

Exhibitor and Sponsorship Opportunities



2012 Institute

The Fairmont Palliser, Calgary, Alberta, 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 2012 Institute, April 25-27, at The Fairmont Palliser in Calgary, Alberta, in Canada.

Calgary is one of Canada's most dynamic cities, with outstanding air connections throughout North America. Since 1914 the Fairmont Palliser has been the city's premier hotel. Centrally located in downtown Calgary, the Fairmont Palliser is conveniently situated near the city's business and financial district and is within walking distance of the city's most exciting retail shopping, arts, culture, and entertainment venues. The hotel's famous Oak Room is one of the only places to see live jazz in the city.



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
- Responding to the changing healthcare landscape
- 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 150 decision makers:

- Employee Assistance Leaders from across North America
- 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
- Insurers and Benefits Providers

April 25-27, 2012 • The Fairmont Palliser in Calgary, Alberta, Canada



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



Exhibitor Opportunities

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

- One complimentary Exhibitor Registration (Thursday Evening Event and AGM Luncheon are excluded; you may purchase tickets for either)

- 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.

A welcome reception on Wednesday, complimentary continental breakfasts Thursday and Friday, breaks on both Thursday and Friday, and a box lunch on Friday will ensure that you'll have time to visit with every registrant.

Exhibitor Prices (Booth Only)

Sign up NOW to secure the best possible price!

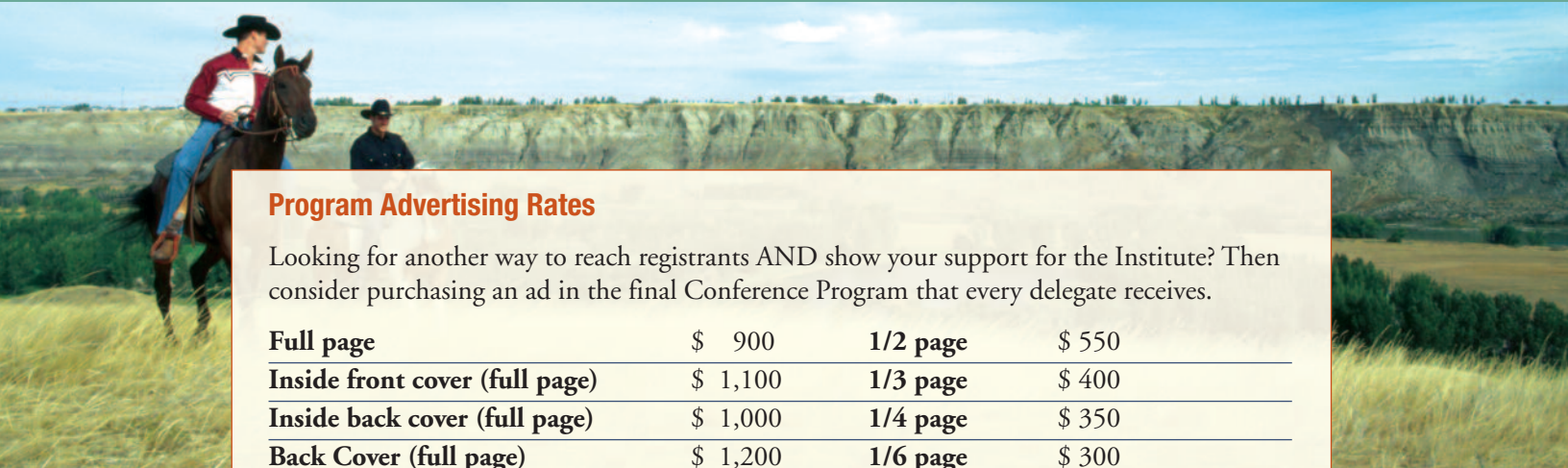
- \$950 through 12/14/11
- \$1,050 per booth after 12/14/11

Exhibitor Networking Package (Booth and Social Events)

Want to mingle with the attendees outside of the exhibit hall? Attend conference functions and get to know the attendees better. This special package includes an exhibit booth, a ticket to the Thursday reception and an AGM Luncheon.

