

**PSYCHOTHERAPY ASSOCIATES WINTER SYMPOSIUM 2019**

January 27-30, 2019, Colorado Springs



# 45<sup>TH</sup> ANNUAL WINTER SYMPOSIUM

Hotel Eleganté Convention and Event Center

COLORADO SPRINGS, CO

## THE ADVANCED INTERNATIONAL WINTER SYMPOSIUM ON ADDICTIVE DISORDERS, BEHAVIORAL HEALTH AND MENTAL HEALTH

EDUCATIONAL SUPPORTER AND EXHIBITION OPPORTUNITIES

2019

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Winter Symposium 2019

## THE SYMPOSIUM

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The Advanced International Symposium on Addictive Disorders, Behavioral Health and Mental Health has provided addiction specialists, counselors and behavioral health professionals with world-class education and training for 44 years. The 2018 symposium attracted over 1,500 attendees and 89 exhibitors. The symposium includes exhibits, plenaries and networking opportunities related to the following themes:

- **Addictive disorders**
- **Behavioral health**
- **Mental health disorders**
- **Evidence-based diagnostic assessment**
- **Integrative care**
- **Depression, bipolar disorder, eating disorders, PTSD, intervention, etc.**

## THE ORGANIZERS

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Dr. Gary G. Forrest, Executive Director, and Sandra Della-Giustina, Symposium Coordinator, have spent countless hours working to develop, refine, and execute the symposium for 44 years. We would like to welcome our new Medical Director, Dr. Robert J. Ochsner.

## THE AUDIENCE

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Includes many of the most esteemed nationally and internationally recognized addictions specialists including local and regional treatment providers representing a diversity of professions including: alcohol/drug treatment centers, addiction counselors, mental health facilities, residential substance abuse programs, LPCs, marriage and family therapists, psychologists, EAPs, psychiatrists and other physicians, social workers, mental health centers, military and state agencies, and other behavioral health professionals.

## ACCREDITATION

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Approved for 28 hours of Continuing Education (CEs) Credits by the National Association of Alcoholism and Drug Abuse Counselors and The Association For Addiction Professionals.



## BECOME A SPONSOR – HELP LEAD THE CONVERSATION

This symposium creates unprecedented opportunities to share knowledge, perspectives and cutting edge research. As an Educational Supporter and/or Exhibitor, you will have an opportunity to:

- **Create brand awareness among a national and international audience**
- **Build networks, enhance relationships and collaborate with colleagues**
- **Learn about the latest treatments and emerging therapeutic strategies**

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## EDUCATIONAL SUPPORTER LEVELS

LEVELS	PLATINUM	GOLD	SILVER	CLASSIC	EXHIBITOR
<b>RECOGNITION BENEFITS / INVESTMENT</b>	<b>\$12,000</b>	<b>\$9,000</b>	<b>\$6,000</b>	<b>\$4,000</b>	<b>\$1,200</b>
<b>PRE-SYMPOSIUM</b>					
Logo and link on symposium website	✓	✓	✓	✓	
Logo in e-blasts and marketing materials	✓	✓	✓		
Logo in program brochure (sized to supporter level)	Front, center	Inside	Inside	Inside	
# of supported speaker(s)*	4	3	2	1	
Speaker featured in brochure	Front	Inside	Inside		
Participation in pre-symposium planning	✓	✓	✓	✓	
<b>AT THE SYMPOSIUM</b>					
# of complementary registrations	50	45	40	35	2 marketer, 4 full
Logo on event mobile app splash page	✓				
Logo on event mobile app banner ad	✓	✓	✓		
Logo on event mobile app educational supporter page	✓	✓	✓	✓	
Logo on welcome signage (sized to supporter level)	✓	✓	✓		
Recognition at the welcome session	✓				
Opportunity to welcome keynote speakers	✓				
Complementary reserved table at Tuesday luncheon	✓				
Complementary double booth, location choice	First				
Complementary booth, location choice**	✓	✓	✓	✓	✓
Promotional item in tote bag	✓	✓	✓		
3 complementary nights at Hotel Elegante	✓	✓	✓	✓	
<b>POST SYMPOSIUM</b>					
Logo and link on symposium website	✓	✓	✓	✓	✓
Access to premier event mobile app data	✓				
Access to relevant event mobile app data	✓	✓			
Access to select event mobile app data	✓	✓	✓		
* Educational Supporter is responsible for speaker's expenses and travel expenses. All speakers must be approved by Psychotherapy Associates.					
** Based on availability					

All Platinum, Gold, Silver and Classic Educational Supporter levels must be confirmed and paid in full by November 15, 2018

## EXHIBITOR SPACE DETAILS

- Booth provisions: 8' x 6' pipe and drape booth with rectangular table and two chairs
- Additional equipment: custom equipment such as TV screens, lighting, etc. must be provided by the exhibitor or can be rented (see contract details)
- Booth set-up: January 26, 2019, 3PM – 5:30PM
- Booth tear-down: January 30, 2019, after 3:10PM

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## EXCLUSIVE SUPPORTER: SOCIAL FUNCTIONS

