

# EXHIBITOR PROSPECTUS



## ANNUAL INTERNATIONAL CONFERENCE ON **ADHD 2024**

*Connect*  
*Learn*  
*Thrive*

**Nov 14 - 16** Anaheim, CA  
Hyatt Regency - Orange County

**March 7-8 2025** Online



**Exhibit space discount rates apply prior to June 7**

## The Annual International Conference on ADHD is presented to you by ACO, ADDA & CHADD

### WHY WE DO WHAT WE DO

For individuals with ADHD, life is riddled with difficulties in interpersonal, social, academic, and professional skills. ADHD causes significant impairments in school, work, and relationships. When not properly identified, diagnosed, and treated, it may have potentially devastating consequences, including substance abuse, accidental injuries, and legal difficulties.

ADHD is highly manageable with an individual multimodal treatment approach that can include behavioral interventions, parent/parent training, educational support, and medication.



#### About ADHD Coaches Organization (ACO)

ADHD coaching is a collaborative, supportive, goal-oriented process in which the coach and client work together to identify the client's goals and then develop the self-awareness, systems, skills, and strategies necessary to achieve those goals and full potential. Learn more by visiting [adhdcoaches.org](https://adhdcoaches.org).



#### About Attention Deficit Disorder Association (ADDA)

ADDA provides information, resources, and networking opportunities to help adults with ADHD lead better lives. If you're an adult with ADHD (or your loved one), learn more about what we can do to help make your (or their) lives better by visiting [add.org](https://add.org).



#### About Children and Adults with Attention-Deficit / Hyperactivity Disorder (CHADD)

CHADD is dedicated to improving the lives of the 17-million children and adults in the United States who live with ADHD every day, and all who support them. We invite you to learn more by visiting [chadd.org](https://chadd.org).

Question about Sponsorship Opportunities?  
Contact The Herlitz Company at [kris@herlitz.com](mailto:kris@herlitz.com)



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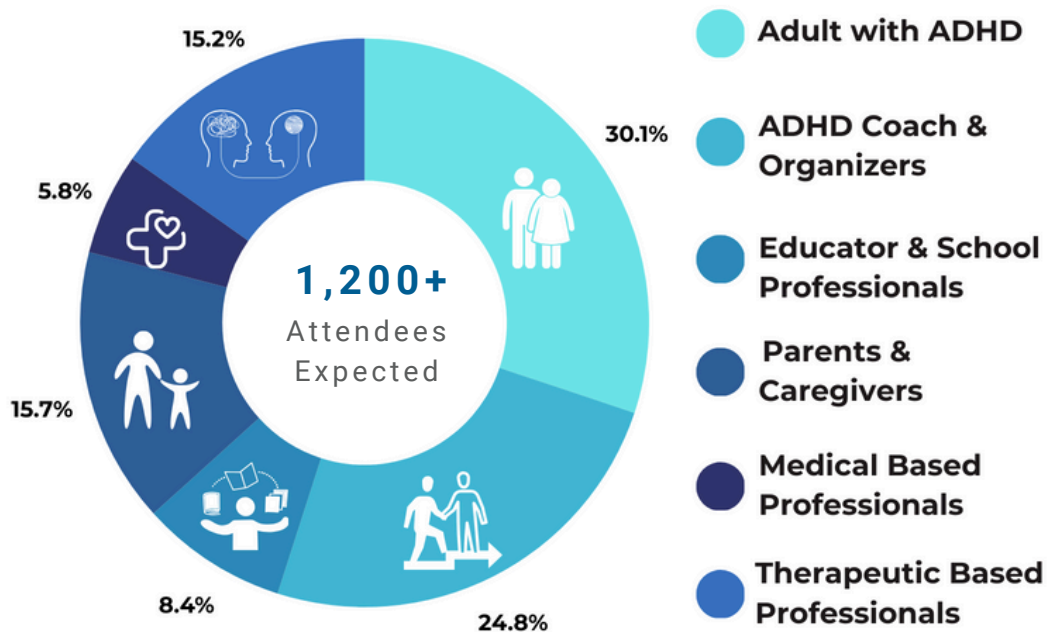


# ABOUT THE CONFERENCE

#ADHD2024

Over 1,500+ attendees (1,261 in-person; 461 online) look to the Annual International Conference on ADHD year after year for the latest in ADHD education, research, trends, treatments, solutions, and to network with others. The 2024 Annual International Conference on ADHD will focus on different perspectives and provide participants access to cutting-edge ADHD research and information to build new understanding.

