



2nd Annual Workshop and Conference:  
March 15<sup>th</sup> & 16<sup>th</sup>, Omni Hotel, New Haven, CT

**Get Connected. Be Inspired.**

**2018 Exhibitor & Sponsor Protocol Packet**

## Conference Overview

**Dates:**

Thursday, March 15, 2018 – Friday, March 16, 2018

**Hours:**

Thursday (Workshop) – 8:30am-4:00pm

Friday (General Conference) – 8:30am-5:00pm

**Conference Venue:**

The Omni Hotel

155 Temple Street

New Haven, CT 06510

Phone: (203) 772-6664

**Table location:** Exhibitor tables will be located in the Foyer area outside the rooms where the breakout sessions are held. (See floor plan.)

**Reservations:**

We have reserved a block of rooms with a reduced conference rate at the Omni. You can make your reservations at <https://www.omnihotels.com/hotels/new-haven-yale/meetings/milestones-behavioral-services>

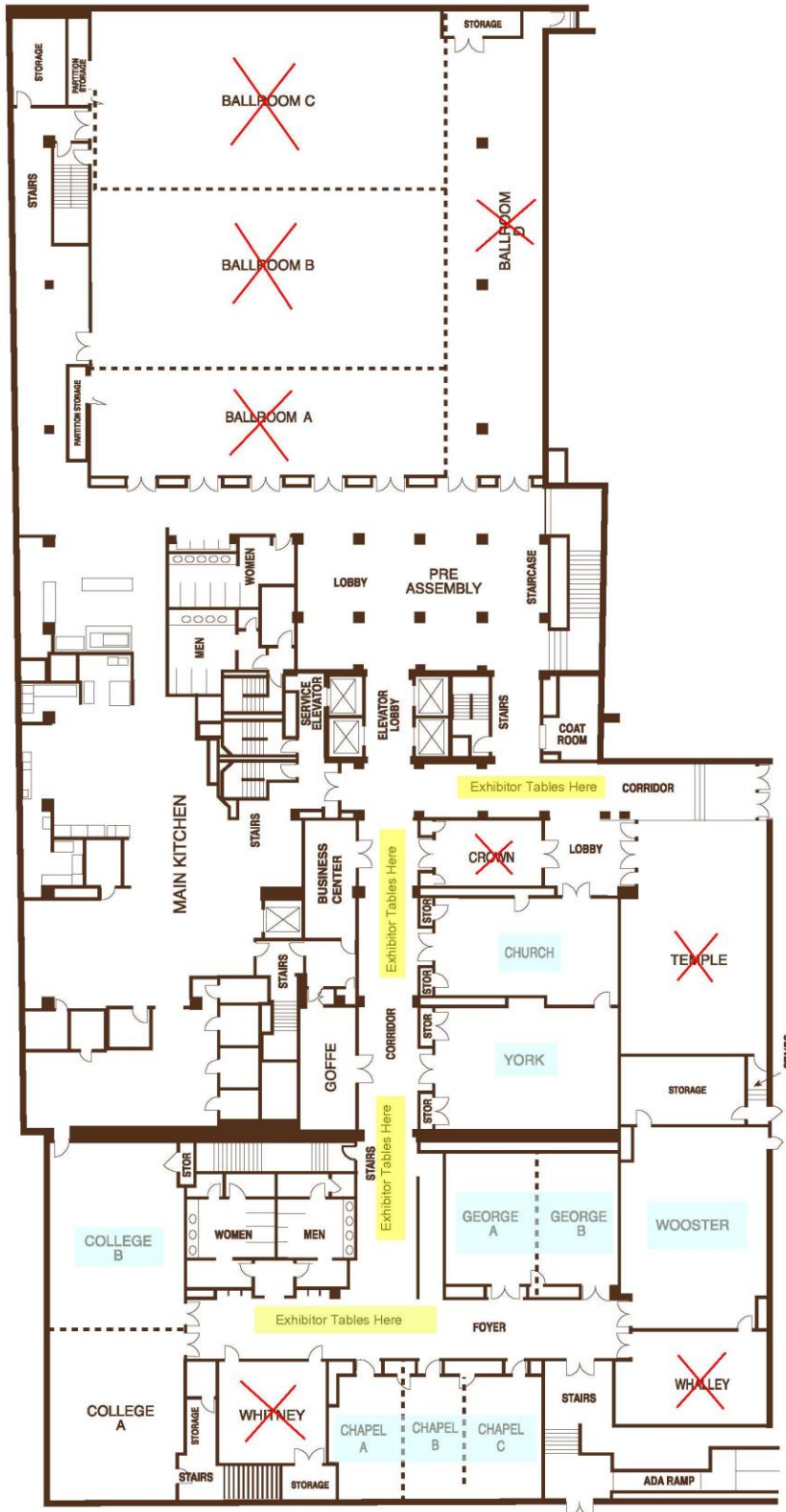
**Parking:**

Validated Parking in the Hotel's parking garage is included for Friday, March 16<sup>th</sup>.

Floor Plan: Workshop Day –March 15, 2018

New Haven at Yale

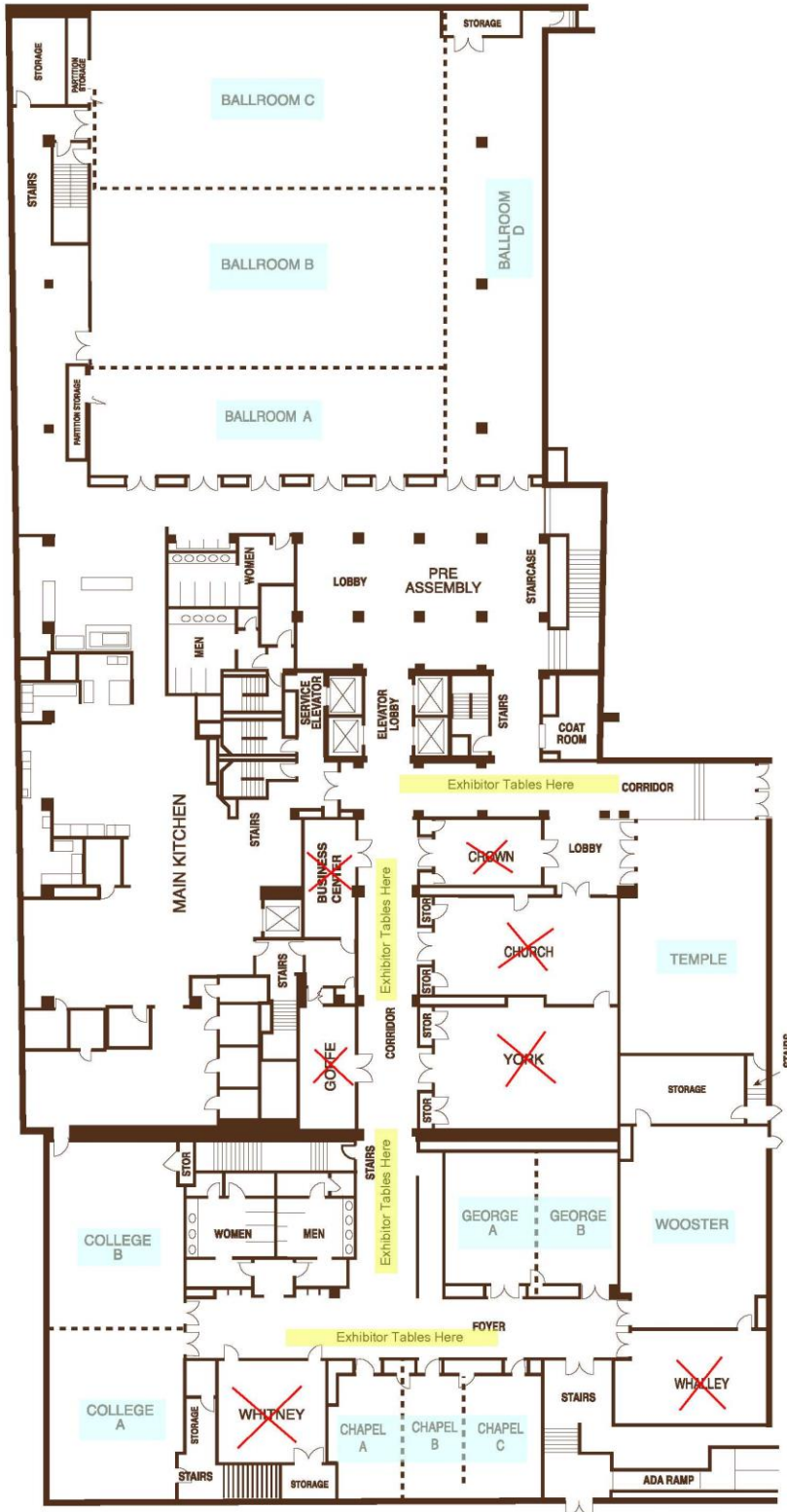
BALC Workshop Day Spaces - March 15, 2018



