



**BRAIN INJURY
ASSOCIATION**

O F M A R Y L A N D

presents

Cherish Today.. Challenge Tomorrow



Annual Education Conference

Crowne Plaza/Baltimore, Timonium, MD

March 20-21, 2014

*Opportunities for Sponsorship,
Underwriting, and Exhibiting*

Join the Brain Injury Association of Maryland for Our Annual Educational Conference

Conference Location

The BIAM 2014 Annual Conference will return to **The Crowne Plaza Baltimore**. Sponsors, participants, and speakers all gave The Crowne Plaza high praise at the 2013 Annual Conference for location, layout, food, and attentiveness of hotel staff. All meeting and exhibitor space at the Crowne Plaza will again be easily accessible on one floor. The Crowne Plaza, which was renovated in 2008, features a large general session room and conveniently located break-out rooms, nice open common space for exhibitor booths adjacent to the dining area, and beautifully appointed guest rooms. The hotel has a fitness center and an outdoor pool, and is conveniently located off of I-83, exit #16-A. There is a Light Rail station only blocks away, and the hotel has complimentary van service within a 5-mile radius.

Reach Your Top Prospects - Our Constituents

During BIAM's Annual Educational Conference, you can reach over 450 individuals from all over the country. This is a **cost effective** opportunity to develop new business leads and contacts, while enhancing existing relationships with a targeted, actively engaged audience, including:

- Over 450 active and interested members of the brain injury community who need your services
- Professionals from many areas of healthcare attend, including doctors, lawyers, neuropsychologists, physical, occupational, and speech-language pathologist therapists, social workers, case managers, rehabilitation counselors, nurses, state agency personnel, employment specialists
- Individuals with brain injury, their family members and/or caregivers

Why Should I Exhibit at the Brain Injury Association of Maryland's Annual Educational Conference?

This conference has grown every year, with an increase in the number of participants and sponsors. It is a great showcase for the following:

- Providers of medical services including inpatient, outpatient, and community levels
- Durable medical equipment suppliers
- Government health and social service programs who serve individuals with disabilities
- Attorneys, Workers' Compensation Companies, Case Managers
- Banks, Insurance Companies

Education and Networking Opportunities

Attend sessions on a wide array of topics related to brain injury research, rehabilitation, caregiving, legal concerns, and more. Chat with a diverse group of professionals, consumers and family members, and other exhibitors. This is a terrific chance to network and build contacts in the brain injury community throughout Maryland and beyond.

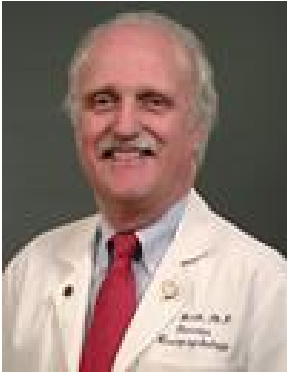
Traffic Builder

All conference participants will receive a "Vendor Bingo" card. Participants must visit sponsor booths and have their bingo card stamped in order to qualify for conference door prizes. This "traffic builder" helps increase traffic flow and ensures exposure for all conference sponsors. We will also provide time during the closing keynote session to award individual sponsor prizes.

Call for Presentations

The Call for Presentations for submitting proposals is now available at <http://bit.ly/1aTN9qm>. Take the opportunity to educate and inform, *and market* your business by providing a speaker for the conference.

Keynote Speakers



Opening Keynote Speaker, Thursday, March 20, 2014

Jeffrey Barth, Ph.D., ABPP-CN holds the position of Professor and Co-Director of the Neurocognitive Assessment Laboratory and Section Head, Neurocognitive Studies in the Department of Psychiatry and Neurobehavioral Sciences, with joint appointments in the Department of Neurological Surgery and the Department of Electrical and Computer Engineering at the UVa Medical and Engineering Schools. He is also one of the founders of the UVa Brain Injury and Sports Concussion Institute, and he is the PI and Senior Scientist for Defense and Veterans Brain Injury Center: Charlottesville. Dr. Barth is a member of the NFL Players Association Concussion Committee and works with the Department of Defense and the American Academy of Neurology on the development of concussion management guidelines.



