

2014 Annual National Eating Disorders Association Conference Sponsor/Exhibitor Kit

The benefits of your participation!

These are the reasons to exhibit and sponsor at the annual NEDA Conference!

Access to national and international professionals advanced in their individual disciplines.

Connection to individuals, families, universities, students, treatment centers, hospitals and research facilities that come together once a year. Join them as they explore the latest information on eating disorders, share their successes and support each other on the road to better treatments and an ultimate cure.

Reach your audience by securing an exhibit booth, advertising in the NEDA Conference program, or becoming a sponsor for: Breakfast, Promo Item, Hotel Key Card, Presentation Portal, Network Round Tables, Buddy Program or NEDA's Saturday night scholarship fundraising event.

Communication, outreach, PR & Press to pre-conference online attendees, 600+conference attendees and post-conference website information pages and acknowledgements.

Learn and grow by sharing the latest information with experts in the field. Learn about the latest trends, knowledge, and information and research available from the best and brightest in the field of eating disorders.

Support our NEDA communities across the country. Your sponsorship and participation at the NEDA 2014 Conference spreads the word to others that there is help and hope. Your involvement allows us to continue our work and strengthen our mission.

"The NEDA conference provided an array of opportunities for participants to learn about research, treatments causes, prevention and advocacy. The different tracks provided attendees a global perspective about eating disorders. There is a place for everyone at the table." ~Nancy H.

2014 NEDA Conference: Sponsorship, Advertising and Exhibiting Information

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 this community, please plan on sponsoring, advertising or exhibiting at the 2014 NEDA Conference. Here are your options and your benefits:

2014 NEDA Conference Sponsorship Information

All Conference Sponsorships valued at \$5,000 and above include two free conference registrations and one at a reduced rate, as well as all other benefits as listed.

Breakfast Partner – \$3,000 - Your name and logo included on signage at the event, your logo included in the conference opening and conference program guide, as well as cocktail napkins with your logo which will be available during the breakfast.

Promo Item Sponsorship – \$5,000 before June 30th, 2014; **\$6,000** after July 1st, 2014 - Your name and logo imprinted on ONE of the following items (first come, first served) provided 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.

Presentation Portal – \$5,000 - Your sponsor listing will appear on the home page of the electronic portal provided to Conference attendees with access to PowerPoint presentations, handouts, outlines and other speaker materials. Sponsorship includes your logo and name in the printed program during the conference opening, a program listing and a full page advertisement. In past years we have seen nearly 3,000 hits for the materials provided on this portal, which is open for 6 months after the end of the Conference. This is an opportunity to make a lasting impression long after the close of the Conference.

Support & Recovery Roundtable Series – Sponsor all Roundtables - \$5,000 - Gain exclusive sponsorship of all roundtable discussions as well as recognition on all materials as the Exclusive Roundtable sponsor. At NEDA's annual Conference, we are always looking for new and improved ways to support and offer critical information to those with a loved one affected by an eating disorder and people working towards sustained recovery. The NEDA Conference Support & Recovery Roundtable Series does just that and your sponsorship will make it happen. This year's Support & Recovery Roundtable Series includes sessions on the LGBT Community, Underserved Populations, Moms, Dads, and Siblings, to name a few.

Hotel Key Card – \$5,000 - Your logo on 500 printed hotel key cards used by NEDA conference participants. This will result in thousands of impressions on a daily basis for the duration of the conference. Plus the NEDA Helpline information will be printed on the key as well, making this key card a keeper.

NEDA's Saturday Night Scholarship Fundraising Event – Benefactor Sponsor \$7,500, Participating Sponsors \$3,500 (unlimited). Attendees will enjoy a NEDA Party (food, drink and good cheer!) that provides scholarships to future attendees. You'll have the opportunity to address the group in an intimate and casual atmosphere following the first day of the conference.

Buddy Program sponsor – Your logo on all Buddy Program table signs, on email communications regarding the buddy program and in the conference program guide. The buddy program was designed to connect individuals, family members, and new professionals attending the NEDA Conference who may not know their fellow attendees and are interested in having a closer network while at the Conference. Make a lasting impression as attendees make long-lasting relationships.

