

2019 MI-AIMH Biennial Conference

Relationships Heal

The Transformative Power of Connection



Sunday, May 5 – Tuesday, May 7, 2019
Ann Arbor Marriott at Eagle Crest Resort

Sponsorship & Exhibitor Prospectus



Michigan Association for

Infant Mental Health

2019 MI-AIMH Biennial Conference
at Ann Arbor Marriott at Eagle Crest Resort

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. The 2019 conference will pay close attention to the need for multiple levels of connection in our fast-paced world. The conference will feature nationally and internationally known keynote speakers and a variety of workshops, drawing more than 600 practitioners, social workers, researchers and early childhood professionals from Michigan and other states.

This is the only conference in Michigan that gives you the unique opportunity to put babies first, in a truly reflective manner. By supporting the power of infant mental health, you'll help ensure that babies and young children thrive in loving, nurturing, and secure relationships which provide for better outcomes for all. Thank you for sharing in this effort.

Warm Regards,

Staci Belanger

Staci Belanger, LMSW, IMH-E®
Conference Co-Chair

Kelly Sipotz

Kelly Sipotz, MS, LMSW, IMH-E®
Conference Co-Chair

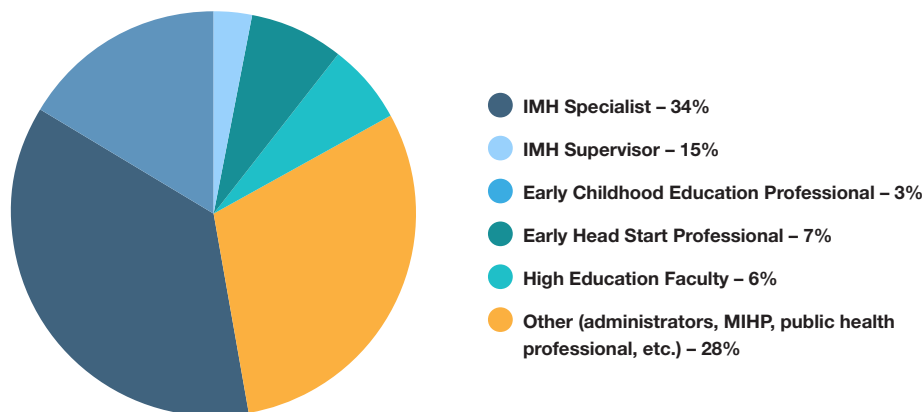
Sponsorship FAQ

The Michigan Association for Infant Mental Health (MI-AIMH) Biennial Conference is the premiere professional development and networking opportunity for MI-AIMH members and infant mental health professionals from around the nation. This high-caliber conference is solely dedicated to infant mental health best practices, attracting world renowned clinicians, policy makers, and research faculty who present cutting edge information about attachment, early relationship development, and reflective supervision for work with infants, young children and their families. The conference challenges our hearts and minds, deepens understanding of our work, and reenergizes our dedication to promoting and supporting secure, nurturing relationships early in life – when they matter most.

For the 2019 Conference, in addition to our goal of providing stellar professional development, MI-AIMH is also raising additional funds to help us continue offering conference scholarships and offset conference costs as well as support MI-AIMH's work and growth.

Demographics (Information gathered from 2017 Conference evaluations, not registration)

Potential sponsors 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.



Is a sponsorship tax-deductible?

Mostly. A sponsorship qualifies as tax-deductible only to the extent that it exceeds the value of any benefits the sponsor receives in return (e.g. tickets, conference registration, etc.). For example, a Strong Relationships Sponsor (\$2,500) receives 1 complimentary conference registration with their sponsorship. The tax-deductible amount of the sponsorship is then \$2,120 (\$2,500 – 1 registration @ \$380). The exception is if the sponsor declines to use the registration or offers the conference registrations back to MI-AIMH to use as scholarships, then the full amount would be tax-deductible. MI-AIMH will receipt all sponsorships accordingly. Please note: This information is not to take the place of professional legal or accounting advice. Sponsors should always consult their tax or legal professionals with questions about tax considerations.

Can we get an invoice?

Yes. Please contact Special D Events at mi-aimh@specialdevents.com.



When are the sponsorship deadlines?

