



2005 Statewide Prevention Conference
Florida Prevention Partnership
2868 Mahan Drive, Suite 1
Tallahassee, FL 32308

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PREVENTION:
FLORIDA'S RECIPE FOR SUCCESS
2005 Statewide Prevention Conference
November 16 - 18 at the Caribe Royale in Orlando

EXHIBITOR PROSPECTUS



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**2005 Florida
Statewide Prevention
Conference**

November 16 - 18
Caribe Royale, Orlando

Exhibit and advertise *your support* for prevention initiatives by taking advantage of the many marketing opportunities inside this invitation!



**FLORIDA
PREVENTION
PARTNERSHIP**
Statewide Prevention Conference

Meet the Statewide Convention Committee

Members:

Florida's Statewide Prevention Conference is sponsored by a host of agencies under the leadership of James McDonough, Director of The Florida Office of Drug Control. This year's Prevention theme is, "**Prevention: Florida's Recipe for Success**"... *We aim to examine various prevention tools that all individuals (youth AND adults) will benefit from, while presenting the external opportunities available (products, services & programs) that support youths at high risk as well as youth leaders who choose productive or creative growth-oriented activities (sports, art, hobbies, volunteering, community involvement) VERSUS drug use and delinquency.* Created in the early stages of Florida's 5-year Drug Control Strategy, this event increases Florida's prevention awareness, initiatives, and participation throughout the entire state. The spirit of this conference inspires participants to motivate other individuals and groups to become more involved; therefore, every entity & individual involved with Prevention Services in Florida is on the expected attendee roster at this year's conference "Prevention: Florida's Recipe for Success" !

Florida's Prevention Planning Committee is comprised of the following state agencies and organizations:

- Department of Children and Families
- Department of Education, Safe and Drug-Free Schools
- Department of Health
- Department of Juvenile Justice
- Department of Law Enforcement
- Florida Alcohol and Drug Abuse Association
- Florida Lottery
- Florida National Guard (Drug Reduction Program)
- Florida Office of Drug Control/Drug Free-Communities Program
- Florida State University
 - Florida Center for Prevention Workshop
 - The Partnership for Alcohol Responsibility
- Keep Kids Drug Free Foundation
- University of North Florida, Florida Institute of Education, Safe Disciplined, and Drug-Free Schools Project
- Youth Crime Watch of America

Conference Location:

The Caribe Royale Resort Suites and Villas,
8101 World Center Drive, Orlando, FL 32821; Phone: (407) 238-8000 or toll free (800) 823-8300.

Hotel Contact is Ms. Angela Roach.

This luxurious resort is located 1.5 miles from Disney World and minutes away from other Orlando attractions. Orlando's

new Caribe Royale Resort Suites and Villas is a four star-class resort.

Hotel Accommodations:

All exhibitors are responsible for making their own hotel reservations. A block of rooms is reserved for the conference at a reduced rate at the Caribe Royale in Orlando. The hotel room rates are \$119 for a queen double or standard king, \$139 for a king deluxe, and \$244 for an executive suite or villa, plus applicable taxes. **To receive this rate, please state your affiliation with the Florida Statewide Prevention Conference, and make your reservations on or before October 21, 2005.** The Caribe Royale requires a one-night deposit or confirmation with a credit card to hold all reservations. Cancellations must be received within 72 hours of arrival. No-shows and cancellations will be charged one night's room and tax.

Exhibit Booth Package Includes:

- 8' X 10' draped booth, 8' back drape, 6' X 2' skirted table, 2 chairs, and 1 wastebasket.
- One 7" X 44" single-line exhibitor identification sign with company name and booth number.
- Listing of exhibitor contact inf. & a brief description of programs & services in the conference program.
- One complimentary conference registration.

