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 2020 Southeastern School Behavioral Health 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 30 - May 1, 2020 at the Myrtle Beach Convention Center in Myrtle Beach, SC.

CONFERENCE OBJECTIVES

Our 2020 theme for the conference is “Empowering Youth and Families as Leaders in School Behavioral Health.” Educational sessions will focus on the following:

❖ Participants will gain a broader understanding of mental health outcomes, notably for youth in schools.

❖ Participants will understand how to implement a full continuum of integrated approaches to reduce barriers to learning

❖ 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 2019 conference hosted more than 557 education and healthcare professionals. This year over 600 attendees are expected, which will allow the conference to promise a wide range of benefits to our sponsors.

❖ Meet with over 600 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?

2019 Attendees

- Educators: 28%
- Management: 23%
- Therapists/PhD’s: 16%
- Specialists: 14%
- Students: 9%
- Family: 3%
- Nurses: 2%
- Intervention: 2%
- Researchers: 3%

“The opportunity to share information with a captivated audience about the work we are attempting to do in schools and the community led to a unique chance for stimulating discussion and feedback from experts in the field. Being a vendor at the Southeastern School Behavioral Health Conference was truly priceless! From this experience we connected with multiple community stakeholders and have built longstanding relationships.”

- Dr. Courtnie Smith
The Pee Dee Resiliency Project
2018 & 2019 Exhibitor
"Kicking off two days of great sessions filled with mental health professionals and educators - all dedicated to improving our students' lives! Kudos to all who care! Thank you for making a difference!"
- Heather P. George, Ph.D. - 2019 Conference

"Keynote speaker Denise Wheatley-Rowe was amazing!! "We are the BEST tool we bring to work!"
- Bennettsville Intermediate - 2019 Conference

"Grateful for all I learned during my sessions. Hope and growth for students, staff and myself!"
- Melissa Gill - 2019 Conference

"This conference is a game changer! #ssbhc"
- Jay Grady, Assistant Principal - 2018 Conference

"Outstanding keynote by Dr. Heather George on Building Capacity to Systematically Improve Outcomes for All to kick off the Conference."
- Dama Walker Absheir, Ph.D.
  University of South Florida - 2019 Conference

“One of the very best mental health conferences in the southeast. The quality of speakers and the networking opportunities make it a must attend event every year for us.”
- David Diana, M.A., LPC,
  SC Department of Mental Health - 2019 Conference

“Wow! What a great time and conference. I am looking forward to next year! Lots of great connections made.”
- Tai Dorman, Behavior Specialist - 2017 Conference
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.

A personalized website for the 2020 Southeastern School Behavioral Health Conference has been created. Guests can access the site to learn more about the event and to book, modify, or cancel a reservation. The conference rate will be available until April 13, 2020, or when blocked rooms are SOLD OUT.

Visit this link (OR copy and paste into a web browser)
https://www.marriott.com/event-reservations/reservation-link.mi?id=1556290680472&key=GRP&app=resvlink

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Lucile Eber, Ed.D.
Senior Advisor, Midwest PBIS Technical Assistance Director, National PBIS Center

Lucille Eber, Ed.D. is a Senior Advisor with the Midwest PBIS Network and a Technical Assistance (TA) Director for Mental Health Integration with the USDOE’s National PBIS TA Center, providing support to states and school districts nationwide on school-wide PBIS, including integration of mental health into school-wide systems of positive behavior support, implementation of wraparound and interagency initiatives for students with complex emotional and behavioral challenges.


Dr. Eber is a former board member of both the Illinois Federation of Families (IFF), and the National Federation of Families for Children’s Mental Health (FFCCMH) and the Association for Positive Behavior Supports (APBS). She regularly publishes articles and chapters on school-wide positive behavior supports, and interconnected systems for mental health in schools.
Mike Veny

Author of the book Transforming Stigma: How to Become a Mental Wellness Superhero

What do you get when you mix mental health challenges with a passion for drumming? A dynamic speaker and musician who delivers raw energy with a fresh perspective on wellness!

Mike Veny is a highly sought-after keynote mental health speaker, corporate drumming event facilitator, author, and luggage enthusiast. Seriously, you’d completely get it if you did all the traveling he did! He’s the author of the book Transforming Stigma: How to Become a Mental Wellness Superhero. As a 2017 PM360 ELITE Award Winner, Mike is recognized as one of the 100 most influential people in the healthcare industry.

