



**INTEGRATIVE**  
**MENTAL HEALTH**  
CONFERENCE

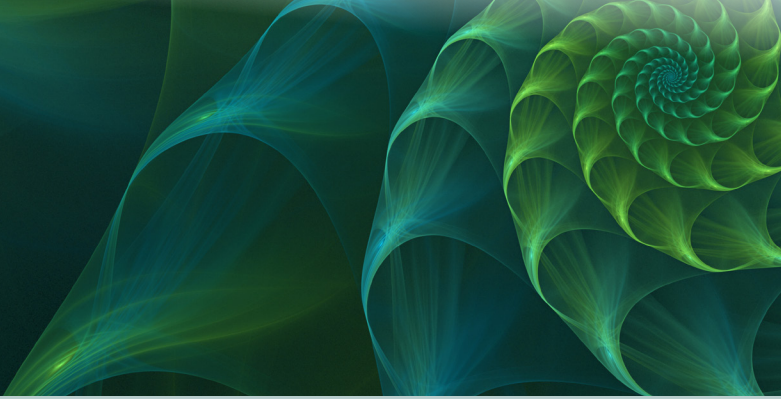
# OPPORTUNITIES FOR EXHIBITING AND SUPPORT

2019 Integrative Mental Health Conference  
April 15-17, 2019, San Francisco, CA



THE UNIVERSITY OF ARIZONA

Center for  
Integrative Medicine



Patients are increasingly looking for mental health care options that go beyond medications and conventional therapy, turning to alternative and complementary medicine. And with good reason. Scientific evidence that nutrition, physical activity, mind-body medicine, dietary supplements, energy medicine, acupuncture, and hypnosis are effective treatments for certain types of mental illness is on the rise.

## Why Join Us?

- Your support of the Integrative Mental Health Conference helps ensure that integrative care—mind, body, and spirit—becomes the standard for all healthcare, including mental health care.
- Since our last Integrative Mental Health Conference in 2010, the science has advanced and evidence has piled up demonstrating the value of integrative care in mental health.
- The University of Arizona Center for Integrative Medicine hosts high quality educational experiences drawing attendees who are focused, engaged, and leaders in their fields.
- An intimate exhibit space with a limited number of underwriters ensures consistent traffic and frequent interactions for underwriters desiring exhibit space.

## Conference Activities

In addition to three full days of rich plenary sessions, concurrent sessions, and experiential workshops, there are a number of special events during the conference, with additional opportunities for exhibitors to have direct contact with health professionals and thought leaders. For a full agenda, please consult the Integrative Mental Health Conference brochure or visit [www.imhc.arizona.edu](http://www.imhc.arizona.edu) for the most up-to-date information.

## Underwriter Criteria

As leaders in the field, the University of Arizona Center for Integrative Medicine makes a special effort to expose our conference attendees to organizations and foundations that support our mission, and companies with high-quality products and services that adhere to evidence-based standards. Underwriters that exhibit and/or underwrite the Integrative Mental Health Conference should not only be a good philosophical fit, but should also represent the highest quality products, services, and initiatives to promote the health and wellness of attendees and their patients and clients.

Service organizations are assessed based on strategic and demographic fit with our conference attendees. Supplements, devices, and topical preparations will be vetted for quality and manufacturing practices. Any health or medical claims made in product promotion must be evidence-based, and in compliance with FDA and FTC regulations. Additionally, we consider the brand values and product/service quality of our exhibitors' parent and holding companies—they should be in good standing with global regulating agencies and should have demonstrably good practices in quality, health, social, and environmental regards.

## Booth Assignment and Exhibitor Provisions

Exhibits will be in the prefunction area of the main ballroom. All breaks and a Meet the Faculty reception happen in the prefunction area, and although live staffed exhibits or presentations must be kept separate from CME activities, there will be traffic with conference attendees moving in and out of the plenary sessions, during which times they are encouraged to interact with exhibitors. We limit our number of exhibitors, so it is a small, intimate, and busy exhibit area. Table assignments will be made on-site with highest traffic areas given to top exhibitors, though staff will work to accommodate preferences and avoid conflicting interests.

Sponsorship packages include a number of passes for company representatives to exhibit and attend all conference activities (educational sessions, CE credit, and food & beverage functions). If more representatives wish to attend, the organization may purchase discounted passes for additional employees. Exhibitors wishing to receive CME credit must check in at registration on the first day of the conference and request credit. If you require additional A/V or have special shipping needs, information will be provided to you for services through the hotel and exhibition contractor, closer to the conference date.