Exhibit Booth Assignment:

Booths are assigned on a first-come, first-served basis. **To reserve your space, read the exhibit terms and conditions, complete the application and contract for exhibit space and program advertising, and return the contract with payment to FADAA by October 21, 2005.** Booth assignments are made according to preferences, when possible. *The Florida Prevention Partnership reserves the right to make the final determination of all space assignments in the best interest of the show.*

Equipment and Services:

Official Exposition Show Management/ Decorator for The Florida Statewide Prevention Conference 2005
GULF COAST EXPO.

- Please address inquiries to Chris A. Binion/ Email: GulfCoastExpo@aol.com
- Phone: (813) 915-8066 / FAX: (813) 319-0619
- Gulf Coast will provide a pre-show packet, which includes all the necessary pricing, order forms and listing of all designated service contractors.

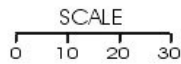
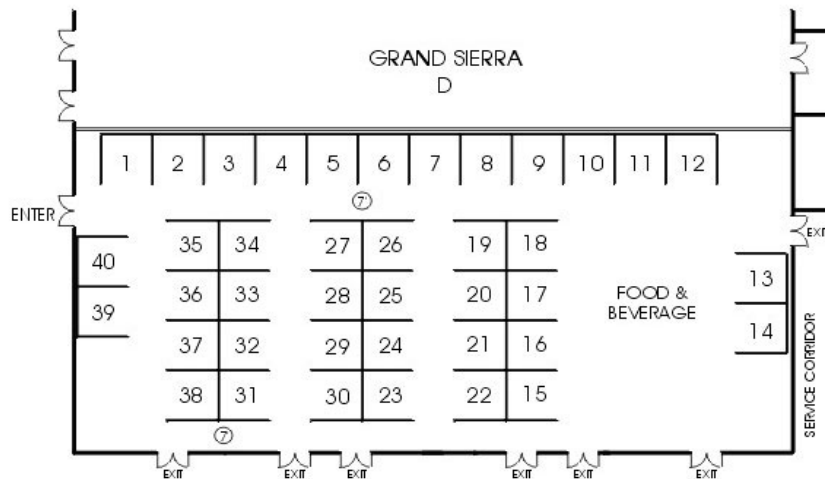
SEND ALL EXHIBIT BOOTH SHIPMENTS to Gulf Coast Expo To ARRIVE NO LATER than 11/10/05.

PAST PREVENTION CONFERENCE EXHIBITORS & SUPPORTERS INCLUDE:

The Center for Substance Abuse Prevention's Model Programs, Channing L. Bete Company, Committee for Children, Drug Test Resources, Florida Certification Board, Florida Council on Compulsive Gambling, The Grove Counseling Center, Hanley Hazelden, Informed Families, LifeSkills Training, Springfield College, Positive Action, United Learning, Face Truth & Clarity on Alcohol, Institute for Integral Development, HRM Video, Ounce of Prevention, Florida National Guard, SADD, MADD Florida State Organization, Sunset House, Stewart Marchman Center, The Mendez Foundation, Operation PAR, Red Ribbon Works, Roche Diagnostics Corporation, Waddell & Reed, and many, many more... **We anticipate strong backing from past exhibitors, & look forward to recruiting many new ones as well, so please join us at Florida's Statewide Prevention Conference 2005 & EXHIBIT your commitment to Prevention.**

2005 Florida Statewide Prevention Conference

NOVEMBER 2005
CARIBE ROYAL RESORT - ORLANDO, FLORIDA



40 - 10' x 10' Booth Spaces
in the
Grand Sierra Ballroom A-C

Prepared By:
GULF COAST EXPO
Florida Statewide Prevention Conference
5411 Johns Road
Suite 201
Tampa, FL 33634
(813) 918-5050
9/6/05

EXHIBIT HOURS:

Tuesday, November 15
2:00 p.m. - 5:00 p.m.
Exhibitor Set-Up

Wednesday, November 16
8:00 a.m. - 5:00 p.m.
Exhibit Hall Open

Thursday, November 17
8:00 a.m. - 5:00 p.m.
Exhibit Hall Open

Friday, November 18
8:00 a.m. - 1:00 p.m.
Exhibit Tear-Down

Label Exhibit Booth Shipments:

