

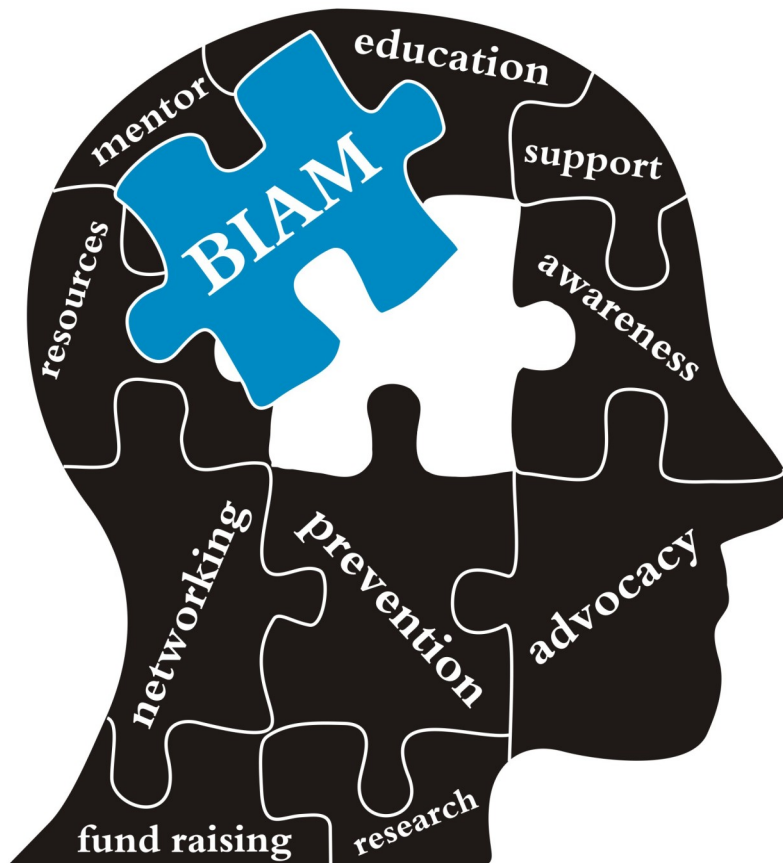


**BRAIN INJURY
ASSOCIATION**

OF MARYLAND

presents

Making Connections



Annual Education Conference

Crowne Plaza/Baltimore, Timonium, MD

April 19 - 20, 2012

*Opportunities for Sponsorship,
Underwriting, and Exhibiting*

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

Conference Location

The BIAM 2012 Annual Conference will return to **The Crowne Plaza Baltimore**. Sponsors, participants, and speakers all gave The Crowne Plaza high praise at the 2011 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://www.biamd.org/conference.html>. Take the opportunity to educate and inform, *and market* your business by providing a speaker for the conference.

Keynote Speakers

Opening Speaker, Thursday, April, 19, 2012



Chris Nowinski is best known as a former professional wrestler with World Wrestling Entertainment. He debuted on WWE's flagship program Monday Night RAW in 2002, when he was named "Newcomer of the Year" by RAW Magazine, and was the youngest male Hardcore Champion in WWE history before his career was interrupted in 2003 by multiple concussions. Prior to that, Chris was a three-year letterman and two-year starter at defensive tackle for the Harvard University football team, where he graduated cum laude with a degree in sociology in 2000. A member of the 1997 Ivy League Championship team, he was named Honorable Mention All-Ivy after his junior season, and 2nd Team All-Ivy as a senior. Chris now serves as President of the Sports Legacy Institute, dedicated to furthering sports-related brain injury research and awareness, and improving the safety of contact and collision sports. Chris and his team's research has been featured in media outlets like The New York Times, Sports Illustrated, USA Today, Time Magazine, 60 Minutes, ESPN, CNN, Fox, TSN, NPR, and more.

"With his exhaustive research on athletic concussion that resulted in his book [Head Games](#), Chris Nowinski has been a highly acclaimed speaker at multiple sports medicine meetings that I have chaired, recently as the keynote speaker for the Massachusetts Brain Injury Association Fall Sports Conference. He is an authority with unique insight on the subject of athletic concussion." *Robert C. Cantu, M.D., F.A.C.S., F.A.C.S.M.*

Closing Speaker, Friday, April 20, 2012



Michael Aronin is an nationally acclaimed speaker who teaches his audiences how to get past personal shortcomings and move forward productively in their careers. Being both a comedian and motivational speaker, he is able to make this difficult topic both entertaining and enlightening. His outstanding efforts have been recognized by such prominent media sources as ABC TV, CBS TV, NBC TV, Fox Television, The Baltimore Sun, and The Baltimore Business Journal. Michael will captivate you and provide you with a new positive outlook on setting and obtaining goals.

