TRANS CULTURAL PSYCHIATRY CONFERENCE

Advertising, Authors Exhibiting, & General Sponsorship Information

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EXHIBIT, ADVERTISE, OR SPONSOR

The Black Psychiatrists of America (BPA) has a membership base that represents a wide cross section of mental health professionals located throughout the United States of America, the Caribbean, Africa, and South America. BPA also networks with numerous other charitable, health professional, and business organizations worldwide.

Advertising and exhibiting at BPA events helps to build brand awareness and represents a commitment to corporate social responsibility on the part of a company, product, or service.

Throughout the year, the Black Psychiatrists of America (BPA), across the nation and around the globe, offers a variety of opportunities for promoting your company’s image, its products and / or services.

Why Do You Need To Act Now?

Now, more than ever during these tough economic times, keeping the image and message of your company in view is critical. This translates into improving the “bottom line” for your business organization.

Why Should Your Company Consider Being A Sponsor?

Numerous data set analysis across the United States of America reveal:

♦ 90% of people state that they have a more favorable opinion of those business organizations that offer support to non-profit organizations and are more likely to purchase or recommend their products to their clients, co-workers, and families

♦ 85% report that a company’s support of charitable events influences their belief in the credibility of that business organization and that company’s concern about the welfare of communities because of their level of social responsibility. So, they trust them.

♦ 80% indicate that support of non-profit associations makes them more aware of the businesses as well as the organizations being supported that they previously were not aware of.

Please join our effort as we educate and bring awareness of mental health issues to health care providers and consumers alike. Consider making the BPA events a part of your on-going marketing plan. A full media kit can be found at: http://www.bpaincpsych.org Thank You!
BLACK PSYCHIATRISTS OF AMERICA
SPECIAL EXHIBIT INFORMATION FOR AUTHORS

The Black Psychiatrists of America (BPA) encourages its members and other authors of books and published works to exhibit at our conferences and events as an additional outlet for distribution. Because we value the creative process and encourage our attendees to support such endeavors, we offer authors an opportunity to display their works at a deep discount from the regular exhibit table prices. Consider taking advantage of this opportunity to showcase your work in this format. For BPA members, there is an additional price savings over the already reduced author’s fees.

ADVANTAGES
♦ Ability to showcase work to a highly selective audience
♦ Ability to network with key decision makers from across the nation and globe
♦ Additional opportunities for speaking and promotional activities
♦ Loc cost marketing and promotional opportunity
♦ Complimentary passes for attending the conference
♦ Two (2) authors can share table space and split the costs of exhibiting if desired
♦ Special 20% discount off author exhibit price for BPA dues paid members

RESTRICTIONS
♦ This special author’s promotional price does not apply to publishing companies that purchase exhibit space with the author present. Publishing companies must exhibit at the regular exhibit table price.
♦ No more than two (2) authors can share one table exhibit space; requests for such space sharing must be made in advance and specified on the application form.
♦ Only two (2) complimentary passes for attending conference and associated functions are given per table space reserved: No continuing education credits are associated with such passes.
♦ No pornographic materials of any kind are permitted for exhibits

CONDITIONS
The Black Psychiatrists of America (BPA) reserves the right to limit the number of exhibit tables per author and/or the author’s representative. BPA reserves the right to withdraw any offer for exhibit space that is not in keeping with the overall mission of the BPA. Refunds will be made within thirty (30) days in such instances. BPA reserves the right to remove an exhibitor who is in violation of any of the restrictions or conditions.
GENERAL RULES
The Black Psychiatrists of America (BPA) supports collaborative relationships with industry sponsors in helping to meet the needs of its membership by providing greater opportunities for physicians as well as other health and mental health care professionals attending its meetings to benefit from these relationships.

As such, BPA permits programs offered by industry that are not created and developed by BPA, to be available in conjunction with its meetings. Such programs include: product information and updates by commercial organizations, receptions, meal functions, and focus groups.

Such industry sponsored events and activities must take place during the actual BPA meetings and may not occur within a forty-eight (48) hour period before or after such meetings without prior written approval by BPA. BPA assumes sole discretion in scheduling such activities during its meetings.

Companies seeking to offer informational programs must be exhibitors for the BPA meeting unless an explicit written exception has been granted by BPA. As a rule, exhibit space must be secured in advance of requesting to sponsor an informational program.

