only		
Scrolling Ad Logo on PCB conference website <i>PCB conference website only</i>		\$50

## LOOKING FOR A SPONSORSHIP ITEM THAT BETTER FITS THE NEEDS OF YOUR ORGANIZATION?

*Contact PCB.*

We invite you to contact us with your input and creative ideas for sponsored items or events.

Call the PCB Office at 717-540-4455, ext. 106 or email us at [dhaas@pacertboard.org](mailto:dhaas@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.

# PCB Annual Conference | Sponsorship/Advertising Form

May 1-2, 2017 | Lancaster, PA

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: \_\_\_\_\_

Company: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

*Check all that apply:*

### Sponsorship of conference events

- Welcome Reception \$5000
- Awards Luncheon \$5000
- Breakfast (May 1) \$5000
- Breakfast (May 2) \$5000
- Morning Break (May 1) \$1500
- Afternoon Break (May 1) \$1500
- Morning Break (May 2) \$1500

### Sponsorship of conference items

- Conference Registration Bags \$1500
- Pens \$700
- Mugs \$1500
- Lanyards \$800

#### Full page ad in program

- Back Cover \$1500
- Back Inside Cover \$1000
- Front Inside Cover \$1000
- Full Page \$800
- Half page ad in program \$400
- Quarter page ad in program \$250
- Scrolling Logo Ad \$50

*PCB conference website only*

### Payment Information:

**Payment (circle one):**  Check  VISA  MasterCard  Discover

Amount \$ \_\_\_\_\_

*Checks should be made payable to PCB*

### FOR CREDIT CARD PAYMENTS:

Number: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_  
3-digit code: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Name on Card: \_\_\_\_\_

Billing address: \_\_\_\_\_  
*(If different than Home Address)*

Email address for receipt *(if paying by credit card only)*: \_\_\_\_\_

### RETURN THIS COMPLETED FORM AND FEE TO:

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