

5th Annual

CELEBRATE
RECOVERY IN ARIZONA



SATURDAY,
SEPTEMBER 19, 2009

Millions of people have begun and successfully continued on the journey to freedom from addiction—proving recovery is an uplifting experience and celebration of life! The future of the treatment, recovery and prevention industry lies in successfully educating and marketing to the general public.

- **Over 200,000,000 people in the U.S. are directly affected by addiction, 90% have no idea of what to do about it.**
- **More than 23,000,000 are addicts and/or alcoholics and in 2005 less than 4,000,000 addicts and alcoholics received treatment for addiction!**
- **The gap is 19,000,000 people who need treatment and are not able to get help.**

We need to narrow the gap between the number of people who need treatment and those who get it. This can only be accomplished through enriching public awareness and approaching the challenge together. In order for the private and public treatment industry to continue to flourish, we invite your active participation to join us in addressing o the general public.

The Art of Recovery Expos (event guides and directories), Arizona Together newspaper and California Together newspaper are focused on the goals of educating, providing resources, and marketing to the public.

It takes a team! All of our sponsors, advertisers, volunteers, workshop presenters, authors and speakers have all played important roles in contributing to the success of these ventures. We plan on increasing both the number of events and newspapers and event participation and newspaper circulation.

We invite and encourage participation at the national and local level. If you are involved in prevention, treatment or recovery we have a place for you and can customize a package that fits your goals and budget.

WHERE: PHOENIX CIVIC PLAZA, Hall G, 111 N. Third Street, Phoenix, AZ

WHEN: SATURDAY, SEPTEMBER 19, 2009—10:00 A.M. TO 5:00 P.M. Free Admission to the public

KEYNOTE SPEAKER: Christopher Kennedy Lawford



Mr. Lawford has also focused much of his life on public service in the non-profit sector, working for The Joseph P. Kennedy, Jr. Foundation, The Special Olympics, and The Center on Addiction and Substance Abuse at Columbia University and Caron Treatment Centers. He currently spends much of his time speaking throughout the US on public policy issues concerning Mental Health, Addiction and Hepatitis C.

More information contact The Art of Recovery LLC, P.O. Box 5629, Scottsdale, AZ 85261
www.artofrecoveryexpo.com email: aztogether@yahoo.com, 480-767-7880 Fax 480-767-8041



At A Glance: Sponsorship Categories and Benefits

	<i>Presenting</i>	<i>Major</i>	<i>Official</i>	<i>Supporting</i>
Art of Recovery Expo presented by	x			
Prominent Entry Signage	x			
Ad Promotion/Website	x	x	x	x
Home Page Identity	x	x	x	
Expo Guide/size		Back Cover + full page	Inside Front + 1/2 page	1 Full page 1/2 page
Ad size in Arizona Together for 6 months		1/2 page	1/4 page	1/8 page 1/16 page
Conduct Workshops	x	x	Availability	Availability
Honorary Host Reception	x			
Feature story in Arizona Together	x			
No. Parking Passes	50	25	15	4
No. of booths	2 + lobby	2	2	1
Logo on T-shirt	x	x	x	x
Logo on Event Posters	x	x	x	x
Mention on TV/Radio/News	x	x	Availability	Availability
Link on Art of Recovery Website	x	x	x	x

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Sponsorship Categories and Benefits

Presenting Sponsor \$50,000

The Art of Recovery presented by _____
10,000 Copies of Event Guide and Directory Distributed
Civic Plaza Signage and Promotion
Ad/Promotion/Website - At least 1,000,000 impressions
Honorary Host Reception
Name associated with all promotion
3 Booths and Lobby Presence
3 Ads in the Event Guide and Directory includes Back Cover
Feature Story in Arizona Together Newspaper (Pre-Event printing)
1/2 Page in Arizona Together newspaper for one year
50 Free Parking Passes

Major Sponsor \$20,000

10,000 Copies of Event Guide and Directory Distributed
Ad/Promotion/Website - At least 1,000,000 impressions
Promotional Collateral
2 Booths
2 Full Page Ads in the Event Guide and Directory
1/4 Page in Arizona Together newspaper for 6 months
25 Free Parking Passes

Official Sponsor \$7,500

10,000 Copies of Event Guide and Directory Distributed
Ad/Promotion/Website - At least 1,000,000 impressions
Promotional Collateral
1 Booth
1 Full Page Ad in the Event Guide and Directory
1/8 Page in Arizona Together newspaper for 6 months
15 Free Parking Passes

Supporting Sponsor \$2,500

10,000 Copies of Event Guide and Directory Distributed
Ad/Promotion/Website - At least 1,000,000 impressions
Promotional Collateral
1 Booth
1/2 Page Ad in the Event Guide and Directory
1/16 Page in Arizona Together newspaper for 6 months
4 Free Parking Passes

CELEBRATE RECOVERY IN ARIZONA

"This national movement has started to take on a life of its own, as everyone who has a stake in fostering the survival and growth of quality treatment service works together to convey the message that substance abuse is a treatable disease and that recovery is possible."

