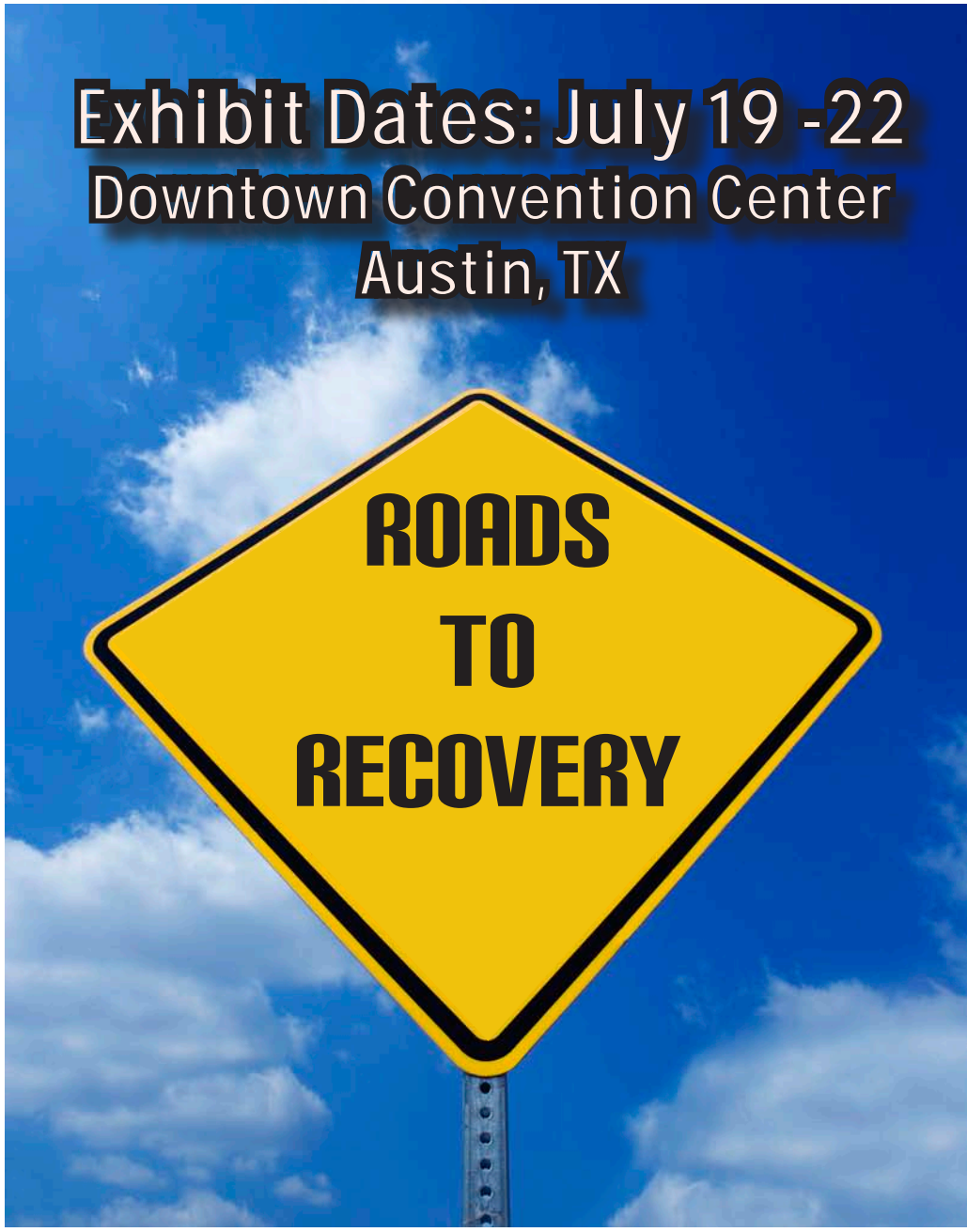


Call for Exhibitors



Exhibit Dates: July 19 -22
Downtown Convention Center
Austin, TX





July 19 - 22 / Austin, TX



Sometimes the best way to work with customers and clients is in person. The Texas Behavioral Health Institute brings vendors face-to-face with the decision-makers in the Texas substance abuse and mental health field. The Texas Institute is the best opportunity you'll have in 2010 to market to the Lone Star State's substance abuse professionals, counselors, psychologists, and social workers.

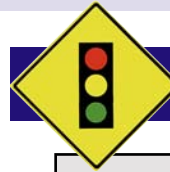
Let our team work with you to develop a focused plan that reaches these individuals with your messages. Find out how you can get the most from exhibiting at the 2010 Texas Behavioral Health Institute, by advertising in the conference program, or signing up for conference sponsorship opportunities.

Conference location limits attendance to 1,400 and exhibit booths to 40!

