

**Recovery for a Lifetime Conference • August 28–31, 2008 • Overland Park, Kan.**  
**NAADAC/KAAP/NALGAP Sponsor, Exhibit Advertise Application**

Name of Organization \_\_\_\_\_  
*(As you wish it to appear in the Conference Proceedings Booklet, Your Booth Sign and Web site)*

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Email and Web Site Address \_\_\_\_\_

Daytime Telephone (include area codes) \_\_\_\_\_ Fax \_\_\_\_\_

Exhibit Personnel (name must be submitted by July 1, 2008) \_\_\_\_\_

Exhibit Personnel Contact Phone \_\_\_\_\_ Cell # \_\_\_\_\_

Exhibit Personnel E-mail Address \_\_\_\_\_

Name of One Additional Person \_\_\_\_\_ Name of Second Additional Person \_\_\_\_\_

**Payment Information**

Total Amount Enclosed \$ \_\_\_\_\_

Check, made payable to NAADAC

VISA  MasterCard  AMEX

Charge Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature (if charging) \_\_\_\_\_

**Exhibitor Acceptance:**

I, the duly authorized representative of the firm named above, subscribe and agree to all terms and conditions contained in this Prospectus. NAADAC reserves the right to refuse this application for any reason.

Name (Print) \_\_\_\_\_ Title \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Contract accepted by (NAADAC) \_\_\_\_\_ Date \_\_\_\_\_

Please attach a 100-word description of your organization and a list of the item(s) you will be exhibiting at the conference (suitable for publication).

**What We Want**

- Conference Sponsor Fees**
- \$10,000, Platinum Sponsor
  - \$5,000, Gold Sponsor
  - \$3,000, Silver Sponsor
  - \$1,500, Bronze Sponsor
  - \$1,000, Copper Sponsor
  - \$500, Diamond Sponsor
  - \$ \_\_\_\_\_ Build Your Own Sponsorship

- Conference Exhibitor Fees (per table/space)**
- \$600, Exhibit Only
  - \$800, Exhibit Plus One Registration
  - \$1,000, Exhibit Plus Two Registrations

**Additional Costs (If Applicable):**

- Add \$50, Electricity
- Add \$50, Banner Hanging

**Booth Choice, in order of preference (see plan):**

1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_

- Conference Advertiser Fees**
- Take-One Table: \$200
  - Tote Bag Insert: \$300

**Conference Proceedings Booklet Ads**

- \$100, Business Card (b&cw, 3.5" w x 2" h)
- \$150, Quarter Page (b&cw, 3.5" w x 4.25" h)
- \$250, Half Page Horizontal (b&cw, 7.5" w x 4.25" h)
- \$250 Half Page Vertical (b&cw, 3.5" w x 9" h)
- \$400, Full Page (b&cw 7.5" w x 9" h)
- \$400, Inside Back Cover (color, 7.5" w x 9" h)
- \$500, Back Cover (color, 7.5" w x 9" h)

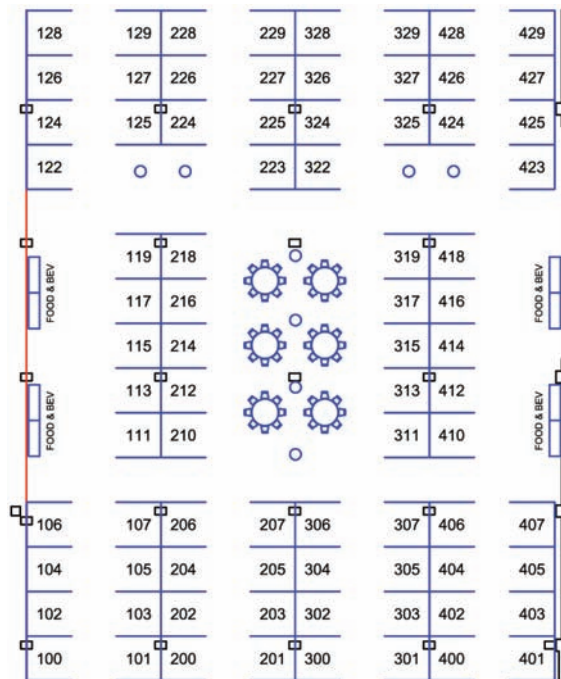
Please complete and return this form (retain a copy for your records) with payment to:

NAADAC, 1001 N. Fairfax Street, Suite 201, Alexandria, Virginia 22314  
 Fax 703.741.7698

A confirmation will be sent to you upon receipt.