He loves working with leaders who are tired of bringing the same old textbook presentations to their events. If you are looking for a proven speaker who will connect with, entertain, and engage your audience—all while educating and uniting them around improving wellness—you’ve come to the right place.

You can feel confident having Mike as your keynote speaker or workshop facilitator. Over the years, his expertise has been honored with remarkable and notable accolades. He has served on the Board of Directors of the Fender Music Foundation and the Rotary Club of Wall Street New York; he is an ambassador for Self-Employment in the Arts and was a presenter at the Haiti Entrepreneurship Camp. Mike’s path to becoming a public speaker became evident at an early age. He convinced the staff at psychiatric hospitals to discharge him three times during his childhood. In addition to being hospitalized as a child, he was expelled from three schools, attempted suicide, and was medicated in efforts to reduce his emotional instability and behavioral outbursts.

Mike’s perspectives have been featured on ABC, NBC, and CBS News. He was a former guest on The Fresh Outlook TV news show, a writer for Corporate Wellness Magazine and HealthCentral.com. Mental Illness is An Asset, his compelling TEDx talk, has been used in college classrooms and gotten sensational reviews.
Elizabeth Mellin

Community and Public Affairs Ph.D. Program, Binghamton University - SUNY Binghamton

Elizabeth Mellin is an associate professor and director of the PhD program in the College of Community and Public Affairs as well as a licensed professional counselor. She is also a contributing faculty member in the Department of Social Work and Department of Human Development, in addition to her affiliation with the University’s Sustainable Communities Transdisciplinary Area of Excellence.

Mellin’s work has been published in top tier journals such as the Journal of Counseling & Development, Children & Schools and School Mental Health. She has also provided consultation and research/evaluation services to LEAs, SEAs and other youth-focused organizations across the nation such as Aevidum (PA), the Broome County Promise Zone (NY), the State College Area School District (PA) and the Cobb County Community Services Board (GA).

Mellin was a fellow in the 2013-14 Pennsylvania Education Policy Fellowship Program. Her work with students has been honored through awards for teaching excellence as well as integration of LGBT issues in courses. Mellin, who frequently publishes and presents with graduate students, has nearly 10 years of experience in doctoral education and has contributed to the successful mentoring of 20+ doctoral students.
THANK YOU, 2019 SPONSORS!

Partner Sponsor

STATE CREDIT UNION

Hazelden Publishing

teenmentalhealth.org

Kognito

QBS, Inc.

Hospitality Suite Sponsor

Program Sponsor

App Sponsor

Registration Sponsor

Charging Station Sponsor

Gold Sponsors

UNIVERSITY OF SOUTH CAROLINA

DMH South Carolina Department of Mental Health

PeeDee Resiliency Project

USC College of Education

SC Department of Mental Health

Silver Sponsors

SYMMETRY

Federation of Families of South Carolina

SC Department of Alcohol and Other Drug Abuse Services

SYMMETRY Neuro-Pathway Training

A Voice for Children’s Mental Health in SC

Federation of Families

Lighthouse Behavioral Health Hospital
PLATINUM SPONSOR
($25,000 DONATION - ONE AVAILABLE)

❖ The largest Exhibitor Booth at our most visible location
❖ Company name/logo listed on all marketing communications to potential attendees as well as all communications with registered attendees
❖ Opportunity to apply for a presentation session
❖ Ten (10) registrations for the conference
❖ Logo on conference website homepage with a link to your website
❖ Inside back cover of the program - full page advertisement (8.5 x 11). Artwork provided by you.
❖ One push notification per day through our conference app
❖ Company name or logo will appear on the conference app splash page
❖ Company name or logo displayed on conference bags
❖ Up to four (2) items of your choice placed in our conference bags (provided by you)
❖ Up to (2) swag items printed with your company name and/or logo placed in conference bags
❖ Acknowledgement as a sponsor on any press releases and on our Facebook page
❖ Recognition by conference leadership each day of the conference in the main hall
❖ Speaking opportunity at the conference to address all attendees (brief introduction and welcome)
### SPONSOR OPPORTUNITIES

Contact us at JHEADLE@mailbox.sc.edu

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**Benefits of Sponsorship**

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<th>Lunch</th>
<th>Audio-Visual</th>
<th>Conference Bag</th>
<th>Program</th>
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- Logo with link on our Webpage
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- Opportunity to Apply for Presentation
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- Logo & Name Featured at Reception
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- Logo & Name Featured at Lunch
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- Logo & Name Featured at Breakfast
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- Charging Station Ad

- Address Audience at Lunch
  - ✔*

- Address Audience at Breakfast
  - ✔*

- Registration Table Banner Ad

- Address Audience at Reception
  - ✔*

- Conference App Push Notifications
  - ✔

- Conference App Logo with Link
  - ✔

- Conference App Sponsors Section
  - ✔

- Conference App Exhibitor Section
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* See more specifics about this sponsorship on the following pages.
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## SPONSOR OPPORTUNITIES

Contact us at JBHEADLE@mailbox.sc.edu

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Below are more detailed descriptions of each sponsorship level outlined in the charts on the previous pages. 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.)

