

Hosted by



SOUTHEASTERN SCHOOL BEHAVIORAL HEALTH CONFERENCE

Building Momentum for Effective School Behavioral Health

April 19-20, 2018

EXHIBITOR PACKET

Be an important part of this world-class conference in Myrtle Beach, SC!

www.schoolbehavioralhealth.org

Sheraton Myrtle Beach Convention Center Hotel

2101 North Oak Street
Myrtle Beach, SC 29577

ABOUT US

www.schoolbehavioralhealth.org

INTRODUCTION

The 2018 Southeastern School Behavioral Conference is the premier conference in the Southeast region focusing on behavioral health interventions and outcomes for children in school settings.

The conference provides an opportunity for representatives from schools, families, youth-serving agencies, and other stakeholders to network, collaborate, and learn new strategies to improve the overall mental health and well-being of school-age children and their families.

Join us **April 19 - 20, 2018** at the Myrtle Beach Convention Center in Myrtle Beach, SC.



CONFERENCE OBJECTIVES

Our 2018 theme for the conference is *"Building Momentum for Effective School Behavioral Health."* Educational sessions will focus on the following:

- ❖ Strengthening stakeholder involvement and cross-system connections
- ❖ Expanding school-wide positive approaches for prevention and intervention from early childhood to grade 12
- ❖ Improving the quality of services:
Addressing non-academic barriers to learning
- ❖ Increasing implementation support
- ❖ Enhancing cultural and linguistic competency

WHO ATTENDS

The conference attracts mental health practitioners, researchers, and educators committed to the exploration of behavioral health within the school environment. These include:

- ❖ School counselors, psychologists, social workers, school administrators and behavioral intervention specialists
- ❖ University faculty, researchers and students
- ❖ Staff from community mental health centers, youth-serving agencies and other healthcare organizations
- ❖ Youth, family members and their advocates
- ❖ Teachers and Childcare workers
- ❖ And many more!

EXHIBITOR BENEFITS

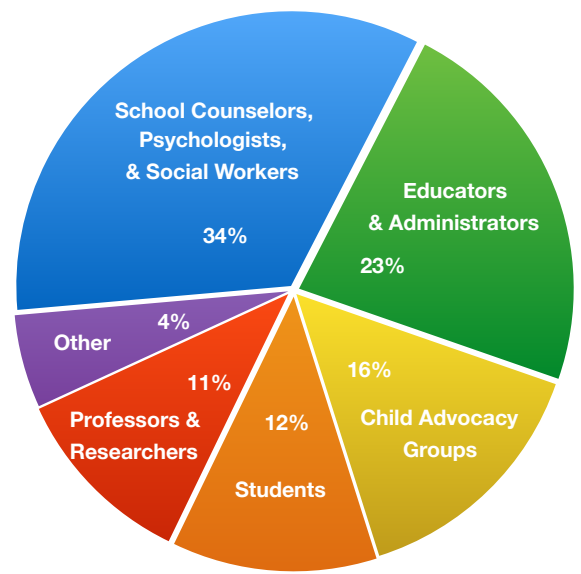
REACH YOUR KEY AUDIENCE!

Our 2017 conference hosted more than 450 education and healthcare professionals. This year we expect 500+ people to attend and the conference promises to offer a wide range of benefits for our sponsors.

- ❖ Meet with over 500 school counselors, psychologists, social workers, school administrators, behavioral intervention specialists, teachers, university faculty, researchers, students, staff from community mental health centers, youth-serving agencies, other healthcare organizations, youth, family members and their advocates from across the southeast
- ❖ Build new partnerships and develop relationships with leading educational institutions and behavioral health organizations
- ❖ Build brand awareness within the southeast region through the conference's extensive marketing and networking efforts

Who attends our conference?

2017 Attendees



"I have my best conferences when the attendees are passionate, inspired and dedicated like the ones I found at the Southeastern School Behavioral Health Conference. A great conference!"

- George E. Miller II
2017 Exhibitor and Child Advocacy Artist

"Healthmaster is gladly sponsoring this conference for our 3rd year in a row! This well-organized conference has connected us to influential decision makers for all provider types that our software suite of services for Special Education, Mental Health Case Management and Nursing EHR supports. It is rare to get to see all of these wonderful people come together at one single conference for a worthy and common cause. We can't wait to see what this year brings!"

