Sponsorship Overview

Oct. 10-11, 2019

TCEA Conference Center • 3100 Alvin DeVane Blvd., Building B • Austin

What Is the Behavioral Health Conference?

The Texas Hospital Association's Behavioral Health Conference brings together Texas health care professionals interested in mental health services and related issues. This conference engages psychiatric services professionals in dialogue on issues that directly impact their facilities' operations.

Program Format

Focus areas include but are not limited to:

- Impact of state legislation;
- Mental health parity;
- Emergency detention issues;
- Federal legislative update; and
- Funding and reimbursement.

Target Audience

This program will benefit professionals interested in behavioral health services and related issues, including:

- Administrators;
- Directors of nursing and nursing staff;
- Quality improvement professionals;
- Social work directors;
- Directors of behavioral health and clinical services;
- Managed care staff; and
- Psychiatrists and psychologists.

How Does Sponsorship Benefit My Company?

- Your company receives premium one-on-one exposure with the opportunity to network with high-level hospital executives, THA members and key health care experts across Texas.
- Your company has the ability to establish strong relationships with decision-makers throughout the state.
- Your company gains access to attendee contact information.
- Your partnership demonstrates your company's desire to proactively support health care improvement in Texas.

Why Partner With the Behavioral Health Conference?

This program brings together behavioral health leaders to share their knowledge on the critical skills needed to address workforce and funding challenges. Attendees learn the impact of state of federal legislation and have the opportunity to interact with their colleagues from across the state.

Participation ensures recognition and visibility before, during and after the program.

2019 Sponsorship Opportunities and Benefits

Platinum $5,000 (one available)

- Exhibit table at premier location during the event;
- Three complimentary conference registrations, including all meals, breaks, educational sessions and networking events;
- "Bite-Size Education" opportunity to provide a company or service overview during conference meal (no more than 10 minutes in length);
- Company logo featured on signage at event;
- Company logo on blackout bingo card;
- Company logo featured on THA event page with hyperlink to company's site;
- Sponsorship of networking reception;
- Opportunity to distribute one-page promotional handout to all attendees at the registration desk;
- Company presence on pre-conference promotional e-blasts;
- List of conference attendees both before and after the event; and
- 20 percent discounted advertising rates for pre- and post-conference issues of Texas Hospitals magazine.

SOLD OUT

Gold $2,500 (limited availability)

- Exhibit table located near educational sessions during the event;
- Opportunity to sponsor an event amenity, such as a phone room or a breakfast;*
- Two complimentary conference registrations, including all meals, breaks, educational sessions and networking events;
- Company logo featured on signage at event;
- Company logo on blackout bingo card;
- Company logo featured on THA event page with hyperlink to company's site;
- Opportunity to distribute one-page promotional handout to all attendees at the registration desk;
- List of conference attendees both before and after the event; and
- 15 percent discounted advertising rates for pre- and post-conference issues of *Texas Hospitals* magazine.

**Sponsor recognition is given on a first-come, first-served basis. Options for event amenity will be discussed with the sponsor.*

SOLD OUT

Silver $1,500

- Exhibit table located near educational sessions during the event;
- One complimentary conference registration, including all meals, breaks, educational sessions and networking events;
- Company logo featured on signage at event;
- Company logo on blackout bingo card;
- Company logo featured on THA event page with hyperlink to company's site;
- List of conference attendees both before and after the event; and
- 10 percent discounted advertising rates for pre- and post-conference issues of *Texas Hospitals* magazine.

Friend of THA $750

- One complimentary conference registration, including all meals, breaks, educational sessions and networking events;
- Company name featured on signage at event;
- Company name featured on THA event page with hyperlink to company's site;
- List of conference attendees both before and after the event; and
- Five percent discounted advertising rates for pre- and post-conference issues of *Texas Hospitals* magazine.

Sponsorship Add-ons

Logo Display – $1,000 (each item)

Company logo is displayed on one of the five items listed below. Receive one complimentary conference registration per item(s) selected.

- Pens;
- Lanyards;
- Stress balls;
- Notepads; or
- Suggest an item!*

**Restrictions may include price and availability.*

All sponsors receive a list of attendees before and after the event (name, hospital and mailing address only).

Sponsor Contract

2019 Behavioral Health Conference

Texas Hospital Association

SPONSOR/EXHIBITOR: (Vendor attendance is limited to those companies/firms participating in the conference as a sponsor.)

Company Name _____
(EXACTLY as you wish it to appear in printed materials)

Contact Name _____ Title _____

Mailing Address _____

City _____ State _____ ZIP _____

Telephone (area code) _____ Fax (area code) _____

Email _____ Website **www.** _____

SELECT SPONSOR LEVEL:

- ☐ ~~**Platinum ($5,000)**~~ **SOLD OUT**
- ☐ **Gold ($2,500)**
- ☐ **Silver ($1,500)**
- ☐ **Friend of THA ($750)**

SPONSORSHIP ADD-ONS:

- ☐ **Pens ($1,000)**
- ☐ **Lanyards ($1,000)**
- ☐ **Stress balls ($1,000)**
- ☐ **Notepads ($1,000)**
- ☐ **Suggest an item***

*Restrictions may include price and availability.

