

# Exhibitor and Sponsorship Opportunities



## 2010 Institute

### Healthy Workplace, Healthy Returns: New Approaches to Mental Health and Wellness

#### Hilton Bonaventure in Montréal, Quebec, Canada

The Employee Assistance Society of North America (EASNA) invites you to join the leaders of the employee assistance world at its annual conference, the Institute. Plan to exhibit at the 2010 Institute scheduled May 5-7 at the Hilton Bonaventure in Montréal, Quebec, Canada.

Montréal is an irresistible mix of European chic, cutting-edge culture and cool urban vibe. Duality lays at the heart the city, which shines through in its French-English history characterized by its old and modern architecture, traditional and avant-garde styles. Montréal is the intersection where high-tech meets haute cuisine, sleek skyscrapers, tiny boutiques nestled together, and major international festivals thrive.



#### Institute Topics

Speakers and panels will address these issues:

- Employee mental health
- Health and wellness promotion
- Prevention and communication strategies
- Mental health and disability cost control
- EAPs and engagement
- Attraction, retention, and wellness
- EAP benchmarks, ROI tools
- Research updates
- EAPs and organizational health
- Psychologically healthy workplaces and productivity

#### Who You Will Reach

The Institute offers superior exposure for those seeking to reach more than 125 decision makers:

- Employee Assistance Professionals
- Wellness and Work/Life Professionals
- Human Resource Professionals
- Therapists and Social Workers
- Risk Managers
- Program Managers and Directors
- Benefits Consultants
- Occupational Health Professionals
- Organizational Leaders ( CEOs, CFOs )
- Compensations and Retention Advisors

**May 5-7, 2010 • Hilton Bonaventure, Montréal, Quebec**

## A unique blend of European charm and North American pizzazz!

### Exhibitor Opportunities

Members are sure to see your exhibit space at the Institute. Our exhibit hall is the location for two breakfasts, four coffee breaks and the Thursday box lunch. Here are the other benefits you'll receive:

- One complementary full conference registration (Thursday Event and AGM Luncheon not included)
- Highly visible booth space (10'x10') in an easy-to-navigate exhibit hall
- A booth package that includes a six-foot draped display table, two chairs and a garbage can
- The opportunity to participate in the Exhibit Hall Prize Drawing
- One preconference and one post-conference electronic mailing list
- Recognition in on-site conference brochures included in every delegate bag

### Exhibitor Hours

#### Wednesday:

|                   |                     |
|-------------------|---------------------|
| Exhibitor Setup   | 1:00 p.m.-5:00 p.m. |
| Welcome Reception | 6:00 p.m.-8:00 p.m. |

#### Thursday:

|           |                     |
|-----------|---------------------|
| Hall Open | 7:30 a.m.-3:30 p.m. |
|-----------|---------------------|

#### Friday

|                    |                     |
|--------------------|---------------------|
| Hall Open          | 7:30 a.m.-1:30 p.m. |
| Exhibitor Teardown | 1:30 p.m.-4:00 p.m. |

### Exhibitor Prices

Sign up NOW to secure the best possible price!

- \$950 through 12/15/09
- \$1,050 per booth after 12/15/09

**68% of Institute Attendees are Director, VP or CEO Level and 77% make purchasing decisions.**

### Program Advertising Rates

Looking for another way to reach registrants AND show your support for the Institute? Then consider purchasing an ad in the final Conference Program that every delegate receives.

|                                       |          |                 |        |
|---------------------------------------|----------|-----------------|--------|
| <b>Full page</b>                      | \$ 900   | <b>1/2 page</b> | \$ 550 |
| <b>Inside front cover (full page)</b> | \$ 1,100 | <b>1/3 page</b> | \$ 400 |
| <b>Inside back cover (full page)</b>  | \$ 1,000 | <b>1/4 page</b> | \$ 350 |
| <b>Back Cover (full page)</b>         | \$ 1,200 | <b>1/6 page</b> | \$ 300 |

*Note: Completed advertising materials must be submitted electronically by March 1.*

**Sign up by December 15 to be featured in the Advance Program sent to hundreds of EAP Professionals**

**To reserve your sponsorship, booth, or ad, contact EASNA by email ([bmclean@easna.org](mailto:bmclean@easna.org)) or phone (703-416-0060).**

# A unique blend of European charm and North American pizzazz!

## Sponsorship Opportunities

One of the most effective marketing opportunities at the Institute is a sponsorship. Your name remains in front of EAP leaders throughout North America. Join us in Montréal as an EASNA sponsor. By doing so here are some of the special benefits available to sponsors:

- Your company name on signage at your sponsored event as well as signage in general traffic areas
- One preconference and one post-conference electronic mailing list
- Recognition in on-site conference brochures provided in the delegate kit
- Event recognition of your sponsorship

## 10% Discount on ALL Sponsorships for Organizational Members—Call 703-416-0060 to Join

There are different sponsorship levels for both Curriculum Sponsors and for Event Sponsors—designed to meet any budget! There are also unique benefits for each level.