Morning Keynote Speaker, Friday, March 21, 2014

Joanne Finegan, MSA, CTRS - Earning her degree in 1983 from Pennsylvania State University was an early stepping stone for Joanne Finegan, ReMed Recovery Care Center's CEO and Managing Partner. Finegan leads ReMed, a rehabilitation and supported living provider for people with acquired brain injury, utilizing her skills as a Certified Therapeutic Recreation Specialist, her Masters Degree in Administration (West Chester University, 1990) and her years of experience specializing in brain injury treatment. She has worked continuously on educating others on the impact and life-long effects of brain injury and utilizes ReMed's "real life rehabilitation" model as her foundation. She leads ReMed by applying practical management, communication and leadership skills in today's fast-paced health care environment. Finegan is a well-known presenter and publisher on key issues related to brain injury, such as funding and resources, long-term supports, adjustment, socialization, sexuality, recreation and leisure.



Closing Keynote Speaker, Friday, March 21, 2014

Rosemary Rawlins is the blogger of "Learning by Accident: A Blog About Caregiving and TBI" for BrainLine.org, an award winning WETA multimedia site. She is also the author of a book by the same name, "Learning by Accident," a caregiver's story about the intense two-year period following her husband's severe traumatic brain injury — the result of being struck by a car when riding his bicycle. Rosemary has eight years experience in full-time caregiving for loved ones with brain injury, dementia, and chronic obstructive pulmonary disease. HealthSouth Rehabilitation Hospital of Virginia presented Rosemary and her

family with the "2011 No Barriers Award" in September 2011. She and her husband Hugh were featured in the 2013 Bronze Telly Award-winning video about Relationships after TBI. Rosemary and Hugh were also featured on the front page of the New York Times Science Section in January 2012.

2014 Annual Conference Sponsorship Levels

\$7,500 Diamond Level

- * Listing as Presenting Sponsor in conference material and in the Ballroom where general sessions are held and several locations throughout the Conference Center.
- * Prominent, oversized space in Exhibit Area consisting of two draped, 6' tables and chairs.
- * Full page ad on inside front or back cover or back outside cover of Conference Program; name on front cover. Black and white artwork due by February 21, 2014.
- * Name and logo on front of conference registration brochures (if sponsorship confirmed by December 31, 2013).
- * **Sixteen conference registration credits (includes staff at sponsor booth).**
- * Eight additional conference registration credits at the reduced rate of \$95 each.
- * Opportunity to distribute your company's brochure and/or give-away in conference tote distributed to all conference participants at registration.
- * Recognition on BIAM Contributor/Sponsor sign.
- * Special acknowledgement in at least 5 issues of LINKS, BIAM's electronic newsletter which is sent using Constant Contact, an email marketing program, and a link on BIAM's new website.
- * Inclusion on "Vendor Bingo Card" which encourages conference participants to visit all sponsors for the chance to win a prize.

\$5,000 Platinum Level

- * Listing as a Keynote Sponsor for one of the general sessions in conference material and on podium in Ballroom.
- * Preferred oversized space in Exhibit Area consisting of two draped, 6' tables and chairs.
- * **Twelve conference registration credits (includes staff at sponsor booth).**
- * Eight additional conference registration credits at the reduced rate of \$95 each.
- * Opportunity to distribute your company's brochure and/or give-away in conference tote distributed to all conference participants at registration.
- * Logo or name on nametag for all participants, speakers and vendors.
- * Recognition on the BIAM Contributor/Sponsor sign.
- * Full page ad in the Conference Program. Black and white artwork due by February 21, 2014.
- * Special acknowledgement in at least 4 issues of LINKS, BIAM's electronic newsletter which is sent using Constant Contact, an email marketing program, and a link on BIAM's new website.
- * Inclusion on "Vendor Bingo Card" which encourages conference participants to visit all sponsors for the chance to win a prize.