Deadline for sponsors to be in registration brochure	01/11/19
Deadline for sponsoring Scholarship Opportunity	02/27/19
Deadline for payment to be included in program.....	04/19/19
Deadline for sponsors to submit Media Distribution Materials	04/19/19
Deadline for copy & artwork for program	04/24/19

Sponsorship Levels

Benefits of Sponsorship	Happy Baby Sponsor \$5,000	Strong Relationships Sponsor \$2,500	Curious Minds Sponsor \$1,000	Healthy Lives Sponsor \$500
Complimentary Full Conference Registration	2	1	N/A	N/A
Company Logo on Event Signage	✓	✓	✓	✓
Company Description in Conference Program – 30 words	✓	✓	✓	✓
Listing on Conference Event Website	✓	✓	✓	✓
Display your organization's info at an information table	✓	✓	✓	N/A

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

Additional Benefits of Sponsorship	Happy Baby Sponsor CHOOSE 4 ITEMS	Strong Relationships Sponsor CHOOSE 3 ITEMS	Curious Minds Sponsor CHOOSE 2 ITEMS	Healthy Lives Sponsor CHOOSE 1 ITEM
Promotional e-blast post Conference including link to your website				
Your company logo rotating on-screen during General Session Welcomes				
Half-page ad in Conference Program – 8.5" x 3.35"				N/A
Media distribution – have your flyer inserted with Conference materials that all attendees receive			N/A	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



Additional Opportunities

All opportunities receive mention in program & signage at event.

Advertising Opportunities*

Logo on Conference Folder*	\$1,500
Full-page Color Ad (Back of Program*)	\$1,500
Full-page Color Ad (Inside Cover of Program*)	\$1,000
Half-page Color Ad in Program* with Description	\$500
Conference Folder* Insert	\$500
Quarter-page Color Ad in Program*	\$250
Company logo rotating on screen during welcome session	\$150

Exclusive Sponsorship Opportunities**

Celebratory Banquet Dinner Sponsor Includes: plated dinner and dessert and cash bar for 225 people	\$15,000
Breakfast Sponsor Includes: coffee, tea, juices, whole fruit and a variety of breakfast pastries for 600 people	\$10,000
Break Sponsor Includes: coffee, tea, juices and whole fruit for 600 people	\$7,000
Keynote Sponsor for Kristie Brandt Includes: honorarium and travel expenses	\$5,000
Keynote Sponsor for Cassandra Joubert Includes: honorarium and travel expenses	\$5,000
Keynote Sponsor for Deborah Weatherston Includes: honorarium and travel expenses	\$5,000
President's Reception Sponsor Includes: butler passed hors d'oeuvres and cash bar for 225 people	\$5,000
Policy Lunch Sponsor Includes: boxed lunch for 130 people	\$4,000
Movie Night Sponsor Includes: freshly popped popcorn and one hour hosted bar for 150 people	\$3,500
Hydration Station Sponsor Includes: customization, logo'd, reusable water bottle for 600 people	\$2,000
Student Poster Display Includes: board rentals and mention in program	\$1,000

Scholarship Opportunities***

Scholarship Sponsor**	\$385
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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 non-member registration cost for the conference (\$385). 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"x 5.35"; Quarter-Page Ad: 4.15" x 5.35".

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

** Exclusive Sponsorship opportunity will receive mention in program and signage at sponsored event.

*** The deadline for this sponsorship opportunity is March 1, 2019; this will ensure that the committee has plenty of time to determine scholarship recipients.



Exhibitor Opportunities

Who Should Exhibit

- Recruiters of professionals in the fields of Early Intervention, Early Care and Education, Social Work, Child Development, Mental Health and Pediatrics
- Manufacturers and distributors of furniture, equipment and toys
- Producers and suppliers of educational products, services and materials for practitioners and parents
- Publishers of books, periodicals and other publications creating or supplying critical information to the infant-family field
- Developers and providers of in-service and training materials, computer hardware/software used to manage and administer child care programs, behavioral research and other materials and applications useful to the infant mental health field
- Vendors with general merchandise, jewelry, clothing, scarfs, candles, etc.
- Recruiters for university programs

Exhibitor Details

Standard Exhibitor Space:

- 8'x10' table with linen and two chairs

Benefits:

- Listing in Conference Program
- Access to more than 600 administrators, educators, Infant Mental Health professionals, researchers and students
- One lunch provided (additional lunches available for purchase)

