

Brain Injury Association of Maryland

Annual Educational Conference

**Sheraton Baltimore North Hotel & Conference Center
Towson, MD
April 8 - 9, 2010**



*Opportunities for Sponsorship,
Underwriting, and Exhibiting*

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

Conference Location

The 2010 BIAM Annual Conference will be in a new, larger facility - the Sheraton Baltimore North Hotel and Conference Center in Towson. The Sheraton features larger general session and break-out rooms, spacious and plentiful common space for exhibitor booths, and beautifully appointed guest rooms. We are able to offer our sponsors more amenities, increased space, and larger tables; this allows you to customize your sponsorship package. The hotel offers an indoor heated pool and whirlpool, and a skywalk connects the hotel to the Towsontown Mall which is Maryland's largest mall. The Sheraton is conveniently located just off Exit 27A/Dulaney Valley Road South off of I-695 (the Baltimore Beltway).

For more information about the location, please visit: www.sheratonbaltimorenorth.com.



Reach Your Top Prospects - Our Constituents

During BIAM's Annual Educational Conference, you can reach over 450 professionals, individuals with brain injury, and family members/caregivers. Participants include: neuropsychologists, case managers, therapists, social workers, rehabilitation counselors, nurses, educators, nursing home administrators, physicians, state agency personnel, employment specialists, and waiver providers.

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

This conference 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' Comp Companies, Case Managers

Education and Networking Opportunities

Attend sessions on a wide range of topics relating to brain injury. Meet and talk with other exhibitors, a diverse group of professionals, and consumers. This is great chance to network and build contacts throughout the brain injury community in Maryland and beyond.

Access

The BIAM Conference is the most effective way to meet face-to-face with more than 450 conference participants from Maryland and other Mid-Atlantic states. Develop new business leads and contacts while enhancing existing relationships.

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 prizes. This "traffic builder" helps increase traffic flow and ensures exposure for conference sponsors.

Confirmed Sponsors for 2010 - Thank you for your early commitment to BIAM:

- ✓ **Sinai Rehabilitation Center - \$7500**
- ✓ **Adventist Rehabilitation Hospital of Maryland - \$5000**
- ✓ **Kennedy Krieger Institute - \$5000**



Keynote Speakers



Lee Woodruff



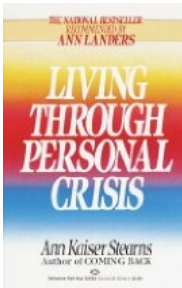
Prior to January of 2006, Lee Woodruff was a freelance writer and public relations executive. When her husband, ABC News anchor Bob Woodruff, sustained a near-fatal traumatic brain injury while reporting from Iraq, Ms. Woodruff's life changed forever. She was thrust into the role of caregiver, struggling to keep her family intact while helping her husband on his long path to recovery.

Just over a year later, Lee and Bob co-authored a memoir, [In an Instant: A Family's Journey of Love and Healing](#). The book soon became a New York Times best-seller, and Ms. Woodruff garnered critical acclaim for this compelling and humorous chronicle of her family's journey to recovery.

As Bob recovered, the couple had the opportunity to get to know many of our nation's injured heroes and their families. They soon realized that they were in a unique position to help these wounded warriors. Lee and Bob established the Bob Woodruff Family Fund for Traumatic Brain Injury so that members of the military with combat-related TBI could obtain needed services.

In addition to her involvement in the foundation, Ms. Woodruff is now a contributing editor for ABC's Good Morning America, and has penned numerous articles for national publications about her family, parenting, and caregiving. Ms. Woodruff is currently working on her second book of nonfiction, an exploration into motherhood, family, and the complications of husband/wife dynamics.

Ann Kaiser Stearns



Dr. Ann Kaiser Stearns is a nationally recognized expert on resilience and overcoming personal crisis and loss. She is the best-selling author of [Living Through Personal Crisis](#) (published in seven languages) and [Coming Back - Rebuilding Lives After Crisis and Loss](#). A longtime Professor of Psychology at the Community College of Baltimore County (CCBC), Dr. Stearns has also been an Adjunct Professor at Johns Hopkins University and Loyola College (both of which recognized her with awards for excellence in teaching). She has lectured widely around the country and appeared on more than 200 radio and television programs in the U.S. and Canada.

