SPONSOR KIT

27th Annual Conference on Body-Focused Repetitive Behaviors
April 2-5, 2020 | Rosemont, IL

THE TLC FOUNDATION
for Body-Focused Repetitive Behaviors
The TLC Foundation for Body-Focused Repetitive Behaviors is a donor-supported, nonprofit organization devoted to ending the suffering caused by hair pulling disorder, skin picking disorder, and related body-focused repetitive behaviors.

We take a comprehensive approach to our mission:

• creating a community of support for affected individuals;
• providing referrals to treatment specialists and resources;
• training professionals to recognize and treat BFRBs; and
• directing research into their causes, treatment, and prevention.

Our programs and services are guided by a Scientific Advisory Board of the foremost clinical and research professionals in the field.

TLC’s Annual Conference is a live, in-person culmination of the heart and dedication within our community. Often described as “life-changing” and “the most healing experience I’ve had on this journey,” the conference is the world’s only gathering of patients and their families, treatment providers, researchers, and personal care professionals working for this community.

If you are a treatment or counseling center, mental health professional, hair or skin care professional, you have a product or service that benefits people affected by BFRBs and related problems, or you simply want to show you care about the BFRB community, you should join us as a conference sponsor, exhibitor or advertiser.

Sponsoring the TLC conference was an absolutely wonderful experience. The TLC team worked tirelessly to create a superb program. I wholeheartedly recommend sponsoring the Conference to any clinician or organization that wants to broaden their reach to the TLC community.

TOM CORBOY, MFT
EXECUTIVE DIRECTOR,
OCD CENTER OF LOS ANGELES

As a Hair Loss Specialist, helping clients restore their self-esteem and self-confidence is paramount in my work. This propels me to support TLC in every way possible.

BIANCA LYDER
LICENSED COSMETOLOGIST
**Sponsor Opportunities**

**Title Sponsor: $25,000**
- Banner ad placement on the online event portal and event registration page, 5+ social media mentions
- Logo on TLC homepage Conference content
- Inclusion in all promotional emails October - April
- 1 full page advertisement in Conference schedule
- Acknowledgement at opening and closing sessions
- 4 complimentary registrations to the Conference
- 1 Conference Exhibit Booth, premier location

**Patron Sponsor: $10,000**
- Banner ad placement on the online event portal and event registration page, 3+ social media mentions
- Logo in all pre- and post-conference emails
- 1 full page advertisement in Conference schedule
- 2 complimentary registrations to the Conference
- 1 Conference Exhibit Booth

**Poster Session Sponsor: $5,000**
- Link on bfrb.org online event portal, sponsor named in program and event listings, 3+ social media mentions
- Logo displayed on screen during sponsored activities
- 1 complimentary registration
- 1/2 page ad in Conference Schedule

**Welcome Reception $5,000**
- Link on bfrb.org online event portal, sponsor named in program and event listings. 3+ social media mentions
- Opportunity to address attendees for 5 minutes to welcome them & share your work
- 1 complimentary registration
- 1/2 page ad in Conference Schedule

**Tote Bag Sponsor: $3,000**
- Put your logo on 500 re-usable attendee tote bags - and guarantee exposure for months to come! Includes logo placement in Conference Schedule and event web portal, 2 social media mentions, and one complimentary event registration.

**Conference Partner: $1,000**
- Link and logo on conference online event portal, one social media mention
- 1 complimentary registration
- Company name and logo listed in Conference Schedule

**Friend of TLC**
- Become a Friend of TLC! This special sponsorship level is perfect for any business or individual who cares about this cause - your contribution in support of TLC provides print recognition in Conference promotional materials, and a charitable contribution donation receipt for your business.

**Custom Sponsorship**
- Have another idea on how you might participate? We’ll work with you to customize a sponsorship tailored to meet your needs and marketing objectives.

**Exhibit at the TLC Conference and connect face-to-face with your audience.**

Exhibitors gain the upper-hand by directly introducing their product or service to attendees, while having access to all workshops and other activities that make the conference so great. For those who are not able to attend the conference, consider registering for literature placement on our Take-One table at the TLC Conference Bookstore.

**Exhibitor Table:**

**$700 Commercial, $450 Non-profit**

Your Exhibitor’s Registration Includes:
- Exhibit space (6ft. table) for the duration of the event
- One complimentary registration to the conference, including all workshops and provided meals.
- 10% discount on additional registrations
- 1 social media mention

PLUS:
- Logo and link on the conference online event portal
- Name printed in body of conference program guide

Exhibitor registration is reserved on a first-come, first served basis. Sign up by October 30, 2019 to maximize your exposure on conference marketing materials.

**Take-One Table: $150 per item**

Can’t make it to the event? Display your brochures, coupons, business cards or other literature on a display table at the very popular TLC Conference Bookstore. The Take-One Table is fully accessible to any conference attendee. TLC Staff will make sure your literature remains stocked for the duration of the conference.