Floor Plan: Conference Day –March 16, 2018

New Haven at Yale

BALC Conference Day Spaces - March 16, 2018



## Exhibitor Information

### Exhibit Amenities

Exhibitor registration is required to secure an exhibitor space. Registration may be completed at <http://www.balcllc.org/upcomingevents.html> .

- To pay by credit card, register online by clicking the “Register Now” link and selecting an Exhibitor Ticket from the registration page.
- To pay by check, download a hard copy of the registration form and submit it along with payment in full.

Exhibitor applications are processed on a first-come, first-served basis. Exhibitors may arrive at 7:00am both days for setup, and exhibit hours will end at the completion of the day’s conference activities. As noted above, the exhibit space will be in the Foyer area outside of the rooms where the breakout sessions will take place.

All exhibit spaces include:

- 1 6ft table with a linen tablecloth
- Exhibitor name tags for exhibitors

The cost to exhibit at the conference is \$200.00. This includes a table for the 15<sup>th</sup> and 16<sup>th</sup>, attendance at conference sessions on the 16<sup>th</sup>, conference materials, breakfast, lunch and validated parking on the 16<sup>th</sup> for 1 person. Meals and parking on the 15<sup>th</sup> are not included, neither is workshop attendance. Each additional person will be billed at \$150.00.

### Electricity, Internet, and Shipping/Receiving

Please be sure to note on your registration form if you require access to an electrical outlet. Electricity must be ordered directly from the Omni Hotel **in advance** and **paid for by credit card**. Please fill out the attached Credit Card Billing Authorization and Electrical Power and Equipment Order Form and send to Greg Hanna (Fax - 203-907-1007) or contact directly at (203-974-6856)

Wifi will be available for use. If you will require internet bandwidth that exceeds normal use (for streaming videos or similar activities), please make sure to note it on your registration. You may be required to pay for additional internet services.

### Shipping and Receiving Guidelines

Special arrangements must be made in advance with the Omni’s Director of Catering and Convention Services Manager Lisa Camolli for the shipment of any equipment, goods, displays or other materials, which will be delivered or brought into the hotel. Failure to do so may result in deliveries that are refused. The Omni reserves the right to refuse any packages that appear damaged. The Omni New Haven Hotel at Yale will also not assume any liability for the condition of the contents of any package. Lisa’s contact info is as follows:

Lisa Camolli  
Omni New Haven Hotel at Yale  
Phone - 203-974-6849  
Fax - 203-974-6780  
lcamolli@omnihotels.com

Due to limited storage space, shipments should not arrive earlier than March 13, 2018. A storage fee of \$10.00 per box/ per day will apply for any boxes received under the following circumstances:

- Prior to 2 days of your first event.
- Boxes weighing more than 50 lbs.
- Each box exceeding 20 boxes.

**Shipping Packages to the Hotel:**

Any packages sent to the hotel MUST be marked as follows:

Conference Name: 2018 BALC Workshop & Conference  
Attention: Your Name  
Director of Catering and Convention services: Lisa Camolli

Address Boxes to: Omni New Haven Hotel  
155 Temple Street  
New Haven, CT 06510

If you are sending several packages to the hotel, please mark them "1 of 5", "2 of 5" etc. The Omni prefers that you know the exact number of packages that you are sending and the tracking numbers for each. Without this information, they cannot assist you if a package is lost in transit.

**Shipping Packages from the Hotel:**

In order to ship your packages from the hotel, you must box, seal and label your own packages. The hotel is not responsible for boxing, sealing or labeling your packages. Any materials that are improperly boxed, sealed or labeled will not be shipped and will be held for 30 days in Lost & Found.

The following fees will be charged for all incoming and outgoing packages:

- 21-50 lbs. - \$15.00 per box
- Over 50lbs. - \$25.00 per box
- Crates - \$50.00 each
- Pallets \$75.00 each

**Liability & Handling**

The hotel will not accept any liability for equipment, goods, displays which arrive or fail to arrive at the hotel. The sender is responsible for insuring its property for loss or damage. The hotel does not provide carts or moving equipment.

