



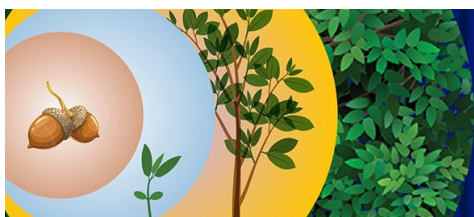
2022 National Leadership Forum Prospectus

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 nearly 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.



Every Day
CADCA Trains:
 PREVENTION TODAY FOR
 A SAFER TOMORROW

32ND ANNUAL NATIONAL LEADERSHIP
FORUM
 & SAMHSA'S 18TH PREVENTION DAY

January 31 – February 3, 2022
 Gaylord National | National Harbor, MD

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 2022

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" **NEW: Now includes Learning Labs!**

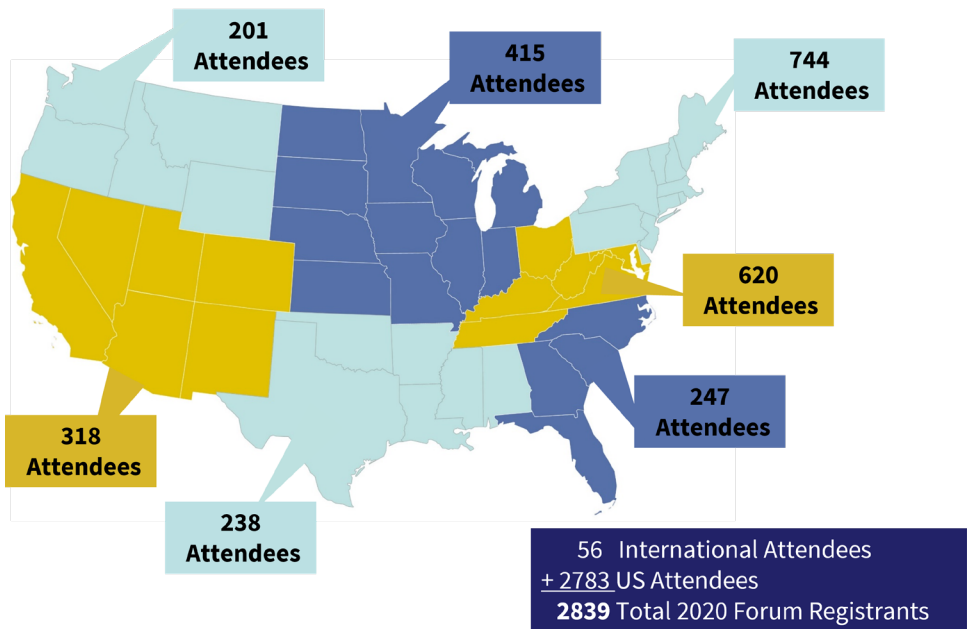
2022 Advocate for Prevention Contest

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 2023 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 influenced 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!

ATTENDANCE IN 2021

3,189!

Important Dates & Deadlines

LOCATION:

Gaylord National Resort & Convention Center

201 Water Street
National Harbor, MD 20745

BOOTH ASSIGNMENT

All exhibit locations will be assigned by CADCA. Exhibit booth space will be assigned by November 29, 2021 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 through Freeman at the end of November. This kit includes order forms for all services and equipment (cleaning services, furniture rental, audio-visual equipment, labor, electrical, internet, shipping, deadlines, etc.) The exhibit services desk will be located in the rear of Maryland Ballroom to assist.

IMPORTANT DATES

November 29, 2021

Booth Assignment & Exhibitor Kits distributed

December 17, 2021

Deadline for booth cancellation with a 50% refund (after this date, no refunds allowed)

Deadline for descriptions and ads to appear in the final program.

January 7, 2022

Deadline for hotel reservations at the Gaylord National.

January 31, 2022

Exhibitor Move-In (11:30 am – 4 pm)

February 2, 2022

Exhibitor Move-Out (3 – 5:30 pm)

QUESTIONS?

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, [CLICK HERE](#).

2022 EXHIBITOR BENEFITS

REGULAR 10' x 10' Booth

DELUXE 10' x 20' Booth

	REGULAR 10' x 10' Booth		DELUXE 10' x 20' Booth	
Full Registrations (includes meeting materials)	Non-profit/ Government: \$1,550 (1 registration)	Commercial: \$2,400 (1 registration)	Non-profit/ Government: \$2,350 (2 registrations)	Commercial: \$3,400 (2 registrations)
	Non-profit/ Government: (\$2,000) (2 registrations)	Commercial: \$2,800 (2 registration)	Non-profit/ Government: \$2,750 (3 registrations)	Commercial: \$3,800 (3 registrations)
Included with Booth*	One 6' skirted table & 2 chairs		Two 6' skirted tables & 3 chairs	
Final Program	Organization name, contact information, description and Booth Number			
Forum App	Organization name, contact information, description, booth number, logo, and social media information			
Additional Registrations	\$500 with paid booth (up to 2 additional)			



Forum-related emails reach over 27,000 subscribers



Leverage over 6 dedicated networking hours with attendees



3,000 bags handed out to attendees on-site

New & Improved Learning Labs

Learning Labs are back! We've designed a dedicated **Learning Lab room** for these partner-attendee engagements and have expanded these one-of-a-kind opportunities for you to further promote your goods or services to Forum attendees. The now **30-minute** informational sessions are your chance to drive more traffic to your booth. Learning Labs will take place during breaks and will NOT compete with training sessions or special events. In 2022, we've extended Wednesday afternoon's hours – PERFECT for showcasing your organization. **Learning Labs will also now be part of the Exhibitor Passport!**

Confirm your Learning Lab by December 17, 2021!



LEARNING LABS

SCHEDULE

Monday, Jan. 31: Two Slots

5:15 – 5:45 pm

6 – 6:30 pm

Tuesday, Feb. 1: Three Slots

7:45 – 8:15 am

11 – 11:30 am

3:30 – 4 pm

Wednesday, Feb. 2: Five Slots

7:45 – 8:15 am

12:30 – 1 pm

1 – 1:30 pm

1:30 – 2 pm

2 – 2:30 pm

PRICING

EXHIBITOR PRICE PER LEARNING LAB: **\$1,000**

NON-EXHIBITOR PRICE PER LEARNING LAB: **\$2,000**