



2020 CPA Sponsorship

Including Opportunities to Exhibit and Advertise

CPA 30th Annual "Leading the Challenge" PREVENTION CONFERENCE

June 9-12, 2020

**Penn Stater Hotel and Conference Center
215 Innovation Boulevard
State College, PA 16803**

Conference support provided by:



www.commonwealthpreventionalliance.org

SPONSORSHIP

We invite you to review the wide range of sponsorship opportunities to suit your needs.

All Level Sponsors receive:

- Verbal recognition during the opening plenary session.
- Access to electronic list of attendees (we are anticipating approximately 350 attendees from across the state).
- An exhibit table (based on availability, tables are committed to sponsors and exhibitors on a first-come, first-serve basis).

Sponsor Levels	Sponsor Fees	Company name and logo in conference program, CPA website & social media outlets	Conference Exhibitor Table	Conference Registrations Including Food	One Item in Conference Attendee Bag	Company name and logo on big screens before all plenaries	Opportunity to briefly present before plenary or general session
BRONZE	\$1,000	✓	✓				
SILVER	\$2,000	✓	✓	✓ (1 person)	✓		
GOLD	\$3,000	✓	✓	✓ (2 people)	✓	✓	
PLATINUM *	\$5,000	✓	✓	✓ (3 people)	✓	✓	✓

* A limited number of Platinum Sponsorships are available.

Details & Instruction

- **To Register as a sponsor**, please go to the registration section on the bottom of page 4. Registration and payment (check or card) will be made to the Commonwealth Prevention Alliance.
- To be recognized at the conference the deadline for sponsorship is May 15, 2020.
- Sponsors will be reviewed and limited to those that CPA deems likely to serve the interests of its members and conference attendees (please review the terms and conditions on page 5).
- After sponsorship review, CPA will reach out with more details and information.

**Interested in sponsoring a specific event or getting particular visibility?
CPA welcomes creative sponsorship ideas!**

Questions about sponsorships can be directed to:

Jeff Hanley - CPA Executive Director
jeff.hanley@commonwealthpreventionalliance.org

www.commonwealthpreventionalliance.org

CONFERENCE EXHIBITING

CPA exhibit space is sold on a first-come, first-serve basis. There is limited space available

EXHIBITOR INFORMATION

The exhibit space for the conference will be located in a high volume (traffic) area with conference attendees congregating in the area for substantial periods (at least three times each conference day). Attendees will travel through the exhibit space to get to the Plenary Sessions, Registration, and Lunch. We are anticipating approximately 350 conference attendees from across the state.

To Maximize Attendee Interaction with Vendors

NEW in 2020 for our Vendors

- Stickers will be distributed to conference participants after interacting with exhibitors.
- A drawing will be held for the attendees that visited vendors.
- Vendor tables will be in the hallway outside the President's Room and by the lunch
- One (1) vendor will be randomly selected to speak at the podium (a few minutes) about their organization and to announce the social media engagement winner (all details will be provided to this vendor one week prior to the conference).

Cost: \$100 nonprofits, \$125 for profit – per table/per day

- Includes one (1) skirted and covered 6-ft table, two (2) chairs, Wi-Fi, and electric.
- Meal packages are available for extra fees and can be selected during registration.
- Due to space constraints a maximum of 2 people per vendor will be permitted.
- Vendors will receive an electronic list of attendees after the conference.

EXHIBITING AT THE CONFERENCE

Please review all terms and conditions on page 5 of this packet.

- **Exhibit move in and set up** can begin Tuesday, June 9 at 6:00 p.m.
- **SET-UP:** All displays must be fully set up and installed by Wednesday, June 10, at 7:00 am.
- **Exhibit Days/Hours** are Wednesday, June 10 and/or Thursday, June 11th from 7:00 a.m. to 5:00 p.m. both days.
- **DISMANTLING** can begin at 5:00 pm on Thursday, June 11.
- **SHIPPING** all materials to the Penn Stater occur at exhibitors' expense.
- It is the responsibility of the exhibitor to see that all materials are delivered to the exhibit area and removed from the area by the specified deadline.

REGISTRATION & DEADLINES

To Register as a vendor, please go to the registration section on the bottom of page 4.

Registration and payment (check or card) will be made to the Commonwealth Prevention Alliance.

Details & Instruction

- All vendors will be reviewed by CPA for approval or refusal (please see terms and conditions on page 5).
- After reviewing your organization or coalition information, CPA will contact you with more information.
- Deadline to register as a conference vendor is Friday, May 15, 2020.
- Cancellation fees apply (please see terms and conditions on page 5).

ADVERTISING

Would you like to increase the visibility for your organization? Become a CPA Conference advertiser!

Bag Inserts - \$200 per insert

A conference bag is placed directly in the hands of each attendee. Inserts are limited to lightweight items (such as, but not limited to, flyers, brochures, stress balls, pens, postcards, etc.) and must measure no larger than 8.5 x 11 inches. All shipping and handling costs are at the expense of the advertiser.

Fee \$200 per insert

Details & Instruction

- We are anticipating approximately 350 attendees at our 2020 conference.
- To register your bag insert, please see the Registration section below.
- All inserts will be reviewed by CPA for approval or refusal (see terms and conditions on page 5).
- After receiving your bag insert registration, CPA will contact you for more information.

