



INTERNATIONAL INSTITUTE FOR TRAUMA & ADDICTION PROFESSIONALS

... Setting the standards in education for addiction professionals...

5TH ANNUAL IITAP SYMPOSIUM
2010 EXHIBITOR & SPONSOR PACKET

MARCH 4TH – 6TH, 2009

CAREFREE INN

CAREFREE, ARIZONA



INTERNATIONAL INSTITUTE FOR TRAUMA & ADDICTION PROFESSIONALS
5TH INTERNATIONAL SYMPOSIUM 2010
MARCH 4-6, 2010

CAREFREE INN ~CAREFREE, AZ
37220 N. Mule Train Road • Carefree, Arizona 85377 • WWW.CAREFREE-RESORT.COM



AN INVITATION TO EXHIBIT

The International Institute for Trauma & Addiction Professionals (IITAP) will host the 5th Annual Symposium March 4 –6, 2010 in Carefree, Arizona.

We expect approximately 200 CSATs and CSAT candidates to attend, and we value the exhibitors who participate in our Symposium and enhance the Symposium experience for the professionals working in this specialized field are hungry for new information.

We invite you to participate as an exhibitor and provide Symposium participants with information about your company's name and products. Symposium participants will be able to visit your booth before and after the various educational sessions. IITAP wants to recognize and thank our past Exhibitors, who have helped make past IITAP Symposiums such a success.

DecisionPoint
Keystone Center
Life Healing Center
Pine Grove/ Gentle Path

Psychological Counseling Services
Sex Addicts Anonymous
Sexual Recovery Institute
The Refuge- A Healing Place
Gentle Path Press

Research shows www.SexHelp.com is the single largest referral source for our sponsors who have banner ads. For more information, please contact Tami VerHelst at Tami@IITAP.com or (480) 575-6853.

WHY EXHIBIT?

- An opportunity to meet other professionals and promote your service or product.
- The exhibit area will be located in the main common area where Symposium registration takes place, making it an ideal networking area for attendees.
- Continental breakfasts, breaks and lunches will be located in the Exhibit area.

To ensure your chances of prime exhibit space, advertising, and sponsorship opportunities, please read this Prospectus carefully and send in your application with full payment **by December 31, 2009**. Exhibit space, as well as advertising and sponsorship opportunities, will be granted on a first-come, first-serve basis.

An Application Form and Exhibitors Product Description Form accompanies this booklet. Apply now and join us at the largest gathering of CSATs and CSAT Candidates worldwide. We hope to see you there!





EXHIBITOR INFORMATION

BOOTHS:

- Reserved Exhibit Space:..... \$500
- Includes:
 - One (1) chair and one (1) table, including drape
 - Business card-sized advertisement in Symposium Program
 - Exhibitor contact information and booth personnel listed in the Symposium Program

NOTE: If CEUs are requested, booth attendee must register for Symposium; 10% discount will be given.

ADDITIONAL ADVERTISEMENT & PROMOTIONAL OPPORTUNITIES:

- Symposium Program Advertisement Rates
 - Full Page, Inside Front Cover (*only one available*) \$995
 - Full Page, Back Cover (*only one available*)..... \$995
 - Full Page, Inside Back Cover (*only one available*) \$650
 - Full Page (7.5"W x 10"H)..... \$500
 - ½ Page (7.5"W x 4.75"H \$300
 - ¼ Page (3.5"W x 4.75"H \$175
 - Business Card Size (3.5"W x 2"H \$75
 - Ad on DVD/CD Audio/Video Recordings \$150
- Tote Bag Insert (*one 8.5" x 11" or brochure*) \$200
- Welcome Reception Sponsorship; Breakfast, AM Break or PM Break..... \$1,000

NOTE: Ads must be submitted as a PDF file or camera-ready format.

LOGISTICS:

- Exhibit Area will be available for setup Thursday afternoon at 3:00 pm. All exhibitors must be set up by 8:00 am Friday morning.
- Exhibitors may ship materials to the conference center 48 hours in advance.
- If you need assistance in preparing your advertisement, we will be glad to arrange for assistance at additional cost.
- Any items to be sold at the IITAP Symposium must be approved by IITAP. Please contact Tami VerHelst, Vice President, IITAP at (480) 575-6853.

