

Hosted by



# SOUTHEASTERN SCHOOL BEHAVIORAL HEALTH CONFERENCE

**Advancing School Behavioral Health**  
Building Momentum Together

April 25 - 26, 2024

## EXHIBITOR PACKET

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

[www.schoolbehavioralhealth.org](http://www.schoolbehavioralhealth.org)

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

# ABOUT US

[www.schoolbehavioralhealth.org](http://www.schoolbehavioralhealth.org)

## INTRODUCTION

The 2024 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, clinical communities, and other stakeholders to network, collaborate, and learn new strategies to improve the overall mental health and wellbeing of school-age children and their families.

Join us **April 25 - 26, 2024** at the Myrtle Beach Convention Center in Myrtle Beach, SC.

## CONFERENCE OBJECTIVES

Our 2024 theme for the conference is *"Advancing School Behavioral Health - Building Momentum Together."* Educational sessions will focus on the following:

- ❖ Building effective practices and interventions across the multi-tiered system of support (MTSS; *Tiers 1, 2, and 3 – e.g., Teams, Data-Based Decision Making, Coaching, Alignment of Programming*).
- ❖ Advancing an effective school behavioral health (SBH) workforce, and supporting staff attaining and maintaining licensure in mental health professions.
- ❖ Enhancing collaboration with diverse stakeholders and empowering students and families as leaders within the MTSS and SBH.
- ❖ Enhancing awareness and promoting inclusive systems and practices for all students including special populations (e.g., *students with disabilities, from military families, in child welfare or juvenile justice systems; and/or other students with unique personal needs*).



## WHO ATTENDS

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

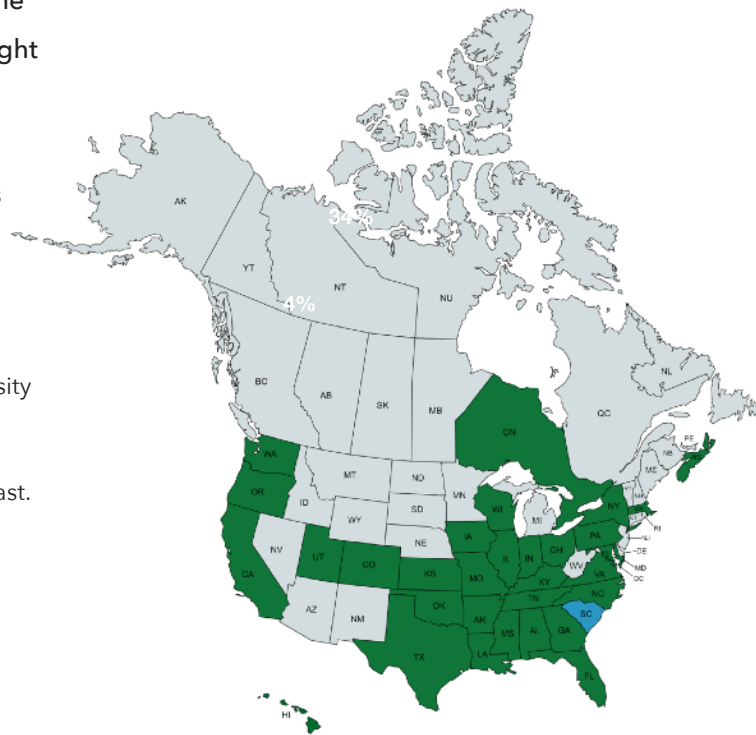
- ❖ Educators
- ❖ Licensed Mental Health Professionals
- ❖ Licensed Family Therapists
- ❖ School Resource Officers
- ❖ School counselors, psychologists, social workers, school administrators and behavioral intervention specialists
- ❖ University faculty, researchers and students
- ❖ Physicians
- ❖ Nurses
- ❖ Allied School Health Staff
- ❖ Researchers
- ❖ Government Officials
- ❖ Policymakers
- ❖ Staff from community mental health centers, youth-serving agencies and other healthcare organizations
- ❖ Youth, family members and their advocates
- ❖ And many more!

