

2024 Prospectus



CREATING
TSS  **2024**
Conference

February 18-23, 2024

Dallas, TX

#TSS2024ATN

From the Desk of...

Julie Beem, Executive Director
Attachment & Trauma Network

Attachment
& Trauma
Network, Inc.



We welcome you as an active partner in the trauma-informed education movement and our 7th Annual Creating Trauma Sensitive Schools Conference: **Creating TSS 2024**.

Our team made the decision to hold the **Creating TSS 2024** 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 trauma 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 support and trauma-responsive educators and leaders.

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 2024**.

We are honored to partner with you in this crucial mission.

From our hearts to yours,



Julie Beem

Join us on
the forefront
of this critical
movement.



7th Annual Creating Trauma-Sensitive Schools Conference 2024 Experience... Meaningful, Personable, Impactful

Creating TSS 2024 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 2024 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 2024 will be a hybrid experience again this year, with an in-person portion on February 18, 19, & 20 in Dallas, TX, and a virtual component on February 22 & 23.

The Creating Trauma-Sensitive Schools Conference is the largest gathering of trauma-informed educators globally. Attendance has grown steadily, from 700 attendees in 2018 to over 4,400 in recent years.

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.



Keynotes and Special Guests

Opening Keynote



Dr. Ross Greene

Dr. Greene is a clinical psychologist, and he's been working with children and families for over 30 years. His influential work is widely known throughout the world. Originator of the Collaborative & Proactive Solutions (CPS) approach, Dr. Greene is a New York Times bestselling author, founder of Lives in the Balance nonprofit, and world renown lecturer. The CPS approach is used in countless homes and schools across the US and around the world.

Tuesday Plenary Session



Dr. Lori Desautels

Dr. Desautels has been an Assistant Professor at Butler University since 2016. She created a nine-hour graduate certification in Applied Educational Neuroscience/ Brain and Trauma at Butler that now has over 400 graduates. As a special education teacher and counselor, her passion for helping other educators apply neuroscience in the areas of teaching and relationship building was born. She is the author of several books and has conducted brain institutes all over the world.

Thursday Keynote



Dr. Stuart Shanker

Dr. Shanker is a Distinguished Research Professor Emeritus of Philosophy and Psychology, the Founder and Visionary of The MEHRIT Centre, Ltd, and Self-Reg Global, Inc. His five-step Self-Reg model is a powerful process for understanding and managing stress in children, youth and adults. Since 2012, Dr. Shanker has committed considerable time to bringing the research and science of Self-Reg to parents, early childhood educators, teachers, educational leaders, health practitioners and communities through presentations, master classes, and webinars to world-wide audiences.



Dr. Susan Hopkins

A passionate advocate for children, families, schools and communities, Dr. Hopkins is Executive Director of the MEHRIT Center. She has worked in educator roles at all grade levels in classrooms from Italy to the Northwest Territories. Under Susan's leadership, the MEHRIT Centre has evolved into a highly respected center for teaching and learning Self-Reg.



