2019 National Leadership Forum
Prospectus

Who is CADCA?
CADCA (Community Anti-Drug Coalition of America) is a non-profit organization representing adult and youth coalition leaders throughout the United States and internationally—all working to make their communities safe, healthy and drug-free. CADCA has built a network of more than 5,000 community anti-drug coalitions and brings together sectors of the community to solve their local substance abuse problems—schools, businesses, parents and youth, law enforcement, healthcare providers, faith-based organizations, and many more. Our model for community change represents a comprehensive, evidenced-based multi-sector approach to reduce underage and binge drinking, tobacco, illicit drugs and the abuse of medicines.

The National Leadership Forum
CADCA’s National Leadership Forum is a four-day event packed with opportunities to learn the latest strategies to fight substance abuse and hear from nationally-known prevention experts, federal administrators, and concerned policymakers. The Forum brings together over 3,000 participants representing coalitions from all regions of the country and internationally, government leaders, prevention specialists, addiction treatment professionals, addiction recovery advocates, researchers, education institutions, law enforcement professionals, youth, and faith-based leaders.
Who Attends Forum?

- Federal Administrators
- Policymakers
- Government Leaders
- State & Local Coalition Leaders
- Substance Abuse & Mental Health Professionals
- Prevention Specialists
- Public Health Professionals
- Researchers
- Law Enforcement Professionals
- Justice Personnel
- Addiction Treatment Professionals
- Youth and Parents
- Individuals in Recovery
- Faith Leaders
- Military & Military Families
- Educators / Educational Institutions

Food for Thought
Additionally, our number of International Attendees is continuing to increase. We have received feedback that our attendees are seeking products and services in languages such as Spanish, Portuguese and French!

Highlights for 2019

Exhibits & Training Session on the Same Level
– The exhibit hall (Maryland Ballroom) will be right next to the training session rooms for easy access for all. We will utilize only one entrance as the main entrance and consolidate booths into a strategic area maximizing attendee flow.

Exhibitor Passport Program
– As attendees explore the show floor, they will stop by participating passport sponsor booths and receive a stamp on their “passport”

2019 Advocate for Prevention Contest
This is a special contest for attendees to vote on which exhibitor is the best Advocate for Prevention. Attendees will submit their vote via the Forum App throughout the event and the Exhibitor with the most votes will win a $500 discount towards their 2020 Forum exhibitor booth fees!

Networking Opportunities
Opening Reception, continental breakfasts and morning & afternoon refreshment breaks will be provided in the Exhibit Hall to allow dedicated time for attendees to network with exhibitors.

Why Exhibit With CADCA?

1. Opportunity to Reach an Influential Audience – Your organization will be exposed to an anticipated 3,000+ attendees who serve on the front lines of one of our nation’s largest health problems. They rely on innovative products & services to help their communities. They are greatly influences by the Forum Exhibition and are the decision makers as it relates to products and services for their coalitions and organizations.

2. Increased Visibility & Name Recognition – Showcase new products and techniques to the people who use them – ENHANCE your bottom line.

3. Check out the Competition - Over 40 Consulting companies (social marketing, policy management), Crime prevention organizations, Data collection & management companies, Research and analytical agencies, Treatment centers, Substance abuse programs, Universities and Federal partners join us on the exhibit floor. Make sure you’re in the room!
Important Dates & Deadlines

LOCATION:
Gaylord National Resort & Convention Center
201 Water Street
National Harbor, MD 20745

BOOTH ASSIGNMENT
All official exhibits will be assigned by CADCA. Exhibit booth space will be assigned by December 17, 2018 on a first-come, first-served basis, based upon receipt of application and full booth rental payments. Applications will continue to be accepted after the deadline on a space-available basis ONLY.

Confirmed exhibitors will have access to the online Exhibitor Services Kit at the end of December. This kit includes order forms for all services and equipment (cleaning services, furniture rental, audio-visual equipment, labor, electrical, internet, shipping, deadlines, etc.) Exhibitors are advised to place orders for services well in advance of the meeting. The exhibit services desk will be located in the rear of Maryland Ballroom to assist.

IMPORTANT DATES
December 17, 2018
Deadline for booth cancellation with a 50% refund (after this date, no refunds allowed)
Booth Assignment & Exhibitor Kits distributed
January 2, 2019
Deadline for descriptions and ads to appear in the final program.
January 14, 2019
Deadline for hotel reservations at the Gaylord National.
February 4, 2019
Exhibitor Move-In (9 am – 4 pm)
February 4-7, 2019
National Leadership Forum & SAMHSA’s 15th Prevention Day (EXHIBITS OPEN)
February 7, 2019
Exhibitor Move-Out (11am – 1pm)

For Questions about Exhibiting with CADCA, contact KAHLEE YELDELL at KYELDELL@CADCA.ORG or call (703) 706-0560 X269

Ready to Apply?
To submit your application to exhibit and select your preferred booth locations, CLICK HERE.

2019 FORUM EXHIBITOR BENEFITS

<table>
<thead>
<tr>
<th>REGULAR 10’ x 10’ Booth</th>
<th>DELUXE 10’ x 20’ Booth</th>
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</thead>
<tbody>
<tr>
<td><strong>With Full Registrations</strong> (includes meeting materials)</td>
<td></td>
</tr>
<tr>
<td>Non-profit/ Government: $1,550 (with 1 registration)</td>
<td>Commercial: $2,400 (with 1 registration)</td>
</tr>
<tr>
<td>Non-profit/ Government: $2,000 (with 2 registrations)</td>
<td>Commercial: $2,800 (with 2 registrations)</td>
</tr>
<tr>
<td>Included with Booth*</td>
<td>Carpet, 6’ skirted table &amp; 2 chairs</td>
</tr>
<tr>
<td>Final Program</td>
<td>Organization name, contact information, description and Booth Number</td>
</tr>
<tr>
<td>Forum App</td>
<td>Organization name, contact information, description, booth number, logo, and social media information</td>
</tr>
<tr>
<td>Additional Registrations</td>
<td>$500 with paid booth (up to 2 additional)</td>
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</tbody>
</table>

Forum-related emails reach 30,000 subscribers
Leverage over 3.75 dedicated networking hours with attendees
3,100 bags handed out to attendees on-site
NEW for 2019!
Introducing
Learning Labs

Looking for more opportunities to connect with attendees? Wish you had 15 minutes and a microphone to explain all that your organization can offer those in the prevention sector? Drive even more traffic your way by adding a Learning Lab to your booth purchase. These 15-minute informational presentations will take place in an open-air classroom, held during networking breaks ONLY inside the Exhibit Hall.

Confirm your Learning Lab by January 16, 2019!

LEARNING LABS

SCHEDULE

Monday, Feb. 4: Three Slots
5 – 5:15pm
5:30 – 5:45pm
6 – 6:15pm

Tuesday, Feb. 5: Six Slots
7:45 – 8am
8 – 8:15am
10:30 – 10:45am
10:45 – 11am
3 – 3:15pm
3:15 - 3:30pm

Wednesday, Feb. 6: Two Slots
7:45 – 8am
8 – 8:15am

Thursday, Feb. 7: Two Slots
10:15 – 10:30am
10:30 – 10:45am

PRICING

EXHIBITOR PRICE PER LEARNING LAB: $750
NON-EXHIBITOR PRICE PER LEARNING LAB: $1,750