NOTE: All artwork must be camera ready and received by IITAP prior to February 1st, 2010.

SHIPPING INFORMATION:

Your materials and booth can be shipped to the following address:

Your Name
 IITAP Symposium (c/o Carefree Resort)
 Date of Arrival
 37220 N. Mule Train Rd.
 Carefree, AZ 85377
ATTN: Denise Picciotti (480) 595-3869





EXHIBITOR INFORMATION

EXHIBIT SCHEDULE:

TENTATIVE Exhibit Hours:

- Thursday, March 4th 4:00 pm – 8:30 pm
- Friday, March 5th 7:30 am – 7:00 pm
- Saturday, March 6th 8:00 am – 3:30 pm

Set-up: *Tentatively*, the Exhibit Hall will be ready for set-up and installation on Thursday, beginning at 4:00 p.m. Set-up must be completed by Friday morning at 8:00am. Any exhibitor space not set up or occupied by that time may be cancelled or reassigned without a refund.

Tear-Down: Exhibitors are asked not to tear down before Saturday, March 6th, at 1:30 p.m.

Shipping Info: Shipping of exhibit materials to and from the conference site is at the expense and risk of the exhibitor.

Cancellation Policy: Cancellations must be received in writing by Friday, January 29th, 2010. For cancellations received by Friday, January 29th, 2010, there will be a \$150 cancellation fee. There will be NO refunds for cancellations after Monday, February 1st, 2010.

Liability: Neither IITAP, Black Canyon Conference Center nor its agents or employees will assume liability for loss of merchandise or of monies received, or damage to exhibitors' property. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to exhibitors' displays, equipment, and other property brought on the premises of Carefree Resort and shall indemnify and hold harmless IITAP, and Carefree Resort, their agents, servants and employees from any and all such losses, damages, and claims.

For additional information, please contact Tami VerHelst, IITAP Vice President at

P.O. Box 2112
Carefree, AZ 85377
480-575-6853 (office) 480-595-4753 (fax)
info@iitap.com www.iitap.com





STANDARD CONDITIONS FOR EXHIBITS & DISPLAYS

- Adhesives:** No pins, tacks or adhesives of any kind are permitted on any wall, door or column. Any tape applied to the floor by the exhibitor must be approved by the Banquet Director.
- Non-flammable Materials:** All material used in the facility, must be non-flammable to conform with the Fire Regulations of the Conference Center. Electrical wiring and equipment installation must conform to appropriate State codes. Conference Center personnel are obligated to refuse connections where wiring is not in accordance with subject's code. Material not conforming to such regulations will be removed immediately at the Conference Centers' request. Engines, motors or any kind of equipment may be operated with the consent of the Director of Facility.
- Special Notices:** All booths, equipment, furniture, and carpeting must be confined to the measured limits of the booth. No nails or bracing wires used in erecting displays may be attached to the building without the written consent of the Director of Facility. All property destroyed or damaged must be replaced to its original condition by the exhibitor or at the exhibitor's expense. All material furnished to the exhibitor by the Conference Center, remains the property of the Conference Center.
- Liability:** Exhibitor shall be fully responsible to pay for any and all damages to property owned by the Conference Center, its owners and managers, which result from any act or omission of Exhibitor. Exhibitor agrees to defend and hold harmless the Conference Center, IITAP, its owners, subsidiaries and affiliates. Exhibitor's liability shall include any losses, costs, damages, or expenses arising from or out of or by any reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agent, employees and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the hotel or any part thereof.
- Insurance:** Exhibitors who desire to carry insurance on their exhibits must do so at their own expense.
- Fire Regulations:** All doors and openings must be kept clear. Exit signs, fire alarms and extinguishers must be visible at all times.
- By Order of the Fire Marshall:** No storage of materials of any type allowed behind booths or between booths.





