



# THE sky's THE limit

ADVANCES AND INSIGHTS  
IN EATING DISORDERS  
TREATMENT AND PREVENTION



2016 NEDA CONFERENCE  
CHICAGO, IL  
SEP. 29 - OCT. 1, 2016



# FOR PROFESSIONALS, FAMILIES AND FRIENDS

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**The 2016 NEDA Conference The Sky's the Limit: advances and insights in eating disorders treatment, support & prevention, brings together individuals in recovery, loved ones of those affected, professionals, researchers, and educators to connect and learn from one another in a warm and welcoming environment.**

**If you are a treatment center, hospital, medical or wellness center, counseling center, HMO, residential or day center, professional, nonprofit, advocacy group or governmental agency, or want to reach out to the eating disorder community, you can plan on sponsoring, advertising or exhibiting at the 2016 NEDA Conference!**



# Why Sponsor a NEDA Conference?



## CONNECTIONS

to individuals, families, universities, students, treatment centers, hospitals and research facilities that come together once a year.

## ACCESS

to national and international professionals in their individual disciplines.

## REACH

key audience by securing an exhibit booth or advertising in the NEDA Conference program or sponsoring breakfast, promo item, hotel key card, presentation portal, or the NEDA Buddy Program.



# 2016 Exhibitor Overview



## Connect face-to-face with NEDA Conference attendees!

NEDA hosts hundreds of professionals and families through its annual conference each year – professionals and families who are always looking for the resources, services and solutions that you provide! Our attendees will have many opportunities to engage with the exhibitors and vendors in the exhibit hall between workshops and keynote sessions. Each NEDA conference offers a unique exhibitor experience – don't miss these incredible opportunities to grow your business and brand!

## EXHIBITOR AND SPONSORSHIP CATEGORIES

**ED 101 Session • Art Activity Booth • Meet the Clinician • Breakfast Partner • Sponsored Dinner • Yoga Room • Program Guide Advertisement • Brochure & Literature Table • Promo Item • Hotel Key Card • Online Presentation Portal • Buddy Program Sponsor**



**For inquiries, contact Joanna Green, Director of Development  
Jgreen@myneda.org • 1-212-575-6200**

# 2016 Exhibitor Details



## Meet the Clinician **\$1,000 - \$1,500**

- 1 hour session for 1 breakfast or 1 lunch (4 sessions total)
- Chosen clinician from your company to sit and speak with individuals
- Branded signage outside session room
- Listing in program schedule and guide

## Breakfast Partner **\$5000**

- Company name and logo included on event signage
- Company logo included in conference opening and program guide
- Company logo on cocktail napkins available during breakfast

## Buddy Program Sponsor **\$5,000**

- Company logo on all Buddy Program table signs, Buddy group lapel pins, Buddy Program email communications and program guide
- Buddy program designed to connect individuals who may not know fellow attendees and are interested in networking at the conference.

## Hotel Key Card **\$5,000**

- Company logo printed on 500 hotel key cards used by NEDA conference participants. This will result in thousands of daily impressions for the duration of the conference

## Presentation Portal **\$5,000**

- Sponsor listing will appear on the homepage of the electronic portal provided to conference attendees with access to all PowerPoint presentations, handouts, outlines and other speaker materials
- Sponsorship includes company name and logo in the printed conference program of the conference opening, a program listing and a full page advertisement
- Portal is open for six months post conference

**All Conference sponsorships valued at \$5,000 and above include one free conference registration and one at a reduced rate in addition to other benefits listed.**

# 2016 Exhibitor Details



## Promo Item Sponsor **\$5,000**

- Limited space available for company name and logo printed on one of the following items that will be given to all participants in the conference tote bag: Post-it notes, pens, highlighters, water bottles or an item of your choosing with approval by NEDA.

## Yoga Room **\$10,000**

- Branded signage in room for the duration of the conference weekend
- Promotion on NEDA conference website and nationwide marketing materials
- Listing in program schedule and guide

## Art Activity Booth **\$10,000**

- Located in the exhibit hall next to sponsors exhibit booth. Choice of activity (letter writing, tree of hope, etc. Supplies not provided)
- Materials used branded with company logo
- Promotion on NEDA conference website and nationwide marketing materials
- Listing in program schedule and guide

## ED 101 **\$10,000**

- Clinician from your company will deliver session using NEDA's information
- One of the more popular sessions
- Session materials branded with company logo
- Promotion on NEDA conference website
- Listing in program schedule and guide

## Sponsored Dinner **\$20,000**

- Promotion of prestigious dinner event through all NEDA communications
- Attendees have option to sign up for dinner through conference registration
- Recognition on NEDA conference site
- Listing in program schedule and guide

All Conference sponsorships valued at \$5,000 and above include one free conference registration and one at a reduced rate in addition to other benefits listed. All sponsorships valued at \$10,000 and above have the opportunity to participate in a NEDA Conference Google Hangout.