## Who attends the Annual Conference on ADHD?



## Join us in the **Discovery Hall**

Dedicated coffee breaks  
All food functions will be located in the Hall  
In-hall Stage for interactive programming

What are attendees looking for?  
Solutions, resources, tools, gadgets, and ideas to  
take home and apply in their every day lives!  
(According to the 2023 Attendee Survey)



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# SPONSOR OPPORTUNITIES

#ADHD2024

## Premier Sponsor \$75,000

Acknowledgement & logo placement on event materials:  
Printed collateral; Conference Landing Page, mobile app & featured on  
main Conference Website

- Six (6) complimentary general conference registrations
- Two (2) full-page ads in Attention Magazine
- Double booth in exhibit hall with complimentary lead retrieval
- One full-page ad in conference program book
- Priority listing on conference app and in conference program book listings
- Logo with link to website included on attendee registration confirmation email
- Online Conference banner ad placement on March conference page
- Two (2) promoted push notifications in the official conference app during the conference
- Four (4) posts from the organizers social media channels thanking you for Sponsorship with an @ to your company
- Recognition as a Premier Sponsor on signage
- Included in exclusive gamification opportunities
- Two (2) tote bag inserts
- Conference Bags with logo
- One Focus Group and One Commercial Session

10% discounts off future podcast packages – NOT a sponsorship item; available for ONE full calendar year after sponsorship contract signed  
20% discount off standard ad rates in Attention Magazine – NOT a sponsorship item; available for ONE full calendar year after sponsorship contract signed

## Supporting Sponsor \$50,000

Acknowledgement & logo placement on event materials:  
Printed collateral; Conference Landing Page, mobile app & featured on  
main Conference Website

- Four (4) complimentary general conference registrations
- Full-page ad in Attention magazine
- Corner booth in exhibit hall with complimentary lead retrieval
- Priority listing on conference app and in conference program book listings
- Online Conference banner ad placement on March conference page
- One promoted push notification in the official conference app during the conference
- Three (3) posts from the organizers social media channels thanking you for Sponsorship with an @ to your company
- Choice of one premier event/program sponsorship (inquire with sponsorship team for available opportunities)
- Recognition as a Supporting Sponsor on on-site signage
- Included in exclusive gamification opportunities
- Two (2) tote bag inserts
- One Focus Group OR One Commercial Session

5% discount off future podcast packages – NOT a sponsorship item; available for ONE full calendar year after sponsorship contract signed  
10% discount off standard ad rates in Attention Magazine – NOT a sponsorship item; available for ONE full calendar year after sponsorship contract signed

## Principal Sponsor \$25,000

Acknowledgement & logo placement on event materials:  
Printed collateral; Conference Landing Page, mobile app & featured on  
main Conference Website

- Two (2) complimentary general conference registrations
- One promoted push notification in the official conference app during the conference
- Two (2) posts from the organizers social media channels thanking you for Sponsorship with an @ to your company
- Corner booth in exhibit hall with complimentary lead retrieval
- Banner ad in Attention eNewsletter for 2-months
- Online Conference banner ad placement on March conference page
- Listing on conference program app and in conference program book
- Recognition as a Principal Sponsor on on-site signage
- One tote bag insert

5% discounts off future podcast packages – NOT a sponsorship item; available for ONE full calendar year after sponsorship contract signed  
OR