EXHIBITOR INFORMATION



CAREFREE RESORT & VILLAS

37220 N. Mule Train Road
Carefree, AZ 85377

DIRECTIONS TO CONFERENCE CENTER:

From Sky Harbor Airport:

- Take the **AZ-202-LOOP E** ramp.
- Take the **AZ-101-LOOP N** exit, **EXIT 9**.
- Take the **PIMA RD** exit, **EXIT 36**, toward **PRINCESS DR**.
- Turn **RIGHT** to stay on **N PIMA RD**.
- Turn **LEFT** onto **E CAVE CREEK RD**.
- Turn **RIGHT** onto **N MULE TRAIN RD**. and we are on the left

From within the Phoenix Metro Area:

- Take the **AZ-101-LOOP N** exit, **EXIT 9**.
- Take the **PIMA RD** exit, **EXIT 36**, toward **PRINCESS DR**.
- Turn **RIGHT** to stay on **N PIMA RD**.
- Turn **LEFT** onto **E CAVE CREEK RD**.
- Turn **RIGHT** onto **N MULE TRAIN RD**. and we are on the left





WHY SHOULD MY ORGANIZATION BECOME A SPONSOR?

- Sponsors receive visibility on our four websites (IITAP, Gentle Path, SexHelp, and SexHelpWorkshops) which currently average 65,100 visits per month. Depending on the level of sponsorship, a static banner advertisement may be included, or you would receive a discount on a rotating banner ad.
- IITAP trade magazine advertisements (e.g., Counselor, Addiction Professional, etc.) drive online users to our website, where your organization's banner appears.
- IITAP advertising on other organizations' websites drives online users to our websites, where your organization's banner appears.
- Your organization will receive visibility at more than 20 annual events.
- Your organization's name will appear in IITAP and Gentle Path Press brochures, of which over 5,000 are distributed annually.
- As one of IITAP's sponsors, your organization will be noted in each of our monthly IITAP Reflections Newsletter, which has a circulation of approximately 2,000.
- Your organization may receive complimentary registration for certification training sessions.
- Your organization will receive a specified number of free Symposium registrations, depending on the level of sponsorship.
- Your organization will be provided exhibit space at Symposium and training sessions, based on level of sponsorship.
- Your organization will receive discounts on Gentle Path Press products, depending on the level of sponsorship.
- Research shows www.SexHelp.com is the single largest referral source for our sponsors who have banner ads.



SPONSOR INFORMATION

DIAMOND SPONSORS RECEIVE:

\$50,000.00

- Recognition at all IITAP events and trainings throughout the coming year
- Organization's logo printed on registration bags and materials inserted
- Organization's logo and information displayed throughout IITAP events
- Full-page color ad in IITAP publications and exhibit space at upcoming Symposium and Training Modules
- Eight (8) seats at Symposium **OR** four (4) seats can be exchanged for one (1) Module training at no charge
- One (1) complete CSAT Training consisting of Modules 1, 2, 3 & 4, Pre-Training materials, and Online Coursework (\$5,000 value)
- 20% discount on training workshops for other participants from organization during year of sponsorship
- Speaking opportunities at upcoming Symposium
- 30% discount on Gentle Path Publications
- Extra-large, **static** banner ad on IITAP, Gentle Path, SexHelp & SexHelpWorkshops websites (\$7,500 value)
- Link from the above websites to your organization's website
- Certified therapists in organization (all) receive an Enhanced Website Listing at no additional charge.
- Link from IITAP Reflections monthly newsletter to your organization's website
- Recognition in all IITAP publications for upcoming year

PLATINUM SPONSORS RECEIVE:

\$25,000.00

- Recognition at all IITAP events and trainings throughout upcoming year
- Organization's materials inserted in upcoming Symposium's registration packet
- Organization's logo and information displayed throughout IITAP events
- Full-page B&W ad in IITAP publications and exhibit space at upcoming Symposium and Training Modules
- Six (6) seats at Symposium **OR** two (2) seats at Symposium and one (1) Module training at no charge
- One (1) participant's registration for Module 1 (of 4), including Pre-Training Materials and Online Coursework (\$1,500 value)
- 15% discount on training workshops for other participants from organization during year of sponsorship
- 25% discount on Gentle Path Publications
- Large, **static** banner ad on IITAP, Gentle Path, SexHelp & SexHelpWorkshops websites (\$5,000 value)
- Link from the above websites to your organization's website
- Certified therapists in organization (up to 10) receive an Enhanced Website Listing at no additional charge.
- Link from IITAP Reflections monthly newsletter to your organization's website
- Recognition in all IITAP publications for upcoming year