Eileen Rudnick



Eileen is a survivor of severe traumatic brain injury – a former accountant who is now a college student, seeking a degree in English. She has a 4.0 GPA and is also a member of Phi Theta Kappa and a peer tutor. She has volunteered with the Brain Injury Association of Maryland (www.biamd.org) and she is the co-facilitator of a brain injury support group. Eileen is the author of a memoir, "To the Summit or Bust" in the anthology [Reading Lips and Other Ways to Overcome a Disability](#), edited by Diane Scharper and Philip Scharper, Jr., MD. She was the subject of the article, "Sustaining Spirit," in the June 2009 issue of Baltimore Magazine, www.baltimoremagazine.net, and she was interviewed on WCBM talk radio on Sept. 5th, 2009, www.womantalklive.com. Eileen's book, [The Glass Between Us](#), is the step

-by-step chronology of her recovery, starting with the motor vehicle collision, through the time in coma, continuing with emergence, through rehabilitation, and ending in the present time. The reader will follow a survivor of severe traumatic brain injury from her rebirth, through years of self-discovery, into her fulfilling new life. The publication date is to be announced.



2010 Annual Conference Sponsorship Levels

\$7500 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.
- * Opportunity to address the conference for 8 minutes prior to a general session.
- * Prominent, oversized space in Exhibit Area consisting of a draped, 8' table and chairs.
- * Full page ad on inside front or back cover or back outside cover of Conference Program Book; name on front cover. Black and white artwork due by March 15, 2010.
- * Name and logo on front of 10,000 registration brochures (if sponsorship confirmed by December 1, 2009).
- * Eight conference registrations (includes all meal tickets and sessions).
- * Four additional registrations at the reduced rate of \$190 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 and link on BIAM website.
- * Inclusion on "Vendor Bingo Card" which encourages conference participants to visit all sponsors for the chance to win a prize.

\$5000 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 a draped, 8' table and chairs.
- * Six conference registrations (includes all meal tickets and sessions).
- * Four additional registrations at the reduced rate of \$190 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 Book. Black and white artwork due by March 15, 2010.
- * Special acknowledgement in at least 4 issues of LINKS, BIAM's electronic newsletter and link on BIAM website.
- * Inclusion on "Vendor Bingo Card" which encourages conference participants to visit all sponsors for the chance to win a prize.

\$3000 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 a draped, 8' table and chairs.
- * Four conference registrations (includes all meal tickets and sessions).
- * Two additional registrations at the reduced rate of \$190 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 Book. Black and white artwork due by March 15, 2010.
- * Special acknowledgement in at least 3 issues of LINKS, BIAM's electronic newsletter and link on BIAM website.
- * Inclusion on "Vendor Bingo Card" which encourages conference participants to visit all sponsors for the chance to win a prize.

\$1500 Silver Level

- * Listing as a Lunch Sponsor, including name/logo on table-top signage at lunch.
- * Oversized space with a 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, # 3 and 5 to customize your space).
- * Two conference registrations (includes all meal tickets and sessions).
- * Three registrations at the reduced rate of \$190 each.
- * Half page ad in the Conference Program Book. Black and white artwork due by March 15, 2010.
- * Special acknowledgement in at least 3 issues of LINKS, BIAM's electronic newsletter and link on BIAM website.
- * Inclusion on "Vendor Bingo Card" which encourages conference participants to visit all sponsors for the chance to win a prize.



2010 Annual Conference Sponsorship Levels



\$1175 Bronze Level

- * Listing as a Breakfast Sponsor, including name/logo on breakfast signage.
- * Oversized space with a 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, # 3 and 5 to customize your space).
- * Two conference registrations (includes all meal tickets and sessions).
- * Two registrations at the reduced rate of \$190 each.
- * Half page ad in Conference Program Book. Black and white artwork due by March 15, 2010.
- * Special mention in LINKS, BIAM's electronic newsletter and listing on BIAM website.
- * Inclusion on "Vendor Bingo Card" which encourages conference participants to visit all sponsors for the chance to win a prize.

