

43RD  **NIEAPA**
ANNUAL CONFERENCE

#NIEAPA2022

**CULTIVATE
RESILIENCE**

**JUNE
09
2022**

SPONSORSHIP PROSPECTUS

Drury Lane Theatre | 100 Drury Lane | Oakbrook Terrace, IL 60181



INVITATION TO PARTICIPATE

PRESIDENT:
PAUL FITZGERALD, PSY.D., LCPC, CEAP

Welcome to the Northern Illinois Employee Assistance Professionals Association's 43rd Annual Conference, with the theme of "Cultivate Resilience." The NIEAPA Conference Committee have risen to the challenge of returning to an in-person conference after two years of pandemic, and we are excited about seeing all of our colleagues, friends, and sponsors/exhibitors in person again. Please review the attached prospectus for all the exciting details!

As our Chapter President, I am particularly pleased with the excellent work that our Conference Committee has done in arranging an excellent line-up of keynote speakers and presenters. I am well aware that the past two years have been stressful on budgets as well as on people, but I strongly believe that our Conference continues to provide an excellent return on investment for facilities and treatment programs, EAP organizations, and clinician groups. Professional network-ing has always been one of our organization's strengths, and our conference has been the most welcoming part of our professional "home" for many of our members and friends over the years.

In spite of some early uncertainty, we have decided to proceed with an in-person conference this year because many of our colleagues have expressed they like the opportunity to meet in person again. We have also decided to continue to offer a printed program this year, which gives our sponsors the opportunity to put their information and program descriptions in a "hands-on" format which our members tend to keep and continue to use as they track their professional development hours. Our program and our exhibit space have been reliable means to promote our supporters, and we will be encouraging more traffic in the exhibit space this year by focusing the non-educational activities in that space. We are also offering opportunities to put your name on multiple features of the conference, some of which may not have been sponsored in the past - including e-mail announcements and reminders, the conference registration page, our speakers, and our keynote addresses.

During the past two years, our profession has risen to the challenges of helping employees and employers meet the tremendous challenges we have all faced, and have modeled and helped our clients and colleagues cultivate resilience. We see our 2022 conference as an opportunity to celebrate that resilience as well as celebrating our profession and each other.

We hope you can participate!



NIEAPA GRATEFULLY ACKNOWLEDGES OUR PAST SPONSORS



NIEAPA GRATEFULLY ACKNOWLEDGES OUR PAST EXHIBITORS



A Fresh Start Sober Living
ABC Gambling Treatment
Acadia Healthcare
Alkermes
Alsana
American Addiction Centers
Amita Health
Arbor Counseling Center
Aspired Living of Westmont
Banyan Treatment Center
Barrington Behavioral Health and Wellness
CareGiving.com
Center for Discovery
Centers for Family Change
Chestnut Health Systems
Chicago Behavioral Hospital
Chicago Lakeshore Hospital
Critical Thinking for Success
Cumberland Heights Foundation
Dominion Diagnostics
Eating Recovery Center/Insight Behavioral Health
Elderwerks Educational Services
Footprints to Recovery
Foundations Recovery Network
Gateway Foundation
Gentle Home Services
Hazelden Betty Ford Foundation
Head/Heart Therapy, Inc.
Healthcare Alternative Systems, Inc.
Hotel California by the Sea
Illinois Professionals Health Program
J. Flowers Institute
Linden Oaks Behavioral Health
MacNeal Hospital
Midwest Center for Youth & Families
Millennium Counseling Center
Northern Illinois Area 20 AA
Northwestern Medicine-Central DuPage Hospital
Oasis Senior Advisors
Patrick J. Kennelly, PhD and Associates
Perspectives, Ltd
Positive Sobriety Institute and Bluff Plantation
Recovery Works – Merrillville
Riveredge Hospital
Riverwalk Counseling Center
Rogers Behavioral Health
Rosecrance Health Network
Senior Solutions
Summit BHC
SunCloud Health
Symetria Recovery
The Manor
The Renfrew Center
The Way Back Inn
Timberline Knolls
Trilab LLC
UChicago Medicine Ingalls Behavioral Health
UnityPoint Health
Urban Balance





WHO WE ARE

NIEAPA is dedicated to advocacy, professional development, and promotion of Employee Assistance (EA) and other workplace-based behavioral health, substance use disorders and organizational consultation services.

ENHANCE YOUR VISIBILITY

The 2021 NIEAPA Virtual Conference was a success! The virtual conference created interactions between exhibitors and attendees with over a hundred participants. In addition, our exhibitors and sponsors connected, engaged, and spent time networking with attendees during the two-day event.

NIEAPA is excited to welcome attendees back to an **in-person 2022 conference**. Our past in-person conferences have attracted an **average over three hundred EA stakeholders**. Join the dozens of organizations that have sponsored the NIEAPA Conference and gain a more powerful presence while enhancing your marketing efforts through conference sponsorship.

GROW REFERRAL PARTNERS

The **CULTIVATE RESILIENCE Conference** is the perfect event to sponsor, and we can't wait to welcome you back in person. We expect to attract several hundred employee assistance and behavioral health employees, thought leaders and executives giving you the reach you desire. This is going to be a great event for brand exposure and relationship building.

