

the trichotillomania learning center



2012 NATIONAL CONFERENCE

on hairpulling & skin picking disorders

May 4-6, 2012

Chicago Marriott O'Hare

sponsor | advertise | exhibit

TLC



bringing hope and
healing since 1991

trichotillomania
LEARNING CENTER

The Trichotillomania Learning Center invites you to join us for the 2012 National Conference

on Hair Pulling & Skin Picking Disorders

May 4 - 6, 2012 · Chicago Marriott O'Hare

The Trichotillomania Learning Center is the only national organization whose mission is to improve the quality of life of the millions of children, adolescents and adults who suffer from trichotillomania and skin picking. Our Annual Conference offers a comprehensive schedule of seminars by the world's leading experts in this field, providing education and inspiration to hundreds of sufferers of all ages, researchers and treatment professionals.

Reach out to this vibrant community by becoming a Conference Sponsor today! Sponsorships are not limited to businesses; past sponsors have included support groups and individuals who simply want to show they care. Plus, private donors enjoy a full tax deduction when the sponsorship does not promote a business or service.

Why sponsor or advertise at the TLC Conference?

Nearly 2000 members, 10,000 email subscribers and 20,000 monthly website visitors look to TLC to provide accurate information about treatments, products and services that can make a difference in their lives. Plus, TLC uses your support to give back to those that attend: increased sponsor support equals a decrease in registration costs, enabling more people to experience this life-changing event.

Opportunities for Exposure:

TLC's website receives an average of **20,000 UNIQUE visits** per month, and the Conference event pages are ranked third in "most visited pages" during the conference promotional season, December - May.

TLC has **9,453 subscribers** to our email newsletter.

TLC currently has over **2,600 Facebook Fans**; and this number is **growing every day**. Each TLC-sponsored link averages an impression rate of 1,700 users. We have an average weekly user rate of 1,500 fans. Plus, TLC is launching fall and winter campaigns to increase the number of our supporters.

TLC's quarterly newsletter, *InTouch*, is **mailed to 2,000+** nationwide.

In the past three years, our **Conference Attendance has DOUBLED** previous attendance averages. We expect at least **500 attendees** in Chicago.

Recent advances in overall awareness of trichotillomania has resulted in a **30% increase in web traffic**.

After learning about TLC, I immediately signed up for the TLC annual conference. It literally saved my life. I can't say enough about TLC, its board, and its commitment to the community of trich and skin picking sufferers. I thank you from the bottom of my heart for giving me a second chance at having a normal life."

~Nicole, CA

Get Involved. Show You Care. Become a Sponsor.

Sponsorship Opportunities

Patron Sponsor: \$10,000 (1 available)

Your Patron Sponsorship supports lower attendee registration costs, thereby increasing attendance and overall exposure. In addition to the benefits listed to the right, you will receive:

- Full-page advertisement in National Conference Catalog, mailed to 15,000+ nationwide
- Prominent Logo Placement on TLC's Event Registration Page
- Full-page advertisement in Conference Program Guide
- 2 complimentary registrations to the conference
- Special thank you in Keynote Address during dinner

Chicago Transit Advertising Sponsor: \$6,000 needed

(multiple sponsors at various levels are invited to participate)

Raise awareness of the conference and TLC services throughout Chicago. This sponsorship supports advertising on Chicago City Public Transportation, including city buses and EL. Supporters receive these additional benefits (may be adjusted for support at lower levels, i.e. \$1000.00 donation):

- Logo placement on CTA advertising for 45 days
- Half-page advertisement in National Conference Catalog, mailed to 15,000+ nationwide
- Half-page advertisement in Conference Program Guide
- One complimentary registration to the conference

Live Feed / Webcast Sponsor: \$5,000 (3 available)

Bring the conference into homes around the world! Your support at this level will facilitate a live feed and/or webcast of certain workshops to internet subscribers. The following benefits are offered in addition to those listed to the right:

- Exclusive logo placement on broadcasts
- Half-page advertisement in National Conference Catalog, mailed to 15,000+ nationwide
- Half-page advertisement in Conference Program Guide
- One complimentary registration to the conference

Professional Networking Sponsor: \$5,000 (1 available)

Support the development of TLC's Professional Network. This sponsorship supports the opening-night networking activities of our professional and student attendees.

- Prominent banner placement during the networking hour
- Half-page advertisement in National Conference Catalog, mailed to 15,000+ nationwide
- Half-page advertisement in Conference Program Guide
- One complimentary registration to the conference

Program Track Sponsor: \$3,000 (6 available)

Each Program Track Sponsorship funds the sessions offered for a specific audience. These tracks include: Adult Treatment, Adult Personal Growth, Research, Parents, and Kids & Teens .

