

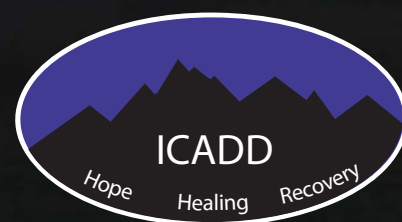
27 Years of ICADD

# Coming Full Circle:

*Integrating the Continuum of Care*



May 17-18, 2011  
Boise State University



For conference information, please visit [www.attendicadd.com](http://www.attendicadd.com)

IDAHO CONFERENCE ON ALCOHOL AND DRUG DEPENDENCY

# 27 YEARS OF ICADD - COMING FULL CIRCLE

2  
0  
1  
1  
  
I  
C  
A  
D  
D  
  
C  
O  
N  
F  
E  
R  
E  
N  
C  
E  
  
D  
E  
T  
A  
I  
L  
S

## CONTACT ICADD

PO Box 1311  
Meridian ID 83680  
Ph: 208-466-2519 Fx: 208-466-7693  
info@attenticadd.com  
www.attenticadd.com

## EXHIBITOR SHIPPING INFORMATION

Please ship items to Boise State University for delivery Monday prior to the conference. Ship to the following address:

### ICADD Conference

Exhibit Dates: May 17-18, 2011  
Attn: Vivian Player  
University Conference Services  
Boise State University  
Mail Stop 1335  
1910 University Drive  
Boise, ID 83725-1335

## IMPORTANT DATES

### March 1, 2011

Registration begins

### April 14, 2011

Exhibitor description and contact information due in ICADD office for publication.

### April 30, 2011

Registration closed  
All new/updated attendee exhibitor names must be submitted to the ICADD office.

### May 17-18, 2011

Exhibit show

## EXHIBIT HALL HOURS

### Monday, May 16

12pm-4pm Exhibits set up

### Tuesday, May 17

6:30am-7:30am Exhibits set up  
8:00am-3:30pm Exhibits open  
10:15am-10:30am Attendee break with exhibitors  
12pm-1:30pm Lunch for attendees (exhibits open)  
3pm-3:15pm Attendee break with exhibitors

### Wednesday, May 18

8:00am-3:30pm Exhibits open  
10:15am-10:30am Attendee break with exhibitors  
12pm-1:30pm Lunch for attendees (exhibits open)  
3pm-3:15pm Attendee break with exhibitors  
3:30pm-5pm Exhibits teardown

Exhibits must be off the floor by 5pm.  
See detailed schedule at [www.attenticadd.com](http://www.attenticadd.com)

## CONFERENCE LOCATION

Boise State University, Boise Idaho  
Student Union Building

## REGISTRATION DETAILS

Once you register to exhibit at ICADD, you will receive a confirmation letter with information regarding housing and parking. This information will also be posted on the ICADD website.

**Note: Its is a 1st come 1st serve basis on picking a booth, except for sponsors who may pre-reserve booth space.**

## WHAT IS ICADD?

The purpose of the 27th annual Idaho Conference on Alcohol and Drug Dependency is to provide education and training for community coalition, prevention, substance abuse and dependence professionals and educators in behavioral health care, criminal justice and recovery support. Over 600 prevention/treatment professionals and agency administrators, both from the public and private sectors, regularly attend the conference. Additionally, judges with drug court and mental health court value the information provided by nationally known speakers, as well as local practitioners.

## WHO ATTENDS?

The conference is attended by persons in adult corrections, juvenile corrections, health and welfare's substance abuse programs, elementary and secondary education, law enforcement, higher education, community organizations, the faith community, mental health services, health care, foster care, and recovery support.

## SPONSORSHIP OPPORTUNITIES

Gain maximum exposure at ICADD! Your company will be heavily acknowledged for your sponsorship (see detailed list on insert). Please indicate the sponsorship of interest on the registration form. Partial sponsorships are available and we will also consider non-traditional sponsorships.

## EXHIBITING AT ICADD

Your investment for a 6' table top exhibit includes:

- Up to two company representatives per booth to attend the conference and exhibit. CE hours will not be granted to exhibitor attendees unless they also register as attendees. (Additional badges available for \$25 each.)
- 16 hours to exhibit, allowing for plenty of quality contact time with attendees.
- Continental breakfasts and breaks are hosted in the exhibit area each day to draw attendees, vendors are welcome to participate.
- Attendance at general sessions by exhibitors is allowed for one person at a time due to space limitations.
- A listing on signage at the meeting; posted each day near the registration desk and in the exhibit area.
- A vendor list will be provided to attendees with company descriptions and contact information.
- Company name listed in the 2011 meeting registration materials for all vendors and attendees to see.