Activities, promotional materials, handouts or enduring materials designed by or on behalf of industry sponsors for attendees at BPA conferences are considered informational and can in no way imply endorsement by the BPA without prior written agreements.

Continuing Medical Education (CME) credits are not provided for these informational programs.

Organizers of informational programs are solely responsible for making all of the appropriate financial arrangements for their activity.

Once the activity has been approved by BPA, the commercial supporter(s), provider(s), event title, content, date and time as proposed to BPA for the activity may not change without prior approval from BPA.

Informational programs in all categories require the following statement to be clearly and prominently displayed on all printed materials including the official program booklet: "The content and views expressed in this program are those of the supporting company and not that of the Black Psychiatrists of America."

All sponsored activities must be in compliance with the AMA's Ethical Opinion of Gifts to Physicians from industry.
SPONSORED PRODUCT THEATERS
These sessions are for a period of 60 minutes and are awarded on a first come basis. The number of available slots for such sessions varies with the BPA conference format. A signed agreement letter securing the session will be provided to the company with the appropriate time slot(s) at least thirty days prior to the actual session date. Companies providing product theaters may elect to select a presenter from their respective companies or a medical thought leader on the subject for the session.

BPA will provide the following services to product theater supporters:
• Standard room package that includes:
  ♦ Classroom style seating for 100 attendees with a meeting room in the conference hotel
  ♦ Lectern and Panel Table with chairs and microphones
  ♦ Audiovisuals: LCD projector, projector screen, room sound system
  ♦ Food service and beverages for up to 100 persons per session

• Mailing list of the pre-registered meeting attendees in advance of meeting date

• Signage outside assigned room meeting area and in other prominent locations in the conference hotel

• Posters listing product theater sessions placed in conference hotel and exhibit area of the meeting

• Listing in the official conference program book

NOTE: Copyright of the content presented at the Product Theater, is owned by the presenting company with all rights retained. The company presenting a Product Theater is responsible for obtaining copyright permissions and licenses for previously copyrighted materials that are to be used as part of the sponsored Product Theater.

COMPANIES SPONSORING PRODUCT THEATERS ARE REQUIRED TO:

• Indemnify BPA against all liabilities and expenses, including without limitation reasonable attorney’s fees incurred by BPA as a result of the publications distributed at, statements made during, or any other conduct occurring at the Industry Product Theater

• Obtain advanced approval from BPA for all promotional and post session materials including printed invitations to the Product Theater. It is the sole responsibility of the presenting company to work with BPA to obtain such prior approval.

• Bring their own laptop computer to the presentation, if needed (not included in the AV setup)

• Provide adequate staff to register attendees and facilitate the program
SPONSORED MEDICAL UPDATE PROGRAMS

These sessions are for a period of 90 minutes in duration and are on a first come basis. The number of available slots for such activities varies with the BPA program format. A signed agreement letter from BPA to the sponsoring organization with the appropriate time slot(s) will be provided at least thirty days prior to the scheduled meeting date.

• Logistics & Promotions
  All medical update programs must be held in the conference hotel in which BPA has contracted meeting space and programming must be contained within the assigned room including food functions associated with the program.

  Expenses associated with the event, including room set-up, clean-up, audiovisuals, food and beverage, electrical, telephone, shipping and handling, etc. are the sole responsibility of the sponsor.

  Sponsors of such programs may use the full time allotted or a reduced amount of time but may not exceed the ninety minute time schedule given to them.

  BPA shall review and approve all promotional materials produced in conjunction with this activity (invitations, announcements, signs, flyers, website) prior to the distribution of such materials and reserves the right to reject such promotional materials at its discretion.

  Promotional materials should not be printed prior to BPA approval of them. BPA will not assume any responsibility for costs associated with the printing of such materials before such approval has been granted. A minimum of seven (7) business days is required for BPA to review promotional materials for approval.

  Exhibit hall representatives may distribute invitations and other promotional materials for the event at their designated exhibit area (booth or table) but they may not have people distributing any materials in the hallways or meeting rooms at the conference.

  The BPA name, logo and other intellectual property may not be used on any sign, publication, announcement or other material without prior written approval of BPA.