# 2016 Advertising Details



## Conference Program Advertising

The program guide size will be **8.5x11 inches**. Specifications will be provided to advertisers as soon as they are confirmed. Your print-ready advertisement that conforms to the specifications must be received by August 1<sup>st</sup>, 2016.



## Take One Table

An unsupervised literature table where attendees can browse and pick up items at their leisure. One of the following items will be placed on the table (see below for prices and size restrictions):

- **Brochure** • **Article** • **Survey** • **Order Form**

**Brochure: \$250** – Finished size no larger than 4x9 inches

**Other Literature: \$250** Item no bigger than 8.5x11 inches

Please see the **Take One Table Shipping Instructions** on the NEDA conference website for more detailed information on shipping your items. Contact [jgreen@myneda.org](mailto:jgreen@myneda.org) for questions.



# 2016 Exhibitor Information Manual



The Exhibitor Information Manual below will assist you in preparing for a successful conference. If you have any questions or concerns regarding your exhibitor booth, exhibitor hours or move-in time, please contact Director of Development, Joanna Green, at [jgreen@myveda.org](mailto:jgreen@myveda.org) or 212-575-6200 for more information.

## What is Provided for Exhibitors:

- One (1) conference registration
- One (1) six-foot table with skirting
- Two (2) chairs
- Breakfast, lunch and break service each day of the conference
- Welcome reception invitation
- Networking social invitation

## Recommended Exhibit Hours & Set-up Schedule

The following hours are recommended exhibit times based on the agenda for the NEDA 2016 Conference. The dates and times listed below are only recommendations based on expected high traffic times during the conference. You are welcome to staff your booth during sessions as well.





# 2016 Exhibit Hours and Set-Up



## Thursday, September 29th

**1:00 – 4:00 PM**

**Exhibitor Setup\*** (times subject to change)

\*Alternate setup times may be available on a case-by-case basis. Please contact Joanna Green at [jgreen@myneda.org](mailto:jgreen@myneda.org) for specific requests. **All exhibitors must be set up by 7:00 AM on Friday, September 30<sup>th</sup>.**

**3:00 – 8:00 PM**

**Registration and Check-In**

**6:00 – 7:00 PM**

**Welcome Social** (open to all\*)

\*Guest passes available for an additional fee

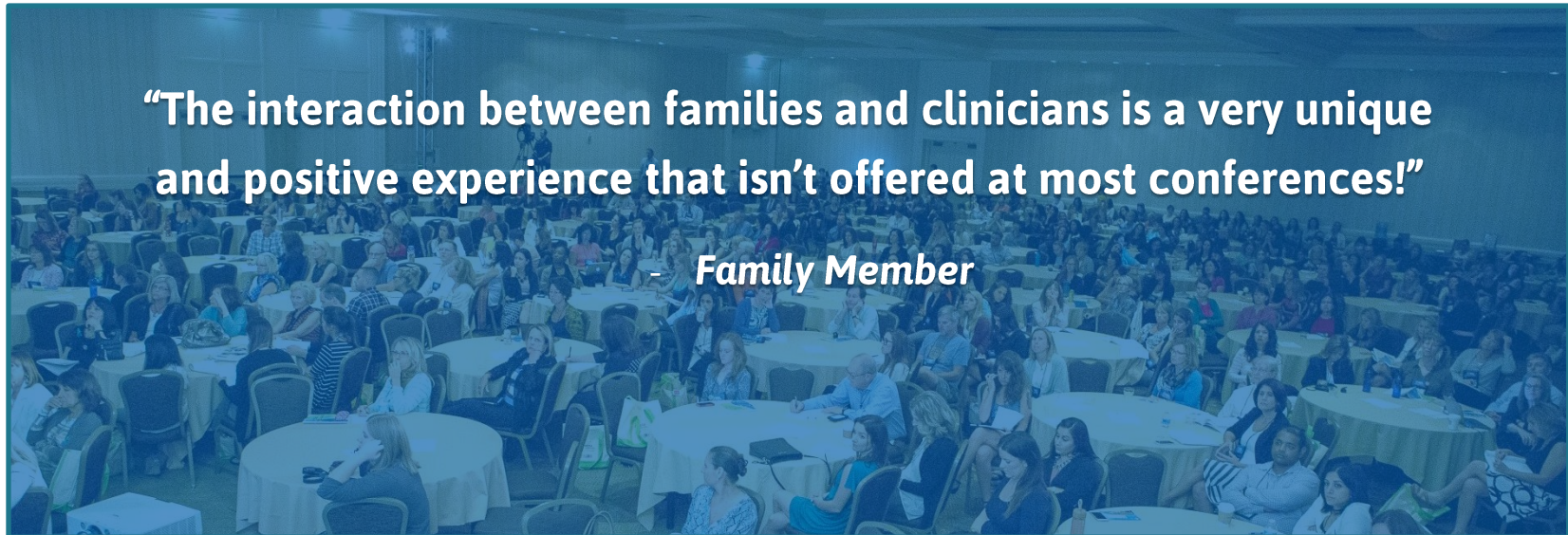
**7:15 – 9:00 PM**

**Family & Friends Kick-Off Dinner** (open to all, limited space)

Enjoy getting to know your fellow conference attendees. Ticket purchase required; \$60 for all attendees and general public