## BOOTH PACKAGE

- One 6' x 2.5' display table (space does not allow for additional tables). Two chairs and one trash can. **Drappery is not provided.**

- Two exhibitor passes provided (\$25/additional pass).
- General overhead lighting and climate control of the exhibit hall.
- For-profit entities: \$195.00
- Non-profit entities: \$ 95.00

## BOOTH TYPES, CONSTRUCTION AND SIZES

- This is a table-top show only. One 2.5' x 6' display table per booth (table sizes may vary slightly) will be supplied. Booth space is approximately 7' wide x 6' deep, encroachment is not allowed!
- Exhibits and displays must be confined to the rented space. The maximum height of a table top display is 10' at the back of the booth and 4' in the front half of the booth space. Exhibits may not exceed these parameters or encroach on other exhibit spaces. The aisles are common property of all exhibitors and must not be obstructed at any time. Fire code regulations prohibit exhibits from extending into aisles.

Booths do not include decorations or utilities such as electrical outlets, special lighting or water. Furnishings and accessories beyond what is listed are not included. **Pipe and drape is not used.** Contact information to order audio/visual and power will be provided in confirmation materials. A freestanding backdrop may be used (not to extend more than 7' in total width), or a banner may be attached to the front of the table. Booth signage is not provided. The university typically will not allow signage to hang on the walls.

## INSTALLATION AND DISMANTLING

Exhibitor setup is from 12pm-4pm Monday, May 16, 2011 and 6:30am-7:30am Tuesday, May 17, 2011. Monday and Tuesday are the only days scheduled for setup; exhibits may not be set up before or after this time. All exhibits must be fully operational by 7:30am Tuesday. Any Booth space not claimed by 7:30am Tuesday, May 17, 2011 may be reassigned without refund. Exhibits must remain intact and manned during exhibit hours until closing at 3:30pm Wednesday, May 18, 2011. Early teardown or removal of merchandise after the first day of installation and before dismantling time is strictly prohibited; violation of this rule will result in a forfeiture of exhibit space and the revocation of your invitation to exhibit at ICADD for one year. Exhibits must be dismantled by 5pm on May 18, 2011. Exhibitors are solely responsible for coordination of all shipments of their own equipment/supplies to and from the event.

## EXHIBITOR BADGES

- An exhibitor is defined as any employee or volunteer of an exhibiting company; company representatives who are qualified to answer questions about displayed products and services must be present in booths during open exhibit hours.
- Two registrants are included per booth space purchased. If additional representatives wish to attend, badges may be purchased for \$25 each.
- All badge list additions and changes must be submitted in writing and received by April 30, 2011. Changes will not be accepted by telephone. Pre-registering representatives, keeping ICADD updated with changes, and pre-paying for all extra badges accelerates the badge pick up process.
- Exhibitors may not share badges under any circumstances and everyone must wear a badge to enter the exhibit hall. The badges are valid for access into the trade show and general sessions, CE is not provided to exhibitors for

attending CE sessions unless they are also registered as an attendee. (Two badges provided per exhibiting organization).

## CONTRACT, PAYMENT, AND SPACE ASSIGNMENT

To secure booth space at ICADD the completed original application must be received by April 30, 2011, with full payment. Assignments will not be made without full payment. When ICADD accepts an application for booth space, it becomes a contract and is considered a binding agreement between ICADD and the company submitting the application.

Space assignment is based on a first-come, first-served basis. ICADD makes the final decision regarding exhibitor placement. Please remember that booths sell quickly, so secure your space now in order to exhibit.

Once the signed contract and payment are received, a confirmation and receipt will be sent with additional instructions and information regarding shipping and set-up.

## CANCELLATION POLICY

Cancellations must be received in writing via mail, fax or email. Requests received prior to or on April 30, 2011 will receive 50% refund. No refunds will be given after April 30, 2011.