- Mylee Nigg
Director of Business Development
Healthmaster Holdings LLC

2017 - CONFERENCE SNAPSHOT

HEAR WHAT ATTENDEES HAVE TO SAY!

"I can't wait to get back to my school and implement what I have learned here. This conference is an eye opener about what students may be going through and all educators should be required to come to the conference."

- Adria Black, Educator, Florida District 3

"Had an awesome time at the conference. I was honored to be a part of it. I met some great people and gained some great knowledge. Thanks so much!"

- Keisha Lewis, Public Safety Officer,
SC Department of Mental Health



"Wow! What a great time and conference. I am looking forward to next year! Lots of great connections made."

- Tai Doram, Behavior Specialist

"The poster reception is amazing! Best conference so far this year! Hands down."

- April Williams, School Social Worker



THE MYRTLE BEACH CONVENTION CENTER HOTEL

2101 North Oak Street
Myrtle Beach, SC 29577



The Sheraton Myrtle Beach Convention Center Hotel is the Southeast's most popular meeting destination for association, corporate, education, and government conferences and events. The venue gives us the ability to offer a world-class conference experience for both our sponsors and attendees.

The center is conveniently attached to Myrtle Beach's premier hotel, the **Sheraton Myrtle Beach Convention Center Hotel**, and the complex is within minutes of the beach and all of the Myrtle Beach attractions.

For more information, visit www.sheratonmyrtlebeach.com.

KEYNOTE SPEAKER

The conference will host several world-class experts in behavioral health.

Sharon Hoover, PhD



Sharon Hoover, PhD, is a leading figure in advancing school mental health (SMH) research, training, policy and practice at national, state and local levels. Dr. Hoover is a licensed clinical psychologist and an Associate Professor at the University of Maryland School of Medicine, Division of Child and Adolescent Psychiatry. After providing direct mental health promotion and treatment service for several years in the Baltimore City Public Schools, she was appointed as Director of Research for the national Center for School Mental Health (CSMH) in 2002. In 2010, Dr. Hoover became the CSMH Principal Investigator and Co-Director. She currently leads CSMH efforts to establish and disseminate national performance standards for quality and sustainability of comprehensive SMH systems (www.theSHAPesystem.com).

Dr. Hoover has devoted considerable efforts to studying the implementation of “collaborative” mental health care in primary care, including in school-based health settings. She worked with the National Association of School Nurses to develop the Mental Health Training for Health Providers in Schools (MHTIPS), an in-person and online training currently being implemented across the United States to improve school nurses’ and other school health providers’ capacity to address student mental health. Trauma-responsive schools and trauma exposure among youth and families has also been a major emphasis of Dr. Hoover’s research and clinical work. Dr. Hoover has trained school and community behavioral health staff and educators in districts across the United States, as well as internationally, including consultation on building trauma-responsive, SMH systems in Canada, China, Northern Ireland, South Korea, and Ukraine and throughout the Middle East as an advisor and trainer for the World Health Organization (WHO).

KEYNOTE SPEAKER

The conference will host several world-class experts in behavioral health.

Kathleen Lynne Lane, PhD, BCBA-D



Kathleen Lynne Lane is a Professor in the Department of Special Education at the University of Kansas. Prior to entering academia, Dr. Lane served as a classroom teacher of general and special education students for five years and provided consultation, intervention, and staff development services to five school districts in Southern California for two years as a Program Specialist.

Dr. Lane's research interests focus on designing, implementing, and evaluating comprehensive, integrated, three-tiered (CI3T) models of prevention to (a) prevent the development of learning and behavior challenges and (b) responding to existing instances, with an emphasis on systematic screening. She has designed, implemented, and evaluated comprehensive, integrated, CI3T models of prevention in elementary, middle, and high school settings. Dr. Lane serves as the primary investigator (PI) at the Institute for Educational Sciences (IES) Researcher-Practitioner Partnership grant. She also served as PI for other federally-funded projects, including: Project WRITE, a Goal Area 2 Grant funded through the IES, focusing on impact of writing interventions for students at risk for EBD who are also poor writers; an OSEP directed project studying positive behavior support at the high school level; and an OSEP field-initiated project studying prevention of EBD at the elementary level. She is Past President of the Council for Children with Behavior Disorders (CCBD).

