

IT'S ALL ABOUT THE CHILDREN

33rd INTERNATIONAL SYMPOSIUM ON CHILD ABUSE

Huntsville * Alabama

march 27-30

*** 2017 ***

The Profession You Chose. The Work You Do. The Training We Offer.



National Children's
Advocacy Center



EXHIBITING AND ADVERTISING GUIDE

March 27-30, 2017 | Von Braun Center | Huntsville, Alabama



National Children's
Advocacy Center

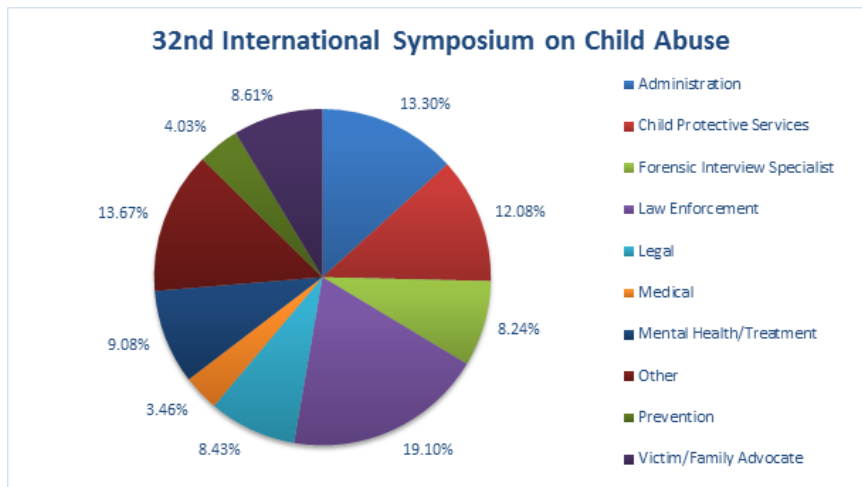
Why Exhibit at the International Symposium on Child Abuse?

The 33rd International Symposium on Child Abuse offers over 130 workshops and is one of the few conferences that addresses all aspects of child maltreatment, including, but not limited to physical abuse, sexual abuse, neglect, exposure to violence, poly-victimization, exploitation, intervention, trafficking, and prevention.

Who attends?



Presidents, CEOs, Attorneys General, Prosecutors, Chiefs of Police, Directors, Executive Directors, Human Resource Directors, Marketers, Accountants, Assistant District Attorneys, Medical Directors, Special Victims Unit Officers, Doctors, Nurses, Psychologists, Probation Officers, Investigators, Therapists, Child Advocates, and Caseworkers.



What do they buy?



Closed Circuit TV and Video Equipment, Recording Devices, Computer Hardware and Software, Mobile Devices, Medical Exam Equipment, Data/Document Management Systems, Therapy Aids, Training, Prevention Curriculum, and other products and services.

Meeting associates face-to-face is the fastest and most effective way to build relationships, and interact with decision makers and potential customers. *Symposium* attendees consistently tell us how much they learn from and enjoy their time in the exhibit area and discover products and services they were not aware of before. Your presence at the *Symposium* positions your organization as a committed supporter in the fight to end child abuse and gives you a competitive advantage in the industry. Make the most of your marketing dollars by taking advantage of this affordable exhibit opportunity!

The 32nd International Symposium had

1167



FROM

45 States
District of Columbia
Puerto Rico
9 Countries

Organizations and agencies represented as speakers and participants include US Homeland Security, US Armed Forces, Federal Bureau of Investigation, the US Department of Justice, the European Cybercrime Centre – Europol, Polaris Project, ICAC (Internet Crimes Against Children) Task Force, state bureaus of investigation, children’s advocacy centers, district attorney’s offices, state and local police departments and sheriff’s offices, state departments of human resources, hospitals, domestic and international universities, and more.

“This was the first time for International Association of Forensic Nurses to be at this conference, and connected with the attendees that represented an audience that we have not historically had contact with.” - Diane Daiber, International Association of Forensic Nurses.