\$875 Emerald Level *Special discounted price of \$800 for registration by November 20, 2009!*

- * Oversized space with a 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, # 3 and 5 to customize your space).
- * One conference registration (includes all meal tickets and sessions).
- * One registration at the reduced rate of \$190 each.
- * Business card ad in Conference Program Book. Black and White artwork due by March 15, 2010.
- * Recognition on BIAM Exhibitor sign and in Conference Program Book.
- * Listing on BIAM website.
- * Inclusion on "Vendor Bingo Card" which encourages conference participants to visit all sponsors for the chance to win a prize.

\$675 Ruby Level

- * Listing as Break Sponsor, including name/logo on Break signage.
- * Full page ad in Conference Program Book. Black and white artwork due by March 15, 2010.
- * Listing on BIAM website.

\$200 Shared Information Table

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

Conference Program Book

All ads for the Conference Program Book are in black and white. Copy must be received no later than March 15, 2010; artwork received after the deadline will not be guaranteed to appear in Conference Program Book. *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")

Custom Sponsorship Package

We will be happy to create custom sponsorship packages to meet your special needs. If you have a unique idea or concept that will enhance your presence and participation at the BIAM Conference, please contact Suzanne Kantt at 410-448-2924 or kantt@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 are in need. Each year, ten to fifteen 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.

Call for Presentations

The Call for Presentations for submitting proposals is now available at www.biamd.org. Take the opportunity to educate and inform, and market your business by providing a speaker for the conference. Look for more information about a Call for Posters on the BIAM website.



2010 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 April 1, 2010.

Sponsorship Levels

Diamond Level	\$7500 _____	Emerald Level	\$875 _____
Platinum Level	\$5000 _____	(<i>Special Offer of \$800: registration due by November 20, 2009</i>)	
Gold Level	\$3000 _____	Ruby Level	\$675 _____
Silver Level	\$1500 _____	Shared Information Table	\$200 _____
Bronze Level	\$1175 _____	Custom Package - please contact BIAM for more information	

Conference Program Book

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: _____

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

Card Number: _____ Expiration Date: _____

Name on Card: _____

Billing Address: _____

Signature authorizing charge to card: _____

I have read and understand the Conference Terms and Conditions of Agreement listed in this prospectus.



Conference Terms & Conditions of Agreement

1. Assignment of Space and Payment

Booths will be assigned by BIAM upon receipt of signed Conference Exhibitor Contract 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.

2. 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.

3. Exhibitor Space

Sponsors at the \$3000 level and above are entitled to a 8' table and chairs. All other sponsors will be provided with 6' tables and chairs. If the exhibit includes a pop-up or large floor (not table top) 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 it is occupied or not.

4. Subletting of Space

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

5. Standard Booth Equipment

Standard Booth Equipment will consist of a draped 6' x 10' table and chairs for Silver, Bronze, and Emerald Levels. Oversized Booth Equipment will consist of a draped 8' x 10' table and one and a half spaces. An additional fee of \$25 will be assessed for Silver, Bronze, or Emerald Level sponsors who require Oversized Booth Equipment.

6. 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.

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

8. 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.

9. Cancellation

Cancellations received in writing on corporate letterhead by the BIAM office by March 26, 2010, will receive a full refund, less at \$75 processing fee. Cancellations are not accepted after March 26, 2010. Such 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.

10. Shipments of Freight, Displays or Materials

Please contact:

Heather Farnam
Associate Director of Sales and Marketing,
Sheraton Baltimore North
443-921-2318 (ph) or 410-321-7400 (ph)

11. Educational

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

12. 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.





Brain Injury Association of Maryland
2200 Kernan Drive
Baltimore, MD 21207
www.biamd.org
410-448-2924

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Organization
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Permit #1995

**BIAM Annual Conference
2010 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!***

April 8 - 9, 2010
The Sheraton Baltimore North Hotel & Conference Center
Towson, MD

Thank you to the following for their early commitment to sponsorship
of the BIAM 2010 Annual Conference:

- ☞ Sinai Rehabilitation Center - \$7500
- ☞ Adventist Rehabilitation Hospital of Maryland - \$5000
- ☞ Kennedy Krieger Institute - \$5000