We anticipate selling out - **Make sure to sign up TODAY!**

Who should exhibit:

- Health departments/agencies
- Evaluation/research organizations
- Universities
- Pharmaceutical companies
- Coalitions
- Consulting companies
- Crime prevention / law enforcement
- Substance abuse treatment & prevention programs
- Youth programs
- Non-profit management services
- Mental health services
- Computer or software companies
- Companies offering benefits



Advertising

| | | |
|-------------------------------------------------------------------------------------|-----------------------------------------|-----------------------------------------|
| FULL PAGE 8 3/8 x 10 7/8 Trim 8 5/8 x 11 1/8 Bleed 7 x 10 Live Area | 2/3 VERTICAL 4 3/4 x 9 7/8 | 1/2 VERTICAL 4 3/4 x 7 1/4 |
| 1/3 HORIZ 4 3/4 x 4 3/4 | 1/3 VERT 2 1/4 x 9 7/8 | 1/4 VERT 4 3/4 x 3 3/8 |
| | 1/4 HORIZ 3 3/8 x 4 3/4 | 1/2 HORIZONTAL 7 1/4 x 4 3/4 |

The Texas Institute has an outstanding reputation.

What attendees say about the conference:

"One of the nation's best substance abuse and mental health conferences..."

"Impressive speakers and teaching of evidence-based practices, well worth the money..."

"Everything was great. Terrific job of putting everything together..."

| | |
|------------------------------|---------|
| Inserts in Bags or Notebooks | \$500 |
| Inside Front or Back Cover | \$1,000 |
| Full page | \$750 |
| 2/3 pg. Vertical | \$550 |
| 1/2 pg. Vertical or Horiz. | \$450 |
| 1/3 pg. Vertical or Horiz. | \$250 |
| 1/4 pg. Horiz. | \$175 |
| Business Card Ads | \$75 |

PLEASE NOTE: Positioning of advertisement is at the discretion of the publisher, except where a preferred position has been approved by the publisher at premium rates.



Sponsorship / Exhibit Opportunities

Gold Sponsor - \$3,000

- Complimentary double 10 X 10 exhibit space in an exhibitor preferred location (includes two 10'x10' booths, draped tables, 4 chairs, and sign)
- Four (4) complimentary registrations to the conference
- Complimentary insertion of brochure/catalog in the conference registration packet
- Full page advertisement in the conference program on the inside or back cover
- Recognition at the Opening Reception by banner with logo
- Electronic copy of all attendee mailing list

Silver Sponsor - \$2,000

- Complimentary double 10 X 10 exhibit space in an exhibitor preferred location (includes two 10'x10' booths, draped tables, 4 chairs, and sign)
- Three (3) complimentary registrations to the conference
- Complimentary insertion of brochure/catalog in the conference registration packet
- Complimentary ½ page advertisement in the conference program
- Electronic copy of all attendee mailing list

Bronze Sponsor - \$1,250

- Complimentary double 10 X 10 exhibit space in an exhibitor preferred location (includes two 10'x10' booths, draped tables, 4 chairs, and sign)
- Two (2) complimentary registrations to the conference
- Complimentary ½ page advertisement in the conference program
- Electronic copy of all attendee mailing list

Notebook Sponsor - \$3,500

- Complimentary double 10 X 10 exhibit space in an exhibitor preferred location (includes two 10'x10' booths, draped tables, 4 chairs, and sign)
- Four (4) complimentary registrations to the conference
- Recognition in program sponsorship list
- Name/Logo on Notebook given to each attendee
- Electronic copy of all attendee mailing list

Badge Sponsor - \$3,250

- Complimentary double 10 X 10 exhibit space in an exhibitor preferred location (includes two 10'x10' booths, draped tables, 4 chairs, and sign)
- Three (3) complimentary registrations to the conference

- Name/Logo on badgeholders given to each attendee
- Recognition in program sponsorship list
- Electronic copy of all attendee mailing list

Morning or Afternoon Break Sponsor - \$2,000

- Exhibit booth — prime location (includes one 10'x10' booth, draped table, 2 chairs, and sign)
- Two complimentary conference registrations
- Recognition in program sponsorship list
- Signage at breaks



SIGN UP BY June 18 TO SAVE \$100
General Exhibit Booth Prices: (10' x 10')

Commercial/For-Profit Companies:

\$650 by June 18; \$750 After June 18

Non-Profit Organizations:

\$450 by June 18; \$550 After June 18

Price Includes:

- One complimentary registration to the conference (To take advantage, please complete a registration form and fax in, noting that you are an exhibitor in the payment field).
- 10' x 10' booth with 8' back wall and 3' high side drape dividers
- Identification sign (company name, booth number)
- 6' draped table
- 2 side chairs
- One wastebasket
- General area security and fire guard service. Booth security and the protection of special valuable items is at the exhibitor's own expense
- Two Exhibit hall badges (Each additional badge is \$50)
- Directory listing in the onsite program
- Electronic copy of all attendee mailing list

