

2011 CONFERENCE SPONSORSHIP AND ADVERTISING APPLICATION



29th Annual Western Regional Conference on Behavior Analysis

February 17 – 19, 2011

Hyatt Regency San Francisco Airport • Burlingame, California

DEADLINE: December 17, 2010

The CalABA conference attracts over 1,100 participants, representing a wide spectrum of professionals and consumers from all over the U.S. and internationally. Take advantage of the many sponsorship and advertising opportunities listed below, and help ensure the success of the 2011 conference. CalABA provides one complimentary registration for sponsors and exhibitors (does not include Job Fair only or Grad Expo) for someone to attend to the exhibit table. *Please refer to the Advertising Application Checklist before completing your application.*

Hospitality Suite

(Room only - additional fee for food and beverage)

This is your opportunity to sponsor a special social event on Wednesday or Friday evening. A variety of food and beverage packages and pricing options are available through the conference hotel. If you are interested in hosting a hospitality suite, please indicate that on this application and contact Carragh Taylor-Hunt at Sacramento State at (916) 278-4827 or taylorc@csus.edu.

Sponsorship Opportunities

- Platinum Sponsor (\$2,500) \$ _____
 - Electricity at exhibit booth (\$80). \$ _____
 - Exhibit space (6-foot table) for the duration of the conference (3 days)
 - Complimentary registration for: _____
 - Space (6-foot table) at the Job Fair
 - Full-page advertisement in the conference program guide
 - Acknowledgement at the conference luncheon and awards ceremony
 - Name listed on sponsor pages of CalABA website, newsletter, and conference program guide
 - Reduced rate of \$100 for Hospitality Suite (room only)
 - 4 tickets to VIP Reception and conference luncheon and awards ceremony
 - Name of Attendee _____
 - Name of Attendee _____
 - Name of Attendee _____
 - Name of Attendee _____
- Gold Sponsor (\$1,500) \$ _____
 - Electricity at exhibit booth (\$80). \$ _____
 - Exhibit space (6-foot table) for the duration of the conference (3 days)
 - Complimentary registration for: _____
 - Space (6-foot table) at the Job Fair
 - Half-page advertisement in the conference program guide
 - Acknowledgement at the conference luncheon and awards ceremony
 - Name listed on sponsor pages of CalABA website, newsletter, and conference program guide
 - 2 tickets to VIP Reception and conference luncheon and awards ceremony
 - Name of Attendee _____
 - Name of Attendee _____

Sponsorship Opportunities (cont.)

- Silver Sponsor (\$1,000) \$ _____
 - Electricity at exhibit booth (\$80). \$ _____
 - Exhibit space (6-foot table) for the duration of the conference (3 days)
 - Complimentary registration for: _____
 - Quarter-page advertisement in the conference program guide
 - Acknowledgement at the conference luncheon and awards ceremony
 - Name listed on sponsor pages of CalABA website, newsletter, and conference program guide
 - 1 ticket to VIP Reception and conference luncheon and awards ceremony
 - Name of attendee _____

Other Advertising Opportunities

- Exhibitor (\$500) \$ _____
 - Electricity at exhibit booth (\$80). \$ _____
 - Complimentary registration for: _____
 - Job Fair & Graduate Program Expo
 - Graduate Programs (No Charge) \$ _____
 - Employers (\$400) \$ _____
- Hospitality Suite - Room Only (food and beverage additional fee)
 - Platinum Sponsors (\$100). \$ _____
 - All Others (\$200) \$ _____
- Ad in conference program guide (ad material and payment due by December 17, 2010)
 - Back Outside Cover (\$1,000) \$ _____
 - Inside Front Cover (\$750) \$ _____
 - Back Inside Cover (\$650) \$ _____
 - Full Page – 8 x 10.5 in. (\$500) \$ _____
 - ½ Page – 8 x 5 in., horizontal (\$250) \$ _____
 - ¼ Page – 3.75 x 5 in., vertical (\$150) \$ _____

TOTAL AMOUNT: \$ _____

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Advertising Policy

The mission of the California Association for Behavior Analysis (CalABA) is to promote the science and practice of behavior analysis. Any material it posts, disseminates, prints, or circulates, whether to its own members or to others, must be congruent with this mission and with the Behavior Analyst Certification Board's Guidelines for Responsible Conduct (available under "Policies" at calaba.org). Presentations at the annual CalABA conference (addresses, symposia, panel discussions, posters, workshops) are to be devoted to scholarly, scientific, and professional content rather than advertising or marketing services, products, materials, job openings, or the like. Conference presenters who wish to advertise or sell services, books, manuals, test materials, software, hardware, audio or visual material, or employment opportunities must do so via an exhibit booth, an advertisement in the conference program guide, at the job fair at the conference, and/or through other suitable CalABA advertising outlets. This policy applies to all advertising matters and materials (job postings, advertisements, flyers, brochures, conference program guides, conference exhibits, etc.). All applications for advertising are reviewed by the CalABA Advertising Committee, which reserves the right to accept or reject any materials at its discretion and without explanation. Submission of an application to advertise with CalABA constitutes agreement with this policy.

Please Print!

Organization/Company Name: _____

Contact Person: _____

Street Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Background of Person who Supervises Program or Employees

Name: _____ BACB Certification #: _____

If no BACB certification #, please provide a brief summary of training and experience in behavior analysis: _____

List the product(s) or services(s) that you will be advertising and describe how it is relevant to the practice of behavior analysis: _____

PAYMENT METHOD

Check Enclosed (payable to CalABA) Amount: _____ Check #: _____

Charge my:

Visa Mastercard American Express

Card #: _____ CSC#: _____ Exp. Date: _____

Signature: _____

CANCELLATION POLICY

Cancellations received in writing by December 17th, 2010 are subject to a \$25 fee. After December 17th, substitutions are allowed but no refunds will be provided. No-shows will be billed the full sponsorship or advertising fee.

Fax Application form to: (888) 518-7586

Mail Application to: CalABA
630 Quintana Road, #118
Morro Bay, CA 93442

Conference sponsorship/advertising information: calaba.org
CalABA newsletter advertising or website job postings: calaba.org



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CalABA Advertising Application Checklist

The CalABA Advertising Committee reviews all applications for advertisements, conference exhibits, and job postings (see CalABA Advertising Policy at calaba.org; click on “Policies”). Below is a checklist that will help you complete your application.

If you answer “No” to any of these questions, your application will not be accepted.

Does job description specify a required educational level?

Yes No

If position requires a bachelor’s degree, does job description specify that the individual will be supervised by a Board Certified Behavior Analyst or a person whose qualifications and experience in behavior analysis are described in the job description?

Yes No

If position requires a bachelor’s degree, does job posting state “Board Certified Assistant Behavior Analyst preferred”?

Yes No

If position requires a master’s or doctoral degree, does job description specify the behavior analytic activities for which the person will be responsible?

Yes No

If position requires a master’s or doctoral degree, does job posting specify that the Board Certified Behavior Analyst credential is required or preferred?

Yes No

Do the duties described in the job description include implementing interventions that have proved effective in scientific studies? For example, if your job description includes the implementation of such unproven interventions as “floor time,” then the answer to this question is “no.”

Yes No

Does your website indicate that your agency or organization uses only scientifically proven interventions?

Yes No

Do your website and job description use correct behavior analytic terminology? For example, “applied behavioral analysis” is incorrect; the name of the discipline is behavior analysis. If “behavioral analysis” appears on your website and/or job description, then the answer to this question is “no.”

Yes No

If your website or other advertising includes testimonials from clients, are they ONLY from clients for whom you no longer provide services?

Yes No

