

# 2022 Prospectus

**CREATING**  
**TSS**  **2022**  
Conference

**February 20-25, 2022**

**Houston, TX**

**#TSS2022ATN**

# From the Desk of...

Julie Beem, Executive Director  
Attachment & Trauma Network



We welcome you as an active partner in the trauma-informed education movement and our 5<sup>th</sup> Annual Creating Trauma Sensitive Schools Conference: **Creating TSS 2022**.

Our team made the decision to hold the **Creating TSS 2022** conference both in-person and virtually to meet the needs of all participants. Now, more than ever, educators need our support. And we need support to ensure we provide the greatest level of impact to children.

Sadly, throughout the United States the number of children in our classrooms who have experienced enough adversity that it directly impacts their ability to learn is on the rise. Prior to the pandemic, ACEs science told us that 20-25% of children in any classroom across this country had adversities that impacted their health and learning. Now, teachers are reporting many more children and staff needing trauma-sensitive supports.

Early childhood trauma crosses cultural and socio-economic lines and affects nearly every aspect of our students' lives. Yet not enough school systems or communities are directly addressing the impact of trauma through programs or policies. This needs to change.

Those who are on the forefront of this critical movement are the driving forces behind **Creating TSS 2022**.

Thank you for your support and partnership.

From our hearts to yours,



Julie



Join us on the  
forefront of this  
critical  
movement.

# The 5th Annual Creating Trauma-Sensitive Schools Conference 2022 Experience... Meaningful, Personable, Impactful

**Creating TSS 2022** empowers educators to become trauma-informed and to create programs and systems that will increase a child's ability to grow socially, emotionally and academically. Your participation in Creating TSS 2022 assists the Attachment & Trauma Network's (ATN) ongoing work of empowering educators, schools and families throughout the U.S. and around the world.

**Creating TSS 2022** will be a hybrid experience this year, with an in-person portion on February 20, 21 & 22 in Houston, TX, and a virtual component on Feb 24 & 25.

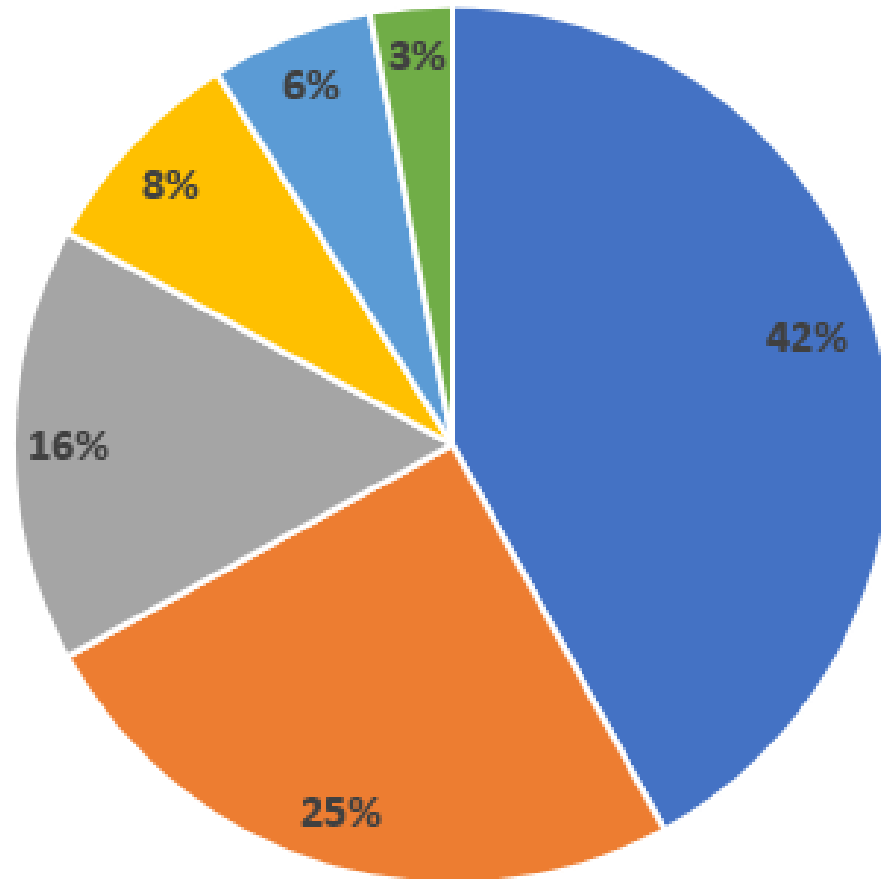
The Creating Trauma-Sensitive Schools Conference is the largest gathering of trauma-informed educators globally. Attendance has grown from 700 attendees in 2018 to 1700 attendees in 2020. We are expecting over 3000 people to attend our in person and virtual conference this year.