  BPA will provide one (1) promotional sign outside the room in which the event is to take place at least one hour prior to the event, if requested. The sponsor is free to also provide one (1) promotional sign outside the scheduled event room and it must be removed immediately after the event ends.

  All promotional materials, with BPA approval must include the following information:

"This activity is being held in conjunction with the BPA meeting and is not considered part of the official scientific program of BPA. The content and views expressed therein are those of the supporting company and not those of BPA."
• **Benefits**
  Informational program providers are eligible to receive one mailing list approximately Three (3) weeks prior to the conference.

  Affords an opportunity to provide a customized event marketed to psychiatrists and other mental health professionals attending the conference.

  Listing in the official program booklet unless the applicant requests in writing that it not be published.

  Signage will be provided in the hotel conference space listing all of the informational programs as well as one sign specific to a given sponsor outside the designated room for each particular informational program event by BPA.

  BPA will make every reasonable effort to avoid scheduling conflicts that might impede attendance at the scheduled event but cannot guarantee or take responsibility for the attendance at such events consistent with the sponsor’s expectations.

• **Cancellation Policy**
  BPA must be notified in writing of the cancellation of any scheduled event at least 14 business days prior to the scheduled event date.

  Refunds made within the appropriate time frame as outlined above will be made less 25% of the original assessed fee for administrative costs associated with such cancellations. Refunds are made thirty days of receipt of a written cancellation notification.

  No refunds are issued for events cancelled in less than fourteen (14) days prior to the event date.

• **Violations & Sanctions**
  The BPA reserves the right, at its sole discretion, to revoke privileges for future programs of any sponsoring organization, event or activity organizer that plans a program not in compliance with the rules and requirements set forth in these guidelines.

Submit requests for Product Theater and Medical Update informational programs to:

**Conference Exhibits Director**
Black Psychiatrists of America
2020 Pennsylvania Avenue, N.W., Ste. 725
Washington, DC 20006

Phone: (443) 540-5040 Fax: (410) 752-2223
Email: Sebayit@aol.com
Conference Sponsorship Opportunities

The Black Psychiatrists of America (BPA), a forty-five (45) year old professional medical association, provides services and programs globally throughout the year.

Participation at this year's Spring Educational Psychiatry Conference will give advertisers, exhibitors, and sponsors an opportunity to:
- Build brand awareness and visibility to various health professionals
- Generate new sales leads and solidify existing sales relationships
- Target and meet psychiatrists and other mental health care professionals
- Introduce and demonstrate new services and products

Several opportunities are available for advertising, exhibiting and sponsoring at this conference. These include:
- Advertising in the Official Program Booklet
- Conference & Exhibit Hall Opportunities
- Medical Updates
- Poster Session Sponsorships
- Product Theater
- Internet Café and Docking Station Sponsorships
- Networking Receptions & Coffee Breaks
- Media Sponsorships

Exhibition space is limited. Only "Table-Top" exhibits permitted. See "Exhibitor's Guidelines" Section for details.

CONFERENCE SPONSORSHIP, EXHIBITOR, & ADVERTISING CONTACT
P.A. Newton, M.D., MPH, M.A.
Conference Coordinator
E Mail: Sebayit@aol.com or docpatnewton@gmail.com
Telephone: (443) 540-5040
CONFERENCE & EXHIBIT HALL OPPORTUNITIES

CONSIDER BEING A SPONSOR FOR THE MEETING:

COFFEE BREAKS - $3,000
Get high visibility by sponsoring coffee refreshment breaks with cups, napkins and holders with your company logo provided during the conference along with your company's signage as well as acknowledgement in the official program booklet.

RECEPTION SPONSOR - $15,000
Receive special and immediate conference recognition exposure by hosting the welcoming and/or awards dinner networking receptions. Signage prominently displayed with company logo, product, and/or name and a speaking opportunity to welcome delegates during these receptions. Special recognition made at the reception and awards dinner.

INTERNET CAFÉ - $7,000
Attendees will be able to see your company's signage throughout the conference as well as in the Speaker's Preparation Room for the provision of computers during the meeting. Special recognition at the awards dinner and welcoming reception will be made.

CHARGING STATIONS - $4,000
Give your company great exposure by sponsoring computer and cell phone charging stations in the exhibit hall and conference meeting room during the entire meeting with your company logo and signage provided as well as special recognition at the awards dinner and welcoming reception.