“I left with new contacts and ideas to develop new products.” - Rebecca Born, Executive Director, Connections: A Safe Place

“The wealth of knowledge you gain during Symposium is priceless.” - Regina Jackson, Child Protective Services, North Carolina

“All of the presentations I attended were good, and I have more than one thing that I am implementing at our center as a result. Most worthwhile conference I’ve attended!” Maggi Hutchason, Executive Director, Oklahoma

“I’m very pleased with Symposium and just want to thank you all for a fantastic week.” - Anders Forsberg, Administration, Sweden

Exhibitor Booth Information



Each Booth Includes:

- 8' x 10' curtained booth
- Chairs (2)
- Parking pass (1)
- 8' skirted table (1)
- Signage
- Trash Can (1)
- *Symposium* registration (2)
- Continental breakfast, refreshment breaks, and lunch provided daily.
- Access to evening networking events.
- Option to participate in the **Door Prize Give-Away**, directing traffic to your display.

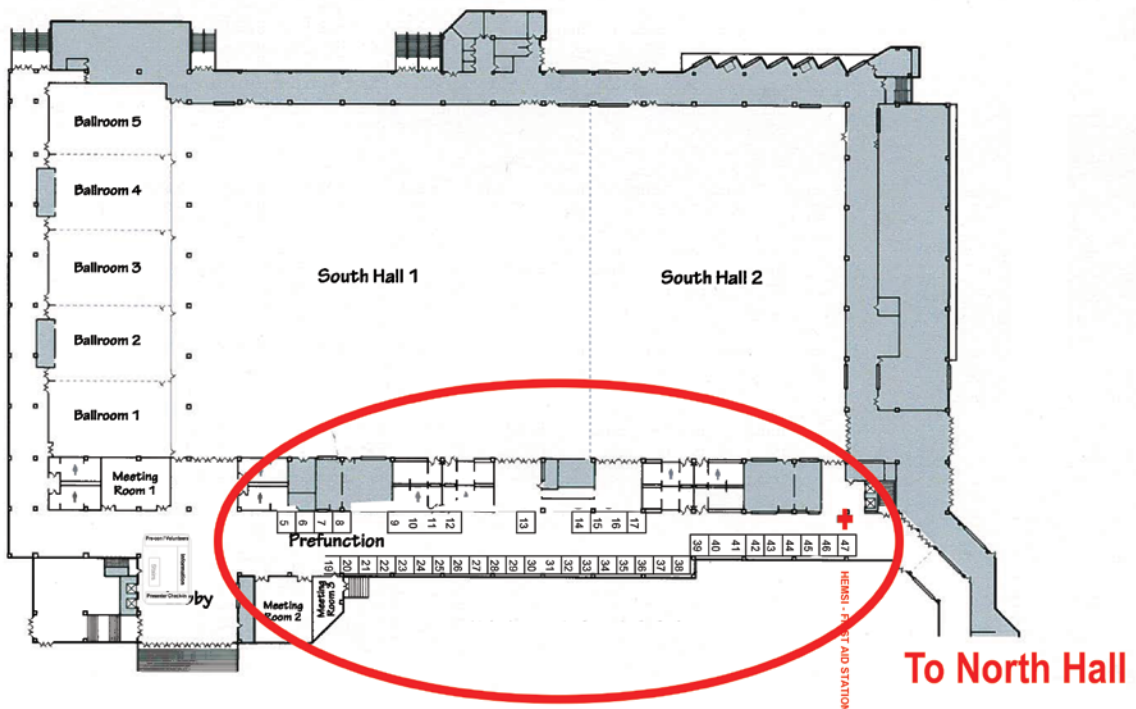
Door Prize Giveaway

Attendees are often attracted to booths with door prize giveaways. Exhibitors are responsible for collecting entries and choosing their winners. Participating booths can promote their prize directly to the participants through social media and on the *Symposium Conference App*. To participate, select "Door Prize Give Away" option during registration, participation is FREE of charge and optional.