Expo Guide Ad Rates

1/2 page \$325.00

Full page \$750.00

1/4 page \$200.00

Be Part of the Solution

Join Us!

Phoenix Convention Center

Saturday, September 19, 2009

10 am to 5pm

Free Admission to the Public

Be Part of the Solution

Contact The Art of Recovery LLC,
480-767-7880 Fax 480-767-8041
P.O. Box 5629, Scottsdale, AZ 85261
www.artofrecoveryexpo.com
email: aztogether@yahoo.com

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Saturday, September 19, 2009

10:00 a.m. - 5:00 p.m.

Phoenix Convention Center Hall G

Send Contract to

Art of Recovery, LLC, PO Box 5629 Scottsdale, AZ 85261

Ph: 480-767-7880 Fax: 480-767-8041 E: aztogether@yahoo.com

Website: www.artofrecoveryexpo.com

SPONSOR APPLICATION CONTRACT AGREEMENT

ALL INFORMATION MUST BE COMPLETED BELOW PLEASE PRINT CLEARLY

Name of Exhibitor (exactly as you would like it to appear in the Expo/Resource Directory and printed on booth identification sign) _____

Contact Person(s) & Title _____ Email Address _____

Mailing Address _____

City _____ State _____ Zip _____ Phone _____

(Cell) _____ (Fax) _____

Company Email Address (if different from above) _____

Website www. _____

REQUIRED Exhibit Name (Maximum 50 Characters includes spacing & punctuation) _____

Up to _____ complimentary Exhibitor badges are available per 10x10 booth. Badges are your admission pass to the Art of Recovery Expo and must be worn when working in your booth. Print CLEARLY exactly as you want the name to appear on the badge. Additional names should be typed on a separate sheet.

1) _____ 3) _____

2) _____ 4) _____

In the space below PRINT a (35) word description of your business. This description will be printed in the Exhibit/Resource Guide

Sponsorship Categories:

Supporting - \$2,500

(Includes 1 booth, 4 parking passes, 1/16 page ad AZ Together 6 months, 1/2 page ad Expo Guide, website link, logo on promotional materials)

Official - \$7,500

(Includes 1 booth 15 parking passes, 1/8 page ad AZ Together 6 months, full page ad Expo Guide, website link, logo link, logo on promotional materials)

Major - \$20,000

(Includes 2 booths, lobby presence 30 parking passes, 1/4 page ad AZ Together 6 months, full page ad Expo Guide, website link, logo link, logo on promotional material)

Presenting - \$50,000

(Includes 3 booth, lobby presence, 50 parking passes, 1/4 page ad AZ Together one year, 2 full page ads Expo Guide (color), website link, logo link, logo on promotional material)

Discount if Applicable _____

Net Cost _____

Balance Due _____

NO REFUNDS WILL BE GIVEN FOR ANY REASON, INCLUDING CANCELLATIONS OR NO SHOWS.

MAKE CHECKS PAYABLE TO ART OF RECOVERY, LLC

15% Discounts Available Thru April

I, the authorized representative of the company named above, agree to all the terms, conditions and authorizations contained in this Agreement for Exhibit Space; and the accompanying Terms and Conditions of the Exhibitor Contract. (Signature required on two pages in three places-see Terms & Conditions)

Signature _____

Date _____

EXHIBIT AGREEMENT TERMS & CONDITIONS

The ART OF RECOVERY according to the date on which the contract is received. *Art of Recovery reserves the right to relocate exhibits as a result of changes in floor plan, or in the interest of optimum traffic control and exhibit exposure.* ART OF RECOVERY's decision with respect to assignment of exhibit space is binding to all parties. ART OF RECOVERY reserves the right to decline, adjust, prohibit or expel an exhibit or exhibitor, and which in its judgment is improper, is all inclusive as to persons, things, printed matter, product, conduct, sound level, etc. No monies will be refunded.