\$3,000 Gold Level

- * Listing as a Conference Partner in conference material and inside and outside of a breakout room.
- * Preferred oversized space in Exhibit Area consisting of two draped, 6' tables and chairs.
- * **Eight conference registration credits (includes staff at sponsor booth).**
- * Four additional conference registration credits at the reduced rate of \$95 each.
- * Logo or name on nametag for all participants, speakers and vendors.
- * Recognition on the BIAM Contributor/Sponsor sign.
- * Full page ad in the Conference Program. Black and white artwork due by February 21, 2014.
- * Special acknowledgement in at least 3 issues of LINKS, BIAM's electronic newsletter which is sent using Constant Contact, an email marketing program, and a link on BIAM's new website.
- * Inclusion on "Vendor Bingo Card" which encourages conference participants to visit all sponsors for the chance to win a prize.

\$1,500 Silver Level

- * Listing as a Lunch Sponsor, including name/logo on table-top signage at lunch.
- * Draped, 6' table and chairs in Exhibit Area (if you require a larger table or more space, please see information about exhibitor space on page 7, # 4 and 6 to customize your space).
- * **Four conference registration credits (includes staff at sponsor booth).**
- * Six conference registration credits at the reduced rate of \$95 each.
- * Half page ad in the Conference Program. Black and white artwork due by February 21, 2014.
- * Special acknowledgement in at least 3 issues of LINKS, BIAM's electronic newsletter which is sent using Constant Contact, an email marketing program, and a link on BIAM's new website.
- * Inclusion on "Vendor Bingo Card" which encourages conference participants to visit all sponsors for the chance to win a prize.

2014 Annual Conference Sponsorship Levels

\$1,195 Bronze Level

- * Listing as a Breakfast Sponsor, including name/logo on breakfast signage.
- * Draped, 6' table and chairs in Exhibit Area (if you require a larger table or more space, please see information about exhibitor space on page 7, # 4 and 6 to customize your space).
- * **Four conference registration credits (includes staff at sponsor booth).**
- * Four additional conference registration credits at the reduced rate of \$95 each.
- * Half-page ad in Conference Program Book. Black and white artwork due by February 21, 2014.
- * Special mention in LINKS, BIAM's electronic newsletter which is sent using Constant Contact, an email marketing program, and a link on BIAM's new website.
- * Inclusion on "Vendor Bingo Card" which encourages conference participants to visit all sponsors for the chance to win a prize.

\$895 Emerald Level

- * Draped, 6' table and chairs in Exhibit Area (if you require a larger table or more space, please see information about exhibitor space on page 7, # 4 and 6 to customize your space).
- * **Two conference registration credits (includes staff at sponsor booth).**
- * Two additional conference registration credits at the reduced rate of \$95 each.
- * Business card ad in Conference Program. Black and white artwork due by February 21, 2014.
- * Recognition on BIAM Exhibitor sign and in Conference Program.
- * Listing on BIAM's new website.
- * Inclusion on "Vendor Bingo Card" which encourages conference participants to visit all sponsors for the chance to win a prize.

\$695 Ruby Level

- * Listing as Break Sponsor, including name/logo on Break signage.
- * Full-page ad in Conference Program. Black and white artwork due by February 21, 2014.
- * Listing on BIAM website.

\$200 Shared Information Table

For those organizations that are unable to attend, but wish to send material for display.

Conference Program

- * All ads for the Conference Program are in black and white. Black and white artwork due by February 21, 2014; artwork received after the deadline will not be guaranteed to appear in Conference Program. *Electronic files are preferred; please contact BIAM for more information. An additional fee will be assessed for any art received that is not the proper size.*

\$270 - Full page ad (7" x 10")

\$170 - Half page ad (7" x 4-3/4")

\$120 - Business card ad (3-1/2" x 2")

What's a "Conference Registration Credit"?

