

# CALL FOR EXHIBITORS

## 2005 VJJA Fall Institute

November 2-4, 2005 • Virginia Beach, Virginia

*One Size Doesn't Fit All*

### Conference Theme

For years, the Virginia Juvenile Justice Association's Fall Institute has been the premier event for spotlighting successful research-based strategies and programs for Virginia's youth. Following that trend, this year's theme, "**One Size Doesn't Fit All**", promises to be an event you will not want to miss. Participants will hear from nationally recognized speakers in the areas of gender responsive programming, risk-based supervision, structured decision making, evidence-based practices, developmentally appropriate programming, adolescent brain development, detention reform and more.

### Who Exhibits

The VJJA Fall Institute attracts exhibitors who offer products, services and resources aimed at preventing or intervening with court-involved youth and exhibitors that offer products, programs, services and resources geared towards professionals who work with court-involved youth. Exhibitors include state and local government agencies, non-profit agencies, funding entities, youth-serving organizations, institutions of higher learning, community based providers, residential providers, treatment centers, curriculum developers, training companies, prevention publishers, drug testing companies, prevention coalitions, research groups, prevention programs, educational media & film companies, prevention product promotion companies and educational software designers.

### Exhibit Package

#### Includes

- Skirted Table
- Conference Program
- Copy of Participant List (includes names and addresses)
- Complimentary registration for 1 employee
- Name tag featuring "Exhibitor" ribbon
- Listing in Conference Program
- Electrical Outlets (first come, first served)
- Inclusion in Continental Breakfast and Break Service

### About VJJA

Founded in 1966, VJJA is an organization of nearly 1000 professionals representing court services, the judiciary, detention homes, correctional facilities, halfway houses, group homes, indigent defense, psychiatric hospitals, social services, education, law enforcement and other groups with an interest in youth and family services. The organization is administered by an elected board and is committed to child advocacy and advancing the professional interests & competencies of its members. State and local training events are held, with conferences in March and November.

Learn more at [www.VJJA.org](http://www.VJJA.org).

### Who Attends

We expect 300-400 professionals representing organizations who work with court-involved youth in various capacities. The Fall Institute attracts Virginia's decision-makers, as well as state agency staff, program directors, social workers, community-based coalitions, and others too numerous to list. All seek to improve the quality of services/programs available to VA's children and all seek timely information on effective programming, available resources, emerging technologies and best practices and that's where exhibitors come in!

### Door Prizes and Incentives

VJJA provides door prizes and other incentives to direct traffic to the exhibit area. The exhibit area is always in the immediate proximity of major conference events. Also, when feasible, continental breakfast and break service will be set up in the same room. We will give attendees an extra incentive to visit exhibits with door prizes and a raffle game called Booth Bingo. Additionally, individual exhibitors are encouraged to sponsor contests and participate in giveaways.

### Hotel Accommodations

The conference site will be the Cavalier Hotel, Oceanfront at 42nd, Virginia Beach, VA, (800) 446-8199. All exhibitors are responsible for making their own hotel reservations. A limited number of rooms are available at reduced rates by mentioning your affiliation with the VJJA Fall Institute.

### Exhibit & Sponsorship Opportunities

Advertisement in Conference Program .....	\$50-\$1000
Take-One Table .....	\$100
Portfolio / Bag Stuffer .....	\$250
Advertisement on VJJA Website .....	\$250
Advertisement in Pre-Conference Advocate .....	\$250
Exhibit Table .....	\$400
Event Sponsorship.....	\$1000
Event Sponsorship (bronze level).....	\$2000
Event Sponsorship (silver level) .....	\$3000
Event Sponsorship (gold level) .....	\$5000

### Additional Information

An exhibit registration form should have accompanied this packet. Download additional copies at: [www.vjja.org](http://www.vjja.org).

Exhibit Registration Deadline: <b>October 21, 2005</b> (September 23rd to be listed in pre-conference Advocate) Advocate Advertisement Deadline: <b>September 23, 2005</b>
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Direct questions to VJJA's Public Relations Manager at: Sheila Hightower, VJJA Public Relations Manager, c/o Virginia Beach CSU, 2425 Nimmo Parkway, Virginia Beach, Virginia 23456 (757) 426-5602, [publicrelationsmanager@vjja.org](mailto:publicrelationsmanager@vjja.org).