EXHIBITOR BOOTH PRICING

Child Advocacy Centers that are Accredited Members of <i>National Children's Alliance (NCA)</i>	\$500
Non-Profit Organization (Proof Required)	\$550
For-Profit Organizations	\$700

Exhibitor's Floor Plan

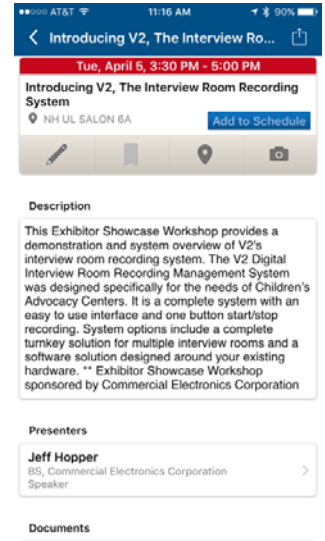


Exhibitor Booths are located in the main traffic area between the North Hall and South Hall meeting rooms, and outside South Hall 2 where lunch is served daily.

Upgrade to Enhance Your Exhibitor Experience

Exhibitor Showcase Workshop is a 90 minute workshop that gives you the opportunity to demonstrate your product and/or service in an in-depth, informative, and non-sales atmosphere. These workshops are incorporated into the *Symposium* schedule and marked as an *Exhibitor Showcase Workshop*. You may select this option as part of the online *Symposium* Exhibitor registration. Exhibitor Booth registration is required to be considered for an Exhibitor Showcase Workshop. **Deadline to register is February 24, 2017.** Workshops are first-come first-serve since space is limited.

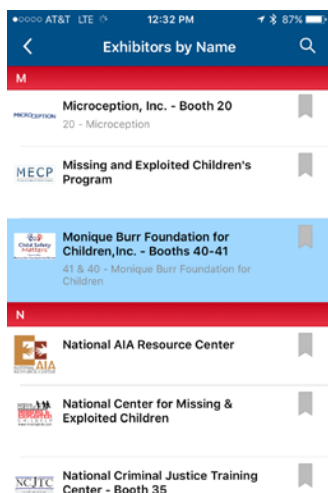
Cost includes: Reserved workshop room arranged lecture-style with seating for approximately 50 *Symposium* participants, standard A/V package, and company listing in workshop description with company logo in the *Symposium Conference App*.



Symposium Conference App Banner Ad is rotated on main screen for ultimate visibility. Real-time reports provide impressions and click-through rates.

Symposium Conference App Push Notification provide pop-up, in-app messaging to all *Symposium* participants. Fee is for one scheduled notification.

Weekly Symposium Email Ad Every Wednesday, starting in January, a *Symposium* update email is sent to over 21,000 email addresses.



Symposium Conference App Sponsored Listing is a listing for additional branding exposure. It has expanded profiles with photos, brochures, and other marketing materials.

EXHIBITOR UPGRADE PRICING	
Exhibitor Showcase Workshop	\$700
Banner Ad	\$500
Sponsored Listing	\$250
Push Notification (per push)*	\$100
Weekly Symposium Email Ad	\$250

*limit of six push notifications at two per day.

General Information and Requirements

EXHIBIT HOURS

All exhibit booths are centrally located at the *Symposium* with daily continental breakfast and refreshment breaks allowing for the highest possible event traffic. The schedule for exhibits is:

Tuesday, March 28	7 a.m. to 5:30 p.m.
Wednesday, March 29	7 a.m. to 5:30 p.m.
Thursday, March 30	7 a.m. to 2:30 p.m.

EXHIBIT SET-UP AND BREAKDOWN

Monday, March 27	9 a.m. to 5 p.m.
Thursday, March 30	2:30 p.m. to 5:30 p.m.

All exhibitors are expected set up on Monday and to remain in place for all exhibit hours.

EXHIBIT SPACE

Any activities conducted by an exhibitor must be confined to the exhibitor's booth. Canvassing or distributing advertising matter outside the exhibitor's booth is not permitted.

ASSIGNMENT OF SPACE

Booth assignments and Exhibitor Showcase Workshops are on a first-come first-serve basis. The Symposium reserves the right to rearrange the floor plan and to relocate any exhibit at any time prior to the opening of the conference.

TAXES

The exhibitor is responsible for all federal, state and local laws regarding sales tax and laws that pertain to such sales.

AUDIO

Audio equipment shall be kept at a noise level that does not disturb nearby exhibitors.

FOOD AND BEVERAGES

No food or beverages are to be sold or given as samples.

REJECTION

NCAC reserves the right to curtail exhibits and Exhibitor Showcase Workshops that are not in keeping with the spirit of the *Symposium*, or its parent agency.

