



Netsmart  
**CONNECTIONS2012**  
Connecting the Community

**NETSMART ANNUAL CLIENT CONFERENCE  
SPONSORSHIP PROSPECTUS**

**April 23-26, 2012**  
**Hyatt Regency**  
**New Orleans, LA**

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[www.netsmartconnections.com](http://www.netsmartconnections.com)



Netsmart

# CONNECTIONS2012

## Connect at CONNECTIONS!

**Showcase your business at Netsmart CONNECTIONS2012 April 23-26, 2012 with a sponsorship and exhibitor package, and you're sure to make a memorable impression!**

*The 2011 conference was a huge success and CONNECTIONS2012 will be even better. We're expecting over 1,000 attendees and representation from all segments within health and human services.*

**BENEFITS OF EXHIBITING AND SPONSORING**

- Develop qualified sales leads with organizations in your target market
- Receive high-visibility opportunities to get your name in front of qualified buyers
- Build brand awareness with Netsmart clients and staff

As an exhibitor or sponsor, you'll be recognized among CEOs, CFOs, medical directors, technology directors, clinical directors, program managers, human resources professionals and board leaders who influence business operations and make buying decisions for their organizations. Attendees also represent key influencers and administrators from local, state and federal government, and behavioral and public health organizations.

Last year's conference attendees consisted of nearly an even split between technical and non-technical job functions, with nearly 25% having an executive or leadership role.

**ACT NOW!**

Time is of the essence, so act now to take advantage of special discounts for CONNECTIONS2012 sponsors and exhibitors.



# About Netsmart Technologies

The health and human services (HHS) landscape is both broad and deep. In addition, each area of HHS faces common challenges, like funding, quality of service and staffing resources. But each sector also has unique sets of characteristics and needs. With more than 40 years of experience, Netsmart has solutions for a variety of HHS sectors, including Behavioral Health, Mental Health, Public Health, Substance Abuse, Methadone, I/DD and Social Services. Clients from all of these Netsmart segments attend CONNECTIONS.

Netsmart serves more than 18,000 organizations with high quality software, comprehensive services, deep domain expertise, and strong client support. Our clients know they have a trusted partner that will be here for them now and grow with them into the future as their needs evolve and change, no matter which area of HHS they serve.

## CONNECTIONS CONFERENCE

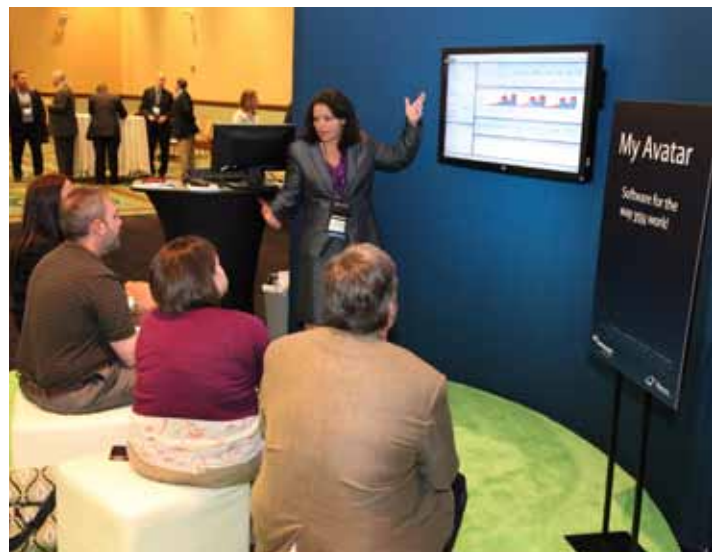
The CONNECTIONS conference offers two primary session choices: General Conference and Executive Symposium.

The **General Conference** sessions feature nearly 200 educational sessions in a variety of tracks. Sessions are led by users, managers, clinical staff and Netsmart staff who have day-to-day experience with the software and are eager to share their expertise and ideas.

The **Executive Symposium** is for Executive Directors, CEOs, COOs, CFOs and CIOs.



**MIKE VALENTINE**  
Netsmart CEO



CONNECTIONS attendees watch a product demonstration in the Exhibit Hall



# Exhibiting at the Conference

Participating as an exhibitor provides a unique two-way opportunity for you and our clients to meet and network. The conference offers attendees a chance to engage with Netsmart partners in addition to Netsmart staff.