MEDICAL UPDATES - $12,000
Three (2) evening informational programs available for supporters to be able to present informational and therapeutic contents for psychiatrists up to 90 minutes in length in an attempt to provide attendees with opportunities to mutually benefit from relationships with sponsors. These are non-CME programs and may include meal functions.

PROGRAM COVERS - $5000
(Only #2 Available)
Sponsors receive maximum exposure with inside front or back covers advertisements in the official program booklet plus special recognition at the awards dinner and welcoming reception.

POSTER SESSION - $3,500
Special poster sessions highlighting the conference theme with prominent signage for the entire duration of the conference and awards presented to winners of this session by the sponsoring company or organization.

PRODUCT THEATER - $15,000
Two (2) 60 minute promotional product presentations sessions are available on Tuesday and Wednesday from 12:30 – 1:30 pm. Classroom setting for up to 100 persons with audiovisual, food service and lead retrieval included. Time slots are assigned on a first come basis.

MEDIA SPONSORSHIPS - $2,500
In kind promotional activities by the media announcing the conference with ½ page advertisement in program book and special recognition at event.
BLACK PSYCHIATRISTS OF AMERICA

Sponsorship & Advertisement Submission Instructions

For sponsoring organizations/businesses, please note the following instructions for the submission of ad copy and payments as well as registering participants associated with your particular level of sponsorship:

1. All ad copy must be originals and the appropriate size for the product imprint area in the decoration method most appropriate for your promotional product. Vector artwork is preferred (.eps, .ai, or .cdr). Raster file (bitmap) is not recommended. Include font and size desired if typesetting is requested. Multi-color imprints should be sent as a color separated file (exceptions: Photo Real and Epoxy Dome), and only .jpeg format with greater than 600 dpi for printing is acceptable but no Power Point, Publisher, Word files, or .gif accepted. Full page ads can be submitted in pdf format.

2. Faxed or photocopies of original ad copy will not be accepted.

3. Ad copy should be submitted by electronic mail only in one of the formats described in item #1 of this communiqué to the following email address: docpatnewton@gmail.com

4. In order to meet printing deadline and any special requests for logo placement, etc. advertisement copy and payment should be received by September 30, 2015

5. All sponsorships must be paid in full by September 30, 2015; Deposits may be paid in any amount(s) prior to that deadline date to guarantee placement and secure space

6. A completed sponsorship application is required for all sponsorship categories and submitted no later than September 30, 2015 with payment

7. Failure to submit ad and/or sponsorship forms for the conference may cause advertisement placement requests not to be honored.

8. Purchase orders are not an accepted form of payment for any sponsorship categories.

9. Payments by electronic wire transfer are acceptable. Please contact the phone numbers and email address listed below for instructions on making bank-to-bank wire transfer payments. Extra fees apply for wire transfer payments contingent upon whether sending bank is located within or outside of the United States of America.

10. Conference organizers reserve the right to refuse advertisements and/or sponsorship from organizations that are not consistent with the overall mission of the Black Psychiatrists of America or project an image that might be found to be offensive in any nature.

For Questions & More Information Contact:
Phone: 443-540-5040
Email: Sebayit@aol.com

THANK YOU!
SPONSORSHIP APPLICATION FORM

Contact Person

Company Name (As You Want It to Appear On All Literature And Sponsorships)

Address

City/State/Zip

Phone Fax URL

Email Signature

Title Date

☐ Yes, we will participate in the 2015 BPA Conferences at the following level:

Sponsorship Category

(Please identify category type from sponsorship page)

Forum Sponsorship Total Amount $ (All categories)

(Deadline Date for Final Payment & Advertisement – September 30, 2015)

Please make payment arrangements as designated below:

☐ Check/Money Order/Bank Draft – Payable to: BPA, Inc.