# VIRGINIA JUVENILE JUSTICE ASSOCIATION

## 2005 FALL INSTITUTE EXHIBITOR REGISTRATION & ORDER FORM

To reserve a space: (1) Review the "Call for Exhibitors" flyer (2) thoroughly read the "Terms & Conditions" (3) complete the below application and (4) mail along with payment to: Sheila Hightower, VJJA Public Relations Manager, c/o Virginia Beach CSU, 2425 Nimmo Parkway, Virginia Beach, VA 23456. **EARLY BIRD\* DEADLINE: September 23 DEADLINE: October 21, 2005**

### EXHIBITOR NAME (COMPANY/AGENCY/ASSOCIATION)

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<b>CONTACT PERSON'S NAME &amp; TITLE</b>	
<b>ADDRESS</b>	
<b>E-MAIL ADDRESS</b>	
<b>DAYTIME PHONE NUMBER &amp; FAX</b>	

	Name	Title
<b>WHO WILL STAFF YOUR EXHIBIT?</b>  one staff member included in fee additional staff \$50 each	(1)	
	(2)	
	(3)	
	(4)	

### EXHIBITOR CATEGORY (Check All That Apply)

<input type="checkbox"/> STATE GOVT AGENCY	<input type="checkbox"/> NON-PROFIT ORGANIZATION	<input type="checkbox"/> RESIDENTIAL PROGRAM	<input type="checkbox"/> COMMUNITY-BASED PROG.
<input type="checkbox"/> LOCAL GOVT AGENCY	<input type="checkbox"/> COLLEGE / UNIVERSITY	<input type="checkbox"/> CURRICULUM DEVELOPER	<input type="checkbox"/> PREVENTION COALITION
<input type="checkbox"/> PROFESSIONAL ASSOCIATION	<input type="checkbox"/> DRUG TESTING COMPANY	<input type="checkbox"/> FUNDING ENTITY	<input type="checkbox"/> OTHER

### Check All That Apply

<input type="checkbox"/> I WILL ATTEND MTG/AWARDS LUNCHEON (ON 11/3 AT NOON) # OF EXHIBIT STAFF ATTENDING: _____	<input type="checkbox"/> CONTACT ABOUT SPONSORSHIP OPPORTUNITIES I AM INTERESTED IN SPONSORING: _____
<input type="checkbox"/> I WILL DONATE AN ITEM FOR THE DOOR PRIZE/RAFFLE ITEM TO BE DONATED: _____	<input type="checkbox"/> CONTACT RE: ELECT. OR EQUIP. NEEDS. I UNDERSTAND ITEMS ARE SUBJECT TO AVAILABILITY & ADDITIONAL FEES. ITEMS NEEDED: _____

### AMOUNT

<input type="checkbox"/> EXHIBIT SPACE	\$400 x _____ (# of tables desired)	
<input type="checkbox"/> ADDITIONAL REPRESENTATIVES TO STAFF BOOTH	\$50 x _____ (# of add'l people)	
<input type="checkbox"/> ADVERTISEMENT IN CONFERENCE PROGRAM	\$50-\$1000 (see attachment)	
<input type="checkbox"/> TAKE ONE TABLE (details attached)	\$100	
<input type="checkbox"/> PORTFOLIO BAG STUFFER (details attached)	\$250	
<input type="checkbox"/> PRE-CONFERENCE AD IN THE <i>ADVOCATE</i>	\$250	
<input type="checkbox"/> ADVERTISEMENT ON THE WEB <a href="http://www.VJJA.org">www.VJJA.org</a>	\$250	
<input type="checkbox"/> SPONSOR (details attached)	\$1000	
<input type="checkbox"/> BRONZE SPONSOR (details attached)	\$2000	
<input type="checkbox"/> SILVER SPONSOR (details attached)	\$3000	
<input type="checkbox"/> GOLD SPONSOR (details attached)	\$5000	
<input type="checkbox"/> JOIN VJJA (pay annual membership dues)	\$15 x # of people	
<b>TOTAL AMOUNT DUE</b>		

Direct questions to (757) 426-5602 or [publicrelationsmanager@vja.org](mailto:publicrelationsmanager@vja.org)