Exhibitor Schedule (Monday, May 6, 2019):

Exhibitors can select the time frame that works best for them

- 7:00 AM – Exhibitor check in and set up (participants check in beginning at 8:00 AM, program begins at 9:00 AM)
- 11-11:30 AM – Participant break (hoping to have sponsored coffee break at Exhibitor table area)
- 1:00-2:00 PM – Participant Lunch
- 2:00 PM – Light Exhibitor Lunch Provided by Conference
- 3:30-4:00 PM – Participant Break
- 4:45 PM – Melissa Kaplan-Estrin Student Poster Session & Next Gen Networking Event (located in same area as Exhibitor tables)
- 7:00 PM – Exhibitor tear down

Exhibit Costs	Table Rate	Additional Tables
For Profit Exhibitor	\$100	\$60
Non-Profit Exhibitor	\$75	\$45
Informational Only Exhibitor	\$25	N/A

If you have questions about being an exhibitor for the MI-AIMH Conference, please contact Nancy Surbrook surbrook_n@ccresa.org

Keynote Presenters



Dr. Kristie Brandt

Dr. Kristie Brandt is an internationally known teacher, trainer, clinician, and consultant, and directs the Parent-Infant & Child Institute in Napa, CA that provides clinical services for children age 0-5, consultation for parents and providers, and professional training. She founded the Napa Infant-Parent Mental Health Fellowship in 2002 and continues to direct this renowned program of the University of California Davis Extension. She is a Child Trauma Academy Fellow and NMT Metric Mentor with Dr. Bruce Perry. For over a decade, she has been a national trainer with the Brazelton Touchpoints Center at Boston Children's Hospital. Dr. Brandt is lead editor of the book "Infant & Early Childhood Mental Health: Core Concepts & Clinical Practice" (American Psychiatric Publishing) and author of the book "Facilitating the Reflective Process: An Introductory Workbook." She earned her Master's and Doctorate degree at Case Western Reserve University, and completed a post-doctoral Fellowship in Infant-Parent Mental Health. Dr. Brandt is an endorsed Infant Mental Health Specialist & Clinical Mentor through MI-AIMH. She developed the Mobius Care therapeutic model and trains worldwide on this approach, and she provides reflective supervision across the U.S. and abroad. She was the Chief Public Health Manager in California's Napa Valley, and retired after 25 years of public service. While overseeing public health, she researched home visiting models, and developed the award winning Therapeutic Child Care Center, the first full-day, full-year program of its kind in the U.S.



Dr. Cassandra Joubert

Dr. Cassandra Joubert received a Doctor of Science degree in maternal and child health from the Johns Hopkins School of Hygiene and Public Health (now the Bloomberg School), and a graduate certificate in infant-parent mental health from the University of Massachusetts at Boston/Napa satellite. She is currently the Director of the Central California Children's Institute (CCCI) and tenured Professor in the Department of Public Health at California State University, Fresno. In her role as CCCI Director, she provides leadership for community-oriented, applied research, practice and training programs devoted to improving the well-being of children in the Central Valley of California. In addition, the Institute currently is engaged in programs addressing racial and ethnic disparities in child health, and in African American infant mortality reduction. Dr. Joubert is the author of an award-winning book "Losing Control: Loving a Black Child with Bipolar Disorder" published in 2007. Her child advocacy work focuses on how early relationships between caregivers and young children shape the brain for early learning, prevention of mental illness, and life success. She is President-Elect of the National School-Based Health Alliance and serves on the boards of the California Health Collaborative, Black Women Organized for Political Action, and Exceptional Parents Unlimited (Emeritus).



Dr. Deborah Weatherston

Dr. Deborah Weatherston is the founding Executive Director of the Alliance for the Advancement of Infant Mental Health, INC®, a nationally and internationally recognized organization whose mission is to promote workforce development through the competency-based MI-AIMH Endorsement for Culturally-Sensitive, Relationship-Focused Practice Promoting Infant Mental Health. She earned her graduate degrees from Wayne State University where she co-developed and directed the Graduate Certificate in Infant Mental Health at Wayne State University in Detroit, Michigan from 1988-2002. She became the Executive Director of the Michigan Association for Infant Mental Health in 2002 and continued in the role until 2016. She has written extensively about infant mental health principles and practice and, most recently, about reflective supervision as a cornerstone for effective work with infants, very young children and families. Of additional interest, she was a Zero to Three Fellow (1999-2000), a consulting editor for the Infant Mental Health Journal, and is a Board Member of the World Association for Infant Mental Health where she is currently the Editor of WAIMH Perspectives in Infant Mental Health.

