

# Minnesota Fall EBD Conference



## Instructional & Behavioral Practices for Students with Challenging Behaviors

November 5-6, 2009

Sheraton Minneapolis West  
Minnetonka, Minnesota



**BEHAVIORAL INSTITUTE FOR  
CHILDREN AND ADOLESCENTS**

To: Potential Exhibitors & Supporters

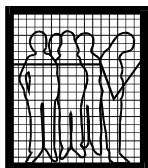
From: Sheldon Braaten, Ph.D., Executive Director, Behavioral Institute for Children and Adolescents

Re: Exhibit/Marketing Opportunities, November 5-6, 2009

Please join us as we continue the tradition of a fall EBD conference in Minnesota. This conference will provide a variety of opportunities for anyone who works with students who have challenging behaviors. More than 200 professionals from education, mental health, juvenile justice, residential care facilities, and other related disciplines are expected to attend. The opportunity to network with professionals serving children and youth with emotional and behavioral disorders is at its finest during this event.

Since many of the participants in this conference finance their own attendance, every effort is made to keep registration and lodging costs as low as possible. This allows more professionals to attend. The two-day conference registration starts at \$160. The registration fee includes all conference sessions, admittance to the exhibit hall, two continental breakfasts, three beverage breaks, two luncheons, an evening social, and all conference materials. Exhibitor and sponsor participation is a major factor in keeping costs low enough for the conference to be accessible to the professionals who will benefit most.

Attached is a listing of both exhibitor and sponsorship opportunities and information, followed by a registration form. We sincerely hope you will consider joining us for this special event.



# Minnesota Fall EBD Conference

## Instructional & Behavioral Practices

for Students with Challenging Behaviors

November 5-6, 2009

Sheraton Minneapolis West - Minnetonka, MN

## MARKETING OPPORTUNITIES

### SOCIAL ACTIVITIES

*"The way to someones heart is through their stomach"* Take advantage of this age-old saying by hosting one or more of the following events. All events will be held at the conference hotel and are available at no additional charge to all conference attendees. All sponsors will receive one complimentary exhibit table, at-event signage, at-event opportunities to disseminate information, recognition in the conference program and at [www.behavioralinstitute.org](http://www.behavioralinstitute.org). There are limited sponsorships available and all are offered to the first paid sponsor.

#### **Thursday / Friday Continental Breakfasts \$500 each**

Provide continental breakfast to conference attendees as the sponsor of the Thursday or Friday continental breakfast.

#### **Thursday Social Reception \$500**

Immediately following the Thursday program, attendees are invited to unwind, socialize and network. In addition to the above opportunities, sponsor will receive a short speaking opportunity during the event.

#### **Refreshment Breaks \$300 each**

As sponsor of a Thursday (morning or afternoon) or Friday (morning only) break, you will receive recognition for providing refreshments to all conference participants.

#### **Friday Closing Luncheon \$500**

Sponsor the Friday Closing Luncheon with Keynote address. In addition to the above opportunities, sponsors will receive a short speaking opportunity during the event.

### ADVERTISING

The following advertising opportunities are available. These are limited opportunities that will be sold to the first paid advertiser. All advertisers will receive recognition in the conference program and at [www.behavioralinstitute.org](http://www.behavioralinstitute.org). If you are interested in an advertising opportunity that is not listed, please contact us.

#### **Name Badge Lanyards \$200**

Name badge lanyard advertising offers a great opportunity to project your company to each attendee. Name badge sponsor will supply cotton (or equivalent quality) lanyard featuring your company name for distribution to all attendees at registration.

#### **Registration Inserts \$150**

Share your message with attendees by providing an insert for our registration packets. Inserts (300) must be delivered by October 5.

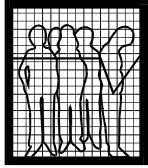
### EXHIBIT AREA

All registered participants will be directed and encouraged to visit the exhibit area. Each exhibit table package includes 6 ft. x 30 in. table(s), chairs, waste basket and information in the conference program. One representative's registration is included with each exhibitor package. The exhibit area will be open to conference attendees on Thursday from 7:30 a.m. to 6:00 p.m. and Friday from 7:30 a.m. to 11 a.m. If you are unable to exhibit at the conference, but you would like to have your materials available at a resource table, you may select the Resource Table materials option. With this option, you can provide informational or promotional items that will be placed on a Take One table in the exhibit area.

**Two-Table Exhibit \$200**

**One-Table Exhibit \$150**

**Materials for Resource Table \$50**



# Minnesota Fall EBD Conference

## Instructional & Behavioral Practices

for Students with Challenging Behaviors

November 5-6, 2009

Sheraton Minneapolis West - Minnetonka, MN

## MARKETING OPPORTUNITIES

### MISCELLANEOUS

In an effort to keep participant costs low and make the conference accessible, the following sponsorships are available. In-kind services are also welcome. All sponsors will receive one complimentary exhibit table, at-event signage, at-event opportunities to disseminate information, recognition in the conference program and at [www.behavioralinstitute.org](http://www.behavioralinstitute.org).

#### **ASL Interpreting Service \$500**

Help support our effort to make the conference accessible to attendees who would benefit from sign language interpretation.