GOLD SPONSORS RECEIVE:

\$10,000.00

- Recognition at all IITAP events and trainings throughout upcoming year
- Organization's materials inserted in upcoming Symposium's registration packet
- Organization's logo and information displayed throughout events
- ½-page B&W ad in IITAP publications and exhibit space at upcoming Symposium and Training Modules
- Four (4) seats at Symposium **OR** one (1) Module training at no charge
- 10% discount on trainings workshops for all of organization's participants during year of sponsorship
- 20% discount on Gentle Path Publications
- Small, **static** banner ad on IITAP, Gentle Path, SexHelp & SexHelpWorkshops websites (\$3,500 value)
- Link from the above websites to your organization's website
- Certified therapists in organization (up to 5) receive an Enhanced Website Listing at no additional charge.
- Link from IITAP Reflections monthly newsletter to your organization's website
- Recognition in all IITAP publications for upcoming year





SPONSOR INFORMATION

SILVER SPONSORS RECEIVE:

\$7,500.00

- Recognition at upcoming Symposium as a Sponsor of one Break
- Organization's materials included in upcoming Symposium registration packet
- Organization's logo and information displayed at 2008 Symposium and two (2) events of your choice
- ¼-page B&W ad in IITAP publications
- Exhibit space at upcoming Symposium
- Three (3) seats at Symposium at no charge
- 20% discount on Gentle Path Publications
- 35% discount on **revolving** banner ads on IITAP, Gentle Path, SexHelp & SexHelpWorkshops websites, with link from the above websites to your organization's website
- 10% discount on certification training for organization's participants for three (3) months during sponsorship year
- Link from IITAP Reflections monthly newsletter to your organization's website

COPPER SPONSORS RECEIVE:

\$5,000.00

- Recognition at IITAP 2008 Symposium as a Sponsor of one Break
- Organization's materials included in upcoming Symposium registration packet
- Organization's logo and info displayed at upcoming Symposium **and** one (1) event of your choice
- ¼-page B&W ad in IITAP publications
- Exhibit space at upcoming Symposium
- Two (2) seats at Symposium at no charge
- 20% discount on Gentle Path Publications
- 25% discount on **revolving** banner ads on IITAP, Gentle Path, SexHelp & SexHelpWorkshops websites, with link from the above websites to your organization's website
- 10% discount on certification training for organization's participants for two (2) months during sponsorship year
- Link from IITAP Reflections monthly newsletter to your organization's website

BRONZE SPONSORS RECEIVE:

\$2,500.00

- Exhibit space at upcoming Symposium
- Organization's materials included in upcoming Symposium registration packet
- Organization's logo and information displayed at **either** upcoming Symposium **or** one (1) event of your choice
- ¼-page B&W ad in IITAP publications for one (1) selected event
- One (1) seat at upcoming Symposium at no charge
- 20% discount on Gentle Path Publications
- 10% discount on certification training for organization's participants for one (1) month during sponsorship year
- 10% discount on **revolving** banner ads on IITAP, Gentle Path, SexHelp & SexHelpWorkshops websites
- Link from IITAP Reflections monthly newsletter to your organization's website for one month
- Recognition in all IITAP publications for sponsored event

WEBSITE BANNERS:

- \$7,500 ~ Extra large
- \$5,000 ~ Large
- \$3,500 ~ Small





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SPONSOR REGISTRATION FORM

Booth / Sponsorship Level: *[Please check]*





<input type="checkbox"/> Diamond Level	50,000	<input type="checkbox"/> Platinum Level	25,000	<input type="checkbox"/> Gold Level	10,000
<input type="checkbox"/> Silver Level	7,500	<input type="checkbox"/> Copper Level	5,000	<input type="checkbox"/> Bronze Level	2,500

