Sponsorship Overview

June 15-16
TCEA Conference Center ● 3100 Alvin DeVane Blvd., Building B ● Austin

What Is the Behavioral Health Conference?
The Texas Hospital Association’s Behavioral Health Conference brings together Texas health care professionals interested in mental health services and related issues. Co-provided by THA and its Behavioral Health Council, this conference engages psychiatric services professionals in dialogue on issues that directly impact their facilities’ operations.

Program Format
Focus areas include but are not limited to:
- Telemedicine;
- Impact of state legislation;
- Emergency Medical Treatment and Labor Act;
- Federal legislative update; and
- Funding and reimbursement.

Target Audience
This program will benefit professionals interested in behavioral health services and related issues, including:
- Administrators;
- Directors of nursing and nursing staff;
- Quality improvement professionals;
- Social work directors;
- Directors of behavioral health and clinical services;
- Managed care staff; and
- Psychiatrists and psychologists.

How Does Sponsorship Benefit My Company?
- Your company receives premium one-on-one exposure with the opportunity to network with high-level hospital executives, THA members and key health care experts across Texas.
- Your company has the ability to establish strong relationships with decision-makers throughout the state.
- Your company gains access to attendee contact information.
- Your partnership demonstrates your company’s desire to proactively support health care improvement in Texas.

What Is the Texas Hospital Association Foundation?
Established as a nonprofit corporation to address the growing needs of THA members for professional development, quality improvement, and patient safety education and initiatives, the Texas Hospital Association Foundation is a 501(c)(3) tax-exempt organization that operates under THA as a member of its family of companies. Its mission is to accelerate improvement in health care through collaboration, education, innovation and research.

THAF is made up of two divisions, education and clinical initiatives. THAF’s education division offers year-round up-to-date information through live seminars, midday conferences, webinars and computer-based training for health care providers.

How Does THAF Market the Behavioral Health Conference?
The program is promoted through all educational events, websites and channels hosted by the Texas Hospital Association Foundation.

Why Partner With the Behavioral Health Conference?
This program brings together behavioral health leaders to share their knowledge on the critical skills needed to address workforce and funding challenges. Attendees learn the impact of state of federal legislation and have the opportunity to interact with their colleagues from across the state. Participation ensures recognition and visibility before, during and after the program.
2017 Sponsorship Opportunities and Benefits

Platinum $5,000 (one available)
- Exhibit table at premier location during the event;
- Three complimentary conference registrations, including all meals, breaks, educational sessions and networking events;
- “Innovation Spotlight” opportunity to provide a company or service overview during lunch (no more than 10 minutes in length);
- Company logo featured on signage at event;
- Company logo featured on THA registration page with hyperlink to company’s site;
- Sponsorship of networking lunch;
- Opportunity to distribute one-page promotional handout to all attendees at the registration desk;
- Company presence on pre-conference promotional e-blasts;
- List of conference attendees both before and after the event; and
- 20 percent discounted advertising rates for pre- and post-conference issues of Texas Hospitals magazine.

Gold $2,500 (limited availability)
- Exhibit table located near educational sessions during the event;
- Opportunity to sponsor an event amenity;*
- Two complimentary conference registrations, including all meals, breaks, educational sessions and networking events;
- Company logo featured on signage at event;
- Company logo featured on THA registration page with hyperlink to company’s site;
- Opportunity to distribute one-page promotional handout to all attendees at the registration desk;
- List of conference attendees both before and after the event; and
- 15 percent discounted advertising rates for pre- and post-conference issues of Texas Hospitals magazine.

*Sponsor recognition is given on a first-come, first-served basis.

Silver $1,500
- Exhibit table located near educational sessions during the event;
- One complimentary conference registration, including all meals, breaks, educational sessions and networking events;
- Company logo featured on signage at event;
- Company logo featured on THA registration page with hyperlink to company’s site;
- List of conference attendees both before and after the event; and
- 10 percent discounted advertising rates for pre- and post-conference issues of Texas Hospitals magazine.

Friend of THA $1,000
- One complimentary conference registration, including all meals, breaks, educational sessions and networking events;
- Company name featured on signage at event;
- Company name featured on THA registration page with hyperlink to company’s site;
- List of conference attendees both before and after the event; and
- 5 percent discounted advertising rates for pre- and post-conference issues of Texas Hospitals magazine.

Sponsorship Add-ons

Logo Display – $1,000 (each item)
Company logo is displayed on one of the five items listed below. Receive one complimentary conference registration per item(s) selected.
- Pens;
- Lanyards;
- Stress balls;
- Notepads; or
- Suggest an item!* 

*Restrictions may include price and availability.
Sponsor Contract
2017 Behavioral Health Conference

SPONSOR/EXHIBITOR: (Vendor attendance is limited to those companies/firms participating in the conference as a sponsor.)