Your Company Name & Booth Number
Florida Statewide Prevention Conf. / Nov 16-18, 2005
C/O Gulf Coast Expo. / EXHIBIT LOGISTICS
2901 Titan Row, Suite 102
Orlando, FL 32809

More Ways to Get Your Message Out:

1. Portfolio Stuffer— Your Company provides a minimum quantity of 1200 brochures to be stuffed by conference staff in all of the registrant conference packets for just \$380. **Mail materials to arrive no later than October 21, 2005.**

Shipping address: Florida Alcohol and Drug Abuse Association, Attn: Florida Statewide Prevention Conference/ Portfolio Stuffer, 2868 Mahan Drive, Suite 1, Tallahassee, FL 32308.

2. Take-One Exhibit — Display brochures, pamphlets, cards, leaflets or other printed materials for only \$300! Take-One Materials are displayed on a draped table inside the exhibit hall. Conference staff maintains and replenishes your material throughout the conference. **Take-One materials should arrive no later than October 21, 2005.** Shipping address: Florida Alcohol and Drug Abuse Association, Attn: Florida Statewide Prevention Conference/ Take-One Exhibit, 2868 Mahan Drive, Suite 1, Tallahassee, FL 32308.

3. Program Advertising — Conference Program advertising is an excellent way to target a highly captive audience. This method provides great visibility for your organization throughout the entire conference, as well as being used as a desk reference long after the conference is over. **All advertisements should be camera-ready, sized to specs and in black and white. Ads may be sent**

electronically, on disk or in hard copy form. If using pictures or graphics, please use EPS or Illustrator format at a resolution of at least 300 DPI. Contract, fee and advertisements must be received no later than October 21, 2005. Please see the attached application & contract for exhibiting & advertising for available sizes and fees. **Please Note:** The Florida Prevention Partnership reserves the right to refuse any marketing materials it deems inappropriate.

Sponsorship and Conference Support Options

This is an excellent way to contribute to the success of Florida's *Prevention Conference 2005*

- **Please contact Marketing Management concerning sponsorship and related benefits:**

Saad Ouahidi:
PH. 850-878-2196
Fax: 850-878-6584 or
souahidi@fadaa.org

Florida Prevention Partnership Conference Marketing Contact:

PLEASE SEND Take-One Literature Displays, Program Stuffers & Program Advertising to:

Saad Ouahidi
2868 Mahan Drive, Suite 1,
Tallahassee, FL 32308
Phone: (850) 878-2196 x112
Fax: (850) 878-6584
E-mail: souahidi@fadaa.org

DEADLINE – FOR ARRIVAL NO LATER than 10/21/05



We Invite You to Exhibit at the 2005 Florida Statewide Prevention Conference

November 16 - 18 at the Carible Royale
In Orlando

Prevention: Florida's Recipe for Success

For 19 years, Florida's Statewide Prevention Conference has been **the** premier event for spotlighting successful research-based strategies and programs for the prevention of delinquency and substance abuse (alcohol, drugs & tobacco). It is also **the** event for agencies and vendors to showcase the latest in prevention technology, software, curricula, literature, publications, media and a spectacular array of other products and services that cater to Florida's prevention professionals, youth and the community. The Florida Statewide Prevention Conference grows with increasing momentum each year, due to our dedication to excellence and innovation. Last year over **1300 participants** attended. Youth tracks teach middle & high school teens specific prevention tactics to practice and to pass on to their peers in their own environment where it's needed most, while adult tracks focus on sharing the latest, most contemporary, effective prevention strategies & model programs. This year, youth also participate by co-presenting with adults and by participating in skill building workshops.

This unique and powerful assembly allows adult and youth prevention leaders to streamline their efforts, brainstorming solutions as a team... **And, it works!**

New this year is a community anti-drug coalition track that will include a 2-day boot camp presented by the National Community Anti-Drug Coalition of America.