## BENEFITS OF EXHIBITING

As a Netsmart CONNECTIONS2012 exhibitor, you'll:

- Market your products and/or services to more than 1,000 attendees, and direct traffic to your booth with daily on-site promotional materials
- Generate publicity with your company listing in the Netsmart CONNECTIONS2012 Conference Guide, Web site and Exhibit Hall Passport distributed to all attendees
- Benefit from high traffic in the Exhibit Hall with all-attendee general events including Exhibit Hall Grand Opening, breaks, Tuesday Reception and a special time in the Exhibit Hall for Executive Symposium attendees.
- Develop key relationships with Netsmart partners and staff

## BOOTH OPTIONS

Exhibiting gives companies a highly visible way to increase brand and product awareness, demonstrate their latest offerings, engage multiple attendees at once, and maximize exposure to all business partners.

Choose from the booth options, view the Exhibit Hall map and indicate your choice of booth type when you apply to exhibit. Assignments are made on a first-come, first-served basis along with initial deposit.

## EXHIBIT OPTIONS

**Standard Exhibit Package: \$2,500**

### What is Included:

- A 10' x 10' booth in the Exhibit Hall
- 2 General Conference Registrations (Participation and access to conference activities, meals, and sessions)
- Your company name and booth number listed in the pre-show attendee mailing



## Exhibiting at the Conference

- Listing in the Exhibitor section of the Conference Guide
- Inclusion in the booth Passport Program

**Upgraded Exhibit Package: \$3,000****What is Included:**

- All items listed in the "Standard Exhibit Package" PLUS
- Marketing Communication: Choice of Web banner ad or tote bag insert

**Special Exhibit Package: \$5,000****What is Included:**

- All items listed in the "Upgraded Exhibit Package" PLUS
- An upgrade to a 10'x20' booth space location

**EARLY BIRD BOOTH DISCOUNT**

Sign up and make your payment by Dec. 15, 2011 to receive 10% off your total booth fee.

**PAYMENT SCHEDULE**

Payment due with contract

**EXHIBIT HALL SCHEDULE****Set-Up**

Monday, April 23 • Noon – 5:00pm

Tuesday, April 24 • 7:00am – 9:00am

**Exhibit Hall Open**

Tuesday, April 24 • 10:15am – 6:30pm

Wednesday, April 25 • 7:30am – 8:30am, 10:00am – 5:00pm

Thursday, April 26 • 8:30am – 11:30am

**Tear-Down**

Thursday, April 26 • 11:30am – 3:30pm

*\*Times subject to change*





# Sponsorship Opportunities

Sponsoring an event at CONNECTIONS2012 is one of the most visible ways to get your organization's name noticed. Prominent signs and recognition are given to each event sponsor. Sign up to be a sponsor for *maximum visibility*. Sponsorships are assigned on a first-come, first-served basis.

## **EXECUTIVE SYMPOSIUM - \$25,000**

Gain mindshare for your company with CEOs, CFOs, CIOs and other executives from Netsmart client agencies as the exclusive sponsor of this strategically-focused 2-1/2 day "conference within a conference." Your company name and logo will be displayed in the meeting room, on the PowerPoint template used by all session presenters and at the Executive Reception. You will also receive verbal recognition of your sponsorship in the opening remarks.

## **GALA EVENT - \$15,000**

This premier sponsorship opportunity is an excellent way to set your company apart from the rest. Your sponsorship of this showcase event at Mardi Gras World will be generously promoted in attendee marketing materials, as well as prominent placement on the conference Web site home page and in onsite signage.

## **MEAL PACKAGE - \$5,000**

## **CONFERENCE BAG - \$4,000**

Your company's name and logo will appear on the official conference bag. The bags contain all conference material for attendees and, in addition to your logo on the side of the bag, one piece of your company's 8 1/2"x11" marketing collateral can be inserted.

## **OPENING RECEPTION - \$2,500**

Link your company with the always-popular opening reception. Your company name and logo will be prominently displayed on signs next to all food and beverage serving stations, and additional signs will be posted at the entrance to the reception area.