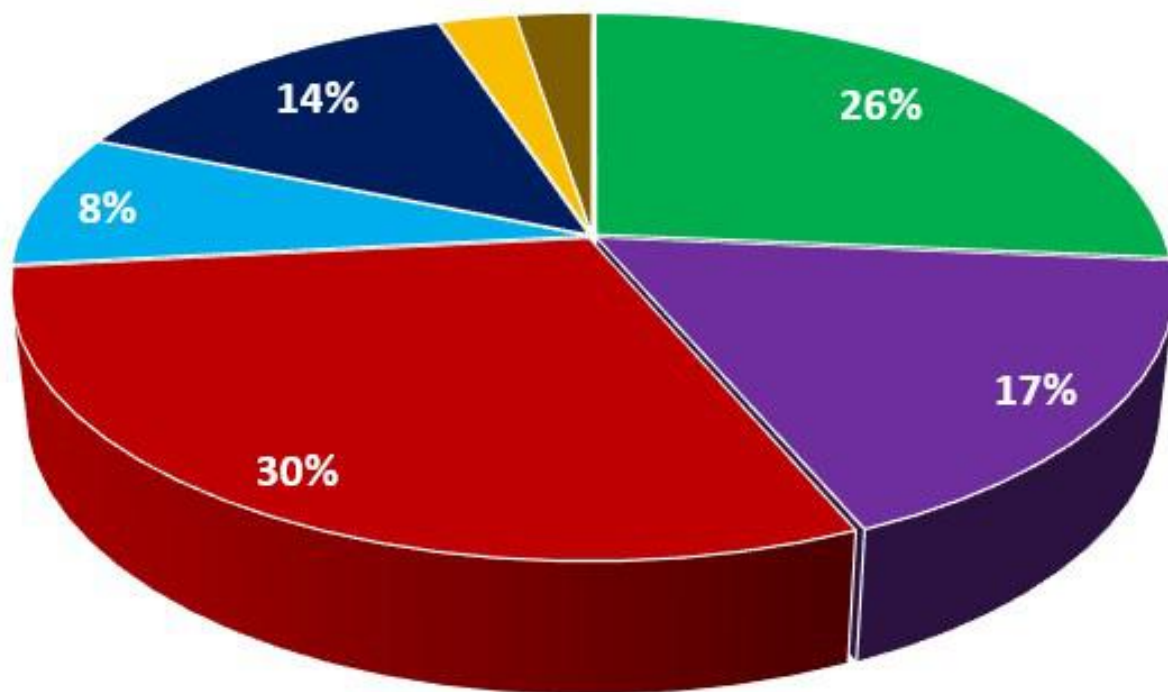
Closing Keynote

Dr. Nadine Burke Harris

Dr. Burke Harris is an award-winning physician, researcher and public health leader. As California's first ever Surgeon General, she guided the states COVID response and launched a first-in-the nation statewide effort to train over 20,000 primary care providers on how to screen for ACEs and respond with Trauma-Informed care. Her work has been profiled in many best-selling books and films and her TED Talk "How Childhood Trauma Affects Health Across the Lifetime" has been viewed more than 10 million times.

Types of Attendees

At our past conferences, the majority of attendees were Administrators/Leaders and Counselors.



- Administrators/Decision Makers (Principals, Dept. Heads, Lead Teachers)
- Classroom Teachers (K-12)
- Counselors/Social Workers/School Psychologists
- Support Staff
- Others (including College Professors, Researchers, Children Advocates)
- Community Organizers
- Parents/Parent Advocates

Agenda At-A-Glance

In-Person/Dallas Conference

Sunday, Feb 18, 2024

- 9:00-4:00 Academy Day
- 4:00-5:30 Showcase Sessions

Monday, Feb 19, 2024

- 7:00-8:00 Breakfast
- 8:00-9:30 Keynote Session
- 10:00-11:15 Workshop Session 1
- 11:15-12:45 Lunch (on your own)
- 12:45-2:00 Workshop Session 2
- 2:00-2:30 Snack Break
- 2:30-3:45 Workshop Session 3
- 4:00-5:15 Workshop Session 4
- 7:00-9:00 Fun Night Event

Tuesday, Feb 20, 2024

- 7:00-8:00 Breakfast
- 8:00-9:15 Workshop Session 5
- 9:30-10:45 Workshop Session 6
- 10:50-12:05 Workshop Session 7
- 12:05-1:30 Lunch (on your own)
- 1:30-4:00 General Session - Town Hall

Virtual Conference

Thursday, Feb 22, 2024

- 9:00-10:30 Keynote
- 10:30-11:00 Break: Exhibitor Hall Open
- 11:00-12:25 Virtual Workshop Session 1
- 12:25-1:00 Break: Exhibitor Hall Open
- 1:00-2:25 Virtual Workshop Session 2
- 2:45-4:10 Virtual Workshop Session 3
- 4:15-5:30 Roundtables

Friday, Feb 22, 2024

- 9:00-10:30 Keynote
- 10:30-11:00 Break: Exhibitor Hall Open
- 11:00-12:25 Virtual Workshop Session 4
- 12:25-1:00 Break: Exhibitor Hall Open
- 1:00-2:25 Virtual Workshop Session 5
- 2:45 - 4:10 Virtual Workshop Session 6
- 4:15 - 5:30 Roundtables

