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Promoting Interprofessional
Support of Children, Families,
and Communities.

2018 9th ANNUAL ABC CONFERENCE EXHIBIT PROSPECTUS

Dear ICAAP Supporter,

On behalf of the Executive Committee of the Illinois Chapter, American Academy of Pediatrics (ICAAP), I invite your organization to consider exhibiting at in the **9th Annual ABC Conference, "You Don't Have to be a Therapist to be Therapeutic: Building Resilience in Children, Families, Communities, and Ourselves"**, to be held on Friday, November 16, 2018 at the Moraine Business and Conference Center in Palos Hills, IL.

We expect **350** participants representing diverse child-serving professionals (including primary care, specialty care, allied health, social service, education, legal justice, and more) from the Chicagoland area, all around Illinois, and from surrounding states, based on past conference attendance.

Your support as an exhibitor is crucial to creating opportunities for attendees to learn about the products and services available for children with special needs, and for supporting ICAAP, a nonprofit organization, in offering a professional, high-quality event with excellent presenters.

We hope to welcome you at the Moraine Business and Conference Center on November 16th, 2018!

Sincerely,

Jennie Pinkwater, MNM
Executive Director
Illinois Chapter, American Academy of Pediatrics (ICAAP)



9TH ANNUAL ABC CONFERENCE EXHIBIT PROSPECTUS

ABOUT THE ABC CONFERENCES

The first ABC Conference in 2010 was organized by The University of Chicago, Illinois Chapter of the American Academy of Pediatrics (ICAAP), Almost Home Kids and the Illinois LEND (Leadership, Education in Neurodevelopmental Disabilities) program at the University of Illinois at Chicago.

The original conference “ABC” has expanded to **A**dvocating for children’s health, **B**ehavioral/developmental health, and **C**omplex health needs. This is consistent with the evolution of American Academy of Pediatrics (AAP) policies and priorities as well as our broader understanding of “special needs” children to include children who have experienced trauma, adversity, and negative social determinants of health. This expansion enables ICAAP to deliver additional significant information important to child-serving professionals concerned about autism and other developmental disorders, behavioral health, and complex medical needs.

ABC Conference participants can expect to learn about the broad landscape of services and programs that are available to support children with special needs from birth through childhood, and develop skills to make effective referrals and partner with other agencies and systems. Each track (A, B, and C) features sessions that converge with different systems, developmental services, medical interventions, and innovative partnerships that benefit children served across interprofessional groups. The keynote sessions address the overall theme of the conference.

ABOUT THE 9TH ANNUAL ABC CONFERENCE

Children and families from all demographic and socioeconomic backgrounds in Illinois experience trauma, adversity, and chronic stress. Social determinants such as where we live, work, and play, can further exacerbate positive or negative physical, emotional, and behavioral health issues. The critical factor that determines if a child, family, and/or community can manage trauma, adversity, and chronic stress successfully is resilience: the process by which the child, family, and/or community moves through a traumatic/stressful event, utilizing various protective factors for support, and returning to “baseline” in terms of an emotional and physiologic response to the stressor.

Caregivers and other support systems – including child serving professionals – have the unique opportunity to bolster key protective factors for children and families to prevent long-term negative outcomes. Those critical protective factors include:

- Caregiver Resilience
- Social Connections
- Concrete Support in Times of Need
- Knowledge of Parenting and Child Development
- Social and Emotional Competence of Children

Protective factors are only one tool used to build resilience. The 9th Annual ABC Conference will deliver additional valuable information about how to build resilience in children, families, communities, and ourselves, and advocate for those we serve.

TARGET AUDIENCE

The target audience for the ABC conference includes primary care providers and their teams, including pediatricians, family physicians, nurse practitioners, physician assistants, and allied health care professionals including nurses, therapists, and social workers. In addition, providers from other settings including early care and education, special education, home visiting, community service providers, legal aid, and more are encouraged to attend. The conference will offer ample opportunity for attendees to network with like-hearted and like-minded professionals from multiple child-serving systems that have a stake in the lives of children, families, and communities.