You are cordially invited to join the **Florida Prevention Partnership**, (FPP), at the nineteenth Annual Florida Statewide Prevention Conference 2005, "**Prevention: Florida's Recipe for Success**". The Florida Prevention Partnership encourages **everyone** in the prevention field to take advantage of this wonderful opportunity to become involved in the growing success of our celebrated prevention movement by exhibiting your company's distinctive talents and products to key decisionmakers in Florida's prevention agencies, as we join together "**Prevention: Florida's Recipe for Success**".

Who Attends and Supports The Prevention Conference

We expect as many as 1500 participants this year! Students, ages 13-18, and the rest, adults representing organizations involved in various prevention initiatives. "**Prevention:**

Florida's Recipe for Success" is intended to engage Florida's prevention decision makers, as well as youth, parents, frontline staff, volunteers, community coalitions, faith-based leaders, community leaders, community anti-drug coalitions, executive program directors, community-based program executives, Safe and Drug Free Schools Coordinators, state agency staff, advisory council members and many more, too numerous to list. All of them seek the latest in effective prevention literature, services, projects, ideas, programs, and technology... that's where you come in!

Who Exhibits:

Exhibiting opportunities are somewhat **limited** due to space availability, so please **reserve your booth As Soon As Possible!** The Prevention Conference attracts exhibitors that are committed to supporting initiatives designed to prevent drug use & delinquency in Florida's youth. Join us in some good natured fun using our cooking themes:

- Day 1- All the best ingredients**
- Day 2- Now we are cooking**
- Day 3- It's all in the presentation**

Exhibitors include, but are not limited to:

- Educational Software Designers
- Funding Entities
- Youth Serving Organizations
- Curriculum Developers
- Drug Testing Companies
- Prevention Programs
- Prevention Product Promotion Companies
- Promotional Merchandisers
- Training Companies
- Social Marketing Firms
- Prevention Publishers
- Educational Media and Film Companies
- Treatment Centers
- Prevention Coalitions
- Social Marketing Firms
- All organizations supporting *Prevention Initiatives*