#### **Audio-Visual \$300**

Many of our presenters request special AV to enhance their presentation. The cost of supplying AV equipment for concurrent sessions can be quite high. Help us to offset these costs by sponsoring or providing AV equipment.

#### **Parent Registration Scholarship \$150 each**

Successful programs for troubled youth depend on the active participation and support of families. The Institute recognizes the critical need for parent involvement and support. The conference provides sessions for families and they are encouraged to attend and actively participate. While many parents seek to participate, they lack the financial means. These scholarships will pay for their registration fees at a reduced rate and provide a small amount of assistance that can be used for transportation or childcare.

### SILENT AUCTION

We are also requesting and accepting all types of donations to help ensure a successful silent auction event. Proceeds from the silent auction will be used to support the Minnesota Council for Children with Behavior Disorders (MNCCBD) networking program and Behavioral Institute for Children and Adolescents (BICA) Tara Reilly Memorial Scholarship. Please consider a donation to the silent auction or directly to one of the following programs:

#### MNCCBD Networking Program

MNCCBD is a non-profit organization. Our mission is to provide professional growth opportunities, venues for communication, and advocacy at all levels for children with emotional and behavioral disorders. MNCCBD is dedicated to providing support and professional development to its members. Over the past several years, MNCCBD has been facilitating networking events. These events focus on particular topics of interest and include a noted presenter, opportunities to network with other professionals, and time to relax. Past events have included the topics such as Bullying, Positive Behavior Supports, Taking Care of Yourself, Mental Health Issues and other areas of member concern. These events have been offered free of charge to members and other interested professionals in the field. They have been very successful and well received. MNCCBD's goal is to continue to offer these events. With your support, this will be possible.

#### BICA Tara Reilly Memorial Scholarship

The Tara Reilly Memorial Scholarship honors a bright, young woman who was murdered at age 19. Tara was pursuing a psychology degree and planned to work with children who have emotional and behavioral problems. She was a vibrant, happy person who befriended people who didn't have many friends. In order to preserve the hopes and dreams of this special, beautiful and caring person, a scholarship has been created in her name. It is available to any college junior, senior or graduate student who is committed to working with children with behavioral challenges. The scholarship supports students in special education, mental health, juvenile justice and related fields. It is our hope that more people will choose to work with children and youth with behavioral problems so that we can end the type of senseless behavior that took Tara's life.

**Minnesota Fall  
EBD Conference**

**Instructional & Behavioral Practices  
for Students with Challenging Behaviors**

**Nov. 5-6, 2009 • Sheraton Minneapolis West**

**Marketing Registration**

Company Name: \_\_\_\_\_

Primary Contact Person: \_\_\_\_\_

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

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Brief description of your organization/products/services for program (60-word max.): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

I will donate an item for the silent auction: \_\_\_\_\_ Value: \$ \_\_\_\_\_

**Social Activities**

<input type="checkbox"/> Thursday Continental Breakfast	\$500	<input type="checkbox"/> Thursday a.m. Break	\$300	<b>Total Cost</b>
<input type="checkbox"/> Friday Continental Breakfast	\$500	<input type="checkbox"/> Thursday p.m. Break	\$300	\$ _____
<input type="checkbox"/> Thursday Social Reception	\$500	<input type="checkbox"/> Friday a.m. Break	\$300	
<input type="checkbox"/> Friday Closing Luncheon	\$500			

**Advertising**

<input type="checkbox"/> Name Badge Lanyards	\$200	<input type="checkbox"/> Registration Inserts	\$150	<b>Total Cost</b>
				\$ _____

**Exhibits**

<input type="checkbox"/> Two-Table Exhibit	\$200	Exhibitor Preferences:	\$ _____
<input type="checkbox"/> One-Table Exhibit	\$150	<input type="checkbox"/> Electrical outlet required	
<input type="checkbox"/> Sponsor Exhibit Table	complimentary	<input type="checkbox"/> Please place us adjacent to another exhibitor:	
<input type="checkbox"/> Materials for Resource Table	\$50	_____	

**Miscellaneous**

<input type="checkbox"/> ASL Interpreting Service	\$500	<input type="checkbox"/> Parent Registration Scholarship	\$ _____
<input type="checkbox"/> Audio-Visual Sponsor	\$300	# _____ x \$150 each	

**Payment Information:** Payments are non-refundable and must be received by October 5, 2009.

TOTAL AMOUNT OF PAYMENT: \$ \_\_\_\_\_

Check enclosed # \_\_\_\_\_ (payable to BICA)

Purchase order enclosed # \_\_\_\_\_

Credit card: \_\_\_ VISA \_\_\_ MasterCard # \_\_\_\_\_ Expiration Date \_\_\_ / \_\_\_

Billing Address: \_\_\_\_\_ City: \_\_\_\_\_ ST: \_\_\_\_\_ ZIP: \_\_\_\_\_

Signature: \_\_\_\_\_ Verification Code: \_\_\_\_\_ Date: \_\_\_\_\_

*Behavioral Institute for Children and Adolescents, 3585 Lexington Ave. N #163, Arden Hills, MN 55126,  
Fed ID #41-1703237, 651-484-5510 (ph), 651-483-3879 (fax), info@behavioralinstitute.org (email)*