## **EXHIBIT HALL RECEPTION - \$2,000**

This sponsorship entitles your company to signage and recognition at the cocktail party that takes place in the Exhibit Hall on Tuesday evening. This is a great opportunity to get your company name (and Booth #) in front of conference attendees in a relaxed, well-attended environment.

## **GOLF OUTING - \$1,500**

Your company will be promoted on the shuttle bus transporting attendees to and from the golf outing on Monday morning. Your company name and logo will also appear on directional signs to the shuttle bus and at the course registration table. You will also receive verbal recognition at the event.

Netsmart  
**CONNECTIONS2012**  
Sponsorship Opportunities

### **SPECIALTY HARDWARE SPONSORSHIPS**

#### **SCANNING PACKAGE - \$5,000**

- Recognition at all four locations where scanners are displayed
- Placard sign with Netsmart branding for seamless look
- Special mention in the Conference Guide
- Logo on the front of the Conference Guide
- Requires use of four of your Point Of Service (POS) Scanners
- 2 locations in the Netsmart Pavilion in the Exhibit Hall
- 2 locations in session rooms

#### **CYBER CAFÉ KIOSKS - \$2,500**

- Show your latest and greatest mobile or desktop hardware at this popular location!
- Recognition as the Cyber Café Kiosk Sponsor
- Screensaver with your logo on all kiosks
- Mention in the Conference Guide
- Logo on the front of Conference Guide
- Supply 10 stations (laptop, desktop/monitor/keyboard/mouse)





Netsmart

**CONNECTIONS2012**

# Marketing Opportunities

**EXCLUSIVE EXHIBITOR PRESENTATION - \$2,000**

- Present your product/service in a dedicated 60-90 minute timeslot to Netsmart clients
- Inclusion in a special pre-show e-mail 3 weeks before the conference to all registrants highlighting presentations
- Listing in the online session catalog and printed Conference Guide
- Only available to conference exhibitors

**"GET THE WORD OUT" – \$1,200**

Access Netsmart clients through multiple conference communications

- Web Banner Advertisement on conference Web site
- Half-page Conference Guide advertisement
- Collateral insert or promotional item in conference tote

**TOTE BAG INSERT – \$500**

- Your marketing literature included in conference attendee tote bag



## Exhibitor &amp; Sponsorship Application

## Netsmart CONNECTIONS2012 Client Conference New Orleans, LA • April 23-26, 2012

We, the undersigned, reserve exhibit space and/or sponsorship, as requested below, for the Netsmart CONNECTIONS2012 Client Conference to be held on April 23-26, 2012 in New Orleans, LA.

### SECTION 1: COMPANY INFORMATION

Designate below the name and address of the person in your organization who is to receive all relevant exhibition materials:

\_\_\_\_\_  
Contact Name Title

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Booth Identification Sign

\_\_\_\_\_  
Address

\_\_\_\_\_  
City State Zip

\_\_\_\_\_  
Telephone Fax

\_\_\_\_\_  
Email

\_\_\_\_\_  
Web Address

**X** \_\_\_\_\_  
Signature Date

*I understand, and agree to abide by the official show Rules and Regulations of the Netsmart CONNECTIONS2012 Conference.*

- Send company logo and 50-word description to [sstjean@ntst.com](mailto:sstjean@ntst.com)

### SECTION 2: EXHIBIT SPACE INFORMATION

#### Type of Booth(s) Requested:

Standard - \$2,500  10' x 20' Special - \$5,000

Upgraded - \$3,000

*Special booth rate is available for government organizations.*

#### Booth Location Preference:

Booth choice will be first-come, first-served.

### SECTION 3: EXHIBITOR BOOTH STAFF

Exhibitor staff registration: [www.netsmartconnections.com](http://www.netsmartconnections.com)

*(Select REGISTER and follow prompts)*

### SECTION 4

I would like to participate in Exhibit Hall prize drawing.