INSURANCE AND LIABILITY

Liability and indemnification is the responsibility of the exhibitor. The exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and hold harmless the *National Children's Advocacy Center* and the *Von Braun Center* and their officers, directors, employees and agents against all claims, losses and damages to persons or property caused by exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the *National Children's Advocacy Center*, its employees or agents, or by the sole negligence of the *Von Braun Center*, its employees or agents. Insurance is to be secured at the exhibitor's own expense.

CONFIRMATION PACKETS

Confirmation packets are emailed with information on additional table rental, electricity, drayage charges and other equipment for your booth from the Von Braun Center.

REFUNDS AND CANCELLATIONS

Cancellation requests received by February 27, 2017 will be honored, less a \$75 administrative fee. No refunds will be given after February 27, 2017.

QUESTIONS?

Contact Ann Leith at 256-327-3746 or exhibitors@nationalcac.org

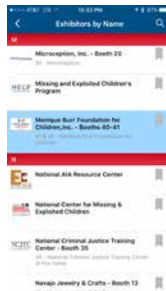
ADVERTISING AT SYMPOSIUM

Can't attend *Symposium* in person? Your organization can!

Advertise in our *Symposium Conference App*, in our weekly *Symposium* emails or monthly *In The Loop* newsletter, or even at the Resource Table.



Symposium Conference App Banner Ad is placed on main screen for ultimate visibility. Real-time reports provide impressions and click-through rates.



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Symposium Conference App Push Notification provide pop-up, in-app messaging to all *Symposium* participants. Fee is for one scheduled notification.

Weekly Symposium Email Ad
Every Wednesday, starting in January, a *Symposium* update email is sent to over 21,000 email addresses.



Resource Table Package
Display your marketing materials on the Resource Table. All items must be received prior to March 17, 2017.

Symposium Spotlight Weekly Email

Advertise in the *NCAC Training Center's* weekly electronic newsletter, *Symposium Spotlight*. Consistent, online visibility to your target audience is important in maintaining a presence in your market. This is published weekly by the *NCAC Training Center* and delivers consistent visibility to over 21,000 child abuse professionals worldwide, in Administration, Child Protective Services, Forensic Interviewing, Human Trafficking/Sexual Exploitation, Law Enforcement, Medical, Mental Health/Treatment, Prevention, Prosecution/Legal, Secondary Traumatic Stress, Victim Advocacy, and Youth-Serving Organizations. Your advertisement may be linked to your website for increased exposure and *NCAC* will provide analytics to assist you in determining the effectiveness of your ad.

Weekly Ad Cost: \$250

Ad Specifications

Sidebar Dimensions
1.5"W x 2.5" H
Body Dimensions 4"W x 2"H
File formats accepted: .jpg,
.png, .gif or .pdf in 72 dpi
and converted to RGB.

ADVERTISEMENT PRICING

Resource Table (per 100 pieces)	\$50
Banner Ad	\$500
Sponsored Listing	\$250
Push Notification (per push)*	\$100
Weekly <i>Symposium</i> Email Ad	\$250