# EXHIBITOR BENEFITS

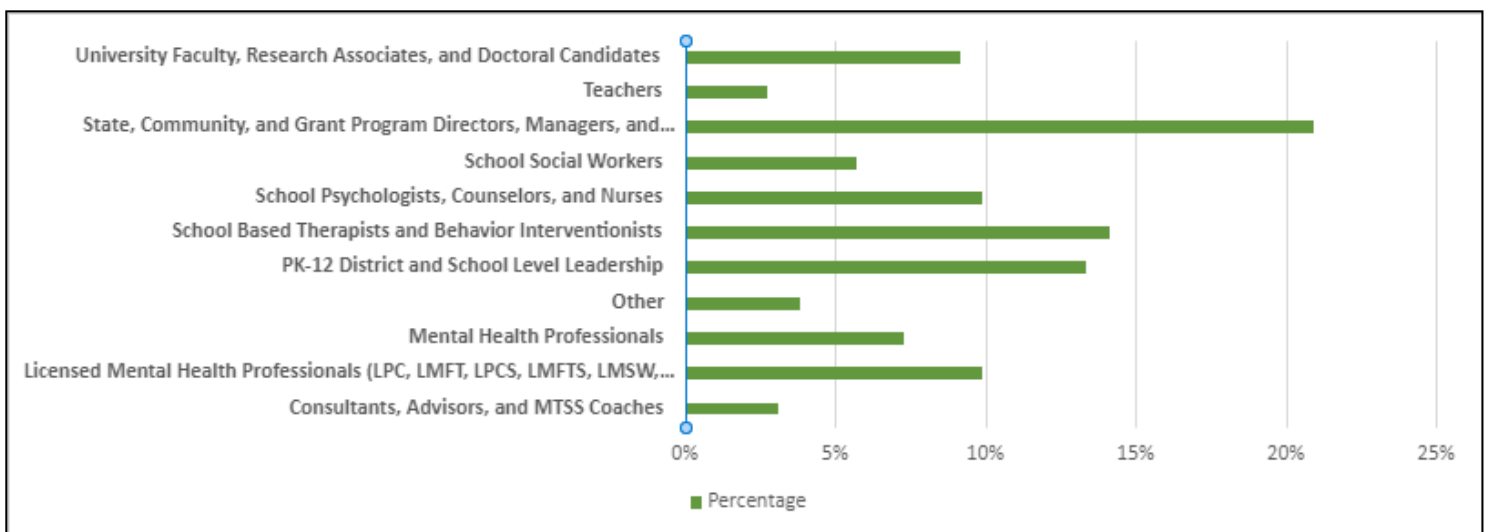
## REACH YOUR KEY AUDIENCE!

Our 2023 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 967 attendees. Our 2024 conference will also offer a hybrid event with live and virtual options. We anticipate approximately 1,200 participants for this year's event.

- ❖ 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.



## 2023 Attendees





# CONFERENCE SNAPSHOT

## HEAR WHAT ATTENDEES HAVE TO SAY!

*"Interactive, empowering, life changing. I am energized and have applicable tools I will use."*

- 2023, School Counselor

*"Presenters were PHENOMENAL! Excellent public speaking skills and excellent content that can be used anywhere."*

- 2023, Social Worker

*"This was the best conference I have attended in years."*

- 2023, MTSS Coordinator

*"I want to get these keynotes to our district to present. I'm in tears!!"*

- 2022 School Psychologist

*"This conference is a game changer! #ssbhc"*

- Jay Grady, Assistant Principal - 2018 Conference



*"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."*

- 2022 Presenter

*"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





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# THE MYRTLE BEACH CONVENTION CENTER HOTEL

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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](http://www.sheratonmyrtlebeach.com).