10% discount off standard ad rates in Attention Magazine – NOT a sponsorship item; available for ONE full calendar year after sponsorship contract signed

## Associate Sponsor \$15,000

Acknowledgement & logo placement on event materials:  
Printed collateral; Conference Landing Page, mobile app & featured on  
main Conference Website

- Two (2) complimentary general conference registrations
- In-line booth in exhibit hall with complimentary lead retrieval
- Banner ad placement on Attention eNewsletter for 2 months
- One (1) post from the organizers social media channels thanking you for Sponsorship with an @ to your company
- Listing on conference app and in conference program book
- Online Conference banner ad placement on March conference page
- Recognition as an Associate Sponsor on on-site signage
- One tote bag insert

Contact Kris Herlitz at [kris@herlitz.com](mailto:kris@herlitz.com)



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## HIGH VISIBILITY OPPORTUNITIES

All opportunities include recognition in conference program and on conference website.

- **Welcome Reception....\$5,000** Signage and custom cocktail napkins
- **Closing Conference Party....\$8,000** Signage, custom cocktail napkins, opportunity to offer fun, branded items
- **Board of Directors Private Cocktail Reception by the Pool! ....\$15,000** Host the CHADD, ACO, and ADDA VIPs at this private engagement at the hotel pool lounge (limited to 2 Sponsors).
- **Keynote Sponsor ....\$10,000** (Exclusive - includes 2 Keynote Sessions) Signage, thank you from the stage
- **Refreshment breaks....\$2,500**
- **Breakfast sponsor .....\$3,500**
- **Photo Booth.....\$7,500**
- **Hotel key cards.....\$7,500** Attendees with a room reservation will receive your logo on their hotel room key
- **Influencer/Speaker Room Drop....\$3,000** Fill a company-branded bag to be delivered to the most influential people at the conference (~150 people)
- **Mobile App gamification....\$250** Add traffic to your booth. Be included in the mobile app game
- **Mobile App Banner Ad....\$500** Add a Digital Presence to your Brand! The meeting app will be active for both the live and online conferences
- **Commercial Sessions....\$5,000** Host a mini session during the event, call for more details
- **Focus Groups....\$5,000** Choose and talk directly to your audience segment in a private meeting room
- **Scholarship Sponsor.....\$5,000** Help cover the costs of ticket/travel/hotel for attendees who otherwise could not afford to attend. "Company name Scholarship" recognition in the program and main screen.
- **Conference WiFi....\$8,000** Exclusive with custom password

## RELAX STATIONS

- **Morning Yoga.....\$2,500** Brand your event in a way that is relaxing. We provide the space, the yoga instructor & then....YOU can offer more to enhance the experience. Call for more details
- **Quiet room.....\$2,500** Throughout the event, host a quiet respite for attendees. Space at hotel and signage with logo. Bring pillows, sound machines, design a quiet space with discrete banding
- **Fun Lounge.....\$2,500** The opposite of the "Quiet room". We provide the space and signage, you can enhance the experience with games, color, have fun
- **Puppy Play Time.....\$7,500** We provide the puppy company, you get the credit!

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## Branding

### Graphics/Branding

- Floor decals.....\$1,000 Each
- Column wraps .....\$2,500 Each
- Elevator Clings.....\$5,000 Per Set

### Logo Items

- Pens & Notepads....\$5,000
- Lanyards.....\$7,000
- Conference bags (Exclusive)....\$7,000
- Bag inserts....\$1,000
- Charging station.....\$3,000

### Program Ads - Four Color

- Cover 2 \$4,500
- Cover 3 \$4,250
- Cover 4 \$4,750
- Full Page \$4,000
- Half Page \$2,500
- Quarter Page \$1,500



**Ad Materials Due  
9/16/24**

To purchase a booth or sponsorship item, please scan the QR code or navigate to [www.theadhdconference.org](http://www.theadhdconference.org)



### Print Program Ad Details

Preferred format: press optimized PDF with 100% embedded fonts and CMYK images. Other acceptable formats: JPEG, PNG. Ad materials and ad changes must be received by the advertising materials due date. CHADD reserves the right to refuse any ad request, or cancel any ad that does not meet our guidelines.