Submit to

Special D Events, Inc.
Attn: MI-AIMH
535 Woodward Heights
Ferndale, MI 48220
mi-aimh@specialdevents.com
Fax: 248-850-2368

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)

<input type="radio"/> Happy Babies Sponsor	\$5,000
<input type="radio"/> Strong Relationships Sponsor	\$2,500
<input type="radio"/> Curious Minds Sponsor	\$1,000
<input type="radio"/> Healthy Lives Sponsor	\$500

Additional Benefits

NOTE:

Happy Babies Choose 4

Strong Relationships Choose 3

Curious Minds Choose 2

Healthy Lives Choose 1

- ☐ Promotional e-blast post Conference
- ☐ Company logo rotating on-screen during General Session Welcome
- ☐ Half-page ad in Conference Program*
- ☐ Media Distribution*
- ☐ Contribute article for the Infant Crier quarterly newsletter*
- ☐ Partnership logo designation on Mi-AIMH's website for one year*

*Some sponsorship levels are not applicable to these benefits.

Advertising Opportunities

- | | |
|--|---------|
| <input type="radio"/> Logo on Conference Folder | \$1,500 |
| <input type="radio"/> Full-Page Ad (back of program) | \$1,500 |
| <input type="radio"/> Full-Page Ad (inside cover of program) | \$1,000 |
| <input type="radio"/> Half-Page Ad in Program with Description | \$500 |
| <input type="radio"/> Conference Folder Insert | \$500 |
| <input type="radio"/> Quarter-Page Ad in Program | \$250 |
| <input type="radio"/> Company logo rotating on screen during welcome session | \$150 |

Exclusive Opportunities

- | | |
|---|----------|
| <input type="radio"/> Celebratory Banquet Dinner | \$15,000 |
| <input type="radio"/> Breakfast Sponsor | \$10,000 |
| <input type="radio"/> Break Sponsor | \$7,000 |
| <input type="radio"/> Keynote Sponsor for Kristie Brandt | \$5,000 |
| <input type="radio"/> Keynote Sponsor for Cassandra Joubert | \$5,000 |
| <input type="radio"/> Keynote Sponsor for Deborah Weatherston | \$5,000 |
| <input type="radio"/> President Reception Sponsor | \$5,000 |
| <input type="radio"/> Policy Lunch Sponsor | \$4,000 |
| <input type="radio"/> Movie Night Sponsor | \$3,500 |
| <input type="radio"/> Hydration Station Sponsor | \$2,000 |
| <input type="radio"/> Student Poster Display | \$1,000 |

Scholarship Opportunities

- | | |
|--|-------|
| <input type="radio"/> Full Conference Scholarship* | \$385 |
|--|-------|

*The deadline for this sponsorship opportunity is March 1, 2019; 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): _____ 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: _____

Submit to

Special D Events, Inc.
Attn: MI-AIMH
535 Woodward Heights
Ferndale, MI 48220
mi-aimh@specialdevents.com
Fax: 248-850-2368

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

Please make checks payable to
Special D Events, Inc.

Exhibitor Application

Organization Name: _____

Website URL: _____

I wish to participate as a(n) ☐ Exhibitor (My rate \$ _____)

☐ _____ Extra tables (My rate per table \$ _____)

☐ I need access to electrical (\$55 additional fee)

☐ I need extra lunch(es) _____ at \$20 per lunch = \$ _____

My organization is:

☐ For Profit ☐ Non-Profit ☐ Information Only

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: _____

☐ Pay by Check

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. MI-AIMH reserves the right to refuse exhibit space to any entity or person when MI-AIMH believes, in its absolute discretion, that the entity or person does not endorse and support the mission of MI-AIMH or otherwise may compromise the educational aspects of the MI-AIMH conference.

As a condition of enrollment and participation in any MI-AIMH/VCE meetings and associated activities, participants and attendees of majority age ("participants") grant MI-AIMH/VCE 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/VCE, which may include participants' names, voices, likenesses and/or pictures, shall be the property of MI-AIMH/VCE, 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: _____