TERMS AND CONDITIONS

1. Location, Date and Hours of Exhibits: See accompanying exhibit prospectus (invitation).
2. Space Rental: Each 8-by-10-foot booth space is provided with a pipe and drape of 8 feet high in the rear. Also provided is: one 6-by-2-foot skirted table, two chairs, a 7-by-44-inch single-line identification sign with company name and booth number and a wastebasket. All Exhibits must comply with the Guidelines for Display Rules and Regulations published by the International Association of Exposition Management.
3. Official Service Contractor: See key contact section of the accompanying exhibit prospectus. Participating exhibitors will receive in advance an Exhibitors Service Manual from Gulf Coast EXPO, the FPP's official service contractor. The manual contains complete information and order forms for all exhibit services (both tables & booths). The available services include labor, materials handling, display tables, drayage, furniture and equipment rental. A separate form for electrical services is included in the Exhibitors Service Manual. Costs for electrical access are at an additional cost through Gulf Coast EXPO.
4. Booth Assignment: FPP does not guarantee any particular booth selection and reserves the right to (a) decline or prohibit any exhibit, product or service for any reason, with or without cause, which, in their sole judgment, is not suitable to or in keeping with the character of the exhibition, or (b) relocate booth assignment, with prior notice to the exhibitor, to develop a balance against congestion, to avoid confusion in firm names, to solve competition conditions or similar reasons. Final arrangement of booths will be determined by FPP at their sole discretion.
5. Registration: Exhibit badges will be issued only to employees of exhibiting companies. All exhibit booths must be registered by the firm's contact person. Staffing allowance is for no more than two persons per 8-by-10-foot exhibit booth & 2 persons per exhibit table) Exhibiting companies may rotate booth or table staff at no additional cost by returning the exhibit badge of the staff leaving the Exhibit Hall & request a replacement badge for the newly arrived staff.
6. Regulations and Standards: **A.** Solicitation by non-registered exhibitors is strictly prohibited. Firms and representatives not assigned exhibit space are prohibited from soliciting business in any form in the Exhibit Hall. Violators will be required to leave the Exhibit Hall. **B.** Subletting space is prohibited. An exhibitor may not assign, sublet or share any part of the space allocated without the written consent of FPP. Companies shall not exhibit nor permit to be exhibited any merchandise not a part of regular company-products unless granted permission from FPP. An exhibitor may not permit any representative of any firm not exhibiting to solicit business or take orders in the exhibitor's space. All business activities of the exhibitor must be confined to the booth space. Conducting business activities in aisles, lobbies or other areas is strictly prohibited. Exhibitors in violation of rule will suffer sanctions affecting their ability to exhibit at future FPP meetings. **C.** Samples of products, catalogs, pamphlets, publications and souvenirs may be distributed in the Exhibit Hall provided it is done in a dignified manner, does not create a nuisance and does not interfere with adjoining exhibits. **D.** Loudspeaker displays or other devices, that in the sole judgment of FPP may be generally disruptive, are not permitted. If objections arise, the offending exhibitor may be reassigned to another booth or required to discontinue the activity altogether. **E.** No exhibit may be dismantled before the official close of FPP Annual Florida Statewide Prevention Conference, nor may any part of the exhibit or equipment be prematurely removed, once it has been set up, except with the permission of FPP. **F.** Exhibitors may not offer or serve food and/or beverages to conference attendees. The Caribe Royale is the sole provider. Compliance failure with regulations may result in termination of exhibit privileges.
7. Setup Information: All exhibit booth/table materials, particularly drapes, curtains, table covers, etc., must be flameproof and comply with federal, state and municipal fire laws, insurance underwriter and hotel safety regulations. Materials meeting these requirements are available to exhibitors through the exhibit service contractor, Gulf Coast EXPO. All packing containers, excelsior and similar materials must be removed from the exhibition area upon completion of the booth installation. FADAA will review exhibit setup to assure compliance with exhibit rules before the Exhibit Hall opens. If there are problems with an exhibit, the exhibitor will be notified and required to make appropriate corrections.
8. Drayage: Advance shipments of exhibit materials can be made to Gulf Coast EXPO until Thursday November 10, 2005. The Caribe Royale **CANNOT** store advance direct shipments.
9. Failure to Occupy Space: Any exhibit space that is not set up and occupied by 8:00 am on Wednesday, November 16, 2005 will be forfeited by the exhibitor unless arrangements for delayed occupancy have been made in writing to the FADAA. Unless prior approval is granted, the rental payment for the unoccupied exhibit space also will be forfeited.
10. Liability and Security: The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising from personal injury, injury or damage to exhibitor's displays, equipment and other property brought upon the premises of the hotel. The exhibitor shall indemnify and hold harmless the FADAA, Gulf Coast Expo, Caribe Royale, its agents and employees from any and all losses, damages and claims. FADAA will not insure or indemnify exhibitors against loss of any kind. The exhibit hall will be locked immediately following the close of functions. However, it is the exhibitor's responsibility to secure exhibit and other property during the exhibit hall hours. FPP will cooperate fully, but cannot take responsibility for damage to exhibitor's property, lost shipments either coming in or going out, or for moving costs. Any damage caused by inadequately packed property is the exhibitor's own responsibility. If exhibit material fails to arrive, the exhibitor will be nevertheless responsible for booth rental and no refund will be made. Exhibitors should carry insurance for these risks.
11. Department of Revenue Registration: Exhibitors who sell non-exempt tangible personal property must register with the Florida Department of Revenue. It is the responsibility of each individual exhibitor to determine if he or she must register with the department. The Taxpayer Assistance Section of the department should be called at (800) 352-3671. Applications for registration are available, without cost, by writing to the Florida Department of Revenue, Supply Section; Tallahassee, FL 32399-0100.
12. Cancellation or Reduction of Space: Cancellation or reduction of booth space must be done in writing to *Florida Prevention Partnership* C/O FADAA, and postmarked on or before November 1, 2005 to receive a full refund. If the request is postmarked after November 1, 2005, the exhibitor is obligated to pay the booth or table rental(s) in full; unless the space is resold by Exhibit Coordinator, in which case the exhibitor is entitled to a refund of all sums paid less a service charge of 20% of the total booth fee. An administrative charge of 50% of the total rental amount is retained for cancellation or reduction of booth space made within 30 days of the meeting date.
13. Cancellation of Exhibition: In the event the exhibition must be canceled, postponed or relocated because of fire, strike, government, regulations, casualties, acts of God or other causes beyond the reasonable control of FPP, the exhibitor waives any and all damages and claims for damages. The exhibitor agrees that the sole liability of FPP will be to return each exhibitor's rental payment.
14. Amendment to Rules: Any and all matters or questions not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Florida Prevention Partnership.