Conference Schedule

Monday, July 19

7:30 a.m. – 5 p.m. Conference Registration
8 a.m. Exhibit Hall Opens
 8:30 a.m. Prevention Specialist Training
 9:30 – 11:30 a.m. Opening Session
**11:30 a.m. – 1 p.m. Learn at Lunch Session/
 Lunch on Your Own /
 Exhibit Hall Open**
 1 – 3 p.m. Concurrent Track Sessions
3 – 3:30 p.m. Break with Exhibitors
 3:30 – 5 p.m. Concurrent Track Sessions

Tuesday, July 20

7:30 – 8:30 a.m. Exhibit Hall Opens
 8:30 – 10 a.m. Morning Plenary Sessions,
 Coalition Training and Mental Health
 In-Depth Trainings Start
10 – 10:30 a.m. Break in Exhibit Hall
 10:30 a.m. – 12 p.m. Concurrent Track Sessions
**12 – 1:30 p.m. Learn at Lunch Session/
 Lunch on Your Own /
 Exhibit Hall Open**
 1:30 – 3 p.m. Concurrent Track Sessions
3 – 3:30 p.m. Break with Exhibitors
 3:30 – 5 p.m. Concurrent Track Sessions

Wednesday, July 21

7:30 – 8:30 a.m. Exhibit Hall Opens
 8:30 – 10 a.m. Morning Plenary Sessions,
 Coalition Training and Mental Health
 In-Depth Trainings Start
10 – 10:30 a.m. Break with Exhibitors
 10:30 a.m. – 12 p.m. Concurrent Track Sessions
**12 – 1:30 p.m. Learn at Lunch Session/
 Lunch on Your Own /
 Exhibit Hall Open**
 1:30 – 3 p.m. Concurrent Track Sessions
3 – 3:30 p.m. Break with Exhibitors
 3:30 – 5 p.m. Concurrent Track Sessions
 5 – 5:30 p.m. Break
 5:30 – 8:40 p.m. Evening Sessions

Thursday, July 22

7:30 – 8:30 a.m. Exhibit Hall Opens
 8:30 – 10 a.m. Morning Plenary Sessions
 and Mental Health In-Depth
 Trainings Start
10 – 10:30 a.m. Break with Exhibitors
 10:30 a.m. – 12 p.m. Concurrent Track Sessions
**12 – 1:30 p.m. Lunch on Your Own /
 Exhibit Hall Open**
 1:30 – 3 p.m. Concurrent Track Sessions
3 – 3:30 p.m. Last Break with Exhibitors
3:30 – 6:00 p.m. Exhibitor Move-Out

Yes, I Want to Sign Up My Company

Please place a check in the appropriate boxes and indicate:

1. What package you wish to sign up for.
2. Total amount due, with payment information.
3. Contact information and Badge Names.

Mailing Address: Swift Solutions / PO Box 150790 / Austin, Texas 78715
 Fax Number: 866.219.7008
 Questions?: Call 877.451.8700 toll free or email info@texinstitute.com

General Sponsor Choices

- Gold Sponsor - \$3,000
- Silver Sponsor - \$2,000
- Bronze Sponsor - \$1,250

Specific Sponsor Choices

- Notebook Sponsor - \$3,500
- Badge Sponsor \$3,250
- Break Sponsor - \$2,000

General Exhibit Booth

***SIGN UP BY June 18 to SAVE \$100**

Commercial/ForProfit

- Before June 18 - \$650
- After June 18 - \$750

Non-Profit Organization

- Before June 18 - \$450
- After June 18 - \$550

Advertising Choices

- Insert in Bag or Notebook.....\$500
- Inside Front or Back Cover.....\$1,000
- Full page.....\$750
- 2/3 pg. Vertical.....\$550
- 1/2 pg. Horiz. or Vertical\$450
- 1/3 pg. Horiz. or Vertical\$250
- 1/4 pg. Horiz.\$175
- Business Card Ad\$75

Total Sponsorship Fee: _____

Total Exhibitor Fee: _____

Total Ad Amount: _____

Extra Badges (\$50 each): _____
Note: Two badges are complimentary

Total Amount Due: _____

Name _____

Company _____

Mailing Address _____

City, State, Zip _____

Work Phone _____

e-mail address _____

Method of Payment: Check or Money Order # _____ (Payable to Swift Solutions)

Charge my: Master Card VISA Discover Am Express

Credit Card Number _____ Exp Date _____

Name on Card _____ Billing Zip Code _____

Authorized Signature _____

Name Badge 1: _____

Name Badge 2: _____

Extra Name Badge 3 (\$50): _____

Extra Name Badge 4 (\$50): _____