- \$1,030 through 12/14/11
- \$1,130 per booth after 12/14/11

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.

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

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

Sign up by December 14 to be featured in the Advance Program sent to hundreds of EAP Professionals



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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 Calgary as an EASNA sponsor. Below 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 Event Sponsors and Curriculum Sponsors—designed to meet any budget. Each level has unique benefits.

Platinum-Level Sponsorships

There are two Event sponsors. Platinum-level event sponsors receive five minutes at the podium prior to their respective events (the Thursday Night Reception or the AGM Luncheon).

There is one Platinum Curriculum sponsor, who chooses their preferred plenary session.

Platinum Benefits

- 1/2 page ad in Final Program
- Premium booth space, with one exhibitor registration
- Company name on the sponsor sign
- 5-minute presentation at event (Platinum sponsors may choose from among the keynote presentations)

Gold-Level Sponsorships

There are three Event Gold sponsors:

- Internet Café
- AGM Luncheon
- Friday Box Lunch

There are two Curriculum Gold sponsors.

Gold Benefits

- 1/4 page ad in the Final Program
- Booth space, with one exhibitor registration
- Listing on the sponsor sign

Silver-Level Sponsorships

There are two Event Silver sponsors:

- Delegate Badges (EASNA provides badges)
- Delegate Tote Bags (Note: This sponsor also pays for the bags of their choice.)

There are four Curriculum Silver sponsors.

Silver Benefits

- 1/6 page ad in Final Program
- Listing on the sponsor sign

There are five Bronze sponsors.

Bronze-Level Sponsors

There are five event Bronze sponsors:

- Continental Breakfast (2)
- Morning Coffee Break (2)
- Afternoon Coffee Break (1)

Bronze Benefits

- Listing on the sponsor sign

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	
Friday Box Lunch	
Silver Level	\$2,000
Delegate Badges	
(EASNA provides badges)	
Delegate Tote Bags	
(This sponsor also pays for the bags of their choice)	
Bronze Level	\$1,000
Continental Breakfast (2 available)	
Morning Coffee Break (2 available)	
Afternoon Coffee Break (1 available)	
Conference Bag Inserts	
5 available	\$500

Why Visit Calgary?

At the foot of the awe-inspiring Rocky Mountains glitter the impressive skyscrapers of downtown Calgary. A city where visitors and locals alike enjoy a vibrantly diverse life of dance, theatre, art, musical and sporting entertainment, as well as culinary delights to compliment the most discriminating palate.

Calgary, considered the Heart of the New West, is located in southwestern Alberta, in a region of foothills and high plains. It is the fifth largest city in Canada and shines with optimism and possibilities for the future. It has many things to offer those who love the city life, as well as the great outdoors, with the Canadian Rockies only an hour away.

Calgary is a cosmopolitan financial centre with first-class shopping, theatre, galleries, restaurants, ballet, concerts, dazzling nightlife, jazz festivals, and professional hockey. Calgary has been

called the showcase city for Canada. The shopping in Calgary is a shopper's wonderland, as Alberta is the only province in Canada without a provincial sales tax. Here you can find numerous local arts and crafts, handmade by Calgary locals.

Enjoy Scenic Alberta While in Western Canada

Come early or stay after the conference to enjoy the amazing scenery in the province of Alberta, showcasing some of the most beautiful sights in all of North America. From the stunning aquamarine Lake Louise, to the mountains surrounding Banff, to the casual splendor of Jasper, to the amazing vista along the Icefields Parkway, there's a destination and a hotel or inn to suit every budget and every leisure activity. Plan a memorable vacation in Alberta as part of your Institute experience!

Who We Are

EASNA is an international trade 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 2012 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.

For details on these and other attractions, visit www.visitcalgary.com



Employee Assistance Society of North America

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