# VIRGINIA JUVENILE JUSTICE ASSOCIATION

## 2005 FALL INSTITUTE TERMS & CONDITIONS FOR EXHIBITS

1. Location, Date and Hours of Exhibit: See accompanying exhibit prospectus (invitation)
2. Space Rental: Each exhibit space is provided 1 - 6' x 2' skirted table and 1 chair. Requests for other items (e.g. additional chairs, electrical and/or internet access) may be available at an additional cost and must be requested and paid for at the time of original application. The availability of electrical and/or internet access and other such special requests are not guaranteed.
3. Booth Assignment: VJJA does not guarantee any particular booth selection and reserves the right to (a) decline or prohibit any exhibit, product or service for any reason, with or without cause, which, in their sole judgment, is not suitable to or in keeping with the character of the exhibition, or (b) relocate booth assignment, with prior notice to the exhibitor, for any reason, with or without cause. Final arrangements of booths will be determined by VJJA at their sole discretion.
4. Registration: Exhibitors shall be required to check-in at the registration desk. Exhibitor badges will be issued and must be worn at all times. Staffing allowance is for 1 exhibitor per table. Additional employees may be added for a charge.
5. Regulations and Standards: (a) Solicitation by non-registered exhibitors is strictly prohibited. Firms and representatives not assigned exhibit space are prohibited from soliciting business in any form in the Exhibit Hall area. Violators will be required to leave the Exhibit Hall. (b) Subletting space is prohibited: An exhibitor may not assign, sublet or share any space allocated without the written consent of VJJA. Companies shall not exhibit nor permit to be exhibited any merchandise not a part of regular company-products unless granted permission from VJJA. An exhibitor may not permit any representative of any firm not exhibiting to solicit business or take orders in the exhibitor's space. All business activities of the exhibitor must be confined to the booth space. Conducting business activities in aisles, lobbies or other areas is strictly prohibited. Exhibitors in violation of rule will suffer sanctions affecting their ability to exhibit at future VJJA meetings. (c) Samples of products, catalogs, pamphlets, publications and souvenirs may be distributed in the Exhibit Hall provided it is done in a dignified manner, does not create a nuisance and does not interfere with adjoining exhibits. (d) Loudspeaker displays or other devices, that in the sole judgment of VJJA may be generally disruptive, are not permitted. If objections arise, the offending exhibitor may be reassigned to another booth or required to discontinue the activity altogether. (e) No exhibit may be dismantled before the official close of the conference, nor may any part of the exhibit or equipment be prematurely removed, once it has been set up, except with the permission of VJJA. (f) Exhibitors may not offer or serve food and/or beverages to conference attendees. Compliance failure with regulations may result in termination of exhibit privileges
6. Setup & Tear-Down Information: Set-up will be on Wednesday, November 2, 2005, between 10:00 am and noon. All exhibit booth/table materials, particularly drapes, curtains, table covers, etc. must be flameproof and comply with federal, state and municipal fire laws, insurance underwriter and hotel safety regulations. All packing materials and similar materials must be removed from the exhibition area upon completion of the booth installation. VJJA will review exhibit setup to ensure compliance with exhibit rules before the Exhibit hall opens.
7. Failure to Occupy Space: Any exhibit space that is not set up and occupied by noon on Wednesday, November 2, 2005, will be forfeited by the exhibitor, unless arrangements for delayed occupancy have been made in advance. Unless prior approval is granted, the rental payment for the unoccupied exhibit will be forfeited.
8. Liability and Security: The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising from personal injury, injury or damage to exhibitor's displays, equipment and other property brought upon the premises of the hotel. The exhibitor shall indemnify and hold harmless VJJA, the hotel site, its agents and employees from any and all losses, damages, and claims. VJJA will not insure or indemnify exhibitors of damages of any kind. It is the exhibitor's responsibility to secure exhibit and other property during the exhibit hall hours. The exhibit hall will be locked following the close of functions.
9. Cancellation of Space: Cancellation of exhibit space must be done in writing to: Shelia Hightower, VJJA Public Relations Manager, c/o 2<sup>nd</sup> District CSU, 2425 Nimmo Parkway, Virginia Beach, Virginia 23456, and postmarked on or before October 21, 2005, to receive a full refund. For cancellations postmarked after October 21, 2005, the exhibitor is obligated to pay the rental in full.
10. Cancellation of Exhibition: In the event the exhibition must be cancelled, postponed or relocated because of fire, strike, government, regulations, casualties, acts of God or other causes beyond the reasonable control of VJJA, the exhibitor waives any and all damages and claims for damages. The exhibitor agrees the sole liability of VJJA will be to return rental payments.
11. Amendment to Rules: Any and all matters or questions not specifically covered by the preceding rules and regulations shall be subject solely to the decision of the Virginia Juvenile Justice Association (VJJA) Board of Directors.