APPLICATION/CONTRACT FOR EXHIBIT SPACE, PROGRAM AND ADVERTISING

Statewide Prevention Conference 2005

Please complete the following application in print or type and fax to Saad Ouahidi at 850-878-6584. The company name, address, city, state and ZIP code as shown on this form will appear on booth signs and in the program listing.

Company Name: _____ URL: _____
 Physical Address: _____ City: _____ State: _____ Zip: _____
 Exhibit Contact, Name: _____ Title: _____
 Exhibit Contact Ph: _____ Fax: _____ E-Mail: _____
 Exhibit Staffers (2 max): _____
 Complimentary Registrant's Name: _____
 Total Number of Booths Requested: _____ * Indicate your booth selection in order of preference *

Choice #1) _____ Choice #2) _____ Choice #3) _____ Choice #4) _____
 Description of products, services or programs (This will be used for exhibitor listing in conference program. Please use **75 words or less** and email or fax it to souahidi@fadaa.org)

MARKETING PRICES... Please place an X or check beside ALL of your Marketing choices

SPONSORSHIP PRICES:	<u>Indicate Amount</u>	<u>Indicate Amount</u>
Level - 4	\$5,000 + \$ _____	Level - 2..... \$1,000 + \$ _____
Level - 3	\$2,500 + \$ _____	Level - 1..... \$500 + \$ _____

EXHIBIT BOOTH PRICE: -Check Mark-
\$600 /Single Booth Rental _____
 (Please remember, a 10% multiple discount will apply if your company contracts for more than one exhibit booth.)

PORTFOLIO STUFFER: -Check Mark-
\$380 /Portfolio Stuffer _____

TAKE-ONE EXHIBIT: -Check Mark-
\$300 /Take-One Exhibit _____

PROGRAM ADVERTISING PRICES:
 Please Note: All ads must be submitted camera ready according to the specifications listed in the "program advertising section" item #3 to avoid an assistance charge. Also, please call with inquiries on special placement advertising, as space is limited.

-Check Mark -

\$295 Quarter Page.....(3.5" W X 4.5" H) _____
 \$370 Half Page.....(7.5" W X 4.5" H) _____
 \$470 Full Page.....(7.5" W X 10" H) _____
 \$600 to \$1,000 (Special Placement Ads = **FULL PAGE ONLY**).....(7.5" W X 10" H) _____
 \$1500 Center Spread Ad (2 pages in conference program center).....(15" W X 10" H) _____

METHOD OF PAYMENT:

Marketing Options: Circle Mark ALL that apply: Stuffer / Take-1 / Exhibit Booth / Program Ad/Sponsorship

Check MasterCard VISA
 Card OR check # _____ Exp. Date: _____
 Total Amount Enclosed: \$ _____ Name of Authorized Signer: _____
 Authorized Signature: _____ Date: _____

I agree to abide by all of the provisions, rules, and regulations as published within this 2005 Marketing Invitation, & I, the undersigned applicant, agree to each part of this exhibit contract. Please keep a copy of this contract for your records.