



2022 Mid-Year Training Institute 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 Mid-Year Training Institute

CADCA's Mid-Year Training Institute 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. Mid-Year brings together over 2,000 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.

[REVIEW COVID-19 VACCINATION REQUIREMENTS HERE.](#)



Who Attends Mid-Year?

- ▶ 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 at Mid-Year continues 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

Table-tops & Training Sessions on the Same Level

– Table-Tops will be located in the Sun & Osceola Lobbies of Level Two (the Ballroom Level) if the Convention Center which is the main artery between both the plenary ballroom & training session rooms. The opening reception, networking breakfasts and breaks will take place in these lobbies.

Partner Passport Program

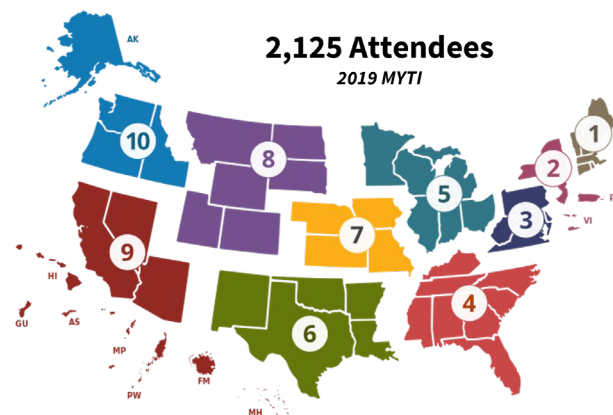
– As attendees explore the show floor, they will stop by participating passport sponsor tables and receive a digital stamp on their “passport” after scanning your table’s QR code (provided by CADCA).

2022 Advocate for Prevention Contest

This is a special contest for *attendees* to vote on which partner is the best *Advocate for Prevention*. Attendees will submit their vote via the CADCA App throughout the event and the partner with the most votes will win a **\$500 discount** towards their 2023 Mid-Year display fees!

Networking Opportunities

Opening Reception, continental breakfasts and morning & afternoon refreshment breaks



will be provided in pre-function area to allow dedicated time for attendees to network with you – our Resource Partners.

Why Display With CADCA?

1. **Opportunity to Reach an Influential Audience** – Your organization will be exposed to an anticipated 2,000+ 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 information from our Partners 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 at Mid-Year. Make sure you’re in the room!

Important Dates & Deadlines

LOCATION:

Gaylord Palms Hotel
6000 W Osceola Pkwy
Kissimmee, FL 34746

TABLE ASSIGNMENT

All official display locations will be assigned by CADCA. Display space will be assigned by June 13, 2022 on a first-come, first-served basis, based upon receipt of application **and** full partnership payments. Applications will continue to be accepted after the deadline on a space-available basis ONLY.

Confirmed resource partners will be provided with logistical information once payment has been confirmed. This kit includes order forms for all services and equipment (cleaning services, furniture rental, audio-visual equipment, labor, electrical, internet, shipping, deadlines, etc.)

IMPORTANT DATES

February 22, 2022

MYTI 2022 Website Launch / Application to become a Resource Partner Open

June 10, 2022

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

June 24, 2022

Deadline for hotel reservations at the Gaylord Texan.

June 24, 2022

Deadline for table-top display cancellation with a 50% refund. (After this date, no refunds apply.)

July 17, 2022

*Exhibitor Move-In (12 – 4 pm)
Opening Reception & Table-top Displays
OPEN (5 – 6:30 pm)*

July 21, 2022

Exhibitor Move-Out (3:30 – 5 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 and select your preferred booth locations, [CLICK HERE](#).

2022 MID-YEAR PARTNER BENEFITS

ONE TABLE-TOP DISPLAY = \$1,550 per TABLE

[REVIEW COVID-19 VACCINATION REQUIREMENTS HERE.](#)

Full Registrations	(1) Full Registration / Badge and (1) set of MYTI Materials
Included with Table-top*	6' skirted table & 1 chair
Final Program Listing	Organization name, contact information, description
Mid-Year App	Organization name, contact information, description, logo, and social media information
Additional Partner Registrations	\$385 each (up to 2 additional)

*NOTE: CADCA is not responsible for lost or stolen items left at the table-top. CADCA will NOT guarantee security during the "closed" hours of the MYTI registration and display area. Please do not leave valuable or at-risk items in plain sight or unattended.



Mid-Year-related emails reach 30,000 subscribers



Leverage over 3.75 dedicated networking hours with attendees



2,200 bags handed out to attendees on-site