## THANK YOU 2010 ICADD SPONSORS!

Boise VA Medical Center - Behavioral Health  
Business Psychology Associates  
Idaho Advisory Council on HIV & AIDS  
Idaho Department of Health & Welfare  
Idaho Lottery  
Idaho Supreme Court  
Intermountain Hospital  
Mountain West Addiction Technology  
Transfer Center (MWATTC)  
Recovery 4 Life  
Residence XII  
Walker Center

## IN APPRECIATION FOR CONFERENCE 2010 EXHIBITORS!

Advanced Drug Detection  
AI-Anon  
Alcoholics Anonymous  
Business Psychology Associates  
Center for Behavioral Health  
Center for the Application of Substance Abuse Technologies  
(CASAT)  
Correctional Counseling, Inc.  
Crystal Meth Anonymous  
IBADCC  
Idaho Advisory Council on HIV & AIDS  
Idaho Department of Juvenile Corrections  
Idaho RADAR Network Center  
Intermountain Hospital  
Management & Training Corp.  
Mountain West Addiction  
Technology Transfer Center (MWATTC)  
NAADAC  
NAMI  
Narcotics Anonymous  
North Idaho Tobacco Free Coalition  
Quit and Live Global, Inc.  
Recovery 4 Life  
Rising Sun Sober Living  
Smart Start Mountain West  
Walker Center

**ICADD**  
**PO Box 1311**  
**Meridian ID 83680**

*Register online at [www.attendicadd.com](http://www.attendicadd.com)*

## **27 YEARS OF ICADD - COMING FULL CIRCLE**

### **THANK YOU 2011 ICADD SUPPORTERS!**

Boise State University College of Health Sciences  
Boise Veterans Medical Center - Behavioral Health  
Business Psychology Associates  
Idaho Department of Health & Welfare  
Idaho Department of Juvenile Corrections  
Idaho Supreme Court/DUI Courts  
Mountain West ATTC

Prevention -  
Community  
Coalition -  
Treatment -



### **Exhibitor Reservation Prospectus**

Annual Conference

May 17-18, 2011

Boise State University | Boise, Idaho

Questions, call 208-466-2519

# ICADD Conference Sponsorship Opportunities

## What is ICADD & who does it serve?

The purpose of the 27th annual Idaho Conference on Alcohol and Drug Dependency is to provide education and training for community coalition, prevention, substance abuse and dependence professionals and educators in behavioral health care, criminal justice and recovery support. Over 600 prevention/treatment professionals and agency administrators, both from the public and private sectors, regularly attend the conference. Additionally, judges with drug court and mental health court value the information provided by nationally known speakers, as well as local practitioners.

## Who attends?

The conference is attended by persons in adult corrections, juvenile corrections, health and welfare's substance abuse programs, elementary and secondary education, law enforcement, higher education, community organizations, the faith community, mental health services, health care, foster care, and recovery support.

## What you gain by sponsoring

Gain maximum exposure for your company at the ICADD annual conference. Your company will be heavily acknowledged for your sponsorship, see list below. Please contact the conference office if you would like to reserve a sponsorship option. We appreciate your support of ICADD. Please note that general sponsorships and partial sponsorships are available. General sponsors, specific sponsors and in-kind sponsors will all receive recognition listed below.

## Acknowledgement

Your company will receive:

- A listing on signage as a sponsor posted at the registration desk. This will be listed according to sponsor levels defined herein so you receive proper recognition.
- A sponsor ribbon to be placed on your company representatives' name badges.
- Your company contact information included in a "vendor resource guide" distributed in registration packets.
- A thank you as a valued sponsor to be printed in the following year's meeting registration materials for all vendors and attendees to see.
- A complete listing of your organization's sponsorship and link to your web site off of the ICADD web site pre and post meeting.
- Additional signage posted at your sponsored event (when appropriate).
- Verbal recognition at that event and/or during an appropriate time (when appropriate).
- Complimentary digital list of attendees to be used for meeting-appropriate mailing.
- Large/medium logo and name only exposure forma in all digital and printed media.

## Sponsorship Levels (Cash and In-Kind)

You may choose to be a general sponsor for at least \$100 or higher or choose to sponsor a specific event. A general sponsor donates monies that are not linked to specific events.

<b>Platinum</b>	<b>\$4,000 — \$10,000</b>
<b>Gold</b>	<b>\$2,500 — \$3,999</b>
<b>Silver</b>	<b>\$1,500 — \$2,499</b>
<b>Bronze</b>	<b>\$500 — \$1,499</b>

## Specific Sponsorships

(partial sponsorships available)

### Speakers & Presentations (signage included)

- Daily Keynotes, per day .....\$1,500  
(Tues/Weds/Thurs) (attendance 600)
- Breakout speakers/sessions .....\$500  
(depending on size/speaker)

### Food & Beverage (signage included)

- Continental Breakfasts, per day .....\$850  
(Tues/Wed/Thurs) (attendance 500)
- Coffee Breaks (AM/PM), per day .....\$500  
(Tues/Wed/Thurs) (attendance 500)

### Registration & Related Materials

- Logo bags or note folders ..... \$2,500+  
(depending on your selection)
- Name Badges .....\$1,200  
(your name and logo on front of ALL name tags)

### Sponsor to provide materials below:

- Badge Lanyards .....\$1,000  
(your name on ALL lanyards)
- Registration Packet Inserts .....\$250  
(one 8 x 10 insert, limited to 5 companies)

Sponsorships are assigned based on a first-come, first-served basis. If there are specific items not listed that you would like to sponsor or if you would like to reserve a sponsorship, please contact the ICADD registration office at 208-466-2519 or email [info@attendicadd.com](mailto:info@attendicadd.com).