DATE

Friday, November 16th, 2018

LOCATION

Moraine Business and Conference Center (Building M)
9000 W College Pkwy
Palos Hills, IL 60465



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9TH ANNUAL ABC CONFERENCE EXHIBIT PROSPECTUS

EXHIBITING TERMS

Exhibitors receive:

- Exhibit space located in the main hall, directly in front of all conference rooms
- A hard copy list of conference attendees with contact information provided on the day of the conference
- A final electronic list of conference attendees with contact information provided after the conference
- Exhibitor information listed in all conference (promotional) materials
- Exhibitor acknowledgement in opening and lunchtime remarks
- Two (2) Facebook/Twitter acknowledgements prior to the conference, one (1) after the conference
- Exhibitors are welcome to attend all sessions outside of exhibit times
- One complimentary conference registration for exhibit representative, including all conference materials, refreshments and lunch
- Additional representative(s) may attend for a \$30.00 fee, max two (2) additional representatives
- A six-foot table with complimentary draping
- Complimentary wireless internet access
- Access to electricity outlet

Exhibit fees:

STANDARD

Registration and payment received by September 30, 2018

- ~~Commercial Companies and For-Profit Organizations: \$850~~ **SOLD OUT ***
- ~~Non-Profit Organizations - 501(c)3 only: \$550~~ **SOLD OUT ***

***ADDITIONAL EXHIBIT SPACE**

Since our standard exhibit space has sold out, we are offering significantly discounted exhibit space in a classroom just up the stairs from the conference center lobby. Conference staff will be on hand to direct participants upstairs, and moderators will continuously remind participants to visit all exhibitors. ICAAP will also sponsor a raffle prize, for which attendees are only eligible to participate if they visit all upstairs exhibitors.

Upstairs exhibitors receive all the same benefits (see above: *exhibitors receive*) with the exception of the 6-foot draped table (approximately 5 feet instead) and also have the option of purchasing ad space in the brochure, and/or receive the attendee contact list in advance.

Upstairs Exhibit fees

STANDARD – *registration and payment received by September 30, 2017*

- Commercial Companies and For-Profit Organizations: **\$200**
- Non-Profit Organizations - 501(c)3 only: **\$75**



9TH ANNUAL ABC CONFERENCE EXHIBIT PROSPECTUS

INFORMATIONAL MATERIALS ONLY

Registration and payment received by September 30, 2018

- informational/promotional item (e.g. brochure, pen –no more than two (2) different items per organization) in each attendee bag: **\$200**
- informational item (e.g. brochure/one-pager – max one (1) item per organization) provided on the conference resource table: **\$50**

(OPTIONAL) ADVERTISING:

Provided in all electronic promotional brochures and in day-of conference brochure (color), distributed to all conference attendees. Available as an add-on only to registered exhibitors. Artwork/logo and payment must be received by September 30, 2018.

- Full page (7 ½ x 10): **\$500**
- Half-page (7 ½ x 4 ¾): **\$250**

(OPTIONAL) ATTENDEE CONTACT LIST IN ADVANCE:

All exhibitors receive a hard copy of the attendee list on the day of the conference, and an electronic version of the final attendee list emailed the Monday following the conference. This option is for exhibitors who wish to have the ability to reach out to attendees prior to the conference. Available as an add-on only to registered exhibitors. Payment must be received by September 30, 2018.

ICAAP will send the contact list on the following 4 dates:

- Monday, September 17, 2018
- Monday, October 1, 2018
- Monday, October 15, 2018
- Monday, November 5, 2018

Contact list fee: \$100



9TH ANNUAL ABC CONFERENCE EXHIBIT PROSPECTUS

EXHIBITING TERMS

Advertisement

Art work/logos/ad must be received by September 30, 2018. Images should be sent in high resolution pdf or jpg files. Any mailings sent to ICAAP members must first be approved by ICAAP staff.

Contract and Payment

The exhibitor agrees to comply with all rules, guidelines and regulations outlined below. ICAAP must receive full payment of exhibiting funds to reserve space. An exhibitor's registration for space, once received by ICAAP, constitutes a contract for the right to use the space, subject to receipt of full payment for space rental. Payments must be made payable to Illinois Chapter, American Academy of Pediatrics or ICAAP. Early bird exhibitor fees must be received by June 30, 2018. Payment for standard exhibitor, informational materials only, (optional) advertising fees, and (optional) attendee list in advance, must be received by September 30, 2018.