Prize item \_\_\_\_\_

### SECTION 5: SPONSORSHIP & MARKETING

#### Sponsorships:

- |  |  |
|--|--|
| <input type="checkbox"/> Executive Symposium (\$25k) <b>SOLD</b> | <input type="checkbox"/> Meal Package (\$5k) <b>SOLD</b> |
| <input type="checkbox"/> Gala Event (\$15k) <b>SOLD</b>          | <input type="checkbox"/> Conference Bag (\$4k)           |
| <input type="checkbox"/> Opening Reception (\$2.5k) <b>SOLD</b>  | <input type="checkbox"/> Exhibit Hall Reception (\$2k)   |
| <input type="checkbox"/> Golf Outing (\$1.5k)                    | <input type="checkbox"/> Scanning Package (\$5k)         |
| <input type="checkbox"/> Cyber Café Kiosks (\$2.5k)              |  |

#### Marketing:

- |  |  |
|--|--|
| <input type="checkbox"/> Exclusive Exhibitor Presentation (\$2k) | <input type="checkbox"/> Tote Bag Insert (\$500) |
| <input type="checkbox"/> Get the Word Out (\$1.2k)               |  |

### SECTION 6: FEE SUMMARY

Exhibit Space \$ \_\_\_\_\_

#### Exhibitor Discount:

Early Bird (10%) (until 12/15/10) \$ \_\_\_\_\_

Sub Total \$ \_\_\_\_\_

Sponsorship and/or Marketing \$ \_\_\_\_\_

**GRAND TOTAL** \$ \_\_\_\_\_

Payment due with contract

### SECTION 7: PAYMENT

Check Enclosed

Payment To: Netsmart Technologies

Reference: CONNECTIONS 2012

   \_\_\_\_\_  
Card#

Expiration Date Card Code (Last 3 #'s on back of card)

Street Address Zip Code

**X** \_\_\_\_\_

Signature

Name as on Card (print)

*The undersigned understands and accepts all terms and hereby applies for exhibit space and/or sponsorship. Upon official acceptance of the original application, this document constitutes a contract.*

**PLEASE SEND**

Netsmart Technologies, Inc.

**COMPLETE**

Attn: Sheila St. Jean

**APPLICATION WITH**

570 Metro Place North, Dublin, OH 43017

**PAYMENT TO:**

Phone: 614.932.6783 Email: [sstjean@ntst.com](mailto:sstjean@ntst.com)

# Exhibitor Rules & Regulations

## Exhibit Facilities

Exhibits for the Netsmart CONNECTIONS2012 conference will be located at the Hyatt Regency, New Orleans, LA.

## Exhibit Criteria

Exhibiting firms will be limited to those providing services, products, or publications that are directly applicable to the management or provision of products or services to the health and human services industry, unless otherwise approved by Netsmart ("Management"). Management reserves the right to require any exhibitor to remove an exhibit or any part of an exhibit which, in the sole judgment of Management, is misleading or deceptive, in poor taste, or unsuitable to or not in keeping with the character and objectives of the conference.

## Use of Display Space

In the event the exhibitor fails to install the display by 8:30am on Tuesday, April 24, 2012, or fails to pay the full space rental at the time specified, or fails to comply with any provisions concerning the use of display space, Management shall have the right to take possession of said space and resell same, or any part thereof.

All demonstrations, sales activities, and distribution of circulars and promotional materials must be confined to the limits of the exhibitor's booth except that which is specifically authorized by Management. Exhibitors must display only goods manufactured or dealt in by them in their regular course of business, unless otherwise approved by Management.

Exhibits that include the operation of audiovisual equipment or any noise-making machines may not operate the equipment in a manner that will disturb other exhibitors and their patrons. Exhibitors who play music within their booth space are solely responsible for securing all licensing rights for that music prior to performance at the conference. Exhibitor hereby indemnifies and holds harmless Management from any expense or damage resulting from Exhibitor's performance or playing of music at this conference. The above and any other special or unusual exhibit construction or installation must be approved, in advance, by Management.

## Exhibitor Service Kit

An exhibitor's service kit will be mailed to each exhibitor from Management approximately 60 days prior to the conference.

## Booth Decorations

Booth size is 10' x 10'. Standard booth construction will be 8' high backdrop with 3' high fabric side dividers. One (1) standard booth sign (7" x 44") of two lines with company name and booth number; one (1) 6 foot skirted table, two (2) contour chairs and one (1) wastebasket will be furnished. Carpeting and additional furnishings should be ordered through the official decorator. Electric and Internet access will be ordered directly through the specified hotel subcontractors.