**“The interaction between families and clinicians is a very unique and positive experience that isn’t offered at most conferences!”**

**– Family Member**



# 2016 Exhibit Hours and Set-Up



## Friday, September 30th

**7:00 AM – 5:00 PM**

**7:30 – 8:45 AM**

**10:00 – 10:30 AM**

**11:45 – 1:15 PM**

**4:15 – 4:45 PM**

**6:00 – 7:00 PM**

**Registration**

**Breakfast / Exhibit Hall Viewing**

**AM Break / Exhibit Hall Viewing**

**Lunch / Exhibit Hall Viewing**

**PM Break / Exhibit Hall Viewing**

**Networking Social / Exhibit Hall Viewing\***

\*Guest passes available for an additional fee

## Saturday, October 1st

**7:00 AM – 5:00 PM**

**7:30 – 8:45 AM**

**10:45 – 11:15 AM**

**12:30 – 2:00 PM**

**3:30 – 4:00 PM**

**4:00 – 5:00 PM**

**Registration**

**Breakfast / Exhibit Hall Viewing**

**AM Break / Exhibit Hall Viewing**

**Lunch / Exhibit Hall Viewing**

**PM Break / Exhibit Hall Viewing**

**Exhibitor Tear Down\***

\*Time is subject to change. If you require an alternative breakdown time, please contact [jgreen@myneda.org](mailto:jgreen@myneda.org) as it may affect the location of your booth



# 2016 Exhibit Important Information



## Conference Attendance

Online registration is required for all exhibitors. Independent of your payment and any forms submitted to NEDA, you must register your exhibit booth staff person online through the official registration process found on [nedaconference.org](http://nedaconference.org).

You will receive a special registration link for paid exhibitors and sponsors by email. When registering, please be prepared with information about all of your attendees, including correct name spellings, credentials and any add-on events they are registering for such as the Family & Friends Kick-off Dinner. If you need your registration code resubmitted, please email Joanna at [jgreen@myneda.org](mailto:jgreen@myneda.org)

## Sharing Information Responsibly

Due to the sensitive nature of eating disorders, please be respectful of your display area. The National Eating Disorders Association reserves the right to ask for removal of any item deemed triggering or anything that could be interpreted as promoting unhealthy behaviors (dieting, restricting, etc.).

## Contact information

If you have any questions regarding exhibiting at the NEDA 2016 Conference or have any additional needs, please contact Joanna Green at [jgreen@myneda.org](mailto:jgreen@myneda.org)

**CONTACT INFO: PLEASE USE PRIMARY STAFF MEMBER FOR ALL CONFERENCE RELATED INFORMATION**

Contact Person:		Title:	
Company:			
Street Address:			
City:	State:	Zip:	Email:
Work Phone:		Fax:	
Cell Phone:			

**Exhibit Booth Rates**

- ☐ Exhibit Booth: **\$1,750** through June 30, 2016 (**\$100** savings)\*  
☐ Exhibit Booth: **\$1,850** July 1 until full

**\*You must reserve your spot with completed registration form and your payment by 6/30/2016 to take advantage of the \$1,750 Early Bird rate.**

Each exhibitor receives one free conference registration to staff the booth and one additional registration at a reduced price. All attendees, including booth staff, need to register for the conference online. Codes to redeem registration discounts will be given to exhibitors once NEDA receives this completed form.

**Program Advertising**

- ☐ **\$500** Half Page    ☐ **\$1,000** Full Page    ☐ **\$2,500** Inside Cover    ☐ **\$5,000** Back Cover    ☐ **\$250** Take One Table

**TOTAL AMOUNT DUE: \$** \_\_\_\_\_ (please add up all exhibit booths, sponsorships and advertising)

<input type="checkbox"/> Check # _____ (Made Payable to NEDA)	<input type="checkbox"/> Credit Card
Card No.:	Expiration Date:
Name on card (Please Print):	
Signature:	
Billing Address (If Different From Above):	

**Mail To: National Eating Disorders Association 165 W. 46<sup>th</sup> Street, New York, NY 10036;**

**Ph.: 212-575-6200; Fax: 212-575-1650**