A personalized website for the 2024 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 2024 here:

<https://www.marriott.com/event-reservations/reservation-link.mi?id=1691178797826&key=GRP&app=resvlink>

**Traditional Guest Room Rate:** \$142

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# KEYNOTE SPEAKER

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

## Brandi Simonsen, Ph.D.

**Tenured Professor, Special Education**  
**Neag School of Education**  
**University of Connecticut**



**Brandi Simonsen, Ph.D.** is a tenured professor of Special Education in the Neag School of Education at the University of Connecticut. She is also a Co-Director of the National Technical Assistance Center on Positive Behavioral Interventions and Supports (PBIS; [www.pbis.org](http://www.pbis.org)), Co-Principal Investigator of the National Multi-Tiered System of Supports Research Network (MTSS RN; [www.mtss.org](http://www.mtss.org)), and Senior Advisor to the National Center on Intensive Interventions (NCII; [www.intensiveintervention.org](http://www.intensiveintervention.org)). Dr. Simonsen's scholarship focuses on supporting educators' implementation of PBIS practices across a continuum of settings.

Before joining the faculty at University of Connecticut in 2005, Dr. Simonsen was the director of a non-public (alternative) school for students with disabilities who presented with challenging educational and behavioral needs. In addition to serving as an administrator and clinician, Dr. Simonsen has previously been certified as a teacher of elementary general education and middle-secondary special education.



# KEYNOTE SPEAKER

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

## Steven W. Evans, Ph.D.

**Distinguished Professor of Psychology**

**Ohio University**

**Co- Director - Center for Intervention Research in Schools**



**Steven W. Evans, Ph.D.**, is a Distinguished Professor of Psychology at Ohio University and Co-Director of the Center for Intervention Research in Schools. He began his career as a special education teacher and then studied psychology to learn how he could better help students. His current research focuses on improving the systems of care for students with emotional and behavioral problems in schools as well as developing and evaluating new school-based interventions to help these children and adolescents.

He is one of the leading researchers in the field of school mental health and has received numerous awards for his contributions. Dr. Evans published extensively in the field and has been a lead investigator on many millions of dollars worth of federal and state research grants. He is the founding editor of the leading journal in the field (*School Mental Health*; Springer publishing) and has published multiple books on the topic.

Much of Dr. Evans' research and development work comes from listening to and partnering with educators and school mental health professionals to improve outcomes for students with emotional and behavioral problems.

# THANK YOU 2023 SPONSORS!

## Partner Sponsor

SOUTH CAROLINA DEPARTMENT OF HEALTH AND HUMAN SERVICES

Healthy Connections  
MEDICAID



## Premier Sponsor



## Gold Sponsor



## Silver Sponsors



## Bronze Sponsors





# SPONSOR OPPORTUNITIES

## **PLATINUM**

(\$10,000)

- ◆ Exhibit Booth at live event
- ◆ Virtual exhibitor page
- ◆ Full page ad in printed program
- ◆ 5 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
- ◆ Hybrid keynote sponsor session
- ◆ Curated cross platform social media post prior to conference
- ◆ Custom header in virtual platform
- ◆ Logo in virtual waiting room for hybrid sessions
- ◆ Logo on post-conference thank you notes
- ◆ Participant in exhibitor activity game

## **GOLD**

(\$5,000)

- ◆ Exhibit Booth at live event
- ◆ Virtual exhibitor page
- ◆ 1/2 page ad in printed program
- ◆ 3 Free Registrations to live or virtual event
- ◆ Company logo on event website
- ◆ 2 promo items in conference bags
- ◆ Curated cross platform social media post prior to conference
- ◆ Custom header in virtual platform
- ◆ Hybrid session sponsorship (non-keynote)
- ◆ Logo in virtual waiting room for hybrid sessions
- ◆ Participant in exhibitor activity game

## **SILVER**

(\$2,500)

- ◆ 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
- ◆ Logo in Virtual Waiting Room for Hybrid Sessions
- ◆ Participant in exhibitor activity game \*

## **BRONZE**

(\$1,000)

- ◆ Exhibit Booth at live event
- ◆ Virtual exhibitor page
- ◆ Company logo in printed program
- ◆ Company logo on event website
- ◆ One free registration for booth attendant

\* All promotional items must be supplied by the sponsor by March 15th. Please send to Attention Taylor Davis @ 819 Barnwell Street, Columbia, SC 29201

See additional sponsorship opportunities on the next page.