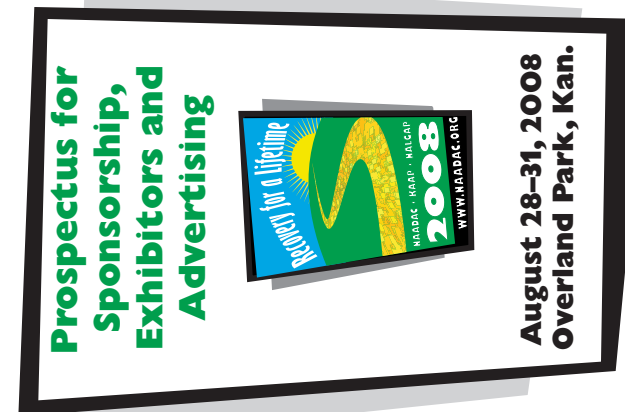
Questions? Call Diana Kamp at 703.741.7686 ext. 102 or email dkamp@naadac.org.

**Exhibit Hall Floor Plan**



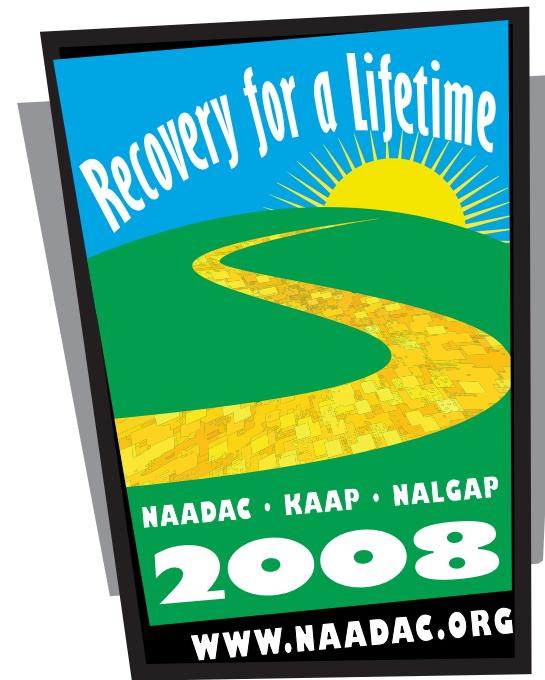
**NAADAC**  
 THE ASSOCIATION FOR  
 ADDICTION PROFESSIONALS  
[www.naadac.org](http://www.naadac.org)

1001 N. Fairfax Street, Suite 201  
 Alexandria, VA 22314



**Prospectus for Sponsorship, Exhibitors and Advertising**

**August 28–31, 2008  
 Overland Park, Kan.**



**2008 ANNUAL CONFERENCE**  
 for  
 NAADAC, the Association for Addiction Professionals,  
 the  
 Kansas Association of Addiction Professionals (KAAP)  
 and the  
 National Association for Lesbian and  
 Gay Addiction Professionals (NALGAP)

**For more information, please contact  
 Diana Kamp at 800.548.0497 ext. 102  
 or dkamp@naadac.org.**

## Sponsorship Opportunities

### PLATINUM SPONSOR

#### "Company Name" Day \$10,000

- Full page advertisement in the Conference Proceedings Booklet
- Thank you advertisement in *Addiction Professional* magazine (circulation 35,000+)
- Principal co-sponsorship recognition on NAADAC Web site
- Two complimentary NAADAC conference registrations
- One complimentary exhibit table
- Public acknowledgement at the conference
- Principal co-sponsor sign adjacent to conference registration area

### GOLD SPONSOR

#### \$5,000

- Full page advertisement in the Conference Proceedings Booklet
- Thank you advertisement in *Addiction Professional* magazine (circulation 35,000+)
- Two complimentary NAADAC conference registrations
- One complimentary exhibit table
- Public acknowledgement at the conference
- Co-sponsor sign in the registration area

### SILVER SPONSOR

#### Continental Breakfast

#### \$3,000

- Half page advertisement in the Conference Proceedings Booklet
- Thank you advertisement in *Addiction Professional* magazine (circulation 35,000+)
- One complimentary NAADAC conference registration
- One complimentary exhibit table
- Sponsored by sign adjacent to continental breakfast area

## Hotel

### Sheraton Overland Park Hotel

8100 College Boulevard  
Overland Park, KS 66221  
P: 886.837.4214

The Sheraton Overland Park Hotel will offer conference attendees a special discounted rate of \$109 for single/double occupancy (plus all applicable taxes). Please reserve your room prior to **August 5, 2008**. Be aware that the conference room block may fill prior to this date. Reservations made after this date are on a space-available basis at normal hotel rates. Be sure to mention you are with The Association for Addiction Professionals/NAADAC/KAAP.

### BRONZE SPONSOR

#### Coffee Breaks

#### \$1,500

- Half page advertisement in the Conference Proceedings Booklet
- Thank you advertisement in *Addiction Professional* magazine (circulation 35,000+)
- One complimentary exhibit table
- Sponsored by sign adjacent to coffee break area

### COPPER SPONSOR

#### Receptions

#### (Welcome Reception, PAC Reception)

#### \$1,000

- Half page advertisement in the Conference Proceedings Booklet
- Thank you advertisement in *Addiction Professional* magazine (circulation 35,000+)
- One complimentary exhibit table
- Sponsored by sign adjacent to reception area

### DIAMOND SPONSOR

#### \$500

- Half page advertisement in the Conference Proceedings Booklet
- Thank you advertisement in *Addiction Professional* magazine (circulation 35,000+)
- Sponsored by sign adjacent to reception area

### BUILD YOUR OWN SPONSORSHIP

#### Create your own sponsorship.

Give us a call with details!

