



BEHAVIORAL INSTITUTE FOR CHILDREN AND ADOLESCENTS

1711 Cty. Rd. B W, Suite 110 S
Roseville, MN 55113
www.behavioralinstitute.org

651-484-5510 ph
651-483-3879 fax
info@www.behavioralinstitute.org

INTERNATIONAL CHILD AND ADOLESCENT CONFERENCE XV

Bridging Practices to Improve Academic and Social Competence of Children and Youth

Hilton Minneapolis-St. Paul Airport/Mall of America
Minneapolis, MN
November 4-6, 2010

To: Exhibitors, Corporations

From: Sheldon Braaten, Ph.D., Executive Director

Re: Exhibit/Marketing Opportunities, November 4-6, 2010

You are invited to participate in a materials exhibit, plus other marketing opportunities, to be held in conjunction with the **International Child and Adolescent Conference XV** at the Hilton Minneapolis-St. Paul Airport-Mall of America hotel in Minnesota. Attendees include special and regular educators, school administrators, psychologists, counselors, mental health professionals, community agencies, correctional and residential program professionals, parents and students. More than 350 persons are expected to participate.

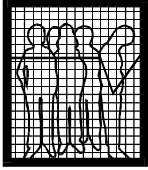
Sponsorship and exhibit opportunities are described in the enclosed Marketing Opportunities Materials. Sponsorships include one complimentary exhibit table (\$475 value). Exhibits will be open to conference participants Thursday, November 4th and Friday, November 5th. Sales will be permitted during exhibit hours. To reserve exhibit space, complete the reservation form and enclose payment of \$475.00 for one table, or \$690.00 for two tables. Register early and save up to \$100! We are offering a significant discount for reservations and payments received by Aug. 13, 2010. If you represent a small, non-profit organization, please call to inquire about special exhibit opportunities and pricing. Checks should be made payable to **Behavioral Institute for Children and Adolescents (BICA)**. The deadline for receipt of payment for exhibit space is October 4, 2010. Your payment should accompany your reservation. Exhibit locations will not be assigned until payment is received. Exhibit space is limited, so reserve early.

Your confirmation and hotel reservation information will be sent to you following receipt of your exhibit space reservation. Rooms will be available to participants at the conference rates of **\$102.00**-single/double, plus tax.

For additional information or if you have additional questions, please contact Melissa Knoll at 651-484-5510 (phone), 651-483-3879 (fax) or mknoll@behavioralinstitute.org.

We look forward to your participation in this conference.

encs.:



BEHAVIORAL INSTITUTE FOR CHILDREN AND ADOLESCENTS

PRESENTS

INTERNATIONAL CHILD & ADOLESCENT CONFERENCE XV

Bridging Practices to Improve Academic and Social Competence of Children and Youth

JOIN US FOR MARKETING OPPORTUNITIES

November 4-6, 2010

**Hilton Minneapolis/St. Paul Airport-Mall of America
Minneapolis, MN**

The attached marketing opportunities are available and designed to give your organization maximum exposure to more than 350 participants. The conference is scheduled to feature:

- **Keynote Addresses and In-depth Workshops**
- **Topical strands focused on effective services for individual students, building/agency-wide, district-wide, collaborative and state systems:**
 - ▶ Autism Spectrum Disorders
 - ▶ Continuum of Intervention and Placement
 - ▶ Early Intervention
 - ▶ Integrating Academic/Non-academic Instruction
 - ▶ Mental Health Issues and Youth
 - ▶ Positive Behavior Intervention Support
 - ▶ Effective Classroom Management
 - ▶ Research Into Practice
 - ▶ Safe Schools
 - ▶ Services for Culturally Diverse Populations
 - ▶ Services in Secure Settings
 - ▶ Teaching Core Academics in Elementary/Secondary
 - ▶ Transition
 - ▶ Personnel Training and Development
 - ▶ Law and Policy
 - ▶ Assessment Tools at Tier 1, 2, 3
 - ▶ Families

EXHIBITS

SOCIAL EVENTS

NETWORKING

For information, contact:

BEHAVIORAL INSTITUTE FOR CHILDREN AND ADOLESCENTS

1711 Cty. Rd. B W, Suite 110 S, Roseville, MN 55113

651-484-5510 ph 651-483-3879 fax

www.behavioralinstitute.org



International Child & Adolescent Conference XV

Bridging Practices to Improve Academic and Social Competence of Children and Youth

Minneapolis, MN November 4-6, 2010

MARKETING OPPORTUNITIES

EXHIBIT AREA

All registered participants will be directed and encouraged to visit the exhibit area of our conference. There will be extended break times and refreshments including continental breakfasts, box lunch and ice cream breaks to drive traffic to the exhibit areas. Each exhibit table package includes 8 ft. x 30 in. skirted table(s), chairs, waste basket and information in the conference program. The exhibit area will be open to conference attendees on Thursday and Friday. 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. Registered exhibitors will receive confirmation and additional information.