Dr. Lane is co-editor of the Journal of Remedial and Special Education and the Journal of Positive Behavior Interventions. She also serves as an Associate Editor for Behavioral Disorders and as a member of several editorial boards, including Exceptional Children, the Journal of Special Education, and the Journal of Emotional and Behavioral Disorders. Dr. Lane has co-authored and/or edited 10 books including Managing Challenging Behaviors in Schools, Developing Schoolwide Programs to Prevent and Manage Problem Behaviors, and Systematic Screenings of Behavior to Support Instruction. She has published 167 refereed journal articles and 34 book chapters.

PLATINUM SPONSOR

(\$25,000)

Federation of Families of SC: *A Voice for Children's Behavioral Health in SC*

At Home



In the Community

In School

We are dedicated to improving children's behavioral health at home, in school, and in the community through training, awareness, peer support, and advocacy for children and youth who have emotional, behavioral, mental and/or substance use disorders and their families.

Do you know a family or youth who could benefit from our services?
Contact us today to make a referral!

Text **Heart** to **77453** to receive all the latest news and updates from us!



803-772-5210 • toll-free 866-779-0402 • info@fedfamsc.org • www.fedfamsc.org

SPONSOR OPPORTUNITIES

Southeastern Behavioral Health Conference

April 19-20, 2018

Contact us at JBHEADLE@mailbox.sc.edu

or call June at 803-777-5452

Benefits of Sponsorship	Platinum	Reception	Lunch	Audio-Visual	Conference Bag	Program	Breakfast
	SOLD!	1 Available	2 Available	1 Available	1 Available	1 Available	1 Available
	\$25,000	\$10,000	\$10,000	\$10,000	\$7,000	\$5,000	\$5,000
Exhibit Booth	✓	✓	✓	✓	✓	✓	✓
Free Registration for the Conference	✓ (10)	✓ (4)	✓ (4)	✓ (4)	✓ (2)	✓ (2)	✓ (2)
Conference Bag Insert	✓ (4)	✓ (2)	✓ (2)	✓ (2)	✓ (2)	✓ (2)	✓ (2)
Print Ad in the Program	✓ (full page)	✓ (1/2 page)	✓ (1/2 page)	✓ (1/2 page)	✓ (1/4 page)	✓ (1/4 page)	✓ (1/4 page)
Webpage Ad	✓	✓	✓	✓	✓	✓	✓
Opportunity to Apply for Presentation	✓	✓	✓	✓	✓	✓	✓
Logo & Name Featured at Reception		✓					
Logo & Name Featured at Lunch			✓				
Logo & Name Featured at Breakfast							✓
Charging Table Ads							
Address Audience at Lunch			✓*				
Address Audience at Breakfast	✓						✓*
Registration Table Banner Ad							
Address Audience at Reception		✓*					
Conference App Push Notifications	✓	✓	✓	✓	✓		
Conference App Ads	✓	✓	✓	✓	✓	✓	✓
Conference App Sponsors Section	✓	✓	✓	✓	✓	✓	✓
Conference App Exhibitor Section	✓	✓	✓	✓	✓	✓	✓

* See pages 11 and 12 for more information about this sponsorship benefit.

SPONSOR OPPORTUNITIES

Benefits of Sponsorship	Keynote	Drink On Us	Registration	Charging Station	Hospitality Suite	Conf. App
	1 Available	1 Available	1 Available	2 Available	1 Available	SOLD!
	\$5,000	\$2,500	\$2,000	\$1,500	\$1,500	\$1,500
Exhibit Booth	✓	✓	✓	✓	✓	✓
Free Registration for the Conference	✓ (2)	✓ (1)	✓ (1)	✓ (1)	✓ (1)	✓ (1)
Conference Bag Insert	✓ (2)	✓ (1)	✓ (1)	✓ (1)	✓ (1)	✓ (1)
Print Ad in the Program	✓ (1/4 page)	✓ (1/8 page)	✓ (1/8 page)	✓ (1/8page)	✓ (1/8 page)	✓ (1/8 page)
Webpage Ad	✓	✓	✓	✓	✓	✓
Opportunity to Apply for Presentation	✓					
Logo & Name Featured at Reception		✓				
Logo & Name Featured at Lunch						
Logo & Name Featured at Breakfast	✓*					
Charging Table Ads				✓		
Address Audience at Lunch						
Address Audience at Breakfast	✓*					
Registration Table Banner Ad			✓			
Address Audience at Reception						
Conference App Push Notifications						✓
Conference App Ads	✓					✓
Conference App Sponsors Section	✓	✓	✓	✓	✓	✓
Conference App Exhibitor Section	✓	✓	✓	✓	✓	✓

* See pages 11 and 12 for more information about this sponsorship benefit.