# SPONSOR OPPORTUNITIES

Contact us at [JBHEADLE@mailbox.sc.edu](mailto:JBHEADLE@mailbox.sc.edu)  
or call June at 803-730-9977

Below are descriptions of additional sponsorships available in 2024. Space is limited, so please contact us at [JBHEADLE@mailbox.sc.edu](mailto: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.)

## COFFEE SPONSOR (\$7,500 - ONLY ONE AVAILABLE)

- ❖ Plaque with your company logo on coffee cart located in main traffic area. Special acknowledgement at breakfast and lunch. Sponsorship comes with exhibit booth, two free registrations, two conference bag inserts (provided by sponsor), full page ad in printed program, logo on website and conference app, opportunity to submit proposal for a virtual breakout session, and conference app push notification. You'll be the hero of all attendees for keeping them energized and engaged throughout the conference. Look for your logo on a plaque in a prime, high-traffic spot at the coffee bar, where you'll brew up delightful partnerships with each attendee. This sponsorship goes the extra shot with not just one, but two conference bag inserts, ensuring your brand message reaches every participant. And that's not all - you'll be provided with two conference registrations and making a bold statement with a full-page ad in our printed program. Also, we will create a curated cross-platform social media mini-campaign prior to conference highlighting your company to get things percolating. Your logo will also be posted in our virtual waiting room for hybrid sessions. You will also be provided an exhibit table, and you will be a participant in our exhibitor activity game.



## RECEPTION SPONSOR (\$5,000 - ONLY ONE AVAILABLE)

- ❖ Elevate Your Brand with an Unforgettable Reception! The spotlight is on you as the exclusive Reception Sponsor of our conference. Picture this: a vibrant soirée, influential attendees, innovative poster presentations, and your brand at the center of it all. This is your chance to make a lasting impression in a relaxed and engaging atmosphere. Your logo will shine in the limelight at the reception venue, and you'll enjoy prominent recognition throughout the event. Be the host with the most and let your brand be the life of the party. Elevate your conference experience and join us as the Reception Sponsor - it's where connections are forged, and memories are made. Secure your spot now and let your brand's story be the talk of the night! This sponsorship will come with two free conference registrations, full-page ad in conference program, and your logo will also be posted in our virtual waiting room for hybrid sessions. You will also be provided an exhibit table, and you will be a participant in our exhibitor activity game.



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



# SPONSOR OPPORTUNITIES

Contact us at [JBHEADLE@mailbox.sc.edu](mailto:JBHEADLE@mailbox.sc.edu)  
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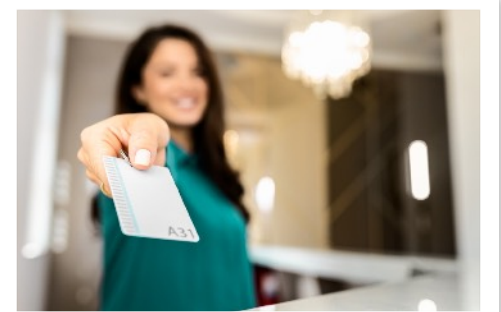
## CONFERENCE BAG SPONSOR (\$4,000 - ONLY ONE AVAILABLE)

- ❖ Bag the Spotlight with Your Brand! Want to make an unforgettable impression on every attendee at our conference? Look no further! Become the Swag Bag Sponsor and put your logo in the hands of every participant. Our stylish conference swag bags are a sought-after accessory, and your logo will be front and center, making it a daily reminder of your brand's presence. This is your chance to be part of our attendees' conference experience from start to finish. Secure this opportunity now and ensure your brand goes home with each and every one of our excited participants. Be the brand they remember, long after the conference ends! This sponsorship also comes with two free registrations, an exhibit table and a ½ page ad in our printed program.