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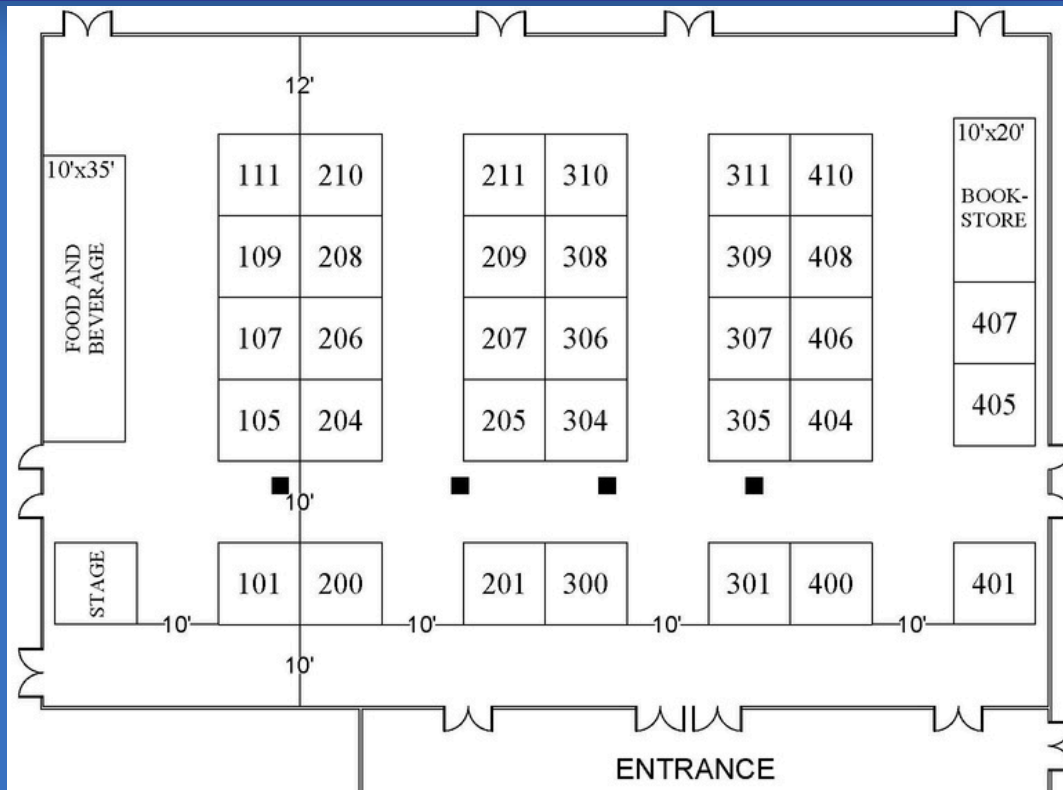
# DISCOVERY HALL FLOORPLAN

ROYAL BALLROOM  
HYATT REGENCY ORANGE COUNTY

#ADHD2024



Exhibitor  
Portal



Inline 10 x 10 \$2,950 (Prior to June 7) \$3,150 (after June 7)  
 Corner 10 x 10 \$3,300 (Prior to June 7) \$3,650 (after June 7)  
 Booths may be combined to create larger sizes (10x20, 20x20, etc.)

## INCLUDED WITH BOOTH RENTAL

8' High Back Drape & 3' High Side Drape

Company Name, Booth Number & Brief Description in Conference Program

Company Name, Booth Number, Website, Email Address,  
Phone Number & Logo on Website

Sharable "I'm Exhibiting" Social Media & Promotional Graphics

1 Complimentary (Nontransferable) General Conference Registration

2 Exhibit Hall Only Conference Registrations

6' Skirted Table / Waste Basket / 2 Standard Chairs

Lead Retrieval included in every booth

March 7th and 8th, 2025 Online Conference Exhibitor Listing including company logo with website link, unlimited company materials in PDF format, and videos from YouTube or Vimeo only



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At the Annual Conference, you will do more than simply exhibit. We welcome exhibitors who support our mission of improving the lives of individuals with ADHD by providing products, programs and services rooted in research and science-based advancement of ADHD management.