*NAADAC will partner with sponsors and are flexible with regard to levels of sponsorship to make room for creative ideas. Options include hosting several fun events, including tours of Kansas City, receptions, workshops, panel discussions and meetings. NAADAC encourages prospective sponsors to give input on the details of sponsorship.*

## Exhibit Opportunities

Exhibitor booth includes one 6' x 3' table, draped and skirted, booth identification sign, two chairs and waste basket.

### EXHIBITOR BOOTH OPTIONS

\$600 per table/space, Exhibit Only  
\$800 per table/space, Exhibit Plus One Conference Registration  
\$1,000 per table/space, Exhibit Plus Two Conference Registrations  
Electricity – Add \$50  
Banner Hanging – Add \$50

## Advertising Opportunities

### TAKE-ONE TABLE

#### \$200 per bundle of 200 brochures

You may place your brochures, flyers, or other items (bundles of 200) on NAADAC's Take-One Table. Please submit a sample along with your application and payment no later than July 1, 2008.

### TOTE BAG INSERT

#### \$300

Every conference attendee will receive a tote containing various conference materials. You have an opportunity to place your brochure, flyer, pen, water bottle, etc., in attendee tote bags. If you are interested, you will need to send your items to be placed in the totes and payment to NAADAC no later than July 1, 2008.

### CONFERENCE PROCEEDINGS BOOKLET

#### \$100-\$500

Every conference attendee will receive a Conference Proceedings Booklet, the on-site guide containing conference information and class handouts. You have an opportunity to place an advertisement in this Booklet. If you are interested, please submit the advertisement to NAADAC for approval along with the advertisement fee. Camera-ready ads (no bleeds, 1" margins, black and white) must be received by July 1, 2008. Contact Donovan at 703.741.7686 x125.

## How We Enhance Your Exhibit Experience

- Provide draping and skirting on your exhibit booth
- Provide name signs at your exhibit booth
- Provide special recognition at your booth if you are a NAADAC Organizational Member
- Provide Continental Breakfast and/or coffee service in or near the Exhibit Area
- List Exhibitor Company Name and Description in the Conference Proceedings Booklet (if application and specifications are submitted by July 1, 2008)
- List Exhibitor Company Name and Description on NAADAC's Web site
- Include an Attendee Passport to encourage participants to visit each exhibit
- Door prize give-aways in the exhibit area

## How You Can Enhance Your Exhibit Experience

- Sponsor an event or an item
- Offer a give-away or auction item for the PAC Reception and Auction
- Place an advertisement (NAADAC's Web site, *Addiction Professional* magazine, NAADAC's Conference Proceedings Booklet, Take-One Table)
- Use plants, flowers or balloons at your exhibit
- Offer a door prize from your company
- Offer to attendees: candy, energy bars, fruit, trail mix, etc.

## Join us!

From August 28–31, 2008, NAADAC, the Association for Addiction Professionals, in cooperation with the Kansas Association of Addiction Professionals (KAAP) and the National Association for Lesbian and Gay Addiction Professionals (NALGAP), will be co-hosting NAADAC's Annual Conference, **Recovery for a Lifetime**, in Overland Park, Kan.

We invite you to join this nationwide effort through your sponsorship of and/or exhibiting at this program. With your help, our 500 anticipated participants will gain exposure to your organization through our conference materials or in person. There are several opportunities for sponsorship as well as exhibiting. We have enclosed a list of these opportunities for your review, and encourage you to contact us with any questions or comments you might have.

This year to maximize exposure for our sponsors and exhibitors, we will have a:

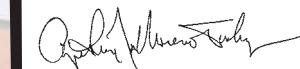
- Secure, dedicated exhibit hall
- All continental breakfasts and all coffee breaks will be held in the exhibit hall
- Each conference participant will receive an exhibitor passport, encouraging them to meet our exhibitors. Completed passports will be entered into a drawing for a free registration to NAADAC's 2009 Annual Conference in Salt Lake City.
- The logos for all sponsors, exhibitors and advertisers will be included in conference materials.

Following is information as well as several options and suggestions to help you shine. Please read and familiarize yourself with this Prospectus. If you have any questions, or would like to create a customized package, please contact Diana Kamp at 800.548.0497 ext. 102 or [dkamp@naadac.org](mailto:dkamp@naadac.org).

Secure your exhibit and sponsorship opportunity early, they sell out quickly.

See you in Overland Park!

Cordially,



Cynthia Moreno Tuohy, NCAC II, CCDC III, SAP  
Executive Director