**T-SHIRT SPONSOR ($7,000 - ONLY ONE AVAILABLE)**

- Your company name/logo will be printed on the conference t-shirts that will be given to each attendee. You will have an opportunity to speak for 5 minutes in the ballroom during breakfast on Friday. This sponsorship comes with an exhibit booth, 4 free registrations, 2 conference bag inserts (provided by you), full page ad in conference program, acknowledgment on our website and conference app, the opportunity to submit a proposal for a breakout session, and a conference app push notification.

**RECEPTION SPONSOR ($7,000 - 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 5 minutes.

**LUNCH SPONSOR ($10,000 - ONLY ONE 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 5 minutes.

**AUDIO/VISUAL SPONSOR ($5,000 - ONLY 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 ($4,000 - ONLY ONE AVAILABLE)**

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

**CONFERENCE PROGRAM SPONSOR ($3,000 - ONLY ONE AVAILABLE)**

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

**BREAKFAST SPONSOR ($5,000 - ONLY ONE 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 - THREE AVAILABLE)
❖ 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.

CARICATURE SPONSOR ($2,500 - ONLY ONE AVAILABLE)
❖ Your exhibit booth will have a line wrapped around it at all times with this sponsorship. This sponsorship comes with an exhibit booth, 2 free registrations, 2 conference bag inserts (provided by you), 1/2 page ad in the conference program, and acknowledgment on our website and conference app.

KEY CARD SPONSOR ($3,500 - ONLY ONE AVAILABLE)
❖ This sponsorship will allow you to have your company's name and logo on the back of all room keycards at the conference center as well as a QR code directing attendees to your website. This sponsorship comes with an exhibit booth, 2 free registrations, 2 conference bag inserts (provided by you), full page ad in conference program, and acknowledgment on our website and conference app.

“HAVE A DRINK ON US” SPONSOR ($2,500 - ONLY 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 - ONLY ONE AVAILABLE)
❖ A banner with your company name/logo will be displayed behind the registration desk throughout the conference.

CHARGING STATION SPONSOR ($1,500 - SOLD)
❖ 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 - ONLY 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 as well as a patio area just beside the pool so you can entertain attendees inside and outside.

CONFERENCE APP SPONSOR ($2,500 - ONLY 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.

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

SPONSOR OPPORTUNITIES
CONFERENCE PROGRAM
Advertising Rates & Specs

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<th>Conference Program Ad Sizes</th>
<th>Dimensions (w:h)</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>8.5” x 11”</td>
<td>$1,000</td>
</tr>
<tr>
<td>1/2 Page (horz.)</td>
<td>7.5” x 4.875”</td>
<td>$575</td>
</tr>
<tr>
<td>1/3 Page (horz.)</td>
<td>3.25” x 8”</td>
<td>$375</td>
</tr>
<tr>
<td>1/4 Page (vert.)</td>
<td>3.625” x 4.875”</td>
<td>$300</td>
</tr>
<tr>
<td>1/8 Page (horz.)</td>
<td>3.625” x 2.312”</td>
<td>$200</td>
</tr>
</tbody>
</table>

February 1, 2019 is the deadline for submitting advertisements

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.

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.

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

Thursday, April 30, 2020
❖ 7:30am (Registration and Breakfast)
❖ 9:00am - 12:05pm (Keynote and Break-Out Sessions)
❖ 12:05pm - 1:45pm (Lunch)
❖ 2:00pm - 4:20pm (Break-Out Sessions)

Friday, May 1, 2020
❖ 7:30am (Registration and Breakfast)
❖ 9:00am - 1:10pm (Keynote and Break-Out Sessions)
❖ 1:15pm - 2:30pm (Lunch)
❖ 2:30pm - 3:30pm (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)

www.myrtlebeachconventioncenter.com
Join Us Next Year!!

April 15 - 16, 2021

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

www.schoolbehavioralhealth.org