

# Sponsorship Information

**2022 AMHCA Annual Conference**

**June 22-24, 2022**



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 2022 Annual Conference in Las Vegas, Nevada.

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# 2022 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 350 professionals in mental health counseling at our conference location in Las Vegas, Nevada 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.

As a 2022 AMHCA Conference exhibitor you get the opportunity for: branding on conference t-shirts, new engagement strategies to ensure participants visit you (e.g., post a photo with an exhibitor challenge, BINGO), expanded a-la-carte options (e.g., water bottles, coloring book and pencils, water bottles), complementary lunch and snacks and the opportunity to present a session to raise awareness of your organization or product. This year we have also added new exhibitor opportunities that give you the opportunity to give back to a counselor by sponsoring an activity for them to treat themselves!

# Essential Information

## Location

The LINQ Hotel and Casino  
3535 S. Las Vegas Blvd.  
Las Vegas, NV 89109

## Dates

June 22-24, 2022

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)

## Tuesday, June 21

Exhibitor Move-In

## Wednesday, June 22

Welcome Reception for Attendees, Exhibitors and Sponsors

## Thursday, June 23

Breakfast

Morning Networking Break

Lunch

Afternoon Networking Break

## Friday, June 24

Breakfast

Morning Networking Break

Lunch

Afternoon Networking Break

Exhibitor Move Out

\*All exhibits must remain intact until official closing hour of the exhibits. Please have staff/representative available at the booth during show hours.

## Deadlines

### Within 7 Days of Signing

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

### May 15

- Program Ad Due

### Three Weeks Post-Conference

Post-Event List of Attendees Available

The earlier you  
sign up the longer  
you will be  
highlighted on our  
website!

# Exhibitor Options

## Platinum Level \$5,000

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- Post-conference attendee list, addresses and email addresses
- Four (4) conference registrations
- One-time use of membership list
- Logo and link on conference website
- One (1) conference bag insert
- 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 program
- Logo on back of t-shirt (includes 2 t-shirts)
- Invitation to submit proposal for session
- Stickers 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

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## Silver Level \$2,500

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- Post-conference attendee list, addresses and email addresses
- Two (2) conference registrations
- Logo and link on conference website
- One (1) conference bag insert
- Regular exhibitor space
- Half (1/2) page ad in conference program
- Access to full conference sessions, welcome reception, networking breaks, and lunches
- Acknowledgement in conference program
- Logo on back of t-shirt (includes 1 t-shirt)
- Invitation to submit proposal for session
- Stickers 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

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## Bronze Level \$1,250

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- Post-conference attendee list, addresses only
- Two (2) conference registrations
- Logo and link on conference website
- One (1) conference bag insert
- Regular exhibitor space
- Quarter (1/4) page ad in conference program
- Access to full conference sessions, welcome reception, networking breaks, and lunches
- Acknowledgement in conference program
- Invitation to submit proposal for session
- Stickers 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

### What is not included in your exhibitor fee:

Audio Visual Equipment

Extension Cord (Made available by direct request to A/V department (fees may apply)).

Material handling, installation, and dismantling of booth

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# A-la-Carte Sponsorship Options

## Sponsorships \$2,000 and Up

**Sponsors of Keynote** **\$5,000**

**Conference Mobile App** **\$4,000**

Get your branding in front of every attendee each time they open our app!

**Named Sponsor of** **\$3,500**

**Thursday Lunch**

**OR**

**Friday Lunch**

## Sponsorships \$1,000 - \$2,000

**Named Sponsor of Break** **\$1,500**

We all know days at a conference can be long. Provide a great start to their day by enhancing snack options.

**Customized Conference Bags** **\$1,250**

Want to get in attendees' minds the second they arrive? Branding their conference bag is the best way to do it.

**SOLD**

# A-la-Carte Sponsorship Options

## Sponsorships \$0-\$999

**Customized Lanyards** \$900  
Sponsor wearable branding. Your logo will be seen over and over again every day as the conversation starter at the conference.

**SOLD**

**1 Conference Bag Insert** \$450  
Give AMHCA conference attendees a takeaway piece of information about what your company does, ensuring they'll take it home with them. This level is for brochures, flyers or coupons you'd like to insert in the bags.