As a physically challenged member of the business community, Michael provides a new perspective on overcoming obstacles that goes far beyond "textbook knowledge." Combining his personal experience with existing facts, Michael impacts upon his audiences in a way that lifts their spirits and motivates them to improve their abilities in the workplace without apprehension, while making them smile.

Last Year's Annual Conference Sponsors

- Adventist Rehab Hospital of Maryland
- Alco Pharmacy
- Bay State Medical
- Beechwood Rehabilitation Services
- Bioness, Inc
- The Sandra and Malcolm Berman Brain and Spine Institute
- Elizabeth Cooney Care Network
- Fick & May Law Firm
- FutureCare Health
- Head Injury Rehabilitation & Referral Services
- Johns Hopkins Bayview Geriatric Psychiatry Neuropsychiatry Program
- Johns Hopkins Outpatient Neurorehabilitation Program
- Kennedy Krieger Institute
- Kernan Orthopaedics and Rehabilitation Hospital
- Law Office of Sharon Christie
- The League for People with Disabilities
- Magee Rehabilitation
- Mary T. Maryland
- Maryland General Hospital
- Medi-Rents & Sales, Inc
- Meritus NeuroRehab Foundation
- Medtronic
- Mt. Washington Pediatric Hospital
- National Rehabilitation Hospital
- Neuropsychiatry Program at Sheppard Pratt
- Parkway Neuroscience and Spine Institute
- ReMed
- R. Adams Cowley Shock Trauma Center
- Sinai Rehabilitation Center/LifeBridge Health
- Success Rehabilitation, Inc
- University of Maryland Medical Center
- Wachovia Bank, NA, A Wells Fargo Company
- Western Maryland Hospital Center
- Winchester Rehabilitation Center

Didn't see your company's name in the list of previous Conference Sponsors?
Neither did the 450 conference participants!

2012 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 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 March 19, 2012.
- * Name and logo on front of conference registration brochures (if sponsorship confirmed by December 9, 2011).
- * **Eight conference registrations (includes staff at sponsor booth).**
- * 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 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.

\$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 two draped, 6' tables and chairs.
- * **Six conference registrations (includes staff at sponsor booth).**
- * 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. Black and white artwork due by March 19, 2012.
- * 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.

\$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 two draped, 6' tables and chairs.
- * **Four conference registrations (includes staff at sponsor booth).**
- * 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. Black and white artwork due by March 19, 2012..
- * 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.

\$1500 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).
- * **Two conference registrations (includes staff at sponsor booth).**
- * Three registrations at the reduced rate of \$190 each.
- * Half page ad in the Conference Program. Black and white artwork due by March 19, 2012.
- * 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.

2012 Annual Conference Sponsorship Levels

\$1175 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).
- * **Two conference registrations (includes staff at sponsor booth).**
- * Two registrations at the reduced rate of \$190 each.
- * Half page ad in Conference Program Book. Black and white artwork due by March 19, 2012..
- * 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.

\$875 Emerald Level *Special discounted price of \$800 for registration by November 30, 2011!*

- * 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).
- * **One conference registration (includes staff at sponsor booth).**
- * One registration at the reduced rate of \$190 each.
- * Business card ad in Conference Program. Black and white artwork due by March 19, 2012.
- * 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.

\$675 Ruby Level

- * Listing as Break Sponsor, including name/logo on Break signage.
- * Full page ad in Conference Program. Black and white artwork due by March 19, 2012.
- * 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

All ads for the Conference Program are in black and white. Copy must be received no later than March 19, 2012; 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")

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.

2012 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, 2012.

Sponsorship Levels

Diamond Level	\$7500 _____	Emerald Level	\$875 _____
Platinum Level	\$5000 _____	<i>(Special Offer of \$800: registration due by November 30, 2011)</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

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: _____

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 is covered by the registration(s) included as part of sponsorship benefits, or if registration fees will be paid for exhibit staff. 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 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.

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 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.

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 March 25, 2012, will receive a full refund, less at \$75 processing fee. Cancellations are not accepted after March 25, 2012. 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.

11) Shipments of Freight, Displays or Materials

Please contact:

Bonnie Buckler, Catering Manager
Crowne Plaza Baltimore
2004 Greenspring Avenue
Timonium, MD 21093
(410) 252-7373, Ext: 708
Fax: (410) 560-3168
bbuckler@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.



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

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Permit #1995

**BIAM Annual Conference
2012 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 19 - 20, 2012

The Crowne Plaza Baltimore
2004 Greenspring Drive
Timonium, MD 20193