## Advertising Opportunities

Contact us if you would like to purchase an advertisement insert to be placed in the 2011 registration materials given to conference attendees. See insert information above.

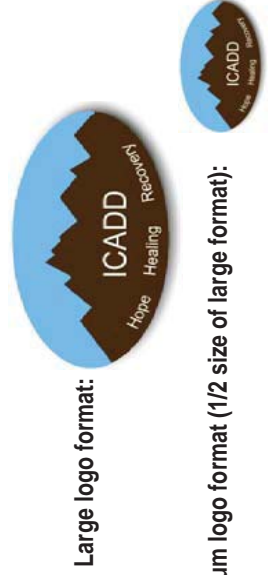
Please see opposite page for detailed description of sponsorship benefits. →

# 2011 Idaho Conference on Alcohol and Drug Dependency Sponsorship Opportunities

Timeline of Exposure	Sponsorship Levels (Total cash and In-Kind)			
	Platinum \$10,000 - \$4,000 Large logo	Gold \$3,999 - \$2,500 Medium logo	Silver \$2,499 - \$1,500 Medium logo	Bronze \$1,499 - \$500 Name only
<b>** Exposure format for digital (with hyperlink) and printed media:</b>				
<b>Pre-Event</b>	<b># of Exposures</b>			
Three conference update email campaigns to past attendees and interested parties.	1800	✓	✓	
Acknowledgement on ICADD conference website and online brochure.	500	✓	✓	✓
Attendee online registration confirmation page banner ad.	500	✓	✓	
Online vendor resource guide.	500	✓	✓	✓
Sponsorship acknowledgement and hyperlink in registration confirmation emails.	500	✓	✓	
<b>Event</b>				
Reserved booth placement - must be specified on Exhibitor/Sponsorship Reservation form.	✓	✓	✓	✓
Organization listing in vendor resource guide in registration packets.	500	✓	✓	✓
Acknowledgement in conference proceedings provided to each attendee.	500	✓	✓	✓
Sponsorship ribbons provided for name badges.	✓	✓	✓	✓
Signage during the conference acknowledging sponsorship levels (registration desk).	500	✓	✓	✓
Event specific sponsorship signage acknowledgement (Note: Large logo format item).	✓	✓	✓	✓
One complimentary exhibit booth.	500	✓	✓	
PowerPoint acknowledgments prior to three general keynote addresses.	1500	✓	✓	
One complimentary registration packet ad insert (8x10 ad piece, provided by vendor).	500	✓	✓	
<b>Post Event</b>				
Digital attendee mailing list.	✓	✓	✓	✓
Attendee conference survey with sponsorship acknowledgement and hyperlinks.	500	✓	✓	✓
Acknowledgement of 2011 sponsorship in 2012 conference online brochure.	500	✓	✓	✓

✓ = Included items.

\*\* Comparative example of organization exposure (not actual size)



Large logo format:

Medium logo format (1/2 size of large format):

Name only format: ICADD

## Exhibit/Sponsorship Reservation Form

27th Annual ICADD | May 17-18, 2011 | Boise State University | Boise, Idaho

### Registration Info: Please print clearly

Agency/Company Name: \_\_\_\_\_

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

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

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

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

Brief description of services: \_\_\_\_\_

### Name of Representatives Attending:

(Two badges and parking passes included with booth purchase.)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

(additional \$25 fee/free if purchasing two booths)  
(additional \$25 fee/free if purchasing two booths)

**Booth Fees:** Space for exhibits will be given on a first-come, first-served basis. Please remember this is a TABLE TOP show. You will have a 2.5'x6' table that your display will need to encompass. Approximately 7' (W) x 6' (L) is the maximum space available for use. **This is not a pipe and drape show.** No other fees are required for chairs, garbage cans, etc. This price includes breaks and continental breakfasts. Booths are for purchase as long as they remain available. ***For-profit organizations have the option of reserving up to 3 booths.***

\_\_\_\_\_ \$195 Profit (7' W x 6' L) (pre-registration necessary, walk ups not permitted)

\_\_\_\_\_ # of booths (for-profit orgs only)

\_\_\_\_\_ \$95 Non-profit (7' W x 6' L)

\_\_\_\_\_ \$25 Self-help group (please contact ICADD office to qualify) deposit to be returned upon arrival (7' W x 6' L)

\_\_\_\_\_ \$ \_\_\_\_\_ # additional persons at your booth @ \$25 per person (2 included per booth purchased).