**No other conference offers a better investment for organizations interested in getting in front of decision-makers representing the education sector and the trauma-informed education movement.**



# Types of Attendees

A Majority Are Decision Makers



- Administrators/Decision-Makers (Principals, Dept Heads, Lead Teachers)
- Classroom Teachers (K-12)
- Counselors/Social Workers/School Psychologists
- Preschool/After School Programs
- Parents/Parent Advocates
- Other (including College Professors, Researchers, Child Advocates)

# Agenda At-A-Glance

## In-Person Portion

### **Sunday, Feb 20, 2022**

- 10:00-1:00 Pre-Conference Sessions
- 1:00-4:00 Calm Kits in The Community Project
- 7:00 Evening Kick-Off

### **Monday, Feb 21, 2022**

- 7:00-8:00 Breakfast
- 8:00-9:30 Keynote Session
- 10:00-11:15 Workshop Session 1
- 11:15-21:45 Lunch
- 12:45-2:00 Workshop Session 2
- 2:30-3:45 Workshop Session 3
- 4:00-5:15 Workshop Session 4
- Evening Self-Care Extravaganza

### **Tuesday, Feb 21, 2022**

- 7:00-8:00 Breakfast
- 8:00-9:30 Keynote Session
- 10:00-11:15 Workshop Session 5
- 11:15-12:45 Lunch
- 12:45-2:00 Workshop Session 6
- 2:30-3:45 Workshop Session 7

## Virtual Portion

### **Thursday, Feb 24, 2022**

- 10:00-11:30 Keynote
- 11:30-12:00 Break: Exhibitors Open
- 12:00-1:15 Virtual Workshop Session 1
- 1:15-2:00 Break: Exhibitors Open
- 2:00-3:15 Virtual Workshop Session 2
- 3:15-4:00 Break: Exhibitors Open
- 4:00-5:30 Real World Examples

### **Friday, Feb 25, 2022**

- 10:00-11:30 Keynote
- 11:30-12:00 Break: Exhibitors Open
- 12:00-1:15 Virtual Workshop Session 1
- 1:15-2:00 Break: Exhibitors Open
- 2:00-3:15 Virtual Workshop Session 2
- 3:15-4:00 Break: Exhibitors Open
- 4:00-5:30 Real World Examples

### **Exhibit Hall Hours:**

#### **In-Person Conference:**

- Sunday: 5:30-7:00
- Monday: 7:00-4:00
- Tuesday: 7:00-4:00

#### **Virtual Conference:**

- Thursday: 1:15-2:00  
3:15-4:30
- Friday: 1:15-2:00  
3:15-4:30



# Sponsorship Packages

## Platinum Sponsor—\$10,000

Opportunities: 2

- 5-minute opportunity on main stage prior to a keynote address and introduce keynote at in-person conference
- 2-minute video aired before keynote at virtual conference
- 2 free conference registrations to both in-person/virtual conference
- Booth at both in-person/virtual conference
- Interview on the RadioATN: live social media at the in-person conference.
- Welcome Signage at in-person conference
- Yearlong logo on website
- Logo on pre-keynote slides at both in-person/virtual conference
- Logo on app/platform at both in-person/virtual conference
- Option to place something in attendee bags at in-person conference
- Log on attendee bags at in-person conference

## Gold Sponsor—\$7,000

Opportunities: 4

- 2-minute video aired before keynote at virtual conference
- Choice of exclusive sponsorship of:
  - Snack Break Sponsor
  - Breakfast Sponsor
  - Lanyard Sponsor
  - RadioATN Sponsor
- 2 free conference registrations to both in-person/virtual conference
- Booth at both in-person/virtual conference
- Year-long logo on website
- Welcome Signage at in-person conference
- Logo on pre-keynote slides at both in-person/virtual conference
- Logo on app/program at both in-person/virtual conference
- Option to place something in attendee bags at in-person conference
- Logo on attendee bags at in-person conference

## Silver Sponsor—\$2,500

Opportunities: 8

- 20-minute product demo during main agenda breaks at in-person conference
- 1 free conference registration to both in-person/virtual conference
- Booth at both in-person/virtual conference
- Logo on pre-keynote slides at both in-person/virtual conference
- Logo on app/program at both in-person/virtual conference
- Self-Care area Sponsor at both in-person/virtual conference

## Showcase Sponsor—\$1,150

Opportunities:12

- 20-minute product demo during main agenda breaks at in-person conference
- 1 free conference registration to in-person conference
- Booth at in-person conference

### Showcase Sponsor Bundle—\$1,300

A Virtual Booth and Virtual Attendance added to the Showcase Sponsor for an additional \$150.

