

2017 MI-AIMH Biennial Conference

40th
anniversary

Integrating Mindfulness & Diversity in Practice

Nurturing Authentic Relationships with Infants, Young Children & Families



Sunday, May 7, 2017 – Tuesday, May 9, 2017
Radisson Hotel and Suites, Kalamazoo Michigan

SPONSOR PROSPECTUS



Michigan Association for
Infant Mental Health

2017 MI-AIMH Biennial Conference
at Radisson Hotel and Suites in Kalamazoo

Letter from Co-Chairs

The Michigan Association for Infant Mental Health (MI-AIMH) is a national and worldwide leader in infant mental health best practices. In May 2017, MI-AIMH will celebrate its 40th anniversary by hosting its 35th infant mental health conference. The conference will feature three nationally known keynote speakers and a variety of workshops, drawing more than 600 practitioners, social workers, researchers and early childhood professionals from the Midwest.

This is the only conference in Michigan that gives you the unique opportunity to prioritize the mental health of infants and toddlers. By doing this, you will help ensure that Michigan babies and very young children thrive in loving, nurturing, and secure relationships that matter for health, happiness, and life.

Warm Regards,

Sarah Shea

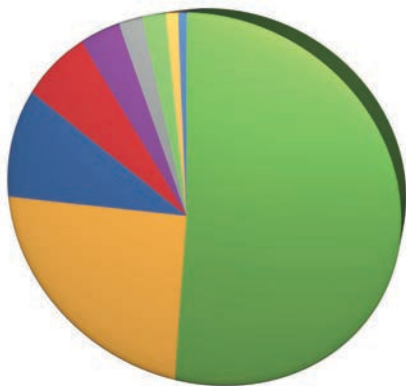
Sarah Shea, PhD, LMSW, IMH-E® (IV)
Conference Co-Chair

Ashley McCormick

Ashley McCormick, LMSW, IMH-E® (III)
Conference Co-Chair

Demographics (Information gathered from evaluations, not registration)

Potential sponsors: You can expect at least 600 infant mental health professionals to attend this national conference and to interact one-on-one with you. You can put your products or logo and message into their hands with minimal effort. Participants' average 8 years working in their current position.



- Social Worker – 51.25%
- Other* – 23.75%
- Counselor – 10.00%
- Administration – 6.25%
- Psychologist – 3.44%
- Nurse – 1.88%
- Higher Education Faculty – 1.88%
- Physician – 0.94%
- Psychiatrist – 0.63%

* Responses: Home Visitor, Student, Early Head Start, Coordinator, Teacher/ Educator, Parent Educator, Public Health Advocate, Speech Therapist, Research

Sponsorship Levels

Benefits of Sponsorship	Happy Baby Sponsor	Strong Relationships Sponsor	Curious Minds Sponsor	Healthy Lives Sponsor
	\$5,000	\$2,500	\$1,000	\$500
Complimentary Full Conference Registration	4	2	1	N/A
Company Logo on Event Signage	✓	✓	✓	✓
Company Description in Conference Program – 30 words	✓	✓	✓	✓
Listing on Conference Event Website	✓	✓	✓	✓

Choose from the items below to customize the additional sponsorship benefits:

Additional Benefits of Sponsorship	Happy Baby Sponsor	Strong Relationships Sponsor	Curious Minds Sponsor	Healthy Lives Sponsor
	CHOOSE 4 ITEMS	CHOOSE 3 ITEMS	CHOOSE 2 ITEMS	CHOOSE 1 ITEM
Listing on MI-AIMH's website				
Display your organization's information at an information table				
Full-page Ad in Conference Program – 8.5" x 11"				
Media distribution – have your flyer inserted with Conference materials that all attendees receive				
Promotional e-blast post Conference including link to your website				
Printed materials to include logo at MI-AIMH Awards Banquet				N/A
Contribute article for the Infant Crier's quarterly newsletter (distributed to over 600 infant mental health professionals)			N/A	N/A
Partnership logo designation on MI-AIMH's website for one year			N/A	N/A
Hotel Room Drop		N/A	N/A	N/A

