SOUTHEASTERN SCHOOL BEHAVIORAL HEALTH CONFERENCE

Advancing School Behavioral Health in a Critical Time of Need, Recovery, and Opportunity

April 28 - 29, 2022

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 2022 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 28 - 29, 2022 at the Myrtle Beach Convention Center in Myrtle Beach, SC.

CONFERENCE OBJECTIVES

Our 2022 theme for the conference is “Advancing School behavioral Health in a Critical Time of Need, Recovery, and Opportunity.” Educational sessions will focus on the following:

❖ Broadening knowledge of mental health outcomes, notably for youth in schools.
❖ Expanding knowledge on implementing 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:

❖ Educators
❖ 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
❖ And many more!

www.schoolbehavioralhealth.org
EXHIBITOR BENEFITS

REACH YOUR KEY AUDIENCE!

Our 2021 conference was a hybrid model to ensure that everyone had an opportunity to participate in a way that they felt safe in light of COVID-19. The conference hosted 170 people attending live and 486 people attending through our virtual platform. Our 2022 conference will also offer a hybrid event with live and virtual options. We anticipate approximately 400 attendees at the live event and 400 participating virtually.

❖ Meet with attendees live and virtually from professions including 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?

2021 Attendees

- Therapists 32%
- Management 29%
- Researchers 11%
- Specialists 11%
- School MH Prof 6%
- Social Workers 2%
- Educators 8%

“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
HEAR WHAT ATTENDEES HAVE TO SAY!

“Thank you so much for the opportunity to participate in this wonderful event! I enjoyed every minute and learned so much that I have already started applying in my work this week. This was an inspiring event that gave me so much hope for our future school behavioral health efforts. Thank you for the important and impactful work you are advancing! It was such an honor to be a part of this event.”
- Presenter - 2021 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

“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

“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

“I would attend virtually again in the future. I have never had such an easy, convenient, streamlined virtual experience with anything prior to this. Amazing use of technology with the app and the hub. Everything was easy!”
- Virtual Attendee - 2021 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 2022 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.

Book your group rate for the Southeastern School Behavioral health Conference 2022 here: https://www.marriott.com/event-reservations/reservation-link.mi?id=1627657801430&key=GRP&app=resvlink

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KEYNOTE SPEAKER

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

Tim Lewis, Ph.D.
Professor, Special Education
Co-Director, OSEP Center for PBIS
Director, MU Center for School-wide PBS
University of Missouri

Dr. Tim Lewis has been involved in special education for 30 years. Dr. Lewis has taught students with emotional and behavioral disorders in high school, elementary, and self-contained psychiatric settings. At present, Dr. Lewis is Professor of Special Education at the University of Missouri. Dr. Lewis is past Co-Editor of the journal Behavioral Disorders, Associate Editor of the Journal of Positive Behavioral Interventions, and a member of 13 editorial boards. During his 28-year career in higher education Dr. Lewis has served multiple terms as department chair and associate dean for research. Dr. Lewis has been involved with developing school-wide systems of behavioral support for over 20 years. He has worked directly with school teams around the world, secured over $78 million in grants to support his research and demonstration efforts, and is a frequent contributor to the professional literature examining various aspects of Positive Behavior Support. Dr. Lewis directs the University of Missouri Center for School-wide Positive Behavior Support, is Co-Director of the national OSEP Center for Positive Behavioral Interventions and Supports and former Co-Director of the Center for Adolescent Research in Schools. His specialty areas include social skill instruction, functional assessment, and proactive school-wide discipline systems.
KEYNOTE SPEAKER

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

Brittany Patterson, Ph.D.
Assistant Professor, Division of Child and Adolescent Psychiatry
University of Maryland School of Medicine

Brittany Patterson, Ph.D., is an Assistant Professor with the Division of Child and Adolescent Psychiatry, University of Maryland School of Medicine (UMSOM), and is a faculty member with the National Center for School Mental Health (NCSMH) at UMSOM. She received her Ph.D. from a dual School/Counseling Psychology program at the University of Buffalo, State University of New York in 2015 and completed her predoctoral psychology internship and postdoctoral fellowship with the NCSMH at UMSOM. Dr. Patterson’s current clinical and research interests involve trauma-responsive schools and culturally responsive mental health services in underserved schools and their surrounding communities.