Two-Table Exhibit	\$690 / \$590 if paid by August 13, 2010
One-Table Exhibit	\$475 / \$400 if paid by August 13, 2010
Materials for Resource Table	\$150 / \$100 if paid by August 13, 2010
Small Non-Profit Exhibit	please call to inquire about rates and qualifications

NETWORKING ACTIVITIES

Your organization has the opportunity to host 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 \$475-value exhibit table, at-event signage, at-event opportunities to disseminate corporate information, recognition in the conference program and at www.behavioralinstitute.org. There are limited sponsorships available and all are offered to the first paid sponsor. If you are interested in hosting an event that is not listed, please contact us. ***exclusive event sponsorships**

Welcome Dinner & Keynote Presentation \$2,000

Sponsor the Thursday Welcome Dinner with keynote presentation. In addition to the above opportunities, sponsors will receive a short speaking opportunity during the event and three full conference registrations.

Keynote Luncheon \$2,000

Sponsor the Friday Luncheon with Keynote address. In addition to the above opportunities, sponsors will receive a short speaking opportunity during the event and two full conference registrations.

Continental Breakfast* \$1,000

Provide continental breakfast to conference attendees as the exclusive sponsor of the Thursday, Friday or Saturday continental breakfast. The event will be held in the exhibit area. In addition to the above opportunities, sponsor will receive one full conference registration.

Afternoon Break* \$1,000

As the exclusive sponsor of the Thursday or Friday afternoon break, you will receive recognition for providing refreshments to all conference participants during the afternoon break. In addition to the above opportunities, sponsor will receive one full conference registration.

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. If you are interested in an advertising opportunity that is not listed, please contact us. ***exclusive advertising opportunities**

Tote Bags* \$3,000

Achieve maximum exposure by projecting your company throughout the conference and with attendees when they go home. Tote bag sponsor will provide canvas (or equivalent quality) conference tote bags for distribution to all attendees at the registration table. Bags can feature your one-color logo/brief message and will be printed with the conference information. In addition to the above opportunities, tote bag sponsor will receive one full conference registration.

ADVERTISING

Name Badge Lanyards* \$2,000

Name badge lanyard advertising offers another 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. In addition to the above opportunities, name badge sponsor will receive one full conference registration.

Conference Program Advertisements

Share your message with attendees by placing a print ad in our conference program. Options and costs are as follows:

Outside back cover (B&W)	\$1,000	1/4 page (B&W)	\$300
Inside front or back cover (B&W)	\$750	Business Card	\$100
Full page (B&W)	\$600	2-color instead of B&W	\$200 additional
1/2 page (B&W)	\$450	4-color instead of B&W	\$650 additional

SCHOLARSHIPS

The Tara Reilly Memorial Scholarship*

for students in training to provide service to youth with emotional and behavioral disorders

The Institute is proud to continue its scholarship program that encourages and assists individuals pursuing careers serving troubled youth. Twenty-three previous recipients have each received \$2,000. Scholarships are awarded in the fields of special education, mental health, and juvenile justice. Applicants must be enrolled in a post-baccalaureate training program and have at least one year remaining before completion of their program following the 2010-2011 academic year. The award will be presented at the conference. Recipient will receive an expense-paid trip to the conference (not to exceed \$1,000) and an award of \$2,000.

Contributors to the scholarship program recognize the importance of attracting and encouraging highly skilled professionals to work with troubled youth. Your support provides assistance to selected individuals who have demonstrated a commitment, and the ability, to become outstanding practitioners. You have the option of providing corporate sponsorship for the continuing scholarship program; an exclusive scholarship; join with another organization to provide a half scholarship each; or become one of our patrons by helping provide for the expenses of the recipients. Sponsors and patrons will be invited to participate in the award ceremony, be prominently recognized in the conference program, and receive the benefits described below.

* **Tara Reilly** (1978-1997) was a bright and talented young woman with enthusiasm for life and a genuine concern for the well-being of people. She entered college with a career goal in the area of psychology and planned to serve others in need. Unfortunately, her life ended abruptly and tragically-a victim of homicide. This scholarship program honors her unfulfilled life's goal through others who are now preparing to served troubled youth.