Additional Opportunities

Advertising Opportunities

Logo on Conference Folder*	\$1,500
Full-page Ad (Back of Program*)	\$1,500
Full-page Ad (Inside Cover of Program*)	\$1,000
Half-page Ad in Program* with Description	\$500
Conference Folder* Insert	\$500
Quarter-page Ad in Program*	\$250
Your Company Logo Rotating On-Screen During General Session Welcome	\$150

Exclusive Sponsorship Opportunities

Keynote Sponsor for Michael Trout, MA	\$5,000
Keynote Sponsor for Marva Lewis, LCSW, PhD	\$5,000
Keynote Sponsor for Kandace Thomas, MPP	\$5,000
Awards Dinner Sponsor	\$2,500
Policy Lunch Sponsor	\$2,000
President's Reception Sponsor	\$1,500
Student Poster Display	\$1,000
Movie Night Sponsor	\$500

Scholarship Opportunities

Scholarship Sponsor**	\$235
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MI-AIMH offers a Conference Scholarship Program to provide financial assistance to prospective attendees. There is an application process and committee that approves awarded scholarships and amounts. Scholarships are in the amount of the full registration cost for the conference (\$235). If you are interested in this opportunity, please contact Special D Events, Inc. at mi-aimh@specialdevents.com

Ad sizes: Full-Page Ad: 8"x10.5"; Half-Page Ad: 8"x5.35"; Quarter-Page Ad: 4.15"x5.35".

*Each event participant (more than 600 are expected) will receive one.

**The deadline for this sponsorship opportunity is March 1, 2017; this will ensure that the committee has plenty of time to determine scholarship recipients.



Keynote Presenters



Michael Trout, MA

Michael Trout completed both his undergraduate studies in philosophy and his graduate studies in psychology in Michigan. He completed his specialized training in infant psychiatry at the Child Development Project, University of Michigan School of Medicine, under Professor Selma Fraiberg.

In the mental health field since 1968, Mr. Trout directs an institute engaged in research, clinical practice and clinical training related to problems of attachment. He was the founding president of the International Association for Infant Mental Health, was on the charter Editorial Board of the *Infant Mental Health Journal*, served as Vice-President for the United States for the World Association for Infant Mental Health, and served on the Board of Directors (and as Editor of the Newsletter) for APPPAH—the international society for prenatal and perinatal psychology. He currently serves on the Professional Advisory Board for Attachment Parenting International.

Mr. Trout won the Selma Fraiberg Award in 1984, for “...significant contributions to the needs of infants and their families”, and—just recently, in San Francisco—a Lifetime Achievement Award by ATTACH, “for his decades of work with children of loss and trauma”.

The most important part of Mr. Trout’s work was always in the quiet private practice where he saw families and children of all ages every week. After 46 years, he retired in the summer of 2014.



Marva Lewis, LCSW, PhD

Marva L. Lewis earned a PhD in Sociocultural Psychology at the University of Colorado, Boulder. She worked for 12 years in the Child Welfare system in Michigan. In 1989 she worked as part of a home-visiting psychotherapist-nurse team with the original, Circulo Infant Team of Boulder, Colorado. She completed a post-doctoral fellowship in infant mental health at Louisiana State University Health Sciences Center in New Orleans, Louisiana and was a Zero to Three Fellow. She has extensive publications and presented to national and international audiences. Her research is supported by private and federal grants. In 2011 she was commissioned by the Zero to Three Safe Baby Court Teams to develop a series of trainings on racial disparities in the Child Welfare System, titled *Healing from the Historical Trauma of Slavery*. She currently serves as an expert consultant, national trainer and member of the national advisory board with the national Quality Improvement Center for Research-Based Infant-Toddler Court Teams (QIC-CT).



Kandace Thomas, MPP

Kandace Thomas, is a Senior Program Officer at the Irving Harris Foundation, where she manages \$4 million in grants and projects in early childhood mental health, domestic violence, and reproductive health and social justice. Her work includes building developmentally-appropriate, trauma-informed equitable systems of care for young children and their families. Kandace also manages a network of national and international grantees working in infant mental health training and leadership development. Kandace initiated and leads an effort to integrate diversity-informed practice into social service fields and facilitates workshops and trainings nationally to infuse diversity and inclusion practices into organizations and systems. In addition to grantmaking, she provides organizational development, strategic planning, fundraising and other capacity building assistance to grantees and colleague organizations. Kandace also has experience in policy, administration, systems work and program development on behalf of under-resourced families and communities.