# Service Project: Calm Kits in the Community

Sunday, Feb 20, 2022, **Creating TSS Conference 2022** will kick off with a service project: **Calm Kits in the Community**. Attendees will create Calm Kits for classrooms in the Houston metro area AND take one back to their own school. We hope to make this an annual event at the start of each year's conference. Sponsoring this project is a great way to get in front of teachers and administrators in Houston and across the US by helping to do something very needed and very trauma-informed for children right now!

## **What's a Calm Kit?**

- Kit of sensory tools and ideas designed to help a child "get regulated".
- This kit includes things like pinwheels, sensory toys, calming glitter wands and more.
- Teachers will receive training on the brain science of regulation and how to use the kit and contents.

## **Why Give Away Calm Kits?**

- More than ever children are experiencing high levels of stress that interfere with their ability to learn.
- Calm Kits are an important tool to teach children how to regulate their emotions.
- Educators who actively teach self-regulation note that anxiety lessens when the kits are used and student behaviors improve.

## **Other Specifics**

- 1,000 Teachers will receive kits...which means over 17,000 children will have access to these tools.
- The boxes are designed with room for recognizing our sponsors, and the box and contents are durable enough to be used throughout the whole school year and beyond.
- The contents and information provided are all based on evidence-based regulation, sensory and neurobiological practices.



## **Service Project Champion— \$5,000**

Opportunities: 2

- Address Group at the Service Project
- Logo on all Calm Kits
- Logo on Service Project Signage
- Logo on SP Program/app
- Mention in press release
- Mention in social media
- Place item in box (if approved)
- Up to 5 volunteers from your organization to participate
- Send a rep to box delivery event

## **Service Project Supporter— \$3,000**

Opportunities: 4

- Logo on all Calm Kits
- Logo on Service Project Signage
- Logo on SP Program/app
- Mention in social media
- Place item in box (if approved)
- Up to 5 volunteers from your organization to participate

## **Service Project Friend— \$1,000**

Opportunities: 8

- Logo on all Calm Kits
- Logo on Service Project Signage
- Logo on SP Program/app
- Mention in social media
- Up to 2 volunteers from your organization to participate

# Exhibitor Opportunities

## In Person: \$900 \*

February 20-22, 2022

### Includes:

- Table-top Booth with drape and two chairs
- In-Person interaction with attendees
- Unlimited number of exhibitor representatives participating in Marketplace/Exhibit Hall
- Logo Advertisement on the CTSS 2022 Conference website
- Dedicated Marketplace/Exhibit Hall hours on attendee schedule; encouraging attendee participation
- Gamification designed to increase Marketplace/Exhibit Hall attendance

\* \$150 less without conference registration

## Virtual: \$300

February 24-25, 2022

### Includes:

- Interactive Virtual Booth
- Interaction with attendees through 1-1 video chats and email
- Capture of all virtual booth activity and analytics
- Unlimited number of exhibitor representatives participating in Marketplace/Exhibit Hall
- CTSS 2022 Virtual Conference Registration
- Logo Advertisement on virtual conference platform and the CTSS 2022 Conference website
- Dedicated Marketplace/Exhibit hall hours on attendee schedule/ encouraging attendee participation
- Gamification designed to increase Marketplace/Exhibit Hall attendance

## In Person and Virtual: \$1,050

Includes all benefits mentioned above

It pays to be in  
the Exhibit  
Hall!

Meet the best  
of the best!





# Thank You!

Once you have reviewed this information, let us know how you'd like to participate in the **Creating TSS 2022** Conference. You can register for exhibit space at either the in-person or virtual conference (or both) with the form on this link:


<https://www.eventbrite.com/e/2022-creating-trauma-sensitive-schools-conference-tickets-155867539005>

Please email us with any questions at: [Sponsorships@attachtrauma.org](mailto:Sponsorships@attachtrauma.org)



"The CTSS Exhibit Hall was well organized."

"Sound investment"



"Attendees are engaged, and eager to learn more."

"Positive experience all around."

"Great networking opportunity"

"Well done. We will be back!"



"Great assembly of decision makers."