



# 2021

## WASHINGTON BEHAVIORAL HEALTHCARE CONFERENCE

*Stronger Together – A Path Forward*

June 16-18 | Virtual

### Booster & Exhibitor Information

As we welcome in the New Year, plans for the 31<sup>st</sup> annual **Washington Behavioral Healthcare Conference (WBHC)** are well underway. Due to the ongoing pandemic, this year's WBHC will be virtual! We hope that this year you'll plan to be a part of the conference as an exhibitor. Or your organization could participate as a booster, which is a great way to spread the word about the important work that you do, and help support the WBHC as well!

We know that many things factor into your decision to participate, including conference reputation, demographics of the conference audience, and cost. **The WBHC is the largest behavioral healthcare conference in the state of Washington and is celebrating its 31<sup>st</sup> year of educational programming.** The WBHC is widely recognized as an excellent educational opportunity that showcases local and national behavioral healthcare experts in community behavioral health, which mostly serves people receiving public health benefits like Medicaid. As a testament to its success, the most recent WBHC, in 2019, attracted **over 680 participants**, and included partnerships with the Washington State Health Care Authority/Division of Behavioral Health & Recovery and the Department of Corrections.

Attendees include clinicians, service providers, consumers/clients, family members, case managers, staff of state and local government agencies, advocates, agency directors and administrators. This diversity offers unique opportunities for networking and interaction with a broad cross section of stakeholders in behavioral health.

As the host of the conference, the Washington Council for Behavioral Health (the Council) has an excellent reputation for high quality behavioral health care education and promoting partnerships that support recovery. Founded 42 years ago, the Council is a non-profit, professional association of 38 licensed community behavioral health centers across the state of Washington. We connect providers to create a unified voice in state government, while forging a stronger future for healthcare and better overall care for people with mental illness and substance use disorders.

Keynote speakers in 2021 will include **Victor Armstrong, MSW**, a national expert on building and strengthening community resources to serve individuals living with mental illness, and 2019 Black Mental Health Symposium Mental Health Advocate of the Year; **Debra Pinals, MD**, an expert on bringing recovery principles into corrections settings; **Nic Sheff**, who shares his authentic and heart-touching story of substance abuse, mental illness, and recovery; and **Allison Massari**, a trauma survivor and leading healthcare educator on compassion fatigue and patient-centered care.

Be sure to send in your application soon – exhibit space fills up quickly, and the deadline to register your organization is **May 15!**

**We look forward to another great WBHC in 2021, and invite you to join us!**

**Alison Avery**  
Education & Project Manager  
206.628.4608 x12 [aavery@thewashingtoncouncil.org](mailto:aavery@thewashingtoncouncil.org)

### Booster & Exhibitor Levels & Benefits

#### Exhibitor – \$700

- ✓ Company logo and profile on conference website
- ✓ Ability to schedule preset appointments
- ✓ Virtual exhibitor booth (with company profile, booth staff details, video conferencing, inbound lead collection, and links and documents)

#### Silver Booster – \$2,000

- ✓ Company logo and profile on conference website
- ✓ Ability to schedule preset appointments
- ✓ Virtual exhibitor booth (with company profile, booth staff details, video conferencing, inbound lead collection, and links and documents)
- ✓ 1 conference registration, which allows 1 person to attend all keynotes and workshops
- ✓ Company logo in promotional emails

#### Gold Booster – \$3,500

- ✓ Company logo and profile on conference website
- ✓ Ability to schedule preset appointments
- ✓ Virtual exhibitor booth (with company profile, booth staff details, video conferencing, inbound lead collection, and links and documents)
- ✓ 2 conference registrations, which allow 2 people to attend all keynotes and workshops
- ✓ Company logo in promotional emails
- ✓ Attendee list provided at conclusion of WBHC

#### Platinum Booster – \$5,000

- ✓ Company logo and profile on conference website
- ✓ Ability to schedule preset appointments
- ✓ Virtual exhibitor booth (with company profile, booth staff details, video conferencing, inbound lead collection, and links and documents)
- ✓ 4 conference registrations, which allow 4 people to attend all keynotes and workshops
- ✓ Company logo in promotional emails
- ✓ Attendee list provided at conclusion of WBHC
- ✓ Company logo in post-event email
- ✓ Featured listing on virtual event homepage

# Booster/Exhibitor Application & Agreement

## 2021 Washington Behavioral Healthcare Conference ■ June 16-18, 2021 Virtual

We, the undersigned, reserve booster or exhibit space as requested below for the 2021 Washington Behavioral Healthcare Conference to be held virtually June 16-18, 2021.