Cancellation/Refund Policy

Cancellations must be received in writing to Illinois Chapter, American Academy of Pediatrics. Because of the many advance preparations in connection with the conference, there will be no refunds for cancellations received after September 30, 2018.

Space Assignment

All exhibit space is located in the main hall in front of the conference rooms. Spaces are first come, first served. ICAAP reserves the right in its sole discretion to select and approve all exhibitors.

Exhibitor Check in

All exhibitors must check in at the registration desk located inside the lobby where badges and conference materials will be distributed. All representatives are required to wear badges while in the exhibit area. The registration desk will be open at 6:15 am on Friday, November 16, 2018 for exhibitors.

Internet and Electricity

Wireless internet is available at no cost to exhibitors. Electrical outlets are also available.

Badges

Exhibitors will be allowed one complimentary badge per exhibit space. Additional representative(s) may attend for a \$30.00 fee, max two (2) additional representatives per table.

Staffing

Exhibitors are welcome to attend sessions, but exhibit spaces must be staffed during the exhibit hours by representatives of the sponsoring company.

Shipping and Storage and Materials

Exhibit items may be shipped to the conference center prior to the conference. Please contact Elise Vouyoukas if you wish to arrange this at abcconference@illinoisap.com. ICAAP assumes no responsibility for the shipping or storage of sponsor/exhibitor materials.

Disclosure of Investigation Uses of Products, Devices of Procedure

All exhibitors are required to follow the Food and Drug Administration (FDA) rules and regulations on displayed products. These rules require disclosure of current FDA status by appropriate labeling and pharmaceuticals. Further information may be obtained by the FDA.



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9TH ANNUAL ABC CONFERENCE EXHIBIT PROSPECTUS

EXHIBIT AGENDA

TIME	EVENT	ROOM
6:15-7:15am	Exhibitor SIGN-IN AND SET UP	Lobby/Main Hall
7:15-8:00am	ATTENDEEE SIGN-IN, BREAKFAST – EXHIBIT TIME	Lobby/Main Hall
8:00-8:15am	WELCOME & OPENING REMARKS	MR 1,2,3
8:15-9:15am	KEYNOTE ADDRESS	MR 1,2,3
9:15-9:30am	TRANSITION BREAK – EXHIBIT TIME	Main Hall
9:30-10:30am	BREAKOUT SESSION 1: A, B, C	MR 1,2, or 3
10:30-10:45am	REFRESHMENT BREAK – EXHIBIT TIME	Main Hall/MR 2
10:45-11:45am	BREAKOUT SESSION 2: A, B, C	MR 1,2 or 3
11:45-12:15pm	LUNCH/VISIT EXHIBITORS	Main Hall
12:15-1:15pm	KEYNOTE ADDRESS	Main Hall/MR 2
1:15-1:30pm	TRANSITION BREAK/EXHIBIT TIME	MR 1,2,3
1:30-2:30pm	BREAKOUT SESSION 3: A, B, C	Main Hall
2:30-2:45pm	REFRESHMENT BREAK/EXHIBIT TIME	Main Hall
2:45-3:45pm	KEYNOTE ADDRESS/EXHIBIT BREAK DOWN	MR 1,2,3
3:45-4:00pm	CLOSING REMARKS	MR 1,2,3

REGISTER

Please complete registration online at <http://icaap.memberlodge.org/event-2907003>

EXHIBIT SET-UP/BREAKDOWN

Set-up: Friday, November 16, 2018 between 6:15am-7:15am

Breakdown: No earlier than 2:45pm

EXHIBIT CONTACT

Elise Vouyoukas

Illinois Chapter, American Academy of Pediatrics

1400 W Hubbard, Suite 100

Chicago, IL 60642

Contact email: abconference@illinoisAAP.com

Phone: (312) 733-1026; Fax: (312) 733-1791

CONFERENCE WEBSITE

<http://illinoisAAP.org/conferences/abc/>

INTERESTED IN SPONSORSHIP/ ADDITIONAL ADVERTISING OPPORTUNITIES?

We are glad to work with you to meet your promotional needs!

Please contact Elise Vouyoukas at abconference@illinoisAAP.com