Company Name ____________________________________________
(EXACTLY as you wish it to appear in printed materials)

Contact Name ________________________________________ Title ________________________________

Mailing Address __________________________________________

City_________________________ State ___________ ZIP __________

Telephone (area code) ______________________ Fax (area code)________________________

Email __________________________________________ Website www.

SELECT SPONSOR LEVEL:

☐ Platinum ($5,000)
☐ Gold ($2,500)
☐ Silver ($1,500)
☐ Friend of THA ($1,000)

☐ Pens ($1,000)
☐ Lanyards ($1,000)
☐ Stress balls ($1,000)
☐ Notepads ($1,000)

☐ Suggest an item*

*Restrictions may include price and availability.

PAYMENT:

Your sponsorship total of $ _________________ is due on or before May 15, 2017.

NOTE: Selection does not guarantee availability. Sponsor levels are limited and are offered on a first-come, first-served basis based on date both contract and payment are received. Full payment is required to reserve a selected level.

To secure sponsorship, please send contract to:
Noelle Parsons
Email: nparsons@tha.org
Fax: 512/692-2556
Phone: 512/465-1013

If paying by check, send payment and copy of contract to:
Texas Hospital Association
Attn: Robin Jackson
P.O. Box 95353
Grapevine, TX 76099-9733

If paying by credit card, send contract and payment information to our secure fax at 512/692-2653.

☐ MasterCard ☐ VISA ☐ AmEx

Card Number_________________________ Expiration Date ___________ CVV __________

Print Name Shown on Card ____________________________________ Signature ______________________

Billing Address_________________________________________________ City/State/ZIP __________________
Complimentary Registrations: Sponsoring companies qualify for a designated number of complimentary full conference registrations, which include all meals, breaks and educational sessions. The number of complimentary registrations by sponsorship option is:

- Platinum Level - Three (3)
- Gold - Two (2)
- Silver - One (1)
- Friend - One (1)

Exhibit Space: Platinum, Gold and Silver sponsors receive an exhibit table near educational sessions. The space includes one (1) table and two (2) chairs. All exhibits/displays must fit within that designated space.

List: Sponsors will receive a list of registrants prior to event and list of attendees after event (per the Texas Hospital Association’s privacy policy, attendee emails are not provided).

Website Listings: All sponsors will be listed on the 2017 event registration page on the THA website and linked to the sponsor’s website URL specified on the sponsor application form.

Contributions: All sponsor contributions are voluntary. Sponsorships are accepted on a first-come, first-served basis based on date and time of the receipt of the contract. THA reserves the right to limit the number of program sponsors and may reject any sponsorship for any reason. THA reserves the right to refuse any sponsor that conflicts with the sponsorship public policies or applicable law. Fees collected prior to such refusal shall be returned to the sponsor within 45 days.

Cancellations: All sponsor cancellations must be submitted to THA in writing. Cancellations received by THA on or before May 15, 2017, will be assessed a fee of 50 percent of the total sponsorship cost. No refunds will be given on cancellations received after this date. Notwithstanding any provisions to the contrary herein contained, THA shall not be liable for any delay or inability to perform any obligation under this agreement resulting from governmental emergency orders, judicial or governmental action, sabotage, riots, vandalism, labor strikes or disputes, acts of God, fires, electrical failure, major computer hardware or software failures, acts of third parties, or any other cause if such delay or inability to perform is beyond its reasonable control.

Conduct of Sponsors: The purpose of the Behavioral Health Conference is to educate persons employed in the health care field. This does not preclude the stimulation by sponsors of interest in and demand for such products and/or services in the exhibit area; however, actual selling or order-taking is expressly prohibited. All business activities of the sponsor must be within the sponsor’s allocated exhibit space. In keeping with the nature of a health care professional meeting, undignified promotional methods and/or materials considered to be objectionable by the association are expressly prohibited.

The association is not responsible for loss or damage to the exhibits or sponsor material for any cause and urges the sponsor to exercise precautions to discourage damage or loss to the exhibit.

Rules and Regulations: Corporate members and sponsors represent and warrant that they:

1. Have sufficient resources and capacity to provide the products and services that are being promoted under this agreement;
2. Maintain all licenses and permits required by law, and are the rightful owner and licensee of all products and services that are being promoted under this agreement;
3. Have never been the subject of a lawsuit or governmental investigation or action and are not now subject to any threatened or existing claim, lawsuit, or governmental investigation, inquiry or action; and
4. Have never been excluded, suspended, barred from participation in or subject to penalties from any governmental program (including but not limited to the Medicare or Medicaid program).

All sponsorships must be paid in full prior to booth setup.
A sponsor with an outstanding balance will not be permitted to exhibit.

I have read and understand the contract terms and conditions.

INITIAL HERE ___________