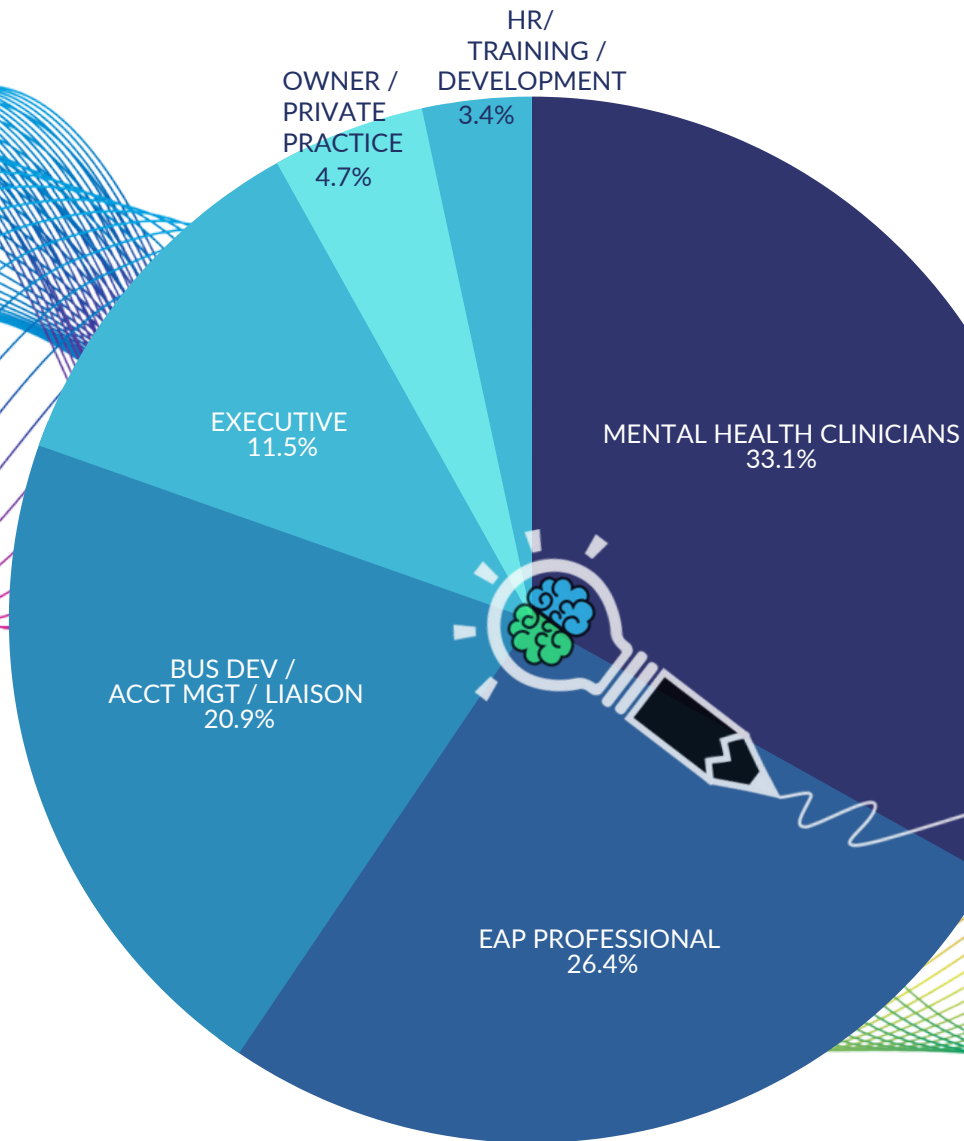
REASONS TO SPONSOR

NIEAPA ANNUAL Conference provides a valuable opportunity to learn and share knowledge – crucial functions within the EA profession!

THE AUDIENCE

- Employee Assistance Professionals
- Human Resource Professionals
- Executive and Senior Management
- Risk Management Experts
- Occupational Health and Wellness Professionals
- Mental Health Therapists and Counselors
- Substance Use Disorder Specialists
- Benefits Specialists
- Social workers

WHO ATTENDS NIEAPA ANNUAL CONFERENCE



DIGITAL IMPRESSIONS

28K +EAP related emails
NIEAPA email blasts

2K +social media posts
NIEAPA

15,101

ANNUAL NIEAPA WEBSITE VISITS



SCHEDULE AT A GLANCE

THURSDAY, JUNE 9, 2022



Registration Opens 7:30

Breakfast / Networking 8:00

Welcome/Introduction to Keynote Speaker 8:30
NIEAPA President, Paul Fitzgerald, Psy.D., LCPC, CEAP

Keynote: The Psychology of Abundance 8:45 - 10:00 am
Keynote Speaker: Joyce Marter
Psychotherapist, Entrepreneur, Mental Health Thought Leader,
National Speaker & Author