- Meet the needs of attendees in search of solutions your organization provides
- Offer innovative solutions
- Discover emerging trends in ADHD management
- Participate in networking opportunities
- Meet directly with end-users and decision-makers, capture valuable insights, & drive business outcomes at the Annual Conference.
- Enhance your reputation in the ADHD community
- Launch new products, services, or programs
- Build your organization's brand recognition

## Discovery Hall Hours

### Thursday, November 14

8:00 am - 4:00 pm Exhibitor Set-up

6:15 pm - 8:00 pm Discovery Hall Open/Welcome Reception

### Friday, November 15

8:00 am - 9:00 am Continental Breakfast in Discovery Hall

10:30 am - 5:00 pm Discovery Hall Open

Breaks 10:30 am, 3 pm and 4:30 pm

12 pm - 2 pm Concession Lunch

### Saturday, November 16

7:30 am - 8:45 am Continental Breakfast in Discovery Hall

10:15 am - 5 pm Discovery Hall Open

Breaks 2:30 pm and 4:00 pm

11:30 am - 1:30 pm Concession Lunch

5 pm - 8 pm Tear Down



Contact Kris Herlitz at [kris@herlitz.com](mailto:kris@herlitz.com)



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# TERMS AND CONDITIONS

**Location:** The Exhibit Hall will be located in the Royal Ballroom, Hyatt Regency Orange County.

**Application:** This application executed by an individual who has authority to act for the applicant (Exhibitor) shall constitute a valid and binding contract with the CHADD (Exhibits must be of an educational character and relevant to the registrants' scientific and professional interests) CHADD reserves the right, at its sole discretion, to accept or deny applications for exhibit space and to allocate space among exhibitors. By applying for exhibit space, an exhibitor agrees to adhere to all conditions and regulations outlined within this website. Conformity with these Terms and Conditions for this conference will be monitored by Exhibit Management.

**Payments/Cancellations:** Except as provided to the contrary in this contract, all monies paid by Exhibitor/Sponsor shall be deemed full earned and non-refundable at the time of payment.

**Exhibit and Sponsor Fees:** The cost for exhibit space is dependent on the sponsorship level, booth type, and booth amenities. Exhibitor must be fully paid on all money owed to CHADD in order to be permitted to install their booth at the annual conference.

**Payment Schedule:** Payments may be made by credit card or check. Checks must be made payable to CHADD and mailed to 4221 Forbes Blvd, Suite 270 Lanham, MD 20706 USA. Unless otherwise agreed upon by CHADD, in its sole discretion, payment must be made in full at time of submitting application. FULL PAYMENT is due with application. Sponsorships, Commercial Sessions/Focus Groups, Advertising - FULL PAYMENT is due at time of booking. Please Note: Allocated exhibit booths, sponsorships, advertising, Commercial Sessions/focus groups will be released and available to others for booking if FULL PAYMENT is not received on time.

**Cancellation or Reduction:** Notification of an exhibitor's decision to cancel or reduce space must be made in writing to kris@herlitz.com. The effective date of space cancellation or reduction will be the date on which a written notice is received by Exhibit Management. If space is canceled or reduced prior to August 16, 2024, 50% of the cost of space will be retained. No refunds will be given for any cancellations or reductions received after August 16, 2024 and the Exhibitor will be responsible for full cost of space.

**Installing and Dismantling:**

**Installation:** Thursday, November 14 from 8:00 am – 4:00 pm. The exhibit hall will open with a welcome reception in the Expo Hall at 6:15 pm. If display at your booth is not occupied by 5:00 pm on Thursday, November 14, 2024, CHADD reserves the right to use the space as it sees fit and no refund will be granted.