LEVELS	EVENT MOBILE APP	DINNER BUFFET	COFFEE BREAKS	SPONSOR BRECKENRIDGE ROOM	YOGA WELLNESS	LANYARD/ TOTE BAG/ CUSTOM
<b>AVAILABILITY</b>	1	1	6	9	3	1 / UNLIMITED
<b>RECOGNITION BENEFITS / INVESTMENT</b>	\$5,000	\$3,000	\$500 <small>EA</small>	\$750 + COST OF EVENT	\$500 + COST OF EVENT	AT COST*
Logo and link on website	✓	✓	✓	✓	✓	✓
Event push notification		✓	✓	✓	✓	✓
Logo on event mobile app	✓	✓	✓	✓	✓	✓
Logo in program brochure	✓					
Logo on event mobile app splash page	✓					
Logo on event mobile app social functions page	✓	✓	✓	✓	✓	✓
Recognition at the welcome session	✓					
Logo on function signage	✓	✓	✓	✓	✓	✓
Complementary table Tuesday luncheon	✓					
Logo on delegate bag						✓
Logo on delegate lanyard						✓

*\*To be confirmed with Psychotherapy Associates.*

## CUSTOM OPTIONS

Further sponsorship options are available starting at the entry level of \$500 for special initiatives such as:

- Student and community scholarships
- Facilitating content specific working groups
- Name tags, notepads, pens, etc.

Custom packages can also be designed upon request.

## EVENT MOBILE APP ADVERTISING

Psychotherapy Associates is excited to launch its first event mobile app this year! All attendees will have access and will be able to download prior to the Symposium. App support will be available on-site to help attendees optimize the app experience.

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## **Splash page** *Complementary for Platinum and Event Mobile App Supporters only*

Platinum and Event Mobile App supporters' logos will be included on the event mobile app splash page, which will appear when the app is launched. The splash page offers prime real estate with a front-and-center impression.

## **Banner ads – \$1,500** *Complementary for Platinum, Gold, Silver and Event Mobile App Supporters only*

Platinum, Gold and Silver supporters' logos will be included in the mobile event app's banner ad, which will appear on the top of the app navigation pages. Banner ads are the most popular form of mobile advertising for event mobile apps. Contact Psychotherapy Associates to purchase a banner ad.

## EVENT MOBILE APP DATA

Digitizing lets us expand and supercharge the insights we get from the Winter Symposium. The Winter Symposium event mobile app measures and optimizes the data generated from the event. As an Educational Supporter, you will have access to this data. The chart below outlines the data that is available based on the supporter level.

LEVELS	PLATINUM	GOLD	SILVER	EVENT MOBILE APP	SPECIAL EVENTS*
<b>EVENT MOBILE APP DATA</b>	\$12,000	\$9,000	\$6,000	\$5,000	VARIES
<b>AVAILABILITY</b>	2	3	6	1	VARIES
<b>SPLASH PAGE</b>					
# of splash page views when app is opened	✓			✓	
<b>BANNER AD</b>					
# of logo taps on banner add	✓	✓	✓	✓	
# of banner impressions	✓	✓	✓	✓	
# of supported speaker(s) views	✓	✓	✓	✓	
<b>EXHIBITOR/EDUCATIONAL SUPPORTER PAGE/SCHEDULE</b>					
# of logo taps	✓	✓	✓	✓	✓
<b>SESSION ATTENDANCE</b>					
General speaker rated feedback	✓				
# of attendees for your supported speaker(s)	✓	✓	✓	✓	
Survey results for your supported speaker(s)	✓	✓	✓	✓	
# of attendees for your supported event(s)					✓
<b>OTHER</b>					
General evaluation form results	✓				
Evaluation form results relating to supporter	✓	✓			
General results of surveys/polls	✓				
Results of supporter-related surveys/polls	✓	✓			
Tailored push notifications	3	2	1	1 per day	1 per event

*\*To be confirmed with Psychotherapy Associates*

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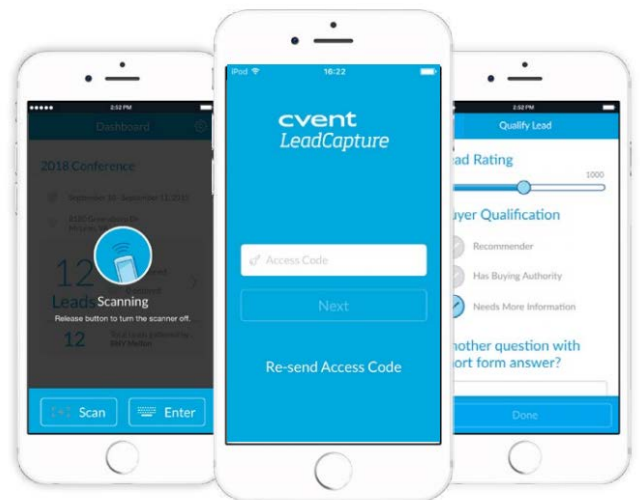


# LEADCAPTURE

The Winter Symposium is a place for Educational Supporters, exhibitors and attendees to network, collaborate and share best practices. LeadCapture is a technology tool that reimagines the multi-step, manual and time-consuming process of capturing, qualifying and measuring newly met event attendees. Contact Psychotherapy Associates for pricing.

## LeadCapture makes it easy to:

- ✓ Capture leads instantly when exhibitors interact with attendees onsite
- ✓ Rate each lead and enter qualification notes to prioritize follow-ups
- ✓ Provide real-time insight for exhibitors to evaluate and leverage traffic flow
- ✓ Capture, qualify and sync leads straight from your tablet or smartphone
- ✓ Determine the most qualified leads with customizable qualification questions with branching logic
- ✓ Provide real-time insight for planners to evaluate and leverage traffic flow



## CONTACT INFORMATION

To obtain further information or to discuss supporter opportunities that best suit your needs, please contact us at: [addicteduc@aol.com](mailto:addicteduc@aol.com) or 719-594-9304.

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