



Join us in sunny Fort Lauderdale for:
2013 Forging New Frontiers
**“Meeting the New Challenges in
 Childhood Injury Prevention”**

If you provide services and/or products in these areas, you don't want to miss this conference:

Child Passenger Safety
 Safe Teen Driving
 Safe Sleep
 Fall Prevention
 Fire Prevention
 Firearm Injury Prevention

Home Safety
 Water Safety
 Violence Prevention
 Bicycle Safety
 Sports Safety
 Pedestrian Safety



Exhibit/Sponsor Opportunities

**“Meeting the New Challenges in Childhood Injury Prevention”
18th Annual Injury Free Coalition for Kids Conference
November 8th - 10th, 2013**

Embassy Suites, Fort Lauderdale
1100 SE 17th Street
Fort Lauderdale, Florida 33316

Come network with your injury prevention customers and constituents! Highlight the best of your company’s products and services by exhibiting at the 18th Annual Injury Free Coalition for Kids Conference, Forging New Frontiers: “Meeting the New Challenges in Childhood Injury Prevention.” The conference is a valuable effort to foster collaborative research, develop best practices and address challenges in the field of injury prevention and epidemiology. The Coalition is expecting an audience of close to 200 decision makers in the fields of medicine and public health, community advocates and public servants including educators, EMS personnel, police and firefighters.

The number of attendees is small, but mighty. The vast majority of the attendees are designers of injury prevention programs in their hospitals, institutions and communities. The facilities represented are among this country’s most highly recognized Level I Trauma Centers. The intimate setting of the Embassy Suites, Fort Lauderdale, on November 8th-10th opens the door for meaningful and productive conversation.

Who is the Injury Free Coalition for Kids?

The Injury Free Coalition for Kids® (Injury Free) is a national organization consisting of 42 academic trauma centers in 38 cities across the country. Injury Free leads and coordinates evidence-based injury prevention activities affecting millions of families and children in the US. The key ingredients to Injury Free’s success are fostering grass roots hospital-based prevention activities through community-based stakeholder development, market driven communication techniques and comprehensive analysis that monitor the return on investment for these interventions. For over 11 years, the national office has operated in the Division of Epidemiology at Columbia University Mailman School of Public Health in New York, NY.

What is Forging New Frontiers?

Forging New Frontiers is one of the country’s premier meetings surrounding the subject of childhood injury prevention. The 2013 conference marks the 18th year that members of the Injury Free Coalition for Kids have met to collaboratively address ways to prevent injuries in communities across the country. This year, for the third year, the conference is being extended to non-member individuals, agencies and organizations concerned about injury prevention.

This is a conference attendees look forward to every year. Of those who attended in 2012, 96 percent rated the overall conference good or better, with more than 60 percent of them stating it was excellent.



What are other conference exhibitors and sponsors saying about their experience?

For more than a decade, The Allstate Foundation has been proud to support Injury Free Coalition for Kids because it is an outcomes focused, collaborative organization that delivers on its commitments to children and their families.”

Jan Epstein
Senior Manager, Corporate Relation
The Allstate Foundation

Working with Injury Free has been an incredible experience. The partnership has provided us with an opportunity to work with a remarkable group of dedicated professionals whose resolve and dedication towards preventing childhood injury is as great as any that I have ever seen. The level of organization and the quality of people involved in Injury Free is a true testament to the quality of the program itself. We have enjoyed our partnership with Injury Free from the very beginning and we feel privileged to be part of the program as well as such a noble cause.

Chad Morningstar
Managing Director
SofSURFACES Inc

At Little Tikes Commercial, kids are the heart and soul of what we do. We believe all children deserve access to playgrounds designed to challenge, stimulate creativity and most importantly promote safe play for children. For over 15 years Little Tikes Commercial has been proud to work with the Injury Free as a partner in play. We support the Injury Free conference because it brings together individuals and organizations that have demonstrated a commitment to increasing the awareness and provide education of the effectiveness the Injury Free program brings to communities. It is one of the most effective injury prevention programs centered around safe and healthy play.

Julie Ketcherside
Marketing Manager
Little Tikes Commercial

Here's what attendees of the Coalition have to say:

I love coming to the Injury Free Conferences because of the wide variety of injury prevention partners I am able to interact with! Although the mission is the same, everyone is from various backgrounds, cities and organizations – each with different and exciting ways of tackling the issues because our populations are varied as well. We are all assured of doing the best possible work efficiently and effectively by sharing and not wasting time or resources by reinventing the wheel.

Chris Vitale MSN, RN
Pittsburgh, PA

I find the Injury Free Conference to be particularly energizing because it is about the only place I can think of where Trauma meets Prevention within a public health model, it is in an intimate setting, and the emphasis is not just on academic type research. For program people it is an opportunity to find out what seems to work, what does not, and how other sites have overcome barriers/challenges. It is also a great opportunity to learn about programs and materials that already exist so we are less likely to re-invent the wheel and can be more efficient in what we do. In addition, it always gives me great hope to see Trauma Surgeons/Pediatricians who really believe in the prevention of injuries!