48,000



Monthly Website Page Views

21,490



NCAC Training Email Subscribers

2,392



NCAC Training Facebook Likes

1,163



NCAC Training Twitter Followers

1,174



NCAC Linked In Connections

Previous Sponsors, Partners and Exhibitors

ACT for Kids
Active Parenting Publishers
AL Dept of Child Abuse & Neglect Prevention
Alabama Bureau of Investigation
Alabama Department of Rehabilitation Services
Alabama Network of CAC's Inc.
ALL Kids-Children's Health Insurance Program
All Pro Imaging
Alternative Behavioral Services
AMBER Alert Training & Technical Assistance Program
Angels of Liberty Ministries
APSAC
Association of Prosecuting Attorneys
Big Voice Pictures
BIS Digital
CAC Insurance Program
CAE Healthcare
CARF
Center for Missing and Abducted Children's Organizations (CMACO)
Chadwick Center for Children and Families
Child Protect, CAC
Child Welfare Information Gateway
Children's Advocacy Centers of Georgia
Children's Trust Fund/Prevent Child Abuse - Alabama Chapter
CIMS
Comfort Frog
Commercial Electronics Corp
Committee for Children
connect2annica
Connections: A Safe Place
Cookie Lee Jewelry - Accessories Too!
CooperSurgical, Inc.
CornerHouse
Cultural Resources
Dallas Children's Advocacy Center
Decatur General Medical Center
Devereux GA Treatment Network
Disability and Abuse Project
District of Columbia Child and Family Services Agency
Drug Enforcement Administration
Edge One Solutions, Inc.
Education Management Solutions
Elda M Dawber
Elsevier-G.W. Publishers-Sanders, Mosby
Ex-Act Solutions, Inc.
Fernico, Inc.
First Call Alcohol/Drug Prevention & Recovery
First Witness Child Abuse Resource Center
Fox Valley Technical College
Fred the Fox Shouts No!™
FuturTech Consulting, LLC
G. W. Medical Publishing
Gargani & Company, Inc.
Great Lakes Behavioral Research Institute
Great Lakes Research Institute
HEMSI
Human Relations Media
Huntsville/Madison County Convention & Visitors Bureau
ICAC Training & Technical Assistance Program
Improving Outcomes Network
Inner Harbour
Innocent Justice Foundation
International Association of Forensic Nurses
International Society for Prevention of Child Abuse and Neglect (ISPCAN)
iRecord
IROC2
Irwin Siegel Agency Inc.
JH Partners Architecture-Interiors
Keep Kids Safe
KidSafety of America
KidsPeace National Centers of Georgia
King's Treasure Box Ministries
La Amistad Residential Treatment Center
Lasting Impressions Jewelers
LETS Corporation
Little Bit of Love Design Co.
Lyceum Books, Inc.
MALESURVIVOR
MasterWord Services, Inc.
Maximum Life Enhancement, Inc.
Med Scope/All Pro Imaging
MedGyn Products, Inc.
Microception, Inc.
Monique Burr Foundation for Children
Navajo Jewelry & Crafts
NAPSAC
National Abandoned Infants Assistance Resource Center
National AIA Resource Center
National Center for Prosecution of Child Abuse (NCPCA)
National Child Protection Training Center
National Children's Alliance
National Council of Juvenile and Family Court Judges
National Criminal Justice Reference Service
National Exchange Club Foundation
National Sexual Violence Resource Center/
Pennsylvania Coalition Against Rape
Native American Children's Alliance
NEARI Press
Northwest Media, Inc.
Nuix North America
Office for Victims of Crime
Office of Juvenile Justice and Delinquency Prevention
Office of Justice Programs
OMS Technologies
Organization for Poverty Alleviation and Development
Paltech, Inc.
PAR, Inc.
Paraben Corporation
Pearl Girl's Academy
PositivePins.com-The Pin Man
Prevent Child Abuse Alabama
Prevent Child Abuse America
Prevent Child Abuse Vermont
Professional Concepts, Inc.
Routledge Journals
Royal Family Kids' Camps
Safer Society Foundation
Safety N.E.T. Kids
SAMHSA DTAC
Saunders & Mosby Medical Publishers
SEARCH Group Incorporated
Second Opinion Telemedicine Solutions, Inc.
Self Esteem Shop
SIGMA Interactive
StarWitness/Signal Scope
STM Learning
Stetson School Inc.
Substance Abuse & Mental Health Services Administration (SAMHSA)
Sunflower House
TACT - Infosys Business Solutions
Teach-a-Bodies, LLC
Tec-Masters, Inc
Texas Lawyers for Children
TexProtects, The Texas Association for the Protection of Children
The National Child Traumatic Stress Network
The Pennsylvania State University
The Prevention Researcher
The Silver Trunk
The U. S. Space and Rocket Center
The University of Alabama School of Social Work
The Zalkin Law Firm, P.C.
Three Springs, Inc.
United States Drug Testing Laboratories
U.S. Department of Health and Human Services
U.S. Postal Inspection Service
V2-Commercial Electronics
Verified Volunteers
Virginia College at Huntsville Student Clinic
VOICE TODAY
Wallach Surgical Devices, Inc.
Wicklander-Zulawski & Associates, Inc.
You Have the Power
Youth Villages