In her current role, Dr. Patterson is co-investigator of the Partnering for Student Wellness (PSW) project funded by Patient Centered Outcomes Research Institute (PCORI) with aims to enhance family engagement and positive outcomes through provision of high-quality school-based mental health services. Dr. Patterson also serves as a primary point person for developing and delivering training both within the school mental health clinical programs as well as for diverse school stakeholders on topics related to trauma-informed care, trauma-responsive schools, and cultural responsiveness and equity. As an NCSMH faculty, Dr. Patterson supervises doctoral and masters level clinicians providing mental health care and provides technical assistance to local, state, and national leadership, including the U.S. Department of Education’s Promoting Student Resilience (PSR) and School Mental Health grantees.
THANK YOU, 2021 SPONSORS!

Partner Sponsor

Silver Sponsors

Bronze Sponsors

Friends of the Community
2022 SPONSOR OPPORTUNITIES

GOLD ($5,000)
- Exhibit Booth at live event
- Virtual exhibitor page
- Full page ad in printed program
- Video ad on sessions in virtual platform
- 4 Free Registrations to live or virtual event
- Invitation to Reception
- Company logo on event website
- Recognition during Keynote sessions
- 4 promo items in conference bags*
- Opportunity to apply for virtual presentation
- Address audience at a keynote session

SILVER ($2,500)
- Exhibit Booth at live event
- Virtual exhibitor page
- 1/2 page ad in printed program
- 2 Free Registrations to live or virtual event
- Company logo on event website
- 2 promo items in conference bags*

BRONZE ($1,000)
- Exhibit Booth at live event
- Virtual exhibitor page
- Company logo in printed program
- 2 Free Registrations to live or virtual event
- Company logo on event website
- One promo item in conference bags

EXHIBITOR ($500)
- Exhibit Booth at live event
- Virtual exhibitor page
- Company logo in printed program
- 2 Free Registrations to live or virtual event
- Company logo on event website
- One promo item in conference bags

* All promotional literature and items must be supplied by the sponsor and sent to the conference team by March 15th.

See additional sponsorship opportunities on the next page.
Below are descriptions of additional sponsorships available in 2022. 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.

✴ All promotional literature and items must be supplied by sponsor and sent to conference team by March 15th.
SPONSOR OPPORTUNITIES

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. *

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 ($2,500 - 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 - 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. We will follow CDC guidelines for COVID-19 to ensure everyone’s safety.

✴ All promotional literature and items must be supplied by sponsor and sent to conference team by March 15th.

Contact us at JBHEADLE@mailbox.sc.edu or call June at 803-730-9977
CONFERENCE PROGRAM
Advertising Rates & Specs

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</tbody>
</table>

Contact us at JBHEADLE@mailbox.sc.edu or call June at 803-730-9977

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.

March 15, 2022 is the deadline for submitting advertisements.

CONFERENCE BAG INSERTS ($200)
- Include promotional items or literature in all conference bags.
  *(Items must be provided by sponsor)*

“TAKE-ONE” LITERATURE DISPLAY ($100)
- Display your promotional material on our resource table.
**Schedule Overview**

**Thursday, April 28, 2022**
- 7:30am - 8:50am (Registration and Breakfast)
- 9:00am - 12:00 noon (Keynote and Breakout Sessions)
- 12:05pm - 4:30pm (Lunch and Breakout Sessions)
- 4:30pm - 6:30pm (Poster Session, Hors d’oeuvres, Cash Bar)

**Friday, April 29, 2022**
- 7:30am - 8:50am (Registration and Breakfast)
- 9:00am - 12:45pm (Keynote and Breakout Sessions)
- 12:50pm - 3:35pm (Lunch and Breakout Sessions)
- 3:50pm - 5:00pm (Small Meetings/Discussions)

**Venue Information**
- 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)

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**Map and Floor Layout**

Myrtle Beach Convention Center

- **Main Presentation Room**
- **Break-Out Rooms**
- **Exhibit Hall Area**
- **On-Site Parking for 2,047 with Overflow Nearby**
- ** Eleven Loading Docks**
  - Two with Dock Levelers, Plus Two Truck Ramps
- **Events Plaza**

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www.myrtlebeachconventioncenter.com
Join Us Next Year!!

April 18 - 21, 2023

Come To Meet, Stay To Play!

What a better location to enjoy a break with all the activities the Myrtle Beach area offers. 60 miles of sun, surf and sand are not the only things the Myrtle Beach Area has to offer.

Check out www.visitmyrtlebeach.com/things-to-do to find out more about fun-filled entertainment options.

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