**Who should Exhibit at the TLC Conference?**

- TLC Professional Members
- Treatment and wellness centers
- Skin and hair care providers or product marketers
- Nonprofit organizations & advocates
- Regional support groups
- Authors
- Fiddle toy manufacturers and distributors
- Research programs and studies
- Anyone looking to expand outreach and offer resources to those with hair pulling disorder, skin picking disorder, or related behaviors

**Board President, The TLC Foundation**

“More and more, today’s workforce desire to work for values-driven organizations. Choosing to be a Friend of TLC sponsor makes a positive impact for the BRFB community that is generational.”

BRIAN L. HAGLAM
PRESIDENT & CEO, CITYWORKS
BOARD PRESIDENT, THE TLC FOUNDATION

“Exhibiting at the TLC Conference is an honor. It is a close-knit community of beautiful people taking on their BFRB challenges. The conference was pivotal for HabitAware. BFRBers gave us feedback and validation for our smart awareness bracelet, Keen. We attend annually and look forward to meeting our customers in person, welcoming new ones into our “Keen Family” and supporting TLC's overall BFRB awareness mission.”

ANEELA IDNANI
CO-FOUNDER & TRICHSTER
HABITAWARE.COM

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Advertising Opportunities

Conference Program Guide

The Conference Program Guide is an indispensable tool used by all conference attendees. The Guide provides the who, what, when, and where for conference activities, and attendees continually refer to it throughout the weekend. It allows exhibitors to increase traffic to their booth, authors to advertise their books, and regional businesses and other groups to promote their services to the local community.

TLC’s in-house graphic designer is available to work with you to create an effective advertisement at no extra charge.

Ad specifications
Back Page: $1000, 8.5” wide x 11” tall
Full page: $600, 8” wide x 10.5” tall
1/2 page: $400, 8” wide x 5.25” tall
1/4 page: $250, 4” wide x 2.75” tall

We found that our prominently displayed ad in the TLC program guide resulted immediately in an increase in clinical referrals of compulsive pullers. People who previously had no idea where to go for help sought us out.

ALLEN WEG, ED, NEW JERSEY PSYCHOLOGIST
FOUNDER AND DIRECTOR,
STRESS AND ANXIETY SERVICES OF NEW JERSEY

Stress & Anxiety Services of New Jersey

Advertising Opportunities

Sunday, Session 2

TRENDIEST 14. The Comprehension Behavior Model (CBM) for Pulling/Habits: Part 3: Common Errors, Part 2: Cognitive Behavioral Therapy (CBT) and CBT + Social Media Treatment in the Treatment of BFRBs, with a focus on the treatment of at-risk adolescents.

Research 15. Overview and Development of an App for Hair Pulling: 3-Minute Videos

Personnel 16. A Clinical Spider Eating Behavior: The Relationship to Hair Pulling and BFRBs

Personal Growth 17. Using the Benefits of Mindfulness to Manage BFRBs

Clinical Growth 18. Strictly hair pulling: a case study (Case Study)

Posters 19. Hair Pulling & Related Disorders

Kids 20. BFRB’s in Childhood

Stress 21. The Art of Visualization and Humor: Stress Management, PTSD and Anxiety

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FOUNDER AND DIRECTOR,
STRESS AND ANXIETY SERVICES OF NEW JERSEY

http://www.stressandanxiety.com

Stress & Anxiety Services of New Jersey

Application for Sponsorship/Advertising/Exhibitions

Annual Conference on Body-Focused Repetitive Behaviors | April 2-5, 2020

Organization/Business Name: ___________________________________________________________

Primary Contact: ___________________________________________ Email: __________________________________________

Phone: ___________________________________________ Website: __________________________________________

Street:___________________________________________________________________________________________________________________

City:_________________________________________________________________________________State:_________ Zip:_________________

Please select a payment method:

[ ] Check or money order enclosed, made out to TLC (US funds only)

[ ] Charge my credit card:  (we accept all credit cards) Amount to be charged: __________________________________________

Card number:___________________________________________________Exp. Date:_________3-Digit Security code __________

(from the back of the card. American Express users, please provide the 4-digit number from the front of the card)

Cardholder’s Name: _________________________________

Authorization Signature:______________________________________

Thank you for helping TLC become all it can be. Your support makes all the difference!

Return Application to: TLC • 716 Soquel Ave, Suite A • Santa Cruz, CA 95062

831-457-1004 • www.bfrb.org • jstraw@bfrb.org

Application for Sponsorship/Advertising/Exhibitions

Choose the programs you would like to support:

Sponsorship

[ ] Title ($25,000)

[ ] Patron ($10,000)

[ ] Early Career/Research Poster Session ($5,000)

[ ] Tote Bag Sponsor ($3,000)

[ ] Conference Partner: ($1,000)

[ ] Custom Sponsorship

We will contact you to discuss!

Advertising

[ ] Back Page, $1000

[ ] Full page: $600

[ ] 1/2 page: $400

[ ] 1/4 page: $250

[ ] Take-One Table ($150 per piece)

IMPORTANT NOTE: By submitting this application, applicant agrees to accept and abide by the Sponsorship, Advertiser and Exhibitor policies as outlined at bfrb.org/policies.

Thank you for your support!

Don’t Delay! Sponsor & Advertising reservations should be made soon to guarantee inclusion in all pre-conference promotion!

Advertising Opportunities

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