### Section 1: Company Information

Designate below the name and address of the person in your organization who is to receive all relevant exhibition materials:

\_\_\_\_\_  
*Contact Name & Title*

\_\_\_\_\_  
*Company Name*

\_\_\_\_\_  
*Address*

\_\_\_\_\_  
*City/State/Zip*

\_\_\_\_\_  
*Telephone*

\_\_\_\_\_  
*Email*

\_\_\_\_\_  
*Web Address*

\_\_\_\_\_  
*Signature*

\_\_\_\_\_  
*Date*

**I, the above-signed, understand and agree to abide by the official regulations on the reverse side of the contract.**

### Section 2: Payment

**PAYMENT MUST BE RECEIVED W/APPLICATION**

**We are only accepting payment by credit card (Visa, MasterCard, American Express)**

**Application & payment must be received NO LATER THAN MAY 15, 2021.**

\_\_\_\_\_  
*Card Type (Visa, Mastercard, AmEx)*

\_\_\_\_\_  
*Card Number*

\_\_\_\_\_  
*Security/CCV Code (3 number code on back of card)*

\_\_\_\_\_  
*Signature*

\_\_\_\_\_  
*Name on card (please print legibly)*

\_\_\_\_\_  
*Mailing address for card (INCLUDING ZIP CODE)*

\_\_\_\_\_  
*Expiration Date*

The above-signed understands and accepts all terms and hereby applies for exhibit space. Upon official acceptance of the original application, this document constitutes a contract.

### Section 3: Booster/Exhibitor Information

Please see attached for info on each available option.

**Exhibitor**

\$700

**Silver Booster**

\$2,000

**Gold Booster**

\$3,500

**Platinum Booster**

\$5,000

\_\_\_\_\_  
Please describe product(s) to be promoted:

\_\_\_\_\_  
*Please note that staff recruitment is not allowed.*

**Please send completed application with payment to:**

[aavery@thewashingtoncouncil.org](mailto:aavery@thewashingtoncouncil.org) (preferred method)

WA Council for Behavioral Health  
Attn: Alison Avery  
600 Stewart Street, Suite 202  
Seattle, WA 98101

Questions? Call (206) 306-3712, or  
e-mail [aavery@thewashingtoncouncil.org](mailto:aavery@thewashingtoncouncil.org)

**PLEASE NOTE: Application and payment must be received no later than May 15, 2021 to register your organization as an exhibitor or booster for the WBHC.**

# RULES & REGULATIONS

## Exhibit Facilities

Exhibits for the 2021 Washington Behavioral Healthcare Conference will be virtual.

## Exhibit Criteria

Preference will be given to Boosters/Exhibitors providing services, products, or publications which are directly applicable to the management or provision of behavioral healthcare. The Washington Council for Behavioral Health, as show manager ("Management"), reserves the right to require any Booster/Exhibitor to remove an exhibit or any part of an exhibit which, in the sole judgment of Management, is misleading or deceptive, in poor taste, or unsuitable to or not in keeping with the character and objectives of the conference. **Exhibits may not be used for staff recruitment.**

## Amendments

All exhibit matters, and questions not covered in the prospectus, other information provided, and/or the exhibit contract are subject to the decision of Management. These rules and regulations may be amended or changed at any time by Management, and all amendments and changes will be binding on all parties.

## Application for Booth Space

Application for exhibit space should be made on the form provided herein. Boosters/Exhibitors must submit application and payment prior to May 15, 2021 to exhibit at the virtual WBHC.

## Eligibility to Exhibit

Management reserves the right to determine the acceptability of applications for exhibit space. The products or services to be exhibited must be of professional or educational interest or benefit to the registrant and are, in the opinion of the Management, related to the field of behavioral health. Exhibitor shall not in any manner indicate that an endorsement or approval of Exhibitor's product or service has been given by the Management merely because they have approved such product or service for display.

