

# AMHCA Conference

## 2024 Sponsorship Prospectus

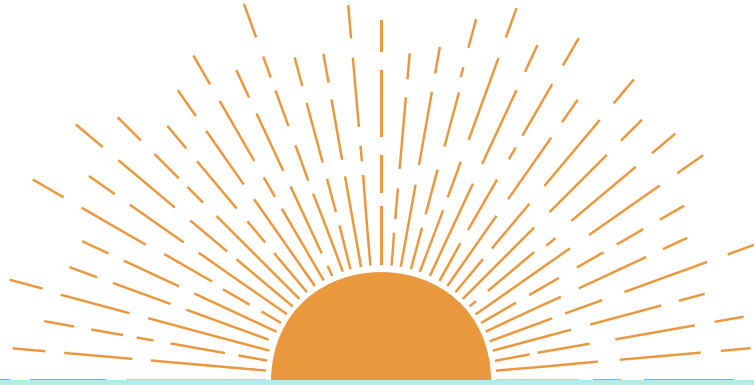


**JUNE 10 - 12 | CHARLOTTE, NC**  
**[www.amhca.org/conference](http://www.amhca.org/conference)**



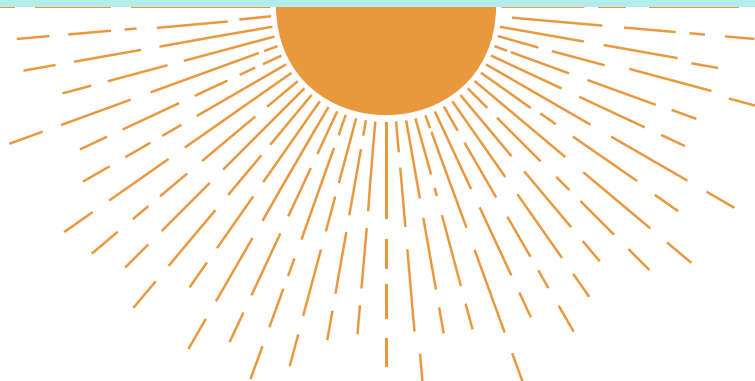
# **American Mental Health Counselors Association**

**The American Mental Health  
Counselors Association would like  
to invite you to join a growing  
community of mental health  
counselors making an impact on  
the lives of Americans at the 2024  
Annual Conference in Charlotte,  
North Carolina from June 10-12.**



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# 2024 AMHCA Annual Conference

[www.amhca.org/conference](http://www.amhca.org/conference)

The American Mental Health Counselors Association (AMHCA) works exclusively for the mental health counseling profession. Mental health counselors diagnose and treat psychological disorders, support clients through difficult life experiences, and promote wellness.

The AMHCA Annual Conference is the premier gathering for sharing ideas, discussing challenges, gaining insights and finding solutions for licensed counselors in the field. Sessions will tackle the key policy issues impacting the profession today and provide valuable pragmatic advice across the full range of services offered by practicing mental health counselors in public and private practice, including:

- Children/Adolescents
- Couples/Family
- Developmental Disability
- Geriatric
- Integrated Care, Practice Issues, and Healthcare Reform
- Military and Veterans Issues
- Substance Use and Co-Occurring Disorders
- Trauma - Assessment and Treatment
- General/Other

As a sponsor, you are invited to be full partners in the conference - attend sessions, engage attendees, ask questions and exchange ideas. Meet over 400 professionals in mental health counseling at our conference location in Charlotte, North Carolina in a high traffic exhibitor area, a kick-off reception and multiple networking breaks.

At AMHCA, whether a sponsor, exhibitor or both you are an integral partner in our mission and a vital presence in this important conversation. Help us give our attendees an opportunity to remember you and to know that your company supports them. Experience the passion and dedication of America's mental health counselors and witness their commitment to making a difference in the lives of thousands of patients, clients and students every day.

Become a sponsor or exhibitor and take advantage of this high impact opportunity to raise your visibility with this national network of mental health counselors working in community agencies, managed behavioral health care organizations, integrated delivery systems, hospitals, employee assistance programs, substance addiction treatment centers and private practices.