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## **2005 VJJA Fall Institute**

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### **TENTATIVE SCHEDULE OF EVENTS**

#### **Wednesday, November 2**

- 9:00-12:00 VJJA BOARD OF DIRECTIONS MEETING
- 10:00-12:00 EXHIBITOR SETUP
- 11:00-1:00 REGISTRATION
- 1:00-1:15 OPENING REMARKS
- 2:00-5:00 PLENARY SESSION  
David Gamble and James "Buddy" Howell, PhD, Juvenile Sanctions Center, NCJFCJ, Reno, NV  
A Practical Approach to Linking Juvenile Graduated Sanctions with a Continuum of Effective Programs
- 5:30-6:15 LEADERSHIP MIXER
- 6:15-7:00 LEGISLATIVE COMMITTEE MEETING
- 8:00-12:00 NETWORKING SOCIAL/DANCE

#### **Thursday, November 3**

- 8:30-9:00 REGISTRATION & CONTINENTAL BREAKFAST
- 9:00-9:15 WELCOME/MORNING ADDRESS
- 9:15-11:45 PLENARY SESSION  
Dr. Lawanda Ravoire, President & CEO, PACE Center for Girls, Inc., Jacksonville, FL  
Gender Responsive Programming: Building A Common Framework & Leadership Language
- 12:00-1:30 ANNUAL BUSINESS MEETING, LUNCHEON & AWARDS
- 1:30-3:15 WORKSHOPS  
Alternatives to Secure Detention (Annie E. Casey Foundation)  
What Works: Implementing Evidence-Based Practices  
Developmentally Appropriate Programming  
Strategies for Talking to Teens in the Juvenile Justice System
- 3:15-5:00 WORKSHOPS  
Gender Responsive Programming: Nuts & Bolts (Dr. LaWanda Ravoire)  
Kids Are Different: The Adolescent Brain  
Making the Most of Limited Resources
- 5:15-7:00 TOURS OF LOCAL RESIDENTIAL FACILITIES
- 5:30-8:30 PRESIDENT'S RECEPTION

#### **Friday, November 4**

- 9:00 PLENARY SESSION
- NOON FAREWELL, DOOR PRIZES

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### EXHIBIT & SPONSORSHIP OPPORTUNITIES FURTHER DEFINED

#### EARLY BIRD DEADLINE

Exhibits for which payment is received on or before September 23<sup>rd</sup>, will be listed in the pre-conference *Advocate*.

#### CONFERENCE PROGRAM

\$50-\$1000

Place an advertisement in our conference program, to be given to every conference participant and later posted to our website. Select from the following: 1/8 page - \$50; 1/4 page \$100; 1/2 page \$300; full page \$500; Back Cover - \$1000. Send photo-ready advertisement to [ads@vija.org](mailto:ads@vija.org).

#### ADVERTISEMENTS IN THE ADVOCATE

\$250.00

VJJA publishes a quarterly journal, the *Advocate*. The fall *Advocate* will be mailed just prior to the fall institute. Place an ad and be sure to invite participants to stop by your exhibit. Send photo-ready advertisement to [ads@vija.org](mailto:ads@vija.org).

#### WEB-BASED ADVERTISEMENTS

\$250.00

VJJA has an on-line presence, [www.VJJA.org](http://www.VJJA.org), and gets a considerable amount of traffic. The site recorded 10,095 hits during the month of August alone. Don't miss out on the opportunity to reach thousands of juvenile justice professionals. Send photo-ready advertisement to [ads@vija.org](mailto:ads@vija.org).

#### TAKE-ONE TABLE

\$100.00

The Take-One Table is a resource table featuring books, journal articles, brochures, video tapes, etc. Participants will be invited to "take one" of each item. Individuals and groups who would like to take advantage of the "Take-One" table should mail their items (200-400 copies) no later than October 28<sup>th</sup> to: Sheila Hightower, VJJA Public Relations Manager, c/o Virginia Beach CSU, 2425 Nimmo Parkway, Virginia Beach, Virginia 23456. Questions should be directed to: [publicrelationsmanager@vija.org](mailto:publicrelationsmanager@vija.org) or (757) 426-5602.

#### BAG STUFFER

\$250.00

Exhibitors may send brochures/flyers in advance to be "stuffed" into participant's individual conference packets. Individuals and groups who would like to take advantage of the "Bag Stuffer" program should mail their items (minimum 350 copies) no later than October 21<sup>st</sup> to: Katherine Farmer, VJJA Institute Planning Chair, c/o Henrico CSU, PO Box 27032, Richmond, VA 23273. Questions should be directed to: (804) 501-4417 or [instituteplanning@vija.org](mailto:instituteplanning@vija.org).

#### EVENT SPONSORSHIP

\$1000-\$5000

Individuals and groups are invited to sponsor day and evening activities (e.g. continental breakfast, break service, president's reception, leadership mixer, social). Event sponsor will be recognized and rewarded in a variety of ways. Additionally, if your group becomes a sponsor, every employee of your group (whether an organization of 2 or 200) who attends the conference will be given a sponsor ribbon to affix to his or her name tag. For additional details, contact Sheila Hightower, VJJA Public Relations Manager at [publicrelationsmanager@vija.org](mailto:publicrelationsmanager@vija.org) or (757) 426-5602.