Many sponsors have expressed interest in sending as many staff as possible to our conference, without jeopardizing their ability to fully cover their offices at work over the two days. In order to accommodate these requests, we are now offering "conference registration credits" instead of full two-day conference registrations with our sponsorship packages. With the "conference registration credits", our sponsors can designate one conference registration credit to send one employee for one day and a second conference registration credit to send a different employee for another day, or, simply use two credits to send a single employee for both days. These credits are meant to simplify the conference experience for both the sponsor and BIAM. If you have a unique situation, or any additional questions about your particular situation, please contact Bryan Pugh at 410-448-2924 or pugh@biamd.org to discuss details.

Custom Sponsorship Package

We will be happy to create custom sponsorship packages to meet your needs. Please contact Bryan Pugh at 410-448-2924 or pugh@biamd.org to discuss details.

Frances Bateson Dexter Scholarship Fund

The Frances Bateson Dexter Scholarship Fund, also known as "The Frances Fund," provides full and partial scholarships to individuals with brain injury and their family members who cannot afford the registration fee. Each year, 10 to 15 individuals who would otherwise not be able to attend the conference are able to participate thanks to "The Frances Fund." Contributions of any amount are greatly appreciated by BIAM, and all contributions will be acknowledged in the Conference Program Book.

2014 Annual Conference

Registration Form

Complete registration form and mail or fax to
BIAM 2200 Kernan Drive Baltimore, MD 21207 (410)448-3541 fax.

Full payment is expected by February 25, 2014.

Sponsorship Levels

Diamond Level	\$7500 _____	Emerald Level	\$895 _____
Platinum Level	\$5000 _____	Ruby Level	\$695 _____
Gold Level	\$3000 _____	Shared Information Table	\$200 _____
Silver Level	\$1500 _____	Custom Package - please contact BIAM for more information	
Bronze Level	\$1195 _____		

Conference Program

Full page ad	7" x 10"	\$270 _____
Half page ad	7" x 4-3/4"	\$170 _____
Business card ad	3-1/2" x 2"	\$120 _____

Other

We require an electrical outlet: Yes _____ No _____

We would like to make a donation to the Frances Bateson Dexter Scholarship Fund: _____

We would like to donate an item to the Silent Auction: _____

Organization Information

Organization Name: _____
(name will be published exactly as shown)

Contact Person: _____ Title: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

I have read and understand the Conference Terms and Conditions of Agreement listed in this prospectus. I understand what benefits, including the number of free and reduced registrations, I (or my company) am (is) entitled to.

Signature: _____

Payment options: ___ Check (payable to **BIAM**) ___ Visa ___ Mastercard

Card Number: _____ Expiration Date: _____

Name on Card: _____ CVC # (on back) _____

Billing Address: _____

Signature authorizing charge to card: _____

Conference Terms & Conditions of Agreement

1) **Exhibit Staffing**

Marketing or other personnel who staff sponsor booths must complete a registration form. Each sponsor can determine whether exhibit staff members will be covered by the registration(s) included as part of sponsorship benefits, or whether they'll be covered instead by fees paid for additional registrations. All participants sent by a sponsor must be registered and their costs covered.

2) **Assignment of Space and Payment**

Booths will be assigned by BIAM upon receipt of signed Conference Registration Form and payment. All space will be assigned based on date of receipt and level of sponsorship. Full payment is required with the signed agreement to qualify for booth assignment.

3) **Film, Sound Devices, and Lighting**

Sound movies, slide shows, or other sound devices should be turned to conversational level and must not be objectionable to neighboring Exhibitors. Any equipment that emits excessive noise must be run intermittently for specific demonstrations only. BIAM reserves the right to restrict the use of glaring lights of objectionable lighting effects.

4) **Exhibitor Space**

Sponsors at the Diamond, Platinum, and Gold levels will be provided with two 6' tables and chairs. Sponsors at the Silver, Bronze, and Emerald levels will be provided with 6' tables and chairs. If the exhibit includes a pop-up or large floor (not tabletop) display, a table will not be provided. If an Exhibitor would like and/or needs additional space, this can be negotiated with BIAM staff in advance of the conference. Exhibitors shall in no way infringe upon or take over another Exhibitor's space, public areas, or walk-ways, whether that space is occupied or not.