### Sponsorship Opportunities

In addition to exhibit space, the conference has several opportunities for your organization to get additional visibility through sponsorship of the conference. Sponsor levels and benefits are listed below. For more information, or to secure a sponsorship, please contact Justin Zenchuk at [jzenchuk@mbs-inc.org](mailto:jzenchuk@mbs-inc.org) or (203) 799-4110 ext. 660

#### General Sponsor Levels

##### *Bronze – \$250*

- Place one item in attendee tote bag
- ¼ page ad in electronic conference program
- Your logo on the conference website and on sponsor signage at conference
- Sponsor name tags for all attendees from your organization

##### *Silver - \$500*

- Place one item in attendee tote bag
- 1/2 page in electronic conference program
- Your logo on the conference website and on sponsor signage at conference
- 1 complimentary registration to the conference
- Sponsor name tags for all attendees from your organization

##### *Gold - \$750*

- Place one item in attendee tote bag
- 1/2 page in electronic conference program
- Your logo on the conference website and on sponsor signage at conference
- 2 complimentary registrations to the conference
- Sponsor name tags for all attendees from your organization

##### *Platinum - \$5,000*

- Place one item in attendee tote bag
- Full page in electronic conference program
- Your logo on the conference website and on sponsor signage at conference
- 5 complimentary registrations to the conference
- Sponsor name tags for all attendees from your organization
- Complimentary exhibit booth

*Title Sponsor - \$10,000*

- Place one item in attendee tote bag
- Full page in electronic conference program
- Your logo on the conference website and on sponsor signage at conference
- Exclusive banner sign at conference
- 5 complimentary registrations to the conference
- Sponsor name tags for all attendees from your organization
- Complimentary exhibit booth

Event Sponsors

*Coffee Breaks - \$1,000*

- Place one item in attendee tote bag
- Full page in electronic conference program
- Your logo on the conference website and on sponsor signage at conference
- 2 complimentary registrations to the conference
- Sponsor name tags for all attendees from your organization
- Exclusive signage at both coffee breaks

*Thursday, Leadership Forum Networking Lunch - \$1,000*

- Place one item in attendee tote bag
- Full page in electronic conference program
- Your logo on the conference website and on sponsor signage at conference
- 2 complimentary registrations to the conference
- Sponsor name tags for all attendees from your organization
- Exclusive signage at Leadership Forum Networking Lunch

*Friday Breakfast - \$1,500*

- Place one item in attendee tote bag
- Full page in electronic conference program
- Your logo on the conference website and on sponsor signage at conference
- 3 complimentary registrations to the conference
- Sponsor name tags for all attendees from your organization
- Tabletop signage at breakfast
- Complimentary exhibit booth

*Friday Lunch - \$1,500*

- Place one item in attendee tote bag
- Full page in electronic conference program



- Your logo on the conference website and on sponsor signage at conference
- 3 complimentary registrations to the conference
- Sponsor name tags for all attendees from your organization
- Tabletop signage at lunch
- Complimentary exhibit booth

### **Sponsor Information**

To secure a sponsorship, please contact Justin Zenchuk at [jzenchuk@mbs-inc.org](mailto:jzenchuk@mbs-inc.org) or (203) 799-4110 ext. 660

### **Tote Bag Inserts**

Sponsors may submit one token item to be included in the conference tote bag distributed to all attendees. Sponsors should send the items (quantity of 750) no later than March 1<sup>st</sup>, 2018 to the following address:

BALC Conference – Tote Bag Inserts  
Attn: Justin Zenchuk  
339 Boston Post Road  
Orange, CT 06477

### **Ad space**

Upon receipt of your registration, you will be contacted to provide your company logo and ad content for the website and electronic conference program. Please note that the conference program is only available in electronic version. It will be downloadable and printable, but it will not be provided in printed form to conference attendees. It will be available on the conference website free of charge and will be retained after the conclusion of the conference and available for download to any online visitors.

### **Exhibits**

If your sponsorship includes a complimentary exhibit booth, we ask that you also fill out an exhibitor registration form, but omit the payment section. This will allow the hotel to provide the necessary elements for your exhibit space. Please also review the Exhibitor Information section in this document for more details.