**Dismantle:** Booth dismantles cannot start before 5:00 pm on Saturday, November 16, 2024, and should be completed by 8:00 pm.

**Appropriate Use of Space:** Exhibitors are responsible for keeping the aisle near their booths free of congestion. All sound equipment must be kept at a low level so that it will not disturb other exhibitors. CHADD reserves the right to turn off the electricity of an exhibitor who violates this rule. Exhibitors must conform with local fire department regulations. Exhibitors must not injure or deface the walls or floors of the building, the booth, or the equipment. CHADD reserves the right to restrict or evict exhibitors that become objectionable because of noise, method of operations, materials, or any other reason that in the opinion of the association detracts from the character of the Exhibit Area. If an exhibitor is restricted or evicted, no refunds will be made. Exhibitors may not assign sublet or apportion all or any part of the space allotted to them.

**Liability and Insurance:** The exhibitor, upon signing this contract, agrees to protect, save and hold CHADD, the Hyatt Regency Orange County, and all their agents, employees, and benefactors (hereinafter called indemnities) forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitor or those holding under the exhibitor; and further, exhibitor shall at all times protect and indemnify, save and hold harmless the indemnities against and from any and all losses, costs (including attorney fees), damage, liability, or expense arising from, or out of or by reason of, any accident or bodily injury or other occurrence to any person or persons, including the exhibitor, its agents and employees which arises from said exhibitor's occupancy and use of the Exhibit Area. The Hyatt Regency Orange County, ACO, ADDA & CHADD shall be included in such policies and additional named insured. It is the exhibitor's sole responsibility to obtain business interruption and property damage insurance insuring any losses by exhibitor.

**Security:** CHADD will provide security during non-exhibit hours within the exhibit area. However, all exhibitors must safeguard their goods, materials, equipment, and display at all times. CHADD strongly recommends that exhibitors secure a rider policy during transportation to and from this conference as well as during installation, exhibit show days and dismantling.

**Failure to hold expositions:** Should any contingency prevent holding of the conference, CHADD may retain such part of exhibitor's rental as shall be required to pay for expenses incurred up to the time such contingency shall have occurred. The exhibitor waives all claim for damage or recovery of payments made except the return of the prorated amount paid for exhibit space less expenses incurred by CHADD.

**Exhibitor/Advertiser/Sponsor Agreement:** You fully understand and agree with all the Terms and Conditions. Any exhibitor who violates or fails to abide by all such Terms and Conditions will result in a breach of the agreement by the company and gives CHADD the right to evict any exhibitor that violates this policy. CHADD reserves the right to approve all agreements and may restrict inappropriate products/services. You agree to the payment terms which state that full payment is due for exhibit space, advertisement orders, sponsorships in order to fully secure these opportunities.

**Literature/Product Distribution:** All demonstrations or other activities must be confined to the limits of the exhibitor's booth or pre-arranged sponsor insert in official conference bag. No advertising circulars, catalogs, folders, or devices shall be distributed by exhibitors in the aisles, meeting rooms, registration areas, lounges, or grounds of the Hyatt Regency Orange County or at any #ADHD2024 events. Trade Publishers are prohibited from soliciting advertising during the 2024 Annual International Conference on ADHD. Trade publications may be distributed from their booth, but automatic distribution is prohibited. No ingestible products of any kind are allowed to be sampled or distributed at #ADHD2024 – nothing that can be eaten, rubbed on the skin, or inhaled. Candy is allowed at an exhibitor booth, i.e. – chocolate kisses, butterscotch, lollipops.

**Disclaimer:** CHADD does not endorse products, services, publications, medications, or treatments. Exhibitors and/or Sponsors at a CHADD event do not represent an endorsement by CHADD, nor is it testimony by CHADD as to the quality of the product exhibited or the validity of the exhibitor's claims.