SPONSOR OPPORTUNITIES

Contact us at JBHEADLE@mailbox.sc.edu
or call June at 803-777-5452

Pay via credit card at 803-777-9444 or online at
www.schoolbehavioralhealth.org/sponsor

Below are more detailed descriptions of each sponsorship level outlined in the chart on the previous page. Space is limited, so please contact us at JBHEADLE@mailbox.sc.edu before we fill up!

(Note: Sponsorship packages can be somewhat tailored for individual vendors where needed to allow for the best possible experience. Please contact the sponsorship team to discuss prices and other details.)

RECEPTION SPONSOR (\$10,000 - ONLY ONE AVAILABLE)

- ❖ Exclusive sponsor of the first night's reception which will feature a poster session and food. You will be given an opportunity to address the audience for 15 minutes.

LUNCH SPONSOR (\$10,000 - ONLY TWO AVAILABLE)

- ❖ Your company advertisement will be on the screen during lunch and you will have an opportunity to speak to the attendees for a total of 15 minutes.

AUDIO/VISUAL SPONSOR (\$10,000 - ONE AVAILABLE)

- ❖ Your company name/logo/web address will be featured at the beginning and end of each breakout session in all rooms.

CONFERENCE BAG SPONSOR (\$7,000 - ONLY ONE AVAILABLE)

- ❖ Your company can design the print for one side of the conference bags.

CONFERENCE PROGRAM SPONSOR (\$5,000 - ONLY ONE AVAILABLE)

- ❖ Full page add on either back of front cover or first page in program.

BREAKFAST SPONSOR (\$5,000 - ONLY TWO AVAILABLE)

- ❖ Your company name/logo will be displayed on the screen in the ballroom during breakfast and you will have an opportunity to speak to attendees for a total of 5 minutes.

SPONSOR OPPORTUNITIES

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or call June at 803-777-5452

Pay via credit card at 803-777-9444 or online at
www.schoolbehavioralhealth.org/sponsor

KEYNOTE SPONSOR (\$5,000)

- ❖ Your company name and logo will appear on the main presentation screen before and after the keynote and your company will be recognized for your sponsorship at the keynote.

"HAVE A DRINK ON US" SPONSOR (\$2,500 - ONE AVAILABLE)

- ❖ We will print drink tickets for the reception that will be given to all attendees at check-in. Your company name/logo will be printed on the tickets.

REGISTRATION SPONSOR (\$2,000 - ONE AVAILABLE)

- ❖ A banner with your company name/logo will be displayed behind the registration desk throughout the conference.

CHARGING STATION SPONSOR (\$1,500 - TWO AVAILABLE)

- ❖ A charging station will be placed in the exhibitor area and will allow all attendees to plug in and charge their devices. Your company name/logo will be on the signage at the charging station. You may purchase this sponsorship in conjunction with one of the others if an exhibit booth is desired.

HOSPITALITY SUITE SPONSOR (\$1,500 - ONE AVAILABLE)

- ❖ The hospitality suite is an opportunity to invite folks to gather in an informal way. You can either provide food and beverages of your choice or we can work with the hotel to plan a menu for you. Food and beverages are not included in the cost of this sponsorship. Hospitality suite includes an adjoining guest room.

CONFERENCE APP SPONSOR (\$1,500 - SOLD!)

- ❖ Your company's name/logo will appear on the header of the conference app splash page and activity stream. Your company will also have preferential ad placement on the app's activity stream page and one push notification per day.

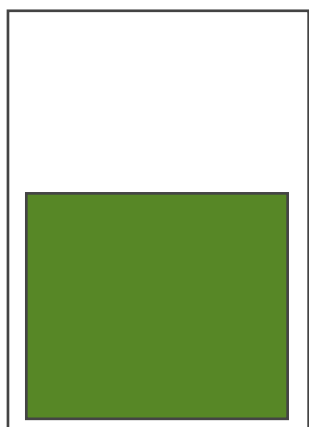
ADVERTISING & OTHER OPPORTUNITIES

Contact us at JBHEADLE@mailbox.sc.edu
or call June at 803-777-5452

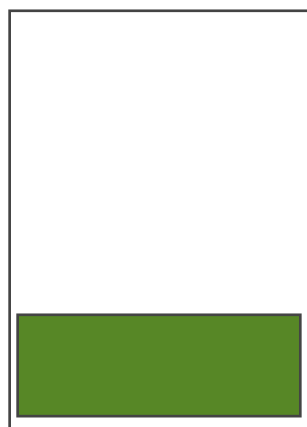
Southeastern Behavioral Health Conference ~ April 19-20, 2018