### Sponsorship:

If you wish to sponsor an event or offer a general monetary sponsorship please list below.

1. Preferred Event \_\_\_\_\_ Alternate Event \_\_\_\_\_  
Event Amount \$ \_\_\_\_\_

2. \_\_\_\_\_ We would like to offer a general sponsorship in the amount of ...  
General Sponsorship amount \$ \_\_\_\_\_

3. Only Sponsors Exhibits receive reserved booth placement. Please indicate here if you would like to select your booth location. Yes \_\_\_\_\_ No \_\_\_\_\_

**Attendee Lists:** ICADD will provide you with a printed attendee mailing list at the conference and a printed follow-up list after the conference in the mail. If you would like a digital copy of this list provided after the conference, please order below. *Note: Sponsors receive complimentary copy of digital list.*

\$ \_\_\_\_\_ Yes, I would like to purchase a digital attendee mailing list provided within 2 weeks after the conference for \$75. I understand that the printed list will also be provided at the conference at no cost.

(Form continues on the next page. Please make sure to fax/mail both sides of the form.)

### Tentative 2011 Schedule

#### Monday, May 16

12pm-4pm Exhibits set up

#### Tuesday, May 17

6:30am-7:30am Exhibits set up

8:00am-3:30pm Exhibits open

10:15am-10:30am Break with exhibitors

12pm-1:30pm Lunch for attendees

3pm-3:15pm Break with exhibitors

#### Wednesday, May 18

8:00am-3:30pm Exhibits open

10:15am-10:30am Break with exhibitors

12pm-1:30pm Lunch for attendees

3pm-3:15pm Break with exhibitors

3:30pm-5pm Exhibits teardown

**Exhibits must be off the floor by 5pm.**

(registration form continued from other side...)

**Totals**

Booth fees	\$ _____	
Additional attendee fee	\$ _____	
Sponsorship	\$ _____	
Digital attendee list	\$ _____	Total due to ICADD: \$ _____

This Application for Exhibitors, Sponsors & Advertisers is a contract. By submitting this application to ICADD, you agree to the following:

1. All materials are due by April 30th for inclusion in attendee registration materials.
2. All booth space is assigned by ICADD, Sponsors can request booth placement. ICADD reserves the right to change the floor plan or booth assignments at any time. All booths must be prepaid in full.
3. Cancellations must be received in writing via mail, fax or email. Requests received prior to or on April 30, 2011 will receive a 50% refund. No refunds will be made after April 30, 2011.
4. Unless a written request for refund has been received by ICADD prior to April 30, 2011, all exhibitors submitting this contract will be expected to pay the full price of any booths or sponsorships. "No-shows" will still be expected to pay.
5. Additional audiovisual requests are not the responsibility of ICADD, costs will be incurred by the exhibitor and will be ordered by the exhibitor.
6. Neither Boise State University, ICADD, nor any of their representatives, employees, or contractors will be responsible for any injury, loss or damage that may occur to the exhibitor, their employees and/or volunteers, or exhibit materials, from any cause whatsoever, either prior to, during, or subsequent to the show/conference. Proof of insurance and tax ID# are necessary to exhibit.
7. No direct sales are allowed at booths. Book and merchandise sales must be handled by the Boise State Bookstore.
8. Exhibitors are responsible for shipping arrangements - See Exhibitor Prospectus for details.

\_\_\_\_\_ Date

(signature required to reserve booth(s) )

Accepted & Approved by Exhibitor Representative (signature)

Tax ID # \_\_\_\_\_(required)

(Full payment is required to reserve a booth. Sponsorship fees may be paid at a later date but must be received by April 30th to be included in printed materials.)

Send contract & check payable  
to ICADD to:  
ICADD  
PO Box 1311  
Meridian, ID 83680

Or fax contract and credit info to:  
Fax: 208-466-7693  
(questions, call 208-466-2519)

<p><b>Fax Credit Payments to: 208-466-7693</b></p> <p>____ VISA ____ MC ____ Discover</p> <p>Total to charge: \$ _____</p> <p>Name on Card: _____</p> <p>Billing Address: _____</p> <p>Signature: _____</p> <p>-----</p> <p>Card number: _____</p> <p>Exp Date: _____</p> <p>VIN # on back of card (optional): _____</p>
--