# Essential Information

## Location:

Sheraton/Le Meridien Hotel  
555 South McDowell Street  
Charlotte, NC 28204

## Dates:

June 10-12, 2024

## Deadlines:

Within 7 Days of Signing:

- Company Logo (jpg and png)
- Company Description (100 words)

May 15:

- Program Ad Due

July 15:

- Post-Event List of Attendees Available

*View the full schedule and make your reservations by going to:*

*Schedule: [www.amhca.org/conference/schedule](http://www.amhca.org/conference/schedule)*

*Reservations: [www.amhca.org/conference/travel](http://www.amhca.org/conference/travel)*

## Sunday 6/9:

Exhibitor Move-In  
Pre-Conference Sessions  
Welcome Reception for Attendees,  
Exhibitors and Sponsors

## Monday 6/10:

Breakout Sessions  
Networking Breaks

## Tuesday 6/11:

Breakfast  
Morning Networking Break  
Lunch  
Afternoon Networking Break

## Wednesday 6/12:

Breakfast  
Morning Networking Break  
Lunch  
Afternoon Networking Break  
Exhibitor Move-Out



# Exhibitor Options

## Platinum Booth: \$5,000.00

- Post-conference attendee list (street & email addresses)
- Four (4) conference registrations
- One-time use of membership list
- Logo and link on conference website
- Premium exhibitor space
- Full-page ad in conference program
- Access to full conference sessions, welcome reception, networking breaks, and lunches
- Featured during a plenary session
- Acknowledgement in conference program
- Invitation to submit proposal for session
- Passcode to participate in attendee engagement activity
- One (1) 30 inch x 6 foot table
- Two (2) chairs
- Skirted table
- Free WiFi
- Complementary snacks and lunches



## Silver Booth: \$2,500.00

- Post-conference attendee list (street & email addresses)
- Two (2) conference registrations
- Logo and link on conference website
- Regular exhibitor space
- Half (1/2) page ad in conference app
- Access to full conference sessions, welcome reception, networking breaks, and lunches
- Acknowledgement in conference program
- Invitation to submit proposal for session
- Passcode to participate in attendee engagement activity
- One (1) 30 inch x 6 foot table
- Two (2) chairs
- Skirted tables
- Free WiFi
- Complementary snacks and lunches



## Bronze Booth: \$1,250.00

- Post-conference attendee list, addresses only
- Two (2) conference registrations
- Logo and link on conference website
- Regular exhibitor space
- Quarter (1/4) page ad in conference app
- Access to full conference sessions, welcome reception, networking breaks, and lunches
- Acknowledgement in conference program
- Invitation to submit proposal for session
- Passcode to participate in attendee engagement activity
- One (1) 30 inch x 6 foot table
- Two (2) chairs
- Skirted tables
- Free WiFi
- Complementary snacks and lunches