Pam Goslar, PhD
Phoenix Arizona



The organization is composed of people who are truly dedicated and enthusiastic about decreasing injuries to children. The conferences always inspire me to want to do even more for injury prevention. The commitment and energy of the individuals participating is truly contagious.

Lois Lee, MD
Boston, MA

I always look forward to hearing about the innovative programs that my injury prevention colleagues have developed and implemented throughout the country. These programs are always evidence based and evaluated thoroughly. I always leave the conference inspired to try out some of the new strategies that I have learned.

Terri McFadden Gardner, MD
Atlanta, GA

This conference energizes me every year. I truly feel that analyses of data are the easier part of the many ways to help protect children from injury, but the annual Injury Free national conference consistently provides examples of practical, real-world efforts about overcoming the many challenges to make programs work, and how to turn epidemiologic research into measurable prevention. This conference is one-of-a-kind.

Kyran Quinlan, MD
Chicago, IL

Exhibitor Opportunities

Your opportunities await!

We want you to be successful. To achieve this goal we have gone to great lengths to organize the exhibit hours to provide attendees with as much time as possible to visit with the exhibitors. The exhibit area is centrally located. We have also scheduled time for networking opportunities during receptions on Friday and Saturday evenings along with breakfast and lunches on Saturday and Sunday and a dinner on Saturday evening. Exhibitors and corporate sponsors are an important part of our conference and we want to give every possible opportunity to make your participation in the conference productive for you.

More Reasons to Join Us in Fort Lauderdale

- The conference is a great way to meet the movers and shakers at the top injury prevention programs from across the United States.
- You will receive a complimentary listing in the on-site conference program.
- You will receive a complimentary on-line listing with contact information and brief product description.
- You will also receive an attendee list for the conference.

Tentative Exhibit Hours

Friday, November 8, 2013

8:00 am – 1:00 pm Exhibit/Poster Setup
5:00 pm – 7:00 pm Opening Reception

Saturday November 9, 2013

7:00 am – 8:30 am Exhibit Area Open (Breakfast)
12:00 pm – 2:30 pm Exhibit Area Open Lunch
5:30 pm – 6:00 pm Refreshments and Networking in Exhibit Area
6:00 pm – 7:00 pm Reception in Exhibit Area

Sunday November 10, 2013

8:00 am – 1:00 pm Exhibit Area Open (Exhibitors may leave after 1:00 pm, area closes at 4:15 pm))
8:00 am – 8:45 am Continental Breakfast in Exhibit Area



Exhibiting Questions

Contact E. Lenita Johnson: estelljohnson@sbcglobal.net or 816-651-7777.

Booth Sizes and Fees

For Profit, \$1,250 per 10' exhibit area (Early bird registrations before August 1, 2013, \$1,000)

Non-Profit, \$500 per 10' exhibit area (Associations and Consumer Groups only. Please have proof of status)

Additional Booth Personnel \$250

The booth fee includes:

- One free conference registration (value \$250)
- Booth identification sign listing your company name and booth number
- One draped 6 ft. table, 2 chairs, and wastebasket
- Locked enclosure for materials

Payment

Payment by check (in U.S. dollars), payable to Columbia University Board of Trustees/Injury Free Coalition for Kids. Payment must accompany applications in order for a booth to be reserved. Applications received without payment or purchase order will not be processed.

Fire Safety

All materials used in booth decoration must be flame retardant.

All packing containers, wrapping materials, and display materials must be removed from behind booths and placed in storage.

Booth Space Assignment Procedures

Assignment of exhibit space is determined by past support and history of exhibitor, date received, number of booths requested, receipt of payment, and appropriate distribution and balance of displays and products.

Canceling Your Booth Space

Requests for cancellation must be sent in writing. Refunds will be made based on fees paid by the exhibitor:

October 9, 2013: refund minus 50% fee

After October 29, 2013: no refunds

Requests for cancellation must be sent via email to estelljohnson@sbcglobal.net or in writing to:

Forging New Frontiers:

Injury Free Coalition for Kids Annual Conference

2639 Charlotte Street

Kansas City, MO 64108

Refunds will be made after the conference. No-shows will not be refunded.



Sponsorship Opportunities

Dinner \$10,000

- Poster display at conference
- Two complimentary exhibitor registrations
- Attendee list
- Platinum sponsor listing in the conference program book and on the conference website
- URL link on the conference web-page
- Preferred booth location
- Recognition at the dinner
- A dinner table for 10 of your guests
- Tax-deductible contribution

Lunch (2 Available) \$5,000

- Poster display at conference
- Two complimentary exhibitor registrations
- Gold sponsor listing in the conference program book and on the conference website
- Attendee list
- Recognition at the lunch
- Tax-deductible contribution

Welcome Reception \$2,500

- Poster Display at Conference
- One complimentary exhibitor registrations
- Attendee list
- Bronze listing as a reception sponsor in the event program and on the conference website
- Tax-deductible contribution