- Sponsor supplied Banner/Signage displayed during all track sessions
- Quarter-page advertisement in National Conference Catalog, mailed to 15,000+ nationwide
- Logo Placement in Conference Program Guide
- One complimentary registration to the conference

Each sponsorship includes:

- Link to your website, and identification as a sponsor on TLC's website (TLC's site averages 20,000 visits per month)
- Exhibit Space for duration of Conference weekend
- Name and logo in 1 edition of TLC's quarterly news letter, InTouch, mailed to 2,000+ nationwide
- At least one registration to the Annual Conference. 10% discount extended to additional registrants.
- Advertising in the National Conference Catalog and/or the Conference Program Guide
- Logo Recognition on the Sponsors Page of the Conference Program Guide

Poster Session Sponsor: \$2,000 (4 available)

A new feature at the TLC Conference, Poster Session sponsors support the presentation of new research. This Sponsorship also provides for travel and registration scholarships for student presenters.

- Prominent banner placement during Saturday's Poster Sessions
- Quarter-page advertisement in National Conference Catalog, mailed to 15,000+ nationwide
- Logo Placement in Conference Program Guide

Custom Sponsorship

Have another idea on how you or your business can participate?

Would like to sponsor at a level not listed?

We'll work with you to customize a sponsorship tailored to meet your needs and marketing objectives. Just give us a call!

Sponsorship reservations should be made by January 15, 2012 to guarantee inclusion in the National Conference Catalog.

Final artwork submission deadline is February 1, 2012.

To reserve your sponsorship, contact
Leslie Lee, 831-457-1004 or
leslie@trich.org

Advertising Opportunities

TLC takes great pride in offering it's members reliable and trustworthy information. As a result, we only offer advertising opportunities to a select group of members, service providers and businesses. Advertising in TLC Conference materials is an effective way to get the word out about your products and services. Both national and regional opportunities are available.

National Conference Catalog

Each year, TLC mails a full-color catalog, listing all conference activities and supporters, to nearly 15,000 people nationwide. The catalog is also available as a download from our website, which receives an average of 20,000 visits PER MONTH.

As an added bonus, TLC has a professional designer on staff who is happy to assist you in delivering your message through a beautifully designed advertisement at no extra charge.

Display Ad Rates and sizes include full-color printing:

Rates are as follows:

National Conference Catalog

- Full page: \$750
6" wide x 9" tall
- 1/2 page: \$500
6" wide x 4.5" tall
- 1/4 page: \$250
3" wide x 2.25" tall
- 1/8 page: \$175
1.5" wide x 2.25" tall

Space is limited! Ad space reservations due by Jan. 15, 2012.
Requests for ad space may be submitted to leslie@trich.org.
Final artwork submission deadline is February 1, 2012

Conference Program Guide

The Conference Program Guide is an indispensable tool used by ALL Conference attendees. The Guide provides the who, what, when, and where for conference activities, and attendees continually refer to it throughout the weekend. It allows exhibitors to increase traffic to their booth, authors to advertise their books, and regional businesses and other groups to promote their services to the local community.

As with the National Catalog, TLC's in-house graphic designer will work with you to create an effective advertisement at no extra charge.

Display Ad Rates and sizes include black and white printing:
 Rates are as follows:

Conference Program Guide

- Full page: \$400
8" wide x 10" tall
- 1/2 page: \$250
8" wide x 5" tall
- 1/4 page: \$150
4" wide x 2.5" tall
- 1/8 page: \$50
2" wide x 2.25" tall

Ad reservations due by January 15, 2012.
Requests for ad space may be submitted to leslie@trich.org.
Final artwork submission deadline for the Conference Program Guide is March 15, 2011.



"We found that our prominently displayed ad in the TLC program guide resulted immediately in an increase in clinical referrals of compulsive hair pullers. People who previously had no idea where to go for help sought us out."

*-Allen Weg, EdD, New Jersey Psychologist
 Founder and Director,
 Stress and Anxiety Services of New Jersey*

Exhibit at the TLC Conference

and connect face-to-face with your audience.

Exhibitors gain the upper-hand in connecting directly with treatment providers, sufferers and their family members, as well as other industry representatives, by directly introducing your product or service to attendees, while having access to all of the workshops and other activities that make the conference so great. For those that are not able to attend the conference, consider registering for literature placement on our Take-One table at the TLC Conference Bookstore.