# Sponsorship Options

## Sponsorships \$1,500.00 - \$4,000.00

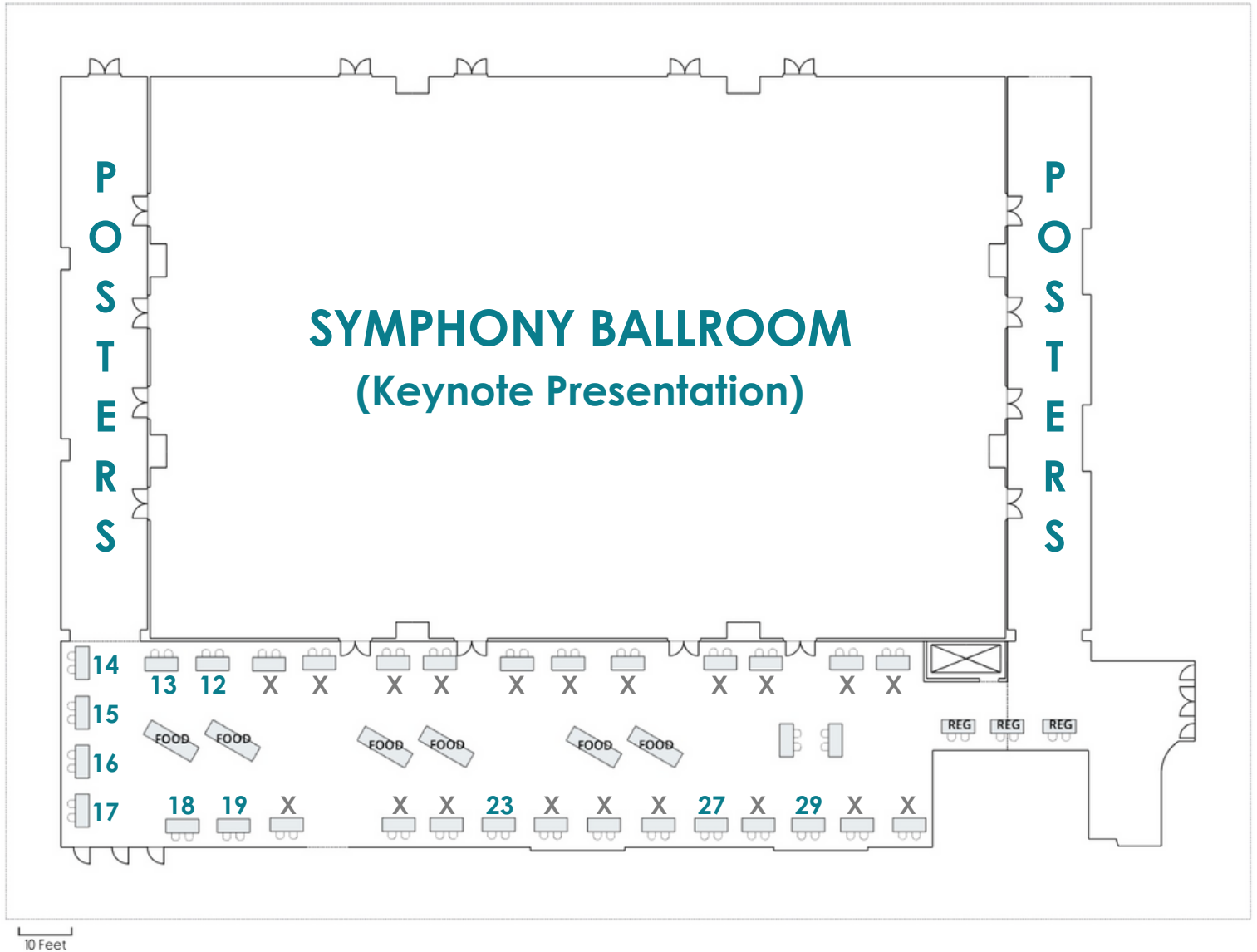
- Sponsorship of Tuesday Keynote: \$4,000.00
- Sponsorship of Wednesday Keynote: \$4,000.00
- Conference Mobile App: \$1,500.00 - \$3,000.00  
Get your branding in front of every attendee each time they open our app!  
(2 available at \$1,500 or \$3,000 to be a sole sponsor of app)
- Sponsorship of Tuesday Lunch: \$2,500.00
- Sponsorship of Wednesday Lunch: \$2,500.00

## Sponsorships \$1,000.00 - \$1,500.00

- Sponsorship of Coffee Break: \$1,500.00  
Breaks available on Monday Afternoon, Tuesday Morning & Wednesday Morning  
(3 available at \$1,500 each or \$4,000 to be a sole sponsor of all three)
- Customized Lanyards: \$1,000.00  
Sponsor wearable branding! Your logo will be seen over and over as you walk the show floor -  
be the conversation starter at the conference!



# Exhibitor Area Layout



**Platinum Booths: 5-7**

**Silver Booths: 1-4, 8-9**

**Bronze Booths: 10-31**



# Shipping & A/V Information

<b>Power</b>		# Needed	Regular Price (Includes Service Charge and Tax)	Day of Event Price (Includes Service Charge and Tax)	Total
Show Date: _____					
120 Volts Outlet 15 AMP with Extension Cord and Power Strip			\$67.03	\$134.06	
<b>Audio Visual</b>		# Needed	Regular Price (Includes Service Charge and Tax)	Day of Event Price (Includes Service Charge and Tax)	Total
Date to be installed: _____ Date to be removed: _____ <b>**Location of Line**</b> _____					
42" LCD Monitor			\$402.19	\$536.25	
Hard Wired Internet			\$134.06	\$268.13	
Easels			\$33.52	\$62.66	
Flipchart Package with Markers			\$73.73	\$147.47	
<b>Shipping/Misc.</b>		# Needed	Regular Price (Includes Service Charge and Tax)	Day of Event Price (Includes Service Charge and Tax)	Total
Packages arrive no earlier than 3 business days from show date. Fee includes receiving and handling. <b>Please call for pickup when outbound shipment is ready.</b>					
Box Charge			\$6.65	\$13.30	
Pallet Charge			\$335.16	\$470.31	
<b>These charges must be paid 3 days prior to event.</b>					
				<b>Total</b>	