PAYMENT:

Sponsorship total: $_____

Add 4% to total if paying by credit card*: $_____

Your total: $_____

is due on or before September 27, 2019.

QUESTIONS? CONTACT:
Noelle Parsons
Email: nparsons@tha.org
Phone: 512/465-1013

NOTE: Selection does not guarantee availability. Sponsor levels are limited and are offered on a first-come, first-serve basis based on when contract is received. **Full payment is required before the event.**

PAYMENT
Remit Payment by ACH:
Texas Hospital Association
Account No. 0101887890
ACH or Transit Routing #062000019

IF PAYING BY CHECK, SEND PAYMENT AND COPY OF CONTRACT TO:
Texas Hospital Association
Attn: Robin Jackson
P.O. Box 95353
Grapevine, TX 76099-9733

If paying by credit card, a service charge of an additional 4% will be incurred.
Send contract and payment information to THA's secure fax at 512/692-2653.

☐ MasterCard ☐ VISA ☐ AmEx

Card Number _____ Expiration Date _____ CVV _____

Print Name Shown on Card _____ Signature _____

Billing Address _____ City/State/ZIP _____

Sponsor Contract Terms and Conditions

Complimentary Registrations: Sponsoring/exhibiting company(ies) may qualify for a designated number of complimentary full event registrations, including all meals (except for ticketed events), breaks and educational sessions. The number of complimentary registrations by sponsorship/exhibit option will be designated in the respective sponsor prospectus.

Exhibit Space: Platinum, Gold and Silver sponsors receive an exhibit table near educational sessions. The space includes one (1) table and two (2) chairs. All exhibits/displays must fit within that designated space.

List: Sponsors will receive a list of registrants prior to event and list of attendees after event (per the Texas Hospital Association's privacy policy, attendee emails are not provided).

Website Listings: All sponsors/exhibitors will be listed on the event page of the THA website and linked to the sponsor/exhibitor's website URL specified on the sponsor/exhibitor application form.

Contributions: All sponsor/exhibitor contributions are voluntary. Sponsorships/exhibits are accepted on a first-come, first-served basis based on date and time of the receipt of the contract. THA reserves the right to limit the number of program sponsors/exhibitors and may reject any sponsorship/exhibit for any reason. THA reserves the right to refuse any sponsor/exhibitor that conflicts with the sponsorship/exhibit public policies or applicable law. Fees collected prior to such refusal shall be returned to the sponsor/exhibitor within 45 days.

Conduct of Sponsors: The purpose of the Behavioral Health Conference is to educate persons employed in the health care field. This does not preclude the stimulation by sponsors of interest in and demand for such products and/or services in the exhibit area; however, actual selling or order-taking is expressly prohibited. All business activities of the sponsor must be within the sponsor's allocated exhibit space. In keeping with the nature of a health care professional meeting, undignified promotional methods and/or materials considered to be objectionable by the association are expressly prohibited.

Cancellations: All sponsor cancellations must be submitted to THA in writing. Cancellations received by THA on or before Sept. 27, 2019, will be assessed a fee of 50 percent of the total sponsorship cost. No refunds will be given on cancellations received after this date. Notwithstanding any provisions to the contrary herein contained, THA shall not be liable for any delay or inability to perform any obligation under this agreement resulting from governmental emergency orders, judicial or governmental action, sabotage, riots, vandalism, labor strikes or disputes, acts of God, fires, electrical failure, major computer hardware or software failures, acts of third parties, or any other cause if such delay or inability to perform is beyond its reasonable control.

Social functions hosted by sponsors and/or exhibitors must be scheduled at a time or place where they will not conflict with official activities scheduled by the Association.

Rules and Regulations: Corporate members and sponsors represent and warrant that they:

1. Have sufficient resources and capacity to provide the products and services that are being promoted under this agreement;
2. Maintain all licenses and permits required by law, and are the rightful owner and licensee of all products and services that are being promoted under this agreement;
3. Have never been the subject of a lawsuit or governmental investigation or action and are not now subject to any threatened or existing claim, lawsuit, or governmental investigation, inquiry or action; and
4. Have never been excluded, suspended, barred from participation in or subject to penalties from any governmental program (including but not limited to the Medicare or Medicaid program).
5. The association is not responsible for loss or damage to the sponsor/ exhibitor for any cause and urges the sponsor/exhibitor to exercise precautions to discourage damage or loss to the exhibit.
6. All sponsorships and exhibits must be paid in full prior to table setup. A sponsor or exhibitor with an outstanding balance will not be permitted to exhibit.

All sponsorships must be paid in full prior to booth setup.
A sponsor with an outstanding balance will not be permitted to exhibit.

I have read and understand the contract terms and conditions.

INITIAL HERE _____