Corporate Scholarship (includes two exhibit tables and one full-page ad)	\$4,000
One Scholarship (includes one exhibit table and one full-page ad)	\$2,500
Half Scholarship (includes one exhibit table and one 1/2-page ad)	\$1,250
Patron (includes one 1/2-page ad)	\$1,000

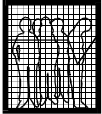
Parent Registration Scholarship

\$150 per scholarship

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 discounted registration fees. Parent scholarship sponsors will be recognized in the conference program.

International Child & Adolescent Conference XV

Bridging Practices to Improve Academic and Social Competence of Children and Youth



Minneapolis, MN November 4-6, 2010

MARKETING RESERVATION FORM

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 to benefit the Scholarship Program

Networking Activities

Welcome Dinner \$2,000 Continental Breakfast \$1,000* \$ _____

Friday Keynote Luncheon \$2,000 Afternoon Break \$1,000*

* Exclusive single-sponsor events

Advertising (camera-ready materials due October 4, 2010)

Tote Bags \$3,000 Program - 1/2 page B&W \$450 \$ _____

Name Badge Lanyards \$2,000 Program - 1/4 page B&W \$300

Program - outside back cover \$1,000 Business Card \$100

Program - inside front cover \$750

Program - inside back cover \$750

Program - full page B&W \$600

Additional fee options for any size ad:

2-color instead of B&W \$200

4-color instead of B&W \$650

Scholarships

Parent Registrations \$150 ea. Student Scholarship Program \$ _____

Total \$ _____

_____ Corporate Scholarship \$4,000

_____ One Scholarship \$2,500

_____ 1/2 Scholarship \$1,250

_____ Patron \$1,000

Exhibits

Two-table exhibit \$690/\$590 Small non-profit exhibit call for info. \$ _____

Single-table exhibit \$475/\$400 Materials for resource table \$150/\$100

Sponsor exhibit table (complimentary)

Refund requests must be submitted in writing by October 4, 2010 and are subject to a 20% handling charge.

Payment Information: Payment must be received by October 4, 2010 **TOTAL COST \$ _____**

Check enclosed # _____ (payable to BICA) Purchase order enclosed # _____

Credit card # _____

Expiration Date ____ / ____ Verification Code: (3-4 digit number) _____

Billing Address: _____ City: _____ ST: _____ ZIP: _____

Signature: _____ Date: _____

Behavioral Institute for Children and Adolescents, 1711 Cty. Rd. B W, Suite 110 S, Roseville, MN 55113,

Fed ID #41-1703237, 651-484-5510 (ph), 651-483-3879 (fax), info@behavioralinstitute.org (email)



International Child & Adolescent Conference XV

SEE YOU NEXT FALL!

November 4-6, 2010 - Minneapolis, MN

Hilton Minneapolis/St. Paul Airport-Mall of America

More than 100 sessions and transdisciplinary activities featuring

- Keynote Addresses and In-depth Workshops
- Topical strands focused on effective services for individual students, building/ agency-wide, district-wide, collaborative and state systems

EXHIBITS

SOCIAL EVENTS

NETWORKING

For proposal submissions, registration or exhibitor information, contact:

Behavioral Institute for Children and Adolescents 651-484-5510

www.behavioralinstitute.org



BEHAVIORAL INSTITUTE FOR CHILDREN AND ADOLESCENTS

Mission

Behavioral Institute for Children and Adolescents promotes the well-being of children and youth with emotional and behavioral challenges through skill-based and trans-disciplinary training.

Philosophy

The Institute seeks to improve the quality and array of services provided for children and youth by enhancing the knowledge and skills of direct service providers. We believe that parents are essential partners and collaboration is critical.



Training
*conferences,
workshops,
seminars &
consultation*



Arnold Goldstein
Memorial Library
*3,000+
specialty titles*



Professional Bookstore
*featuring
70+ publishers*

LIBRARY

BEHAVIORAL
INSTITUTE FOR
CHILDREN AND
ADOLESCENTS

Visit & Shop
our Web site:

[www.
behavioralinstitute
.org](http://www.behavioralinstitute.org)



Expertise

- Assessment
- Aggression/Violence
- Behavioral Development
- Behavioral Management
- Collaboration
- Conflict Mediation
- Counseling
- Crisis Intervention
- Depression
- Instruction
- Literacy
- Mentoring
- Transition
- Social Skills
- Vocational
- Event Planning

We've Moved - Visit our newly expanded retail store and training facility:

1711 County Road B W, Suite 110S
Roseville, MN 55113

www.behavioralinstitute.org

651-484-5510 ph
651-483-3879 fax