Type of Card: Visa    MasterCard    American Express    Discover

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_/\_\_\_\_

Name on Card: \_\_\_\_\_ Address: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Email for receipt: \_\_\_\_\_

# Exhibitor and Sponsorship Contract

Exhibitor		
	Platinum Booth	\$5,000.00
	Silver Booth	\$2,500.00
	Bronze Booth	\$1,250.00

A-La-Carte Options		
	Tuesday Keynote	\$4,000.00
	Wednesday Keynote	\$4,000.00
	Conference Mobile App (Co-Sponsor/Shared)	\$1,500.00
	Conference Mobile App (Sole Sponsor)	\$3,000.00
	Tuesday Lunch Sponsorship	\$2,500.00
	Wednesday Lunch Sponsorship	\$2,500.00
	Coffee Break Sponsorship (All 3)	\$4,000.00
	Monday Afternoon Break Sponsorship	\$1,500.00
	Tuesday Morning Break Sponsorship	\$1,500.00
	Wednesday Morning Break Sponsorship	\$1,500.00
	Customized Lanyards Sponsorship	\$1,000.00

Total		
		\$ _____

# Exhibitor and Sponsorship Contract

## Booth Number Requested:

1st Choice: \_\_\_\_\_

2nd Choice: \_\_\_\_\_

3rd Choice: \_\_\_\_\_

*(Booths assigned on a first-come first-served basis)*

## Company Information:

(company name, address and web site will be published exactly as shown in the final program)

\_\_\_\_\_  
Contact Name

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Full Mailing Address

\_\_\_\_\_  
Email

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Website

## Payment Information:

Full payment is required with application. Payment can be made over the phone at 703-548-6002 x108 or can be sent by mail to:

AMHCA  
Attn: Finance Department  
1530 Kingswood Street  
Richmond, VA 23224

Email pages 10 and 11 of this document to Rebecca Woodson at [rwoodson@amhca.org](mailto:rwoodson@amhca.org) & Melissa McShepard at [mmcshepard@amhca.org](mailto:mmcshepard@amhca.org). Please keep a copy of pages 10 and 11 of this document for your records.

## Payment Method:

- Check (mail to address above)  
 Credit Card

\_\_\_\_\_  
Name on Card

\_\_\_\_\_  
Credit Card Number

\_\_\_\_\_  
Expiration Date

\_\_\_\_\_  
CVV Code

\_\_\_\_\_  
Billing Address (if different from address provided)

\_\_\_\_\_  
Authorized Signature

## Contract Acceptance:

The exhibitor acknowledges that a duly authorized representative of the exhibiting company has read and understands the Contact Terms and Conditions contained in the exhibitor agreement on pages 12-14 and acknowledges and agrees that the exhibitor will be bound by them. The exhibitor agrees to furnish AMHCA with a certificate of insurance prior to the start of the event.

\_\_\_\_\_  
Signature

# Exhibitor and Sponsorship Contract

This Contract contains the entire agreement between the exhibiting company (“Exhibitor”) and the American Mental Health Counselors Association (AMHCA), hereinafter known as “Show Management” for the Annual Conference to be held June 10 - 12, 2024, at The Sheraton/Le Meridien Hotel in Charlotte, North Carolina herein after known as “Facility.”

**Payment:** Full payment must accompany the exhibit space application.

**Cancellation by Exhibitor:** The Exhibitor specifically recognizes and acknowledges that Show Management will sustain certain losses if the Exhibitor cancels its exhibit space. Any cancellation must be made in writing and is effective on the date received by Show Management. Show Management requires to be notified of cancellation in writing by 5:00pm Eastern Time, Friday, April 26, 2024. There will be a 25% cancellation fee. Email cancellations should be sent to [conference@amhca.org](mailto:conference@amhca.org). No refunds will be given after, Sunday, April 28, 2024. Payments will not be transferred to future conferences.