**Full Page Conference Program Ad** \$450  
5" wide X 8" tall

**Half-page Conference Program Ad** \$250  
5" wide X 4" tall

**Quarter-page Conference Program Ad** \$150  
2.5" wide X 4" tall

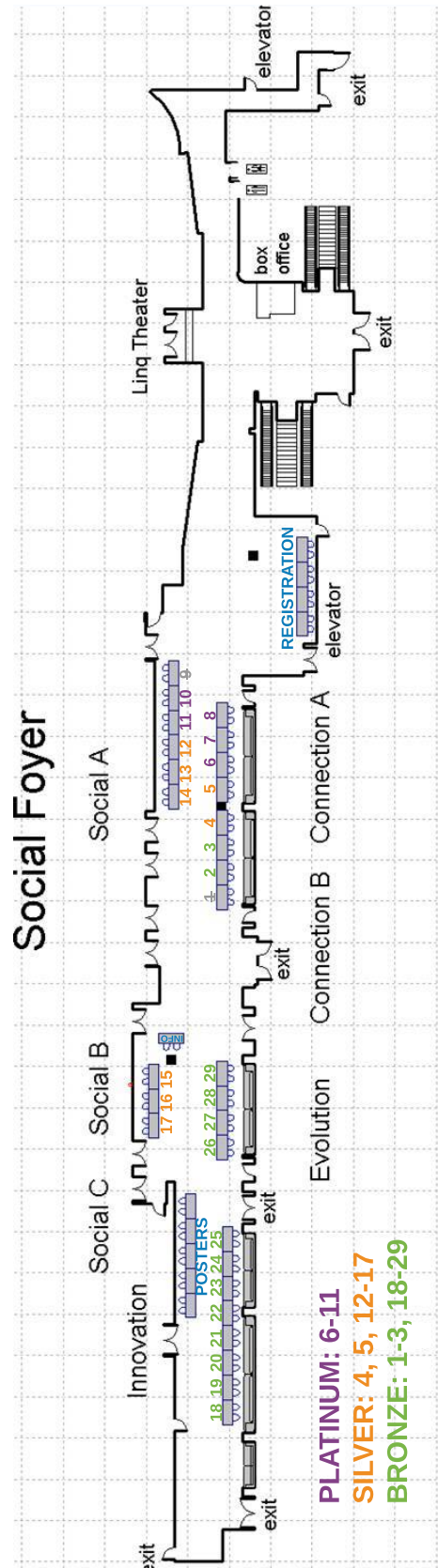
## Give Back to a Counselor \*New for 2022

Give back to a Clinical Mental Health Counselor this year by sponsoring an opportunity for an attendee to "Treat Themselves" with a visit to the hotel spa, a fabulous show or dinner for two!

**Spa Certificate** \$300  
**Dinner for Two** \$300  
**Show Tickets** \$300

The counselor chosen will be notified that you were the generous donor of their gift, and you will also be recognized in our conference program.

# Exhibitor Area Layout





# Exhibitor and Sponsorship Contract

Exhibitor		
	Platinum Level	\$5,000
	Silver Level	\$2,500
	Bronze Level	\$1,250
A-la-Carte Sponsorship		
	Named Sponsor of Keynote	\$5,000
	Named Sponsor of Conference Mobile App	\$4,000
	Named Sponsor of:	
	Thursday Lunch	\$3,500
	Friday Lunch	\$3,500
	Named Sponsor of Break	
	Thursday Morning	\$1,500
	Thursday Afternoon	\$1,500
	Friday Morning	\$1,500
	Friday Afternoon	\$1,500
	Give Back to a Counselor	
	Spa	\$300
	Dinner for Two	\$300
	Show	\$300
	<del>Customized Conference Bags</del> SOLD	<del>\$1,250</del> SOLD
	<del>Customized Lanyards</del> SOLD	<del>\$950</del> SOLD
	Conference Bag Insert	\$450
	Full-page Conference Program Ad	\$450
	Half-page Conference Program Ad	\$250
	Quarter-page Conference Program Ad	\$150

**Total: \$** \_\_\_\_\_

\*See next page for booth selection and payment information.

# Exhibitor and Sponsorship Contract

## Booth Request (for exhibitors only)

*(Booths assigned on first come first serve basis)*

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

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

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

\*Along with pages 11 and 12 of this document completed, please send us a jpg (300 dpi for printing) AND png (for website) file of your logo and a 100 word company description.

## Company Information

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

\_\_\_\_\_  
Contact Name Company Name for Listing

\_\_\_\_\_  
Address City State Zip

\_\_\_\_\_  
Email Phone Ext.

\_\_\_\_\_  
Website Address

## Contact 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 13-15 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 Date

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## Payment Information

Full payment is required with application.  
Can be made over the phone or can be sent by mail to:  
AMHCA  
Attn: Melissa McShepard  
12504 Branner Way #103  
Chester, VA 23836

Email pages 11 and 12 of this document to  
Rebecca Woodson at rwoodson@amhca.org  
and  
Melissa McShepard at mmshepard@amhca.org.

Keep a copy of pages 11 and 12 of this document for your records.

## Payment Method

Email completed pages 11 and 12 to  
Rebecca Woodson at rwoodson@amhca.org  
and  
Melissa McShepard at mmshepard@amhca.org.

Check  
or  
 Visa  AMEX  MC  Discover

\_\_\_\_\_  
Credit Card No

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

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

\_\_\_\_\_  
Card Billing Address (if different from company)

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

## For Internal Use Only

Booth Assignment: Program Ad Received:  
# of Badges JPG Logo Received:  
Sponsorship Level: PNG Logo Received:  
Invoice #: Marketing Statement Received:

# Exhibitor 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 22-24, 2022, at the LINQ Hotel & Casino in Las Vegas, Nevada 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 COB, **Friday, April 29, 2022.** There will be a 25% cancellation fee. Email cancellations should be sent to [mcshepard@amhca.org](mailto:mcshepard@amhca.org). No refunds will be given after, **Saturday, April 30, 2022.** 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

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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.

**Damage to Property.** Exhibitor is liable for any damage including, but not limited to, damage caused to building floors, walls or columns, or to the booth, or to another exhibitor's property. Exhibitor may not apply paint, lacquer, adhesives, stickers or other coating to building columns and floors or to standard booth equipment.

**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.

# Exhibitor Contract

**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/ workorders 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 at its sole discretion.

**Badges.** Badges will be required for entry into the exhibit hall at all times. 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 16 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

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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

**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 be at 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 Las Vegas, Nevada and the state of Nevada 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

# Exhibitor Contract

location of the arbitration shall be in the Las Vegas, Nevada 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.