### Platinum Benefits

- 1/2 page ad in Final Program
- Premium Booth Space
- Company Logo on Signage
- 5-minute presentation at event (curriculum sponsors may choose from among the keynote presentations)

The two platinum-level event sponsors receive five minutes prior to their respective events (the Thursday Night Event or the AGM Luncheon). The platinum-level Curriculum Sponsor would choose which plenary they prefer.

### Gold Benefits

- 1/4 Page Ad in the Final Program
- Booth Space
- Company Logo on Signage

### Silver Benefits

- 1/6 Page Ad in the Final Program

## Sponsorship Level

## Cost

### Curriculum Sponsor

|                              |         |
|------------------------------|---------|
| Platinum Level (1 available) | \$4,000 |
| Gold Level (2 available)     | \$3,000 |
| Silver Level (4 available)   | \$2,000 |
| Bronze Level (6 available)   | \$1,000 |

### Event Sponsor

|                      |         |
|----------------------|---------|
| Platinum Level       | \$4,000 |
| Thursday Night Event |         |
| AGM Luncheon         |         |

|                |         |
|----------------|---------|
| Gold Level     | \$3,000 |
| Internet Café  |         |
| AGM Luncheon   |         |
| Thursday Lunch |         |

|   |         |
|---|---------|
| Silver Level  | \$2,000 |
| Delegate Badges<br>(EASNA provides badges)                                |         |
| Delegate Tote Bags<br>(Sponsor also pays for the bags<br>of their choice) |         |

|   |         |
|---|---------|
| Bronze Level (5 available)              | \$1,000 |
| Continental Breakfast (Thurs. or Fri.)  |         |
| Morning Coffee Break (Thurs. or Fri.)   |         |
| Afternoon Coffee Break (Thurs. or Fri.) |         |

### Conference Bag Inserts

|             |       |
|-------------|-------|
| 5 available | \$500 |
|-------------|-------|

## Who We Are

**E**ASNA is an international association of Employee Assistance Program (EAP) professionals, companies, and organizations dedicated to promoting high and fair standards of employee assistance practices through research, training, and networking.

Attending the 2010 EASNA Institute as a sponsor or exhibitor will reach the largest single annual gathering of industry leaders and offer the opportunity to learn about future trends in employee assistance. Professionals in the fields of workplace and family wellness, employee benefits, and organizational development will surround you.

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# Why Visit Montréal?

**M**ontréal is where high-tech meets haute cuisine, where sleek skyscrapers and tiny boutiques nestle together and where major international festivals are born and thrive. Of course, it's the people—more than 3.7 million citizens representing 80 cultural groups—that infuse Montréal with its legendary joie de vivre, passion, and warmth. From its bustling downtown to the cobbled streets of Old Montréal to its many vibrant neighborhoods, Montréal invites you to discover its endless charms!

Montreal is easier to get to than you may realize:

- Montréal is 72 kilometers (45 miles) from the US border.
- The closest border crossings of the states of New York and Vermont are a one-hour drive from downtown Montréal.
- The cities of Toronto, New York, Boston, Philadelphia, and Washington are less than one hour and a half away by plane.
- By car, Montréal is two hours from Ottawa, two hours-and-a-half from Québec City and five hours from Toronto.

When you are ready for a great meal, you will have plenty of choices. Montréal is the city with the largest number of restaurants per resident in all of North America. Restaurant-goers can choose among 80 different types of national and regional cuisines.

Need to relax for a few minutes? Green space is never more than a few blocks away in Montréal, which has more than 1,000 parks. Green spaces, gardens, and parks make up 10% of the Island of Montréal. In Montréal, there is almost one tree for every two residents.

Looking for something to do after the daily conference events? Montréal's nightlife has a lot to offer. From micro-breweries to clubs, from cigar lounges to electronic music clubs, not to mention the city's traditional terraces, Montréal has something for everyone.

Bars are open until 3:00 a.m., but several after-hour clubs (without alcohol) stay open all night long so partygoers can dance the night away! Montréal is Canada's ultimate nightlife city.

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