**Termination by Show Management:** Show Management reserves the right to deny Exhibitor any of the privileges conferred under this Contract, including, but not limited to denying Exhibitor assigned exhibit space and Show Management shall remain entitled to all exhibit fees, if: (a) Exhibitor has any outstanding amounts owed to Show Management, for any product or service; (b) the exhibitor violates any of the other terms or conditions of this Contract; or (c) in Show Management’s sole opinion, the exhibit must be closed for the safety and comfort of convention attendees.

**Eligible Exhibits:** Show Management reserves the right to determine eligibility of any company or product to participate in the show. Show Management can refuse to rent exhibit space to a company, terminate this contract if already executed or close an exhibit display that in Show Management’s sole judgment is not compatible with or complementary to the show and the industry which Show Management serves. In the event of such termination, Show Management shall refund, in full, all payments, including deposits, which it may have received from the exhibitor.

**Allocation of Space:** Show Management may from time-to-time establish programs establishing criteria under which exhibition space will be allocated to exhibitors. Show Management reserves the absolute right to modify the program, change the criteria or allocate exhibition space on any basis at its sole discretion. Show Management reserves the right to reconfigure the floor plan or to change location assignments at any time, as it may at its sole discretion deem necessary.

**Waiver of Claims.** Exhibitor agrees to make no claim arising in tort of any nature whatsoever and shall indemnify and hold Show Management and Facility and their officers, directors, employees, and agents, harmless from and against any and all claims, penalties, damages, losses, costs, charges and expenses whatsoever, including attorney’s fees and costs, arising out of the exhibitor’s participation in the show, except where such claims are directly attributable to gross negligence of Show Management, the Facility or of their respective officers, directors, employees, or agents acting within the scope of their duties. Exhibitor waives its right to recover consequential and punitive damages whether arising under tort, contract or under any other theory of liability whatsoever.

**Exhibitor Insurance.** The Exhibitor shall, at its sole cost and expense, procure and maintain through the term of this contract, including move-in and move-out days, Comprehensive General Liability and property insurance for any claims arising from or occurring during Exhibitor’s participation in the show. Workers Compensation and any other insurance or required licenses shall be in full compliance with all federal, state, and local laws, covering all of Exhibitor’s employees or independent contractors engaged in the performance of any work for the Exhibitor. All property of the Exhibitor is understood to remain under its custody and control in transit to and from the confines of the exhibit hall. Exhibitor hereby agrees to waive the right to subrogation by its insurance carriers to recover losses sustained under its insurance contract for real and personal property.

**Exhibitor Property.** Exhibitors are responsible for the security of their exhibit and its contents. Neither Show Management nor Facility is responsible for the security of exhibitors’ property. The Exhibitor acknowledges that neither Show Management nor Facility maintain insurance covering the Exhibitor’s property.

**Accessibility.** Exhibitor shall have sole responsibility for ensuring that its exhibit is in full compliance with the Americans with Disabilities Act (“ADA”) and any regulations under the ADA as well as any state or local laws, ordinances, or regulations covering the issue of accessibility.

# Exhibitor and Sponsorship Contract

**Height Restrictions.** The height restriction of 12 feet applies to all portions of your booth.

**Installation.** Exhibit displays must be set up and ready by the date and time specified in the schedule. Show Management reserves the right to reassign any exhibit space, which is not setup by the specified deadline. In the event of such reassignment, Show Management shall retain any and all payments and/ or deposits as liquidated damages. Show Management has the right to resell the space and retain all revenue collected.

**Staffing, Early Removal and Dismantling.** Exhibitor's displays must not be dismantled or packed in preparation for removal prior to the official closing time. Every exhibit must be fully staffed and operational during the entire show. Where an exhibitor is observed by Show Management tearing down or in any way packing or dismantling their booth prior to the official show closing time, such exhibitor may be denied privileges for future shows. Show Management may, at its sole discretion, order, at the exhibitor's expense, any labor necessary to remove displays and/or materials left in the booth and for which there are no instructions/work orders for their removal after the official deadline for their removal, and to have them returned to the exhibitor, at the exhibitor's expense, via the carrier and method of Show Management's choosing.

**Admittance During Non-Show Hours.** Show Management has the right to deny after-hours entry or limit such entry to any Exhibitor its sole discretion.

**Badges.** Badges will be always required for entry into the exhibit hall. Business cards or other similar identification are not acceptable substitutes for official show badges and may not be used as such. Show Management has the right to limit the number of exhibitor representatives present in any exhibit space and shall have the right to limit the number of exhibitor credentials that may be included with the cost of each booth.