☐ Credit Card ___ MasterCard/Visa ___ Discover ___ American Express

(Credit Card Payments May Be Faxed)

Cardholder’s Name

Card # Exp. Date

Source Code Cardholders Phone Number

Cardholder’s Signature

Cardholder’s Address (if different from above)

☐ Wire Transfer – Please call for details and add transfer fee of $75.00 to total above

Mail Payments To:

Black Psychiatrists of America

Attn: Dr. P.A. Newton

2020 Pennsylvania Avenue, N.W., Ste 725

Washington, DC 20006

Phone: (443-540-5040) - Email: Sebayit@aol.com

Note: Do not fax ads or use Power Point, Excel or Publisher when submitting ads
Black Psychiatrists of America Transcultural Psychiatry Conference General Advertisement Form
Jumeirah Creekside Hotel – November 15 -19, 2015

Name of Company

Address

Telephone/ Fax

E-mail

Advertisement Specifications
(Please Circle Type of Advertisement Desired)

| Business Card ($75) | ¼ Page ($200) | ½ Page ($400) | Full Page ($550) |

Color Rates
($150) ( $450) ( $850) ( $1,000)
Patron Only Listing - ($50) – (black and white)

LOGO: please attach camera-ready log5 for receipt of ad copy and final payment

Contact Person

Payment

☐ Check
☐ Money Order or Bank Draft
☐ Credit Card (MasterCard, Visa, Discover, Amex)
☐ Credit Card Number: ________________________________ Exp
 secured code

Authorized Signature

Make Checks/Bank Draft/Money Order Payable To:
Black Psychiatrists of America
Attn: Spring Educational Conference

MAIL PAYMENTS TO:
Black Psychiatrists of America
2020 Pennsylvania Ave, N.W., #725 – Washington, DC 20006-1811
For More Information Contact: Phone: (443) 540-5040

NOTE: Do not use Power Point, Publisher, or Excel for your ads; Not acceptable by fax
BLACK PSYCHIATRISTS OF AMERICA CONFERENCE
EXHIBIT TABLE AGREEMENT FORM

NAME OF COMPANY

Address

Telephone/ Fax

E-mail

EXHIBIT TABLE REQUEST
(Please Specify Number of Tables Desired)

Number of Requested Exhibit Tables @ $1,200 USD per table:
Number of Extra Exhibit Tables Requested @ $500 USD per table
Number of Exhibit Tables for Authors Only @ $400 per table
(BPA Member Authors Receive a 20% Discount)
Note: Up to Two (2) Authors Can Share Single Table for Book Signings

TOTAL AMOUNT BEING PAID $_______ (Due: September 30, 2015)

Contact Person

Payment

☐ Check
☐ Money Order or Bank Draft
☐ Credit Card (MasterCard, Visa, Discover, Amex)
☐ Credit Card Number: ___________ Exp ________

Security Code ______

Authorized Signature

Make Checks/Bank Draft/Money Order Payable To:
Black Psychiatrists of America
Attn: Exhibits Coordinator

MAIL PAYMENTS TO:
Black Psychiatrists of America
2020 Pennsylvania Ave, N.W., #725 – Washington, DC 20006-1811

For More Information Contact:
Phone: (443) 540-5040

NOTE: Credit Card Payments and Form Can Be Faxed To: 410-752-2223 or scanned and submitted online to the following email address: Sebayit@aol.com
BLACK PSYCHIATRISTS OF AMERICA
AUTHORS EXHIBIT TABLE AGREEMENT FORM

Name or Company Name ____________________________________________
Address________________________________________________________________
Telephone/ Fax_________________________________________________________
E-mail____________________________________________________________________

EXHIBIT TABLE REQUEST
(Please Specify Number of Tables Desired)

Requesting _____ Table(s) at a rate of $300.00 per table
(BPA Members 20% Discount)
Total Amount Being Paid $__________

NOTE: Up To Two (2) Authors Can Share Single Table For Book Signings

DEADLINE DATE: All payments must be received by September 30, 2015

Contact Person________________________________________________________________

Payment
☐ Check
☐ Money Order or Bank Draft
☐ Credit Card (MasterCard, Visa, Discover, Amex)
☐ Credit Card Number: ________________________________________ Exp __________
                                                                                       Security Code _____

Authorized Signature________________________________________________________

Make Checks/Bank Draft/Money Order Payable To:
Black Psychiatrists of America
Attn: Exhibits Coordinator

MAIL PAYMENTS TO:
Black Psychiatrists of America – Exhibits Office
2020 Pennsylvania Ave, N.W., #725 – Washington, DC 20006-1811

For More Information Contact:
Phone: (443) 540-5040
NOTE: Credit Card Payments and Form Can Be Faxed To: 410-752-2223 or scanned and submitted
online to the following email address: Sebayit@aol.com

THANK YOU!