Break 10:00 - 10:30 am

Breakout Sessions 1, 2, 3, 4 10:30 - 12:00 pm
Various Speakers

SESSION 1: GENDER & SEXUALITY: FROM COURTS TO Board Rooms & Break Rooms

Presenter: Margo Jacquot, Founder and Chief Care Officer,
The Juniper Center

SESSION 2: REACHING THE MAN BEHIND THE MASK

Presenter: Bob Carty, LCSW, CADC, CCJP, Retired - Director of
Clinical Services, Chicago Facility - Hazelden-Betty Ford Foundation

SESSION 3: ADHD IN THE WORKPLACE

Presenter: Cheri DeMoss, LCPC, CAADC, NCADCII, MAC NCRS, Founder
& Director, Empowering Options Counseling Innovations

Lunch / Networking/ Awards / Recovery Speaker 12:00 - 1:30 pm

Break / Networking 1:30 - 2:00 pm

Breakout Sessions 4, 5, 6 2:00 - 3:30 pm
Various Speaker

SESSION 4: LEADING IN AND OUT OF THE PANDEMIC

Presenter: Linda Lewaniak, LCSW, CAADC, Retired - Senior Outreach Manager

SESSION 5: THE WAYS YOU SEE ME: EXPLORING THE IMPACTS OF TRAUMA in BIPOC and LGBTQIA+ Individuals and Communities

Presenters:
Rayell Grayson, LCPC, CADC, Executive Director & Therapist, Head/Heart Therapy, Inc.
Benji Marton, LCSW, Director of Operations, Head/Heart Therapy, Inc.

SESSION 6: ADDICTION: TRAUMA, ROOTS AND HOPE FOR RESILIENCE

Presenter: Dr. Marcie Phillis, Ph.D, Community Relations Coordinator, Rosecrance

Break / Networking 3:30 - 4:00 pm

KEYNOTE: THE PSYCHOLOGY OF ABUNDANCE 4:00 - 5:15 pm

Keynote Speaker: Jeffrey Mangrum, Account Manager, Hazelden Betty Ford Foundation

PREMIUM Sponsorship Packages

2 KEYNOTE SPONSORS

\$3000

- 3 Minutes before presentation to self-promo and introduce speaker
- 1 Minute after to ask everyone to join them in the exhibit hall
- One additional attendee pass
- All Gold Tier benefits (landing page logo/link upgraded to Home Page)



1 PREMIUM LUNCH SPONSOR

\$2500

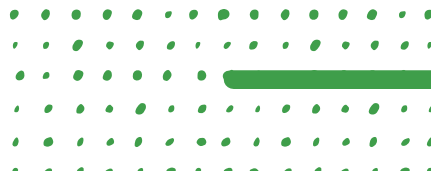
- 3 Minutes before presentation to self-promo and introduce speaker
- 1 Minute after to ask everyone to join them in the exhibit hall
- All Gold Tier benefits



6 SPEAKER SPONSORS

\$2,000

- 3 Minutes before presentation to self-promo and introduce speaker
- 1 Minute after to ask everyone to join them in the exhibit hall
- All Gold Tier benefits



Sponsorship Packages

GOLD
Tier Sponsorship
\$1,600
(\$275 bundle savings)

- Exhibit – Large
- *Print Advertising – full page color
- Food Sponsorship – Lunch
- Digital Advertising
 - o Logo/Link on Landing Page
 - o Logo/Link in emails
 - o Individual Social Media Shoutout (if registered prior to 5/1/22)

SILVER
Tier Sponsorship
\$1,100
(\$175 bundle savings)

- Exhibit – Large
- *Print Advertising – half page B/W
- Food Sponsorship – Breakfast
- Digital Advertising
 - o Logo/Link on Landing Page
 - o Logo/Link in emails

BRONZE
Tier Sponsorship
\$600
(\$95 bundle savings)

- Exhibit – Small
- *Print Advertising – Quarter Page B/W
- Food Sponsorship – Refreshment
- Digital Advertising
 - o Logo/Link on Landing Page

Full A la Carte/Add On/ Upgrade Offerings

Exhibit Space (includes 1 attendee pass)
 Large \$675.00
 Small \$395.00

Print Advertising in Program*

Full Page Color.....	\$600.00
Full Page B/W.....	\$500.00
Half Page B/W.....	\$300.00
Quarter Page B/W.....	\$150.00

Food Sponsorships


Gold (Lunch).....	\$600.00
Silver (Breakfast).....	\$300.00
Bronze (Refreshment).....	\$150.00

Miscellaneous

Exhibit Table Electric.....	\$75.00
Additional Attendee Pass	\$120.00

ANY SPONSOR PURCHASING EXHIBIT SPACE IS ENTITLED TO ONE FREE ATTENDEE PASS; UP TO 5 ADDITIONAL ATTENDEE PASSES MAY BE PURCHASED FOR \$120 PER GUEST.

** Due to the need for material lead-time to prepare and print the program booklet, print advertising is available only to exhibitors and sponsors registering on or prior to **May 15, 2022.***



On behalf of NIEAPA, we **thank you** in advance for your support of our conference and those who serve valued employees in our region.

If you are ready today to commit to a sponsorship, please register today! If you have additional questions or ideas for your sponsorship, please contact one of our committee members today.

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BECOME A SPONSOR!