## KEY CARD SPONSOR (\$3,500 - ONLY ONE AVAILABLE)

- ❖ Unlock Your Brand's Potential! Imagine every conference attendee holding your brand in their hands multiple times a day. With our Hotel Key Card Sponsorship, that's exactly what you get! Your company's name and logo will grace the back of every room keycard at the conference hotel, creating countless brand impressions. Plus, we'll add a QR code directing attendees straight to your website for seamless engagement. But that's not all - this sponsorship package includes an exhibit booth, two complimentary registrations, two conference bag inserts (provided by you), a prominent half-page ad in our conference program, and acknowledgment on our website. Don't miss this opportunity to be front and center in our attendees' daily routines. Elevate your brand, unlock new connections, and seize the key to conference success!



# ADVERTISING & OTHER OPPORTUNITIES

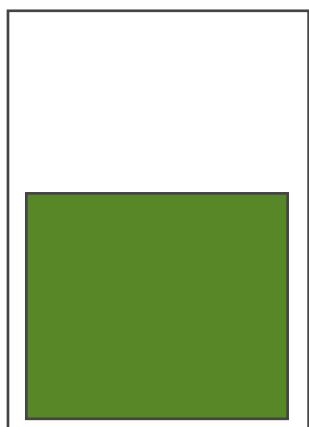
Contact us at [JBHEADLE@mailbox.sc.edu](mailto:JBHEADLE@mailbox.sc.edu)  
or call June at 803-730-9977

Southeastern Behavioral Health Conference ~ April 25 - 26, 2024

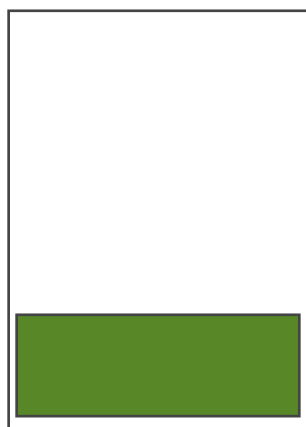
## CONFERENCE PROGRAM

### Advertising Rates & Specs

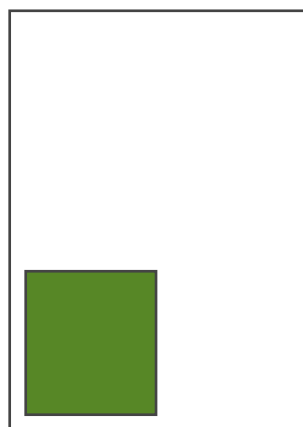
Conference Program Ad Sizes	Dimensions (w:h)	Rate
Full Page	8.5" x 11"	\$1,000
1/2 Page (horz.)	7.5" x 4.875"	\$575
1/3 Page (horz.)	3.25" x 8"	\$375
1/4 Page (vert.)	3.625" x 4.875"	\$300
1/8 Page (horz.)	3.625" x 2.312"	\$200



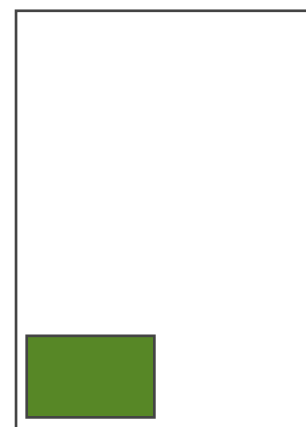
1/2 Page (horz.)



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 15, 2024 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 AND VENUE



SOUTHEASTERN  
SCHOOL BEHAVIORAL HEALTH  
CONFERENCE

April 25 - 26, 2024

## Schedule Overview

### Thursday, April 25, 2024

- ❖ 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 (Reception Poster Session, Hors d'oeuvres, Cash Bar)

### Friday, April 26, 2024

- ❖ 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)





# SOUTHEASTERN SCHOOL BEHAVIORAL HEALTH CONFERENCE

**APRIL 25 - 26, 2024**

**Join Us Next Year!!**

**May 22 - 23, 2025**

## **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](http://www.visitmyrtlebeach.com/things-to-do) to find out more about fun-filled entertainment options.

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