Website Banners: *[Choose banner size for Silver, Copper or Bronze level, if so desired]*

	LESS DISCOUNT per SPONSOR LEVEL	TOTAL
<input type="checkbox"/> Extra Large	\$7,500	
<input type="checkbox"/> Large	\$5,000	
<input type="checkbox"/> Small	\$2,500	
TOTAL		

Organization: _____
 Street Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____
 Contact Person: _____ Phone: _____
 Email: _____ Website: _____
 Booth Attendee(s): _____

Booth / Sponsorship Level: *[Please check]*

Check # _____ in the amount of \$ _____
 Please charge \$ _____ to my    

Card #: _____ Exp Date: _____ V-Code: _____

Signature: _____ *(Signature signifies agreement to abide by the conditions for exhibitors/displays.)*

Printed Name: _____
 Billing Address: _____
 City: _____ ST: _____ Zip: _____
 Billing Phone #: _____ Email: _____
 Special Notes: _____

Checks should be made payable to "IITAP" and mailed to IITAP office at P.O. Box 2112, Carefree, AZ 85377
 Registrations paid by credit card may be faxed to (480) 595-4753 or emailed to Tami@IITAP.com.
 Email artwork to RRalston@GentlePath.com. For more info, call IITAP at (866) 595-6853 / (480) 575-6853

IITAP USE ONLY	Received by: _____	Date: _____
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PROMOTIONAL OPPORTUNITIES REGISTRATION FORM

	TOTAL
<input type="checkbox"/> Exhibitor Booth <i>(includes one table, drape & chair)</i>	\$500
<input type="checkbox"/> Program Advertisement - Full Page, Inside Front Cover	\$995
<input type="checkbox"/> Program Advertisement - Full Page, Back Cover	\$995
<input type="checkbox"/> Program Advertisement - Full Page, Inside Back Cover	\$650
<input type="checkbox"/> Program Advertisement - Full Page <i>(7.5"W x 10"H)</i>	\$500
<input type="checkbox"/> Program Advertisement - 1/2 Page <i>(7.5"W x 4.75"H)</i>	\$300
<input type="checkbox"/> Program Advertisement - 1/4 Page <i>(3.5"W x 4.75"H)</i>	\$175
<input type="checkbox"/> Program Advertisement - Business Card Size <i>(3.5"W x 2"H)</i>	\$75
<input type="checkbox"/> Registration Packet Insert <i>(one 8.5" x 11" or brochure)</i>	\$200
<input type="checkbox"/> Advertisement on DVD/CD Audio/Video Recordings	\$150
<input type="checkbox"/> Meal / Break Sponsorship <i>(AM or PM break)</i>	\$1,000

ROTATING WEBSITE BANNERS *(on SexHelp, IITAP, GentlePath & SexHelpWorkshops websites)*

<input type="checkbox"/> • Extra Large	\$7,500
<input type="checkbox"/> • Large	\$5,000
<input type="checkbox"/> • Small	\$2,500

TOTAL

Organization: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Contact Person: _____ Phone: _____


Email: _____ Website: _____

Booth _____

Attendee: _____

Booth / Sponsorship Level: [Please check]

Check # _____ in the amount of \$ _____

Please charge \$ _____ to my    

Card #: _____ Exp Date: _____ V-Code: _____

(Signature signifies agreement to abide by the conditions for

Signature: *exhibitors/displays.* _____

Printed Name: _____

Billing Address: _____

City: _____ ST: _____ Zip: _____

Billing Phone #: _____ Email: _____

Special Notes: _____

*Checks should be made payable to "IITAP" and mailed to IITAP office at P.O. Box 2112, Carefree, AZ 85377
 Registrations paid by credit card may be faxed to (480) 595-4753 or emailed to Tami@IITAP.com.
 Email artwork to RRalston@GentlePath.com. For more info, call IITAP at (866) 595-6853 / (480) 575-6853*

IITAP USE ONLY	Received by: _____	Date _____	
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