REMOVAL OF EXHIBITS: Dismantling of exhibits **may not begin** until the closing of exhibit hall, on Saturday, September 19, 2009 at 4:31 P.M. A fine will be charged to any exhibitor violating this policy. No dismantling allowed during Expo hours. ART OF RECOVERY management requests your honoring of policy for the benefit of last minute attendees.

Sign Here Your Acknowledgment of this policy.

EXHIBIT LIMITATIONS: Exhibitors shall display professional products/services that are in character with the ART OF RECOVERY. Character of the exhibits is subject to the approval of ART OF RECOVERY. ART OF RECOVERY reserves the right, in its sole discretion, determines is not a product/service in the overall best interest of the Expo mission.

EXHIBIT USE OF SPACE: The Exhibitor is to make use of their exhibit space only. All installations and service must be handled within purchased booth space. Exhibitors may not use aisles for service or products. Exhibitor will not insert nails, hooks, screws or other similar items in the walls or floors of any structure. Each Exhibitor will be held responsible for any damage caused by his employees or agents.

SUBLETTING OF SPACE: Exhibitors may not sublet, or share exhibit space deemed a subsequent waiver of that same provision or of any other provision without the expressed written consent of ART OF RECOVERY.

INBOUND/OUTBOUND FREIGHT SHIPPING INSTRUCTIONS:

Call Brede Exposition Service for all In-Bound/Out-Bound Shipping Instructions (602)275-5900. All fees associated with shipment of exhibit materials are the responsibility of the Exhibitor. No COD shipments will be accepted. ART OF RECOVERY, Phoenix Convention Center and Brede Exposition Service will not accept responsibility for damaged materials. No materials may be shipped directly to Phoenix Convention Center. All shipments **MUST** be directed to Brede Exposition Service.

ELECTRICAL AND WATER REQUIREMENTS: All electricity must be made with ART OF RECOVERY and Commonwealth Electric at Phoenix Convention Center. There are additional fees required for each. Contact Commonwealth Electric at 602-258-5881
CARE OF EXHIBIT SPACE: Exhibitors are, at their own expense, responsible for keeping their exhibit clean and in order. ART OF RECOVERY will provide emptying of trash, provided it is set in the aisle at the end of the day.

SAMPLE DISTRIBUTION: All exhibit activity and/or display must remain in the designated space. Distribution of samples and promotional type literature is fully restricted to the confines of the booth.

PARKING: ART OF RECOVERY provides up to 2 parking vouchers per Exhibitor.

FIRE AND HEALTH REGULATIONS: Each Exhibitor agrees to comply with local, city and state laws, ordinances and regulations including those of the exhibition hall covering fire, safety and health. Only fireproof materials shall be used in displays.

NO HELIUM BALLOONS or HELIUM TANKS per City of Phoenix fire code. No water may be used in the booth without approval from Phoenix Convention Center, Commonwealth Electric or ART OF RECOVERY.

ADMITTANCE TO EXHIBIT HALL: Admittance during closed exhibit hours is open to sponsors and exhibitors. Exhibitor access 12:00 p.m. to 7:00 P.M. during exhibit set-up and from 8:00 A.M. to 9:30 A.M. day of Expo.

OVER-THE-COUNTER SALES: Over-the-counter sales are permitted. Exhibitors shall be solely responsible for having a seller's permit and for the collection and remittance to the Arizona Department of Revenue for any Arizona State sales or use tax and owing on the sale of their products. This also applies to the city of Phoenix sales tax use. Contact State of Arizona at 602-255-2060 and the city of Phoenix at 602-261-8844 for proper permits.

SIZE OF EXHIBIT/SPECIAL EFFECTS AND DEVICES: All exhibitor activities and demonstrations must be kept within the bounds of the contracted exhibit space and may not infringe on the aisle space. Any exhibit exceeding 7 feet, 11 inches in height must notify ART OF RECOVERY about specific height requirements. All audio effects, visual effects and attention attracting devices must be kept at low enough intensity so as, in the opinion of ART OF RECOVERY, to not create conditions that are objectionable to neighboring Exhibitors. Exhibit materials are not to block any neighboring space.

SECURITY: Security is provided during closed exhibit hours. However, ART OF RECOVERY and Phoenix Convention Center will not assume responsibility for lost, stolen, and/or damaged exhibit materials. Be sure you are insured against any theft, loss, damage or injury.

EXHIBITORS WARRANTIES: Exhibitor represents that, its use or sale of goods at the ART of Recovery expo will not infringe upon or conflict with the rights held by any third party under any patent, trademark, copyright, trade secret, or property right. Exhibit warrants that it accepts the exhibit space provided hereunder upon its own investigation and that the Exhibitor has not relied on any representation made by ART OF RECOVERY or any of its agents or employees in making its decision to enter into this contract.