**Show Attendees.** General admission to the exhibition will be available to all duly registered attendees at least 18 years of age. Proof of age may be required. Show Management makes reasonable attempts to attract quality attendees to its exposition but does not guarantee specific volumes of traffic or levels of qualification. Traffic by any given booth is a function of that particular exhibit and not the responsibility of Show Management.

**Character of Exhibits.** Exhibitors are expected to "be good neighbors." No exhibit may interfere with any other exhibit, impede access to them or impede the free use of the aisle. Booth personnel are required to confine their activities to within the exhibitor's booth space.

**(a) Attire and Conduct.** Representatives should dress and conduct themselves appropriate to and consistent with the professional and business-like purpose and climate of the show.

**(b) Sound and Video.** Video presentations relating to exhibitor's products or services will be permitted, provided that presentation equipment is set back from all aisles and all viewers can be accommodated within the booth and not in the aisle. Sound should not be objectionably audible in the aisles or neighboring booths. Sound systems will be permitted if set to a conversational level and if not objectionable to neighboring exhibitors.

**(c) Booth Exteriors.** Any portion of a display that faces an aisle or another exhibitor's booth must be suitably decorated.

**(d) Gifts.** Gifts, prizes, products, or services distributed to attendees from an exhibitor's booth should be consistent with the professional nature of the show. Show Management reserves the right, at its sole discretion, to prohibit the distribution of any items it deems inappropriate.

**(e) Smoking.** No smoking shall be permitted in the exhibit hall.

**(f) Positioning Equipment in Relation to Aisle.** To ensure the safety of all show participants, machinery and equipment shall be positioned so that no portion is less than 12 inches from any aisle.

**Union Labor.** Exhibitors are required to observe all contracts in effect between service contractors, the Facility and labor organizations.

**Food Service.** All arrangements for food and beverage service must be made through the catering department of the Facility.

# Exhibitor and Sponsorship Contract

**Failure to Hold Show.** Should fire, hurricane, earthquake, flood, strikes, civil disturbance, Acts of God, Acts of Terrorism, political or social boycott, or any other circumstances beyond the control of the Facility or Show Management make it impossible, impractical or inadvisable to hold the show at the scheduled time, Show Management may retain only such part of the Exhibitor's rental fees as shall be required to compensate it for reasonable expenses incurred up to the time of such cancellation. All remaining rental fees shall be refunded.

**Interpretation and Enforcement.** Show Management has full power to interpret and enforce all regulations of the show and the power to make amendments and/or further regulations, orally or in writing, that are considered necessary for the proper conduct of the show. Such decisions are binding on Exhibitor. Failure to comply with these or any other regulations or amendments will bear the expense of the Exhibitor.

**Applicable Laws.** Exhibitor agrees that in all aspects of its activities, including the activities of its owners, officers, employees or agents, it will abide by all rules, regulations and requirements of Show Management and the Facility, and the laws, ordinances, rules and regulations of the City of Charlotte, and the state of North Carolina as may be in effect including, but not limited to, copyright, trademark, and patent laws and shall not violate the statutory or common law rights of any person. Exhibitor agrees to comply and to be bound by all terms and conditions set forth in the Contract between Show Management and the Facility.

**Arbitration.** Except as specifically provided for in this paragraph, the parties agree that any dispute in any way arising out of or relating to this contract which cannot be resolved between the parties, will be submitted to arbitration. The parties further agree that in any arbitration proceeding the location of the arbitration shall be in the Charlotte, North Carolina substantive law shall apply, without regard to any choice of law principles, and any arbitration award will be enforceable in any state or federal court having jurisdiction thereof. The only claims that shall not be arbitral in accordance with this paragraph shall be claims where Show Management is asserting a right to indemnification or contribution against Exhibitor in a court action brought by a third party.

**License Relationship.** It is understood and agreed that this Contract constitutes a license and privilege only and is not, under any circumstances, intended to constitute a lease or any other conveyance of real property, partnership, employment agreement or joint venture between the parties.

**Acceptance.** This contract shall be deemed accepted upon submission of the Exhibit Space Application by the Exhibitor.

**Severability.** In the event any term of this contract is held invalid or unenforceable, the term shall be enforceable to the maximum extent permitted under law and all other terms of this contract shall remain in full force and effect.