The back wall of booths located along the perimeter of the Exhibit Hall may extend above 8 feet. The back half of the sidewalls of the booth may extend to the height of the back wall. The front half of the sidewall must contain at least 50% open area to permit side viewing. In no instance will the exhibitor be permitted to install a sign or descriptive placard above the back wall without advance approval from Management. Any structure that would extend above the 8' high pipe and drape cannot use the pipe and drape as a support structure, cannot impede the space of exhibitors on either side or directly behind the booth. Show management will have final approval on any structure deemed questionable in terms of size and structural integrity. The above and any other special or unusual exhibit construction or installation must be approved, in advance, by Management. In no instance will the exhibitor be permitted to hang anything from the ceiling of the Exhibit Hall without prior approval from Management and the Hyatt Regency.

Exhibitors and/or their agents shall not injure or deface the walls, floors, or any part of the hotel, booth materials or equipment of another exhibitor. When such damage occurs, the exhibitor causing such damage is liable to the owner of the property so damaged. Each exhibitor is charged with knowledge of and compliance with the laws, ordinances, and regulations pertaining to health, fire prevention, and public safety. All booth decorations must be flameproof and all hangings must clear the floor. Electrical wiring must conform to all applicable electrical codes. If inspection indicates neglect in complying with these regulations, or otherwise indicates a fire hazard or danger, Management may cancel all or such part of a display as may be irregular, and effect the removal of same at the exhibitor's expense.

# Exhibitor Rules & Regulations

## Shipping and Storage

The Hyatt Regency has no facilities for the storage of exhibit materials. Shipments will be received and stored by the official drayage agent prior to the conference. Delivery of the shipment to the booth, removal of the empty crates to storage, return of empty crates at the close of the show, and delivery of your shipment to the loading platform will be provided by the official drayage agent at prevailing rates. A drayage information rate sheet will be included in the exhibitor's kit. It is the exhibitor's responsibility to mark and identify their own crates. Crates not properly marked and identified may be destroyed.

## Operating Restrictions

Management reserves the right to restrict displays which, because of noise, methods of operation, materials, or for any reason, become objectionable, and to prohibit or remove any displays which, in the opinion of Management, detract from the general character or appearance of the exposition.

## Exhibitor's Representative

The exhibitor will name one individual as its duly authorized representative to have charge of the exhibit, and thereby accept and assume responsibility for such representative being in attendance at the exhibit throughout exhibit periods. This individual will be responsible for the installation, operation, and removal of the exhibit. Said representative shall be authorized to enter such service contracts as may be necessary, for which the exhibiting company shall be responsible.



## Liability and Insurance

No conference registrants will be allowed into the Exhibit Hall outside of regular show hours; Exhibit Hall personnel will only be allowed into the Exhibit Hall 30 minutes before, during, and 30 minutes after published show hours. However, this does not imply that Management or the Hyatt Regency assumes any obligation or duty with respect to the protection of the property of exhibitors, which shall, at all times, be the sole responsibility of each exhibitor. Each party involved in the exhibit agrees to be responsible for any claims arising out of their own acts or negligence or that of their employees or agents. Each party agrees to be responsible for their own property through insurance or self-insurance, and shall hold harmless each of the other parties for any and all damage caused by theft and those perils normally covered by a fire and extended coverage policy.

## Hold Harmless Clause

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend and hold harmless the Hotel, its agents, servants and employees and Management from and its agents, servants and employees from any and all such losses, damages, and claims. Neither the Hotel nor Management is responsible or liable for any loss, damage, or claims arising out of injury or damage to exhibitor's displays, equipment, and other property brought upon the premises of the Hyatt Regency.

## Agreement

By signing the attached Exhibit Agreement and Application, the exhibitor agrees to abide by these Rules and Regulations and all amendments thereto, as well as, all decisions of show Management.

## For Additional Information

Sheila St. Jean  
 Manager, Marketing Operations  
 Netsmart Technologies  
 Phone: 614.932.6783  
 Fax: 614.799.3188  
 E-mail: [sstjean@ntst.com](mailto:ssstjean@ntst.com)