Deadlines

- Deadline to register a bag insert and for CPA to receive payment is **May 15, 2020**.
- Inserts **must** be sent directly to the hotel and arrive by Friday, June 5, 2020. Shipping instructions will be provided after approval and receipt of payment. CPA is not responsible for the arrival time of your bag inserts.
- Cancellation fees apply (please see terms and conditions on page 5).
- CPA reserves the right to refuse materials if delivered after Friday, June 5, 2020.

REGISTRATION

How to Register as a CPA Sponsor, Conference Exhibitor or Advertiser (bag insert)

Thank you for your support of CPA and our 30th Annual “Leading the Challenge” Prevention Conference! To register as a CPA Sponsor, Conference Exhibitor or Advertiser (bag insert) please review the following registration instructions.

1. Registration will be online this year. It’s quick and easy! All sponsors, exhibitors, and advertisers (bag inserts) will complete this online registration process.
2. Please go [HERE](#) to register. Please review the instructions on this page and click the red registration link on the bottom.
3. Payment can be made via credit card or check.
4. Please remember to review the terms and conditions on page 5 of this packet.
5. After completing registration, you will receive a system email. Please check your spam folder if it’s not in your inbox.
6. After payment confirmation, CPA will review your organization to ensure a similar, non-conflicting mission. A representative of CPA will then contact you with more information and details.
7. If you prefer to pay via check, please click the “Pay Later” checkbox on the payment page under payment method. Print your confirmation email and send in with your check.

If you have any questions or issues while registering please contact Jeff Hanley at jeff.hanley@commonwealthpreventionalliance.org.

CPA SPONSORSHIP, CONFERENCE EXHIBITOR, AND ADVERTISING TERMS AND CONDITIONS

Acceptability of CPA Sponsorship, Conference Exhibitor/Vendor or Advertiser (Bag Insert) - Are limited to those that CPA deems likely to serve the interests of its members and conference attendees. CPA reserves the right to refuse, at its sole discretion, any potential sponsor, exhibitor, or advertisers proposed bag insert, whose content, intent, product, or service is determined to be inconsistent with CPA's mission, commitment, and vision. Acceptance of sponsorship, exhibitor or bag insert advertising does not imply CPA endorsement. For more information about the mission and vision of CPA, please visit our [website](#).

TABLE ASSIGNMENT - Table assignment placements will be made at the discretion of the Conference Center & CPA. A standard 6-foot skirted and covered table with identification sign is provided by CPA. Audiovisual aids or equipment may not be played at a level that would interfere with adjacent exhibits or conference sessions.

PAYMENT / CANCELLATION / REFUNDS – CPA sponsorship, conference exhibit and bag insert fees may be paid by card or check. Only exhibitors (vendors) may cancel this agreement by written email notice to CPA (jeff.hanley@commonwealthpreventionalliance.org). **However, cancellations made on or prior to May 20, 2020 will be subject to a \$50 cancellation fee. No refunds will be given on cancellations after May 20, 2020.**

SECURITY AND INSURANCE - The Exhibit area will not be secured. We encourage you to take valuable items with you when you leave the table. Neither CPA nor the hotel will be liable for damage or loss to exhibitor's property, nor shall CPA be liable for any injury that may occur in the exhibition area. Exhibitors should have their own insurance and material storage arrangements.

DAMAGE TO EXHIBIT AREA - Nothing shall be posted on or taped, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the hotel, conference rooms, or exhibit area without permission from the proper conference center authority and CPA in writing. If such damage appears, the exhibitor shall be liable to the Penn Stater Hotel and Conference Center.

INSTALLATION AND DISMANTLING - All exhibits must be in place and set up by the time of the official opening of the conference on Wednesday morning by 7:00 am. Exhibitors may begin to dismantle their area at 5:00 pm on Thursday.

DEFAULT OCCUPANCY - Any vendor failing to occupy space that has been contracted is not relieved of the obligation of paying for such space at the full listed price.

RESTRICTIONS ON USE OF SPACE - No exhibitor shall sublet, assign, or share any part of the space allocated to it without the written consent of CPA.

ACCEPTABILITY OF EXHIBITS, ADVERTISING AND BAG INSERTS – CPA will review all sponsorships, exhibitors, and advertising for approval or refusal. All exhibitors and bag inserts shall be operated and presented in a way that will not detract from exhibits, conference attendees, or the conference as a whole. Educational programs that employ scare tactics or material not consistent with established research supported methods will not be accepted.

RESPONSIBILITY OF CPA AND THE EXHIBIT FACILITY - Insurance and liability are the full, sole responsibility of the exhibitor. The exhibitor agrees to protect, save and defend, and keep CPA and the Penn Stater Hotel and Conference Center forever harmless from any damages or charges imposed for violation of any law or ordinance occasioned by the negligence of the exhibitor, as well as to comply strictly with the applicable terms and conditions contained in this agreement between CPA and the exhibit facility regarding said premises; further, the exhibitor shall at all times protect, indemnify, save and defend, and keep harmless CPA and the Penn Stater Hotel and Conference Center against and from any and all loss, cost, damage, liability, or expense by reason of any accident or other occurrence to anyone, including the exhibitor, its agents, employees, and business invitee that arises or by reason of said exhibitor's occupancy and use of the exhibit premises or a part thereof. CPA does not assume responsibility for services or materials advertised or exhibited.