Exhibitor Table: \$500 Commercial, \$400 Non-profit

Your Exhibitor's Registration Includes:

- Exhibit space (6ft. table) for the duration of the conference
- One complimentary registration to the conference, including all workshops and provided meals.

PLUS:

- Web presence and link on TLC's website site for 1 month (TLC's site averages 20,000 visits per month)
- Name printed in body of conference program guide
- Name printed in 1 edition of TLC's quarterly newsletter, *InTouch*, to 2,000+ nationwide

Take-One Table: \$150 per item

Display your brochures, coupons, business cards or other literature on a display table at the very popular TLC Conference Bookstore. The Take-One Table is fully accessible to any conference attendee. TLC Staff will make sure your literature remains stocked for the duration of the conference.

Who should Exhibit at the TLC Conference?

- TLC Professional Members
- Retailers of products specific to hair loss and skin care
- Nonprofit organizations
- Regional Support Groups
- Online Service Providers
- Fiddle toy manufacturers and distributors
- Anyone looking to expand outreach and offer resources to those with hair pulling disorder, skin picking disorder, or related behaviors.



"Exhibiting at the TLC Conference has been such an honor and incredible experience for us. The opportunity to share our life-changing products, and restore feelings of beauty and "normalcy" to an under-served population, has brought such joy and fulfillment to our lives. We get so excited when our clients first glance in the mirror at their "original" self, often looking again and again in disbelief as tears well up in their eyes. We feel very blessed to have these opportunities to share our talents and products with such a wonderful group of people."

-Cheryn Salazar
Owner, Cheryn International

Sponsor, Advertiser & Exhibitor Policies

All advertising, sponsorships, and exhibit contracts are subject to approval by TLC's Executive Board of Directors. TLC maintains the right to reject advertising that is not in keeping with the organization's standards and objectives.

Changes in advertising copy must be received by the due dates as noted on page 4 of this guide. TLC can not guarantee that changes will be made after these deadlines.

Cancellations for display and/or sponsor advertising cannot be guaranteed after the final submission deadlines outlined on page 4 of this guide. Refund requests after the Ad reservation deadline has passed will not be processed, as significant costs are incurred by this time.

TLC reserves the right to adjust any advertising, sponsorship or exhibitor costs at any time. Any changes in these costs will only be applied to future contracts, existing contracts are exempt.

EXHIBITION PLACE, DATES AND HOURS

The 2012 Conference, will be located at the Chicago Marriott O'Hare in Rosemont, IL.

The Exhibit hall will be open:

Friday, May 4: 4:00pm - 9:00pm

Saturday, May 5: 9:00AM - 5:00pm

Sunday, May 6 (optional): 9:00am - Noon

Exhibitor set-up is available from Noon - 3:00pm on Friday May 4.

Exhibitors area expected to staff their booths for the hours listed above. Booth breakdown may begin after 5pm on Saturday, May 5, OR, if exhibitor opts to stay for Sunday, breakdown may begin at 11:30am on May 6.

BOOTH LOCATION

Organizations interested in exhibiting should complete the enclosed "Exhibit Space Application and Contract." Space is determined by the event organizers and can not be guaranteed. Applications for booth space must be received by February 25, 2012. (Postmarks are acceptable).

BOOTH RENTAL FEES AND REFUNDS

Unless otherwise noted, all booths include one 6ft table and two chairs. Space is assigned as applications, accompanied by full payment, are received. If an assigned space is canceled before February 25, 2012, a full refund is issued;

thereafter, the entire payment is forfeited.

BOOTH ERECTION AND SHIPPING

Shipping information will be provided 60 days prior to the Conference start.

LABOR

Exhibitors assume all financial responsibility for the set-up and teardown of their booths and may, if desirable, install their organization's products with their own personnel. All work in conjunction with the erection and removal of displays and exhibits must be performed by personnel of the union with local jurisdiction.

Exhibitors are responsible for ensuring that their displays are erected and removed, but must hire union personnel from the official service contractor, official haulers or other contractors who have a contract with the union of local jurisdiction.

SUBLETTING SPACE

Exhibitors may not assign or sublet any space assigned to them, nor may exhibitors advertise or display products other than those produced by them in the regular course of their business.

CARE OF EXHIBIT SPACE

Exhibitors will care for, and keep in good order, their occupied exhibit space.

BOOTH PERSONNEL

During Exhibition hours exhibitors are required to staff their booths with at least one representative. For each exhibiting organization, TLC provides one complimentary meeting registration. Hotel reservations are not included with the complimentary registrations.

