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
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

School Counselors, Psychologists, & Social Workers
34%

Educators & Administrators
23%

Professors & Researchers
12%

Students
11%

Child Advocacy Groups
16%

Other 4%

“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
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 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.
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).
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.
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

<table>
<thead>
<tr>
<th>Benefits of Sponsorship</th>
<th>Platinum</th>
<th>Reception</th>
<th>Lunch</th>
<th>Audio-Visual</th>
<th>Conference Bag</th>
<th>Program</th>
<th>Breakfast</th>
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<td>Exhibit Booth</td>
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* See pages 10 and 11 for more information about this sponsorship benefit.
## Benefits of Sponsorship

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SPONSOR OPPORTUNITIES

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)
❖ You 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.
**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 - ONE AVAILABLE)**
- 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.
CONFERENCE PROGRAM
Advertising Rates & Specs

<table>
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<th>Conference Program Ad Sizes</th>
<th>Dimensions (w:h)</th>
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<tr>
<td>Full Page</td>
<td>8.5” x 11”</td>
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<td>1/8 Page (horz.)</td>
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February 1, 2018 is the deadline for submitting advertisements

CONFERENCE BAG INSERTS ($200)

- Literature and promotional items placed in all conference bags.

“TAKE-ONE” LITERATURE DISPLAY ($100)

- Display an unlimited quantity and variety of material on our resource display table.

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.
Visit www.schoolbehavioralhealth.org
and
click on the “Be A Sponsor” link

Donate door prizes to be given away at the conference reception.
It’s a great way to highlight your organization!

For more information or questions about sponsorships, contact
June Greenlaw at 803-777-5452 or june.headley@sc.edu

For more information about the conference or if your sponsorship level
includes applying to speak at a session, contact
Penny Arnau at 843-270-3302 or pennylee56@gmail.com
The Southeastern School Behavioral Health Conference provides several opportunities for sponsors to network with conference attendees. Below is a high level schedule.

**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)
Southeastern School Behavioral Health Conference

April 19 - 20, 2018

Sheraton Myrtle Beach Convention Center Hotel
2101 North Oak Street
Myrtle Beach, SC 29577

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