LIMITS OF LIABILITIES: ART OF RECOVERY, Phoenix Convention Center and Brede Exposition Services shall not be responsible for damage to materials that have been delivered to ART OF RECOVERY EXPO, Phoenix Convention Center and Brede Exposition Services and placed in storage held in exhibit space or held in storage prior to being collected from the exhibit space at close of the expo. Exhibitors are responsible for obtaining insurance on their own exhibit materials, at their own expense, and are solely

responsible for making sure that their exhibit materials are properly insured against fire, theft, and all hazards while in transit to and from the exhibit, and for the duration of the exhibit.

LIABILITY, HOLD HARMLESS AND INDEMNITY BY EXHIBITOR: As partial consideration for granting of space to the undersigned Exhibitor, said Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and hold harmless ART OF RECOVERY, Phoenix /Convention Center and Brede Exposition Service and its employees and agents against all claims, losses and damages to person or property, governmental charges or fines, and legal fees arising out of any use of the exhibition premises or part thereof by the Exhibitor. Further, Exhibitor agrees to protect, save and hold harmless ART OF RECOVERY, Phoenix Convention Center and Brede Exposition Services from any damages or charges imposed for violation of any law or ordinance whether occasioned by the negligence, inadvertence, or intentional actions of Exhibitor, its agents or employees or those holding under the Exhibitor.

FORCE MAJEURE: Neither party shall be liable for defaults or delays due to acts of God or the public enemy, acts or demands of any government or governmental agency (including construction delays) strikes, fires, floods, accidents or other unforeseeable negligence. Each party shall notify the other of the cause of such delay immediately after the beginning thereof.

SUBSEQUENT WAIVER: A waiver of any provision by ART OF RECOVERY under this contract shall not be deemed a subsequent waiver of the same provision or any other provision.

NOTICES: All notices required to be in writing hereunder shall be deemed served on the receiving party when personally served by the US Postal Service.

RELEASE: The Exhibitor, in partial consideration of being allowed to participate in the September 19, 2009 ART OF RECOVERY EXPO does hereby release and forever discharge ART OF RECOVERY, Phoenix Convention Center and Brede Exposition Services, its employees, agents, successors, and assigns from any claims or causes of action which the Exhibitor may now have or which may subsequently accrue to the Exhibitor by reason of any matter connected with the Exhibitor's participation in the ART OF RECOVERY EXPO.

GENERAL: All issues not addressed by these regulations are subject to the decision of ART OF RECOVERY. These regulations may be amended at any time by ART OF RECOVERY and all such amendments will be equally binding to all parties. ART OF RECOVERY will provide written notification of any amendments or additions to all Exhibitors affected by them.

VIOLATIONS: Violations of these regulations on the part of the Exhibitors, their employees or agents, shall annul the right to occupy space and such Exhibitor will forfeit to ART OF RECOVERY all monies that have been paid. ART OF RECOVERY has the right to terminate the right to occupy space and remove all persons or goods at the Exhibitor's expense and risk. The Exhibitor shall pay all of such expense and damages that ART OF RECOVERY may incur and forfeit all monies paid or due ART OF RECOVERY on account thereof. Exhibitor expressly waives the service of written notice to re-enter and terminate.

PAYMENT: Payments will be to made to ART OF RECOVERY, LLC. Exhibitor commitment prior must include a minimum of 30% nonrefundable deposit if not paid in full. All balances are due by July 1, 2009. If balances are not received by July 1, 2009, this agreement shall be null and void; and all payments received will be forfeited. ART OF RECOVERY, LLC will have the right to sell the unit to another exhibitor. Exhibitor commitments after July 1, 2009 must be paid in full at time of application.

CANCELLATION POLICY: All cancellation notices must be made in writing. Any monies paid at any to ART OF RECOVERY, LLC is nonrefundable. No refunds will be issued for cancellations or no shows for any reason once the contract has been executed and any monies received.

FINAL AGREEMENT: This agreement, together with any attachments hereto, is intended by both parties to be a final expression of their understanding and as a complete exclusive statement to the terms thereof. It can only be modified in writing and signed by both parties.

Signature _____ Date: _____

Send your contract with payment by mail or fax to
ART OF RECOVERY, LLC
PO Box 5629 Scottsdale, AZ 85261
E-mail: aztogether@yahoo.com
Website: www.artofrecoveryexpo.com