SUPERVISION AND LIABILITY

Exhibitors maintain responsibility for their products and display materials at all times. TLC recommends valuables and consumables be locked safely during off-hours.

Neither TLC, the Chicago Marriott O'Hare, nor any officer, agent or employee thereof will be liable for the safety of the exhibitor's property, agents or employees, from theft, damage by fire, accident or any other causes. The exhibitor hereby releases the TLC and the San Francisco Marriott Marquis from any such claims of any

kind and nature, and agrees to indemnify and hold harmless TLC and the Chicago Marriott O'Hare against any claims arising from the activities of the exhibitor, its officers, agents and employees. As insurance and liability are the full responsibility of exhibitors, they must insure themselves at their own expense against property loss or damage, or against liability for personal injury.

CANVASSING BY NON-EXHIBITORS

The exhibit area is limited to individuals and organizations with reserved booth assignments, no other persons or concerns are permitted to display, sell their products, solicit orders, or distribute advertising matter in the exhibit area. Persons violating this rule will be promptly ejected from the exhibit area. Exhibitors waive any rights and/or claims for damage against TLC arising out of the enforcement of this policy.

SPECIAL VISUAL AND SOUND EFFECTS

Audiovisual devices and other attention-getting sound effects will be permitted only in those locations, and in such intensity, where they do not, in the opinion of the TLC Program Coordinator, interfere with the activities of neighboring exhibitors.

GENERAL

All matters and questions not covered by these regulations are subject to the decision of TLC Staff and/or Board of Directors and/or its authorized representatives. At any time, TLC may amend these regulations, with such amendments equally binding on all parties affected by them, as are the original regulations. If amendments or additions are made to these regulations, TLC will give exhibitors and advertisers written notice.

Please direct questions about information contained in the "Sponsor, Advertiser and Exhibitor Policies" to:

Leslie Lee
Program Coordinator
Trichotillomania Learning Center
207 McPherson Street, Suite H
Santa Cruz, CA 95060, 831-457-1004.

Application and Contract for Sponsorship/Advertising/Exhibitions

2011 National Conference on Hair Pulling & Skin Picking Disorders | May 4-6, 2012

Organization/Business Name: _____

Primary Contact: _____ Email: _____

Phone: _____ Website: _____

Street: _____

City: _____ State: _____ Zip: _____

YES! I would like to support the TLC Conference

Choose the programs you would like to support:

Sponsorship

- Patron (\$10,000)
- Chicago Tranist Ad (\$_____)
- Live Feed (\$_____)
- Professional Network (\$5,000)
- Program Track (\$3,000)
- Poster Session (\$2,000)
- Custom Sponsorship
TLC Staff will contact you to discuss your ideas.

Advertiser

National Conference Catalog

- Full page: \$750
- 1/2 page: \$500
- 1/4 page: \$250
- 1/8 page: \$175

Conference Program Guide

- Full page: \$400
- 1/2 page: \$250
- 1/4 page: \$150
- 1/8 page: \$50

Exhibitor

- Commercial (\$500)
- Nonprofit 501c3 (\$400)

Take One Table

- \$150 per piece x # of pieces = _____

Check here if you are a private donor wishing to make a tax-deductible donation.

IMPORTANT NOTE FOR ALL APPLICANTS: By Submitting this application, applicant agrees to accept and abide by the Sponsorship, Advertiser and Exhibitor policies as outlined on page 6 of this guide. Deadlines for inclusion in printed materials: National Conference Catalog submissions are due by February 1, 2012. Conference Program Guide submissions are due March 15, 2012. Once your application is received, TLC will follow-up with a complete sponsor agreement and submission information. Thank you for your support!

Don't Delay!
Sponsor & Advertising reservations should be made by January 15, 2012 to guarantee inclusion in the National Conference Catalog.

Please select a payment method:

- Check or money order enclosed, made out to TLC (US funds only)
- Charge my credit card: (we accept all credit cards) Amount to be charged: _____

Card number: _____ Exp. Date: _____ 3-Digit Security code _____
(from the back of the card. American Express users, please provide the 4-digit number from the front of the card)

Cardholder's Name: _____ Authorization Signature: _____

TLC is a 501(c)(3) tax-exempt organization. Our TAX ID number is 77-0266587.

Thank you for helping TLC become all it can be...Your support makes all the difference!

Return Application to: TLC • 207 McPherson Street, Suite H • Santa Cruz, CA 95060 or fax to 831-426-4383
831-457-1004 • www.trich.org • info@trich.org