5) **Subletting of Space**

Only one firm may exhibit in a single space. Furthermore, products from different firms cannot be sold in a single space.

6) **Standard Booth Equipment**

Standard Booth Equipment will consist of a draped 6' x 36" table and chairs. An additional fee of \$25 will be assessed for Silver, Bronze, or Emerald Level sponsors who require Oversized Booth Equipment.

7) **Fire Safety and Health**

The Exhibitor assumes all responsibility for compliance with local, city and state ordinances and Terms and Conditions covering fire, safety and health. Exhibitor provides the necessary shielding or safety items to protect other from equipment that is operable or any other materials, processes or operations which might cause bodily harm. All parts of all displays must meet the specifications of local fire authorities.

8) **Liabilities**

Exhibitor agrees that BIAM shall not be liable for any damage or liability of any kind or for any damage or injury to persons during the term of this agreement, from any cause whatsoever by reason of use, occupation and enjoyment of exhibit space by Exhibitor, or any person thereon with the consent of Exhibitor, and the Exhibi-

tor will indemnify and hold harmless BIAM from all liability whatsoever, caused by negligence or breach of obligation by Exhibitor or its employees or representatives.

9) **Inability to Perform**

If BIAM should be prevented from holding the exhibit program by any cause beyond its control (such as fire, strikes, Acts of God, etc.) or if it cannot permit the Exhibitor to occupy his space due to circumstances beyond its control, BIAM will refund to the Exhibitor the amount of the rental paid by the Exhibitor, less a proportionate share of the conference expenses, and BIAM shall have no further obligation or liability to the Exhibitor.

10) **Cancellation**

Cancellations received in writing on corporate letterhead by the BIAM office by February 25, 2014, will receive a full refund, less a \$75 processing fee. Cancellations are not accepted after February 25, 2014. Such a cancellation shall be considered a default on the part of the Exhibitor, and any monies paid hereunder shall be retained by BIAM as liquidated damages.

11) **Shipments of Freight, Displays or Materials**

Please contact:

Bonnie Buckler Crowne Meetings Director
Crowne Plaza Baltimore
2004 Greenspring Avenue
Timonium, MD 21093
(410) 252-7373, Ext: 708
Fax: (410) 560-3168
jthanner@cpbaltimore.com

12) **Educational**

Exhibitors must register as conference attendees to receive Continuing Education Credit (CEU) at the BIAM Annual Conference.

13) **Amendments**

These Terms and Conditions have been formulated for the best interest of the Exhibitors as well as the BIAM Annual Education Conference and its participants. All matters and questions not covered by these Terms and Conditions may be amended at any time by BIAM and all amendments that may be so made shall be equally binding on all parties affected by them as by the original Terms and Conditions.

We plan to offer the following CEUs for this conference:

- ◆ Commission for Case Managers
- ◆ Commission for Rehabilitation Counselors
- ◆ Maryland Board of Physical Therapy Examiners
- ◆ Maryland Board of Examiners for Audiologists, Hearing Aid Dispensers, and Speech-Language Pathologists
- ◆ Maryland Board of Occupational Therapy Practice
- ◆ Maryland Board of Professional Counselors
- ◆ American Therapeutic Recreation Association
- ◆ Maryland Workers' Compensation Commission (MD WCC MCRSP)
- ◆ The Maryland Board of Social Work Examiners certifies that this program meets the criteria for Category I continuing education for social workers and associates licensed in Maryland.
- ◆ The Maryland Board of Psychologists



Non-Profit
Organization
US Postage

2200 Kernan Drive
Baltimore, MD 21207
www.biamd.org
410-448-2924

**BIAM Annual Conference
2014 Sponsorship Opportunities**

Each year, businesses like yours spend thousands of dollars to receive name recognition and to place product information in front of the right audience.

***Let the Brain Injury Association of Maryland's
Annual Conference do that for you!***

March 20-21, 2014

The Crowne Plaza Baltimore
2004 Greenspring Drive
Timonium, MD 20193