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## Exhibit Schedule

Attendees will be crossing through the prefunction area throughout most of the conference, and exhibitors will receive a more complete schedule closer to the conference date.

**Sunday, April 14, 2019 • 3pm**  
booth set-up and early registration.

**Mon, April 15 – Wed, April 17 • 7:30am**  
Registration opens. Plan to be at the booth 15-20 minutes prior on the first day

**Wednesday, April 17 • 5:45pm**  
Conference concludes at 5:45pm; exhibitors break down.

## Exhibiting Opportunities

**Elite Exhibitor** (1 available) – Your organization or company will be recognized as an essential supporter of the conference.

**This package is \$14,000 and it includes:**

- Recognition of support by Drs. Weil and Maizes from the podium
- 2 invitations to the exclusive faculty dinner
- Organization logo printed on the conference tote bag given to all attendees
- Inclusion of printed literature or product sample in the tote bags
- Email addresses for all opt-in conference attendees following the conference
- 4 conference badges that include all sessions, CE credit, and all meals and special events
- Placement of organization logo and link on the conference website
- Preferred exhibit space with one draped table and 2 chairs.

**Gold Exhibitor** (2 available) – Your organization or company will be recognized as a strong supporter of the conference.

**This package is \$9,800 and it includes:**

- Inclusion of printed literature or product sample in the tote bags
- Email addresses for all opt-in conference attendees following the conference
- 3 conference badges that include all sessions, CE credit, and all meals and special events
- Placement of organization logo and link on the conference website
- Preferred exhibit space with one draped table and 2 chairs.

**Silver Exhibitor** (10 available) – Your organization or company will be recognized as a supporter of the conference.

**This package is \$4,800 and it includes:**

- 2 conference badges that include all sessions, CE credit, and all meals and special events
- Placement of organization logo and link on the conference website
- Exhibit space with one draped table and 2 chairs.

**Non-profit Exhibitor** (2 available, requires proof of non-profit status) – Your organization or company will be recognized as a supporter of the conference.

**Sold Out!**

**This package is \$3,100 and it includes:**

- 2 conference badges that include all sessions, CE credit, and all meals and special events
- Exhibit space with one draped table and 2 chairs.

**A la carte options** – These options are less expensive when included with exhibit packages, above, but if your organization would like to reach our guests without hosting an exhibit, we offer the following options:

- **\$2500 – Bag stuffer.** We'll include up to two (2) pieces of collateral, subject to approval. This can be a brochure, coupon, flyer, card, or (small) product sample.
- **\$2500 – Email contact list.** This is a list of conference attendees who have specifically opted-in to receive content from conference sponsors.

For more information or to become an exhibitor, contact:

**Keith LaBaw - Marketing Manager**  
klabaw@email.arizona.edu • t. 520.626.4781  
www.imhc.arizona.edu

## CME and university policy

**Underwriter approval:** Space is limited, and exhibitor opportunities are subject to availability and conference leadership approval. Conference leadership reserves the right to screen each exhibitor/underwriter independently.

**CME policy:** This is a CME/CE event through the University of Arizona Center for Integrative Medicine in conjunction with the University of Arizona College of Medicine CME office, the University of Arizona College of Nursing and in compliance with the ACCME Standards for Commercial Support, arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities.

- Exhibit and other promotional fees shall be separate and distinct from educational grants/commercial support.
- All exhibitors must be in a room or area separate from the education and the exhibits must not interfere or in any way compete with the learning experience prior to, during, or immediately after the activity.
- Company representatives must refrain from holding any commercial discussions in the educational ballroom. All promotional activities including interviews, demonstrations, and the distribution of literature or samples must be made within the exhibitor's space. Canvassing or distributing promotional materials outside the exhibitor's rented exhibit space is not permitted.
- Faculty endorsements of products during the conference are prohibited. Any endorsement arrangements must be made outside of this venue, including any audio, video, photographic or other reproduction.

**Recording and photography:** The University of Arizona reserves exclusive rights to record (audio and video) and/or photograph all conference proceedings for use in marketing materials, presentations and course content sales.

**Course modification:** The University of Arizona reserves the right to modify the course's schedule or program as necessary.

**Liability:** Neither the University of Arizona (UA), the conference venue, employees or representatives of the UA, or the conference shall be held responsible for any injury, loss, or damage that may occur to the exhibitor or exhibitor property from any cause whatsoever, prior to, during, or subsequent to the period of exhibit. The exhibitor agrees to indemnify the forenamed parties. Exhibitors are encouraged to insure themselves against property loss or damage, and against both general and personal liability.

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