2014 NEDA Conference Advertising Information

Conference Program Advertising

Program size will be 8.5 x 11 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 Friday, August 22, 2014.**

Half Page - \$500 – Color advertisement

Full Page - \$1,000 – Color advertisement

Inside Cover - \$2,500 – Color advertisement, front or back

Back Cover - \$5,000 – Color advertisement

Take One Table

An unsupervised literature table where one of the following items will be placed: brochure, article, survey or order form (see sizes, prices and restrictions below). Attendees can browse and pick up items at their own leisure.

Brochure - \$250 – Finished size no bigger than 4 x 9 inches

Literature - \$250 – Item no bigger than 8.5 x 11 inches

For detailed information on shipping Take One Table materials, please see the Take One Table Shipping Instructions on the conference website.

“My favorite part of the NEDA conference was just being in an environment of like-minded individuals and learning current research and therapies in the field.” ~Kira O.

2014 NEDA Conference Exhibitor Information

Thank you for exhibiting! The National Eating Disorders Association (NEDA) is pleased to welcome you to the 13th Annual NEDA Conference (October 16 – 18, 2014).

The Exhibitor Information Manual below will assist you in preparing for a successful Conference. If you have any questions or concerns regarding your show space, move-in time, or exhibit hours, please consult this material or feel free to contact Joanna Green at jgreen@myNEDA.org or 212-575-6200 with questions.

What is Provided

The following will be provided for Exhibitors:

- One (1) Conference Registration
- One (1) Six Foot Table with skirting
- Two (2) Chairs
- Breakfast, Lunch and Break Service Each Day
- Welcome Reception
- Networking Social

Recommended Exhibit Hours and Set-Up Schedule

The following hours are recommended exhibit times based on the agenda for the NEDA 2013 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.

Thursday, October 16

2:00 – 5:00 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 for specific requests. All exhibitors must be set up by 7:00 am on Friday, October 17th*

3:00 – 8:00 PM

Registration and Check-In

6:00 – 7:00 PM

Welcome Social & Legislator Reception (Open to all)

**Guest passes available for an additional fee*

7:15 – 9:00 PM

Family & Friends Kick-Off Dinner and Family Q&A, Hosted by Jenni Schaefer & sponsored by CRC Health Group (Open to all, space is limited)

**Enjoy getting to know your fellow Conference attendees. Ticket purchase required; \$30 for Conference attendees and \$40 for the general public.*

Friday, October 17

7:00 AM – 5:00 PM

Registration

7:30 – 8:45 AM

Breakfast/Exhibit Hall Viewing

10:00 – 10:30 AM

AM Break/Exhibit Hall Viewing

11:45 – 1:15 PM

Lunch/Exhibit Hall Viewing

4:15 – 4:45 PM

PM Break/Exhibit Hall Viewing

6:00 – 7:00 PM

Networking Social/Exhibit Hall Viewing

** Guest passes available for an additional fee*

Recommended Exhibit Hours and Set-Up Schedule (continued)

Saturday, October 18

7:00 AM – 5:00 PM	Registration
7:30 – 8:45 AM	Breakfast/Exhibit Hall Viewing
10:45 – 11:15 AM	AM Break/Exhibit Hall Viewing
12:30 – 2:00 PM	Lunch/Exhibit Hall Viewing
3:30 – 4:00 PM	PM Break/Exhibit Hall Viewing
7:30 – 9:30 PM	NEDA Scholarship Fundraising Event! *Join us for a NEDA party, benefitting NEDA’s scholarship fund...including food, drink and good cheer!! Ticket purchase required; \$75/ person.
4:00 – 5:00 PM	Exhibitor Tear Down* (times subject to change) <i>*If you require an alternate breakdown time, please contact Joanna Green at jgreen@myNEDA.org in advance, as it may affect the location of your booth.</i>

Conference Attendance

Online registration is required. Independent of your payment and any forms submitted to NEDA, you must register your exhibit booth staff person online through the official registration process. **You will receive a special registration link for paid exhibitors and sponsors by email.** When registering, please be prepared with information about all attendees, including correct name spellings, credentials, and any add-on events they are registering for, etc. **If you need your registration code resent, please email Joanna at jgreen@myNEDA.org**

Sharing Information Responsibly

Due to the sensitive nature of eating disorders, please be respectful in 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 2014 Conference or have any additional needs, please contact Joanna Green at jgreen@myNEDA.org.

“The NEDA conference was an inspirational experience. It provided support, information, and most important of all, HOPE.” ~Sarah V.