CONFERENCE PROGRAM Advertising Rates & Specs

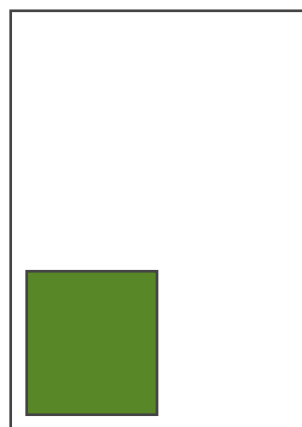
Conference Program Ad Sizes	Dimensions (w:h)	Rate
Full Page	8.5" x 11"	\$1,000
1/2 Page (horz.)	7.5" x 4.875"	\$575
1/3 Page (horz.)	3.25" x 8"	\$375
1/4 Page (vert.)	3.625" x 4.875"	\$300
1/8 Page (horz.)	3.625" x 2.312"	\$200



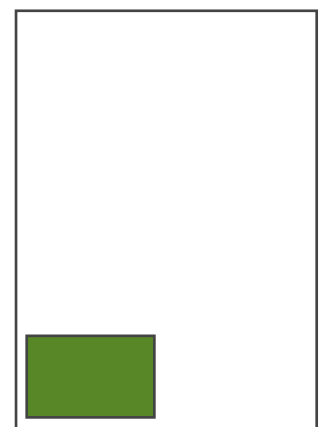
1/2 Page (horz.)



1/3 Page (horz.)



1/4 Page (vert.)



1/8 Page (horz.)

Please note: All ads must be developed by the organization purchasing ad space. The conference team is not set up to design advertisements. In addition, all ads must be approved by the Conference Planning Committee prior to being placed in the program.

February 1, 2018 is the deadline for submitting advertisements

CONFERENCE BAG INSERTS (\$200)

- ❖ Promotional items or literature placed in all conference bags.

"TAKE-ONE" LITERATURE DISPLAY (\$100)

- ❖ Display your promotional material on our resource table.

PARTNERS & SPONSORS



SOUTHEASTERN
SCHOOL BEHAVIORAL HEALTH
CONFERENCE

HOSTED BY



SOUTHEASTERN
SCHOOL BEHAVIORAL HEALTH
COMMUNITY



UNIVERSITY OF
SOUTH CAROLINA
SCHOOL MENTAL HEALTH TEAM

SPECIAL THANKS TO OUR PARTNERS AND SPONSORS

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Platinum Sponsor



Federation of Families
of South Carolina
A Voice for Children's Mental Health in SC

SCHEDULE AND VENUE



SOUTHEASTERN
SCHOOL BEHAVIORAL HEALTH
CONFERENCE

April 19-20, 2018

Schedule Overview

Thursday, April 19, 2018

- ❖ 8:30am (Registration and Breakfast)
- ❖ 9:00am - 12:00pm (Keynote and Break-Out Sessions)
- ❖ 12:00pm - 1:00pm (Lunch)
- ❖ 1:00pm - 5:00pm (Break-Out Sessions)

Friday, April 20, 2018

- ❖ 8:30am (Registration and Breakfast)
- ❖ 9:00am - 12:00pm (Keynote and Break-Out Sessions)
- ❖ 12:00pm - 1:00pm (Lunch)
- ❖ 1:00pm - 4:00pm (Break-Out Sessions)

- Grand Ballroom 17,000 Sq. Ft.
- First Floor Meeting Rooms 6,576 Sq. Ft.
- Second Floor Meeting Rooms 7,665 Sq. Ft.
- Myrtle Beach Sports Center 100,000 Sq. Ft.
(Located on Convention Center Campus)





**SOUTHEASTERN
SCHOOL BEHAVIORAL HEALTH
CONFERENCE**

APRIL 19 - 20, 2018

Sheraton Myrtle Beach Convention Center Hotel

2101 North Oak Street
Myrtle Beach, SC 29577

www.schoolbehavioralhealth.org