## Space Cancellation

Booth reservations may be canceled and a refund issued, less 25% cancellation fee, by May 1, 2021. Cancellations received after May 1 will not receive a refund. Notice of booth cancellation must be received in writing. It is mutually agreed that in the event that the WBHC 2021 is cancelled in whole or in part, or its scheduled opening is cancelled or delayed, due to fire, explosion, strike, freight embargo, act of God, act of public enemy, act of war, war, act of terrorism, civil disturbance, act of any government, de jure or de facto, or other government declaration or regulation, epidemic or other event over which Management has no control, then the exhibitor contract may be immediately amended by Management, and exhibitor hereby waives any and all claims

against the Management for damages, reimbursement, refund, or compensation. Management shall not be financially liable in the event the show is interrupted, cancelled, moved or rescheduled.

## Booth Equipment & Services

Booster/Exhibitor will have the opportunity to design their virtual exhibit space following the brand guidelines and training provided via the virtual platform. Further information will be provided under separate cover.

## Installation of Virtual Exhibit Space

Virtual exhibit space must be completed by 5:00 pm PST on Friday, June 11, 2021 for official inspection by Management.

## Recording Policy

By exhibiting at the 2021 WBHC, you agree to Management's recording policy: Management strictly prohibits the recording (photographic, screen capture, audio and/or video), copying or downloading of scientific results from the sessions, presentations and/or posters at the 2021 WBHC. Intent to communicate or disseminate results or discussion presented at the meeting is prohibited until the start of each individual presentation.

## Enforcement of Rules & Regulations

Anyone found in violation of these rules and regulations may be subject to any or all of the following remedies at the sole discretion of Management: the exhibit is deactivated and eliminated from the virtual trade show floor until the situation is remedied; the exhibit is deactivated and removed for the remainder of the show; exclusion from exhibiting at future WBHCs.

## Exhibit Admittance

Management reserves the right to refuse participation from the virtual exhibit floor any objectionable or undesirable person.

## Giveaways/Contests/Lotteries

Any exhibitor having a contest or drawing of any kind must follow all governmental laws, ordinances, rules and regulations. It is the exhibitor's responsibility to make sure they correctly follow all rules and regulations. Any violations will be at the sole expense and fault of the exhibitor. Management is not responsible or liable for any contests, drawings or giveaways held prior, during or after the meeting.

## Booster/Exhibitor's Representative

The Booster/Exhibitor will name one individual as its duly authorized representative to have charge of the exhibit, and thereby accept and assume responsibility for such representative being in attendance at the exhibit throughout exhibit periods. This individual will be responsible for the participating in virtual event platform training, exhibit space creation, operation, and removal of the exhibit. Said representative shall be authorized to enter such

service contracts as may be necessary, for which the exhibiting company shall be responsible.

## Staffing, Use of Space & Subletting

Exhibits must remain staffed at all times during scheduled exhibition hours. All Exhibitor activities must be confined to the limits of Exhibitor's allocated exhibit space and chat room and must not interfere with the activity of other exhibitors. No exhibitor shall sublet, assign or share any part of their allocated space.

## Use of Exhibits & Exhibit Facilities

All exhibits shall serve the interest of the members and delegates of the WBHC and shall be operated in a way that will not detract from other exhibits, or the WBHC as a whole. Management reserves the right to remove any exhibit that they believe to be detrimental to the purpose of the meeting. Any infringement of this regulation will result in the prompt removal of the offending exhibit company from the virtual exhibit hall.

## WA Council for Behavioral Health

### Logo

The WA Council for Behavioral Health logo is the property of the Management and may not be used without the permission of Management.

## No Show Policy

An exhibiting company will be considered a no-show if its virtual booth space is not prepared for virtual viewing June 11, 2021. The exhibitor shall be deemed to have cancelled their Exhibit Space Application/Contract for the 2021 WBHC and will forfeit their space. The virtual exhibit space may be assigned to another exhibitor or used by Management. A refund will not be provided to the exhibitor.

## Hold Harmless Clause

The Booster/Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of their activities on the virtual event platform and will indemnify, defend and hold harmless the virtual event platform, its agents, servants and employees from any and all such losses, damages, and claims. Neither the event platform nor Management is responsible nor liable for any loss, damage, or claims arising out of injury or damage to Booster/Exhibitor's displays, or equipment.

## Agreement

By signing the attached Exhibit Contract and Application, the Booster/Exhibitor agrees to abide by these Rules and Regulations and all amendments thereto, as well as all decisions of Management.

## For Additional Information

Contact Washington Council for Behavioral Health, 600 Stewart Street, Ste 202, Seattle, WA 98101, (206) 628-4608 x 12 or [aavery@thewashingtoncouncil.org](mailto:aavery@thewashingtoncouncil.org).