Kandace is a doctoral student at Erikson Institute; has a Master of Public Policy from The University of Chicago’s Harris School and a BA from Wesleyan University. Kandace’s research and policy interest include mindfulness and resilience; equitable practice, policy and systems; and, policy and program evaluation.

Submit to

Special D Events, Inc.
Attn: MI-AIMH
535 Woodward Heights
Ferndale, MI 48220
mi-aimh@specialdevents.com

Within 30 days of the event you will receive confirmation of your sponsorship. For questions, please email: mi-aimh@specialdevents.com

Please make checks payable to Special D Events, Inc.

Sponsor Application

Organization Name: _____

Website URL: _____

- I wish to participate as a(n)**
- Happy Babies Sponsor \$5,000
 - Strong Relationships Sponsor \$2,500
 - Curious Minds Sponsor \$1,000
 - Healthy Lives Sponsor \$500

- Additional Benefits**
- Listing on MI-AIMH's Website
 - Shared information table with your organization's information displayed
 - Full-Page Ad in Conference Program – 8.5" x 11"
 - Media distribution – have your flyer inserted with conference materials
 - Promotional e-blast post conference
 - Printed materials to include Logo at MI-AIMH Awards Banquet
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- Advertising Opportunities**
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 - Half-Page Ad in Program with Description \$500
 - Conference Folder Insert \$500
 - Quarter-Page Ad in Program \$250
 - Company logo rotating on screen during welcome session \$150

- Exclusive Opportunities**
- Keynote Sponsor for Michael Trout, MA \$5,000
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 - Awards Dinner Sponsor \$2,500
 - Policy Lunch Sponsor \$2,000
 - President's Reception Sponsor \$1,500
 - Student Poster Display & Awards Sponsor \$1,000
 - Movie Night Sponsor \$500

- Scholarship Opportunities**
- Full Conference Scholarship* \$235

*The deadline for this sponsorship opportunity is March 1, 2017; this will ensure that the committee has plenty of time to determine scholarship recipients.

My total for this event: \$ _____

- Payment information:
- Pay by Credit Card
 - Card Number (Visa & MC only): _____ - _____ - _____ - _____
 - Exp. Date: ____/____ CVV Code: _____

Name on Card (print clearly): _____ Authorized Signature: _____

Billing Address: _____

A Check for \$ _____ is enclosed. Please make checks payable to Special D Events, Inc.

Note: Payment must be received at least 30 days prior to the event to guarantee participation.

By signing below, the undersigned understands the topic and products of services described must be appropriate to fostering the healthy development of infants, toddlers and their families and that MI-AIMH reserves the right to make a determination about which materials are appropriate to the intended audience. The undersigned further agrees to abide by all policies, rules and regulations of the this event.

As a condition of enrollment and participation in any MI-AIMH/Special D Events, Inc. meeting or associated activities, participants and attendees of majority age ("participants") grant MI-AIMH/Special D Events, Inc. irrevocable and perpetual permission to record and use their name, voice, likeness and/or picture in connection with their participation and attendance at such meetings, in any medium now known or hereafter invented, without further compensation to participants for this purpose. All photographs, audio tapes, videotapes, digital recordings, broadcasts and other embodiments created by MI-AIMH/Special D Events, Inc., which may include participants' names, voices, likenesses and/or pictures, shall be the property of MI-AIMH/Special D Events, Inc., and participants waive any claims that they may have with respect to such uses including, without limitation, claims of defamation, invasion of privacy or infringement of rights of publicity, copyright, trademark or moral rights.

The person listed below will be contacted for follow-up items related to this application. PLEASE PRINT LEGIBLY.

Contact Name: _____ Title: _____

Business Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Authorized Signature: _____ Date: _____

Print Name: _____