Exhibit Hall Hours:

In-Person Conference:

- Sunday: 3:00 pm-6:00 pm
- Set Up: 10:00 am—3:00 pm
- Monday: 7:00 am-3:00 pm
- Fun Night: 7:00—9:00 pm
- Tuesday: 7:00 am-2:30 pm
- Dismantle 1:30 pm—4:00 pm

Virtual Conference:

- Thursday: 10:30 am—11:00 am
- 12:25 pm—1:00 pm
- Friday: 10:30 am—11:00 am
- 12:25 pm—1:00 pm



Sponsorship Packages

Platinum Sponsor—\$15,000

Opportunities: 2

- Exclusive sponsorship of either Monday or Tuesday General Session (choose)
 - 5-minute opportunity on podium
 - Introduce keynote at **In-Person**
- 2-minute video aired before keynote at **Virtual** conference
- 2-minute video aired on Mainstage during assembly times of workshops at **In-Person**
- 2-minute video aired on RadioATN monitors during session breaks at **In-Person**
- 2-minute video hosted on the **Virtual** platform
- 2 free full conference registrations to both **In-Person/Virtual** conferences
- Booth at both in-person/virtual conferences
- Interview on the RadioATN's live social media during **In-Person** conference
- Welcome Signage at **In-Person** conference
- Direct email list of attendees
- Logo on ATN website for 6 months
- Logo on pre-keynote slides at both
- Logo on app/platform at both
- Option to place swag item in attendee bags at **In-Person** conference
- Logo on attendee bags at **In-Person** conference

Gold Sponsor—\$10,000

Opportunities: 4

- Exclusive sponsorship of one of the following (choose):
 - Virtual:**
 - Friday's Keynote
 - Roundtable Sessions
 - In-Person :**
 - Radio ATN
 - Monday Night Fun Night
- 2-minute video aired on Mainstage during assembly times of workshops - **In-Person**
- 2-minute video aired on RadioATN monitors during session breaks - **In-Person**
- 2-minute video hosted on **Virtual** platform
- 2 free conference registrations to both **In-Person/Virtual** conferences
- Booth at both **In-Person/Virtual** conference
- Logo on ATN website for 6 months
- Welcome Signage at **In-Person** conference
- Direct email list of attendees
- Logo on pre-keynote slides
- Logo on app/platform
- Option to place swag item in attendee bags at **In-Person** conference
- Logo on attendee bags at **In-Person** conference

Silver Sponsor—\$5,000

Opportunities: 10

- 2-minute video aired on mainstage during assembly times of workshops at **In-Person**
- 2-minute video aired on RadioATN monitors at **In-Person**
- 2-minute video hosted on the **Virtual** platform
- 1 free conference registration to both **In-Person/Virtual** conferences
- Booth at both **In-Person/Virtual** conferences
- Welcome Signage at **In-Person** conference
- Direct email list of attendees
- Logo on pre-keynote slides at both
- Logo on app/platform

Sponsorship Packages cont.

Speaker Reception Sponsor(s)

\$3,000/\$12,000 exclusive

Opportunities: 1 or 4

- Sponsorship of Speaker Reception for approximately 100 people at **In-Person**
- Verbal recognition during reception
- 2-minute video airing during reception at **In-Person**
- Bring up to 5 people to reception (12 people if exclusive)
- Involved in planning reception, if desired (only for exclusive sponsor)
- Booth at **In-Person** conference
- 1 free conference registration to **In-Person** conference (2 if exclusive)
- Logo on Reception signage
- Logo on app/platform
- Logo on pre-keynote slides

Heart Sponsor—\$3,000

Opportunities: 5

- Exclusive sponsorship of one **In-Person** opportunity (choose):
 - Monday morning coffee break
 - Tuesday morning coffee break
 - Monday afternoon snack break
 - Tuesday afternoon snack break
 - Lanyards
- 1 free full conference registration to **In-Person**
- Booth at **In-person** Conference
- Logo on pre-keynote slides
- Logo on app/platform
- Logo on signage for sponsored event

Sticker Sponsor—\$2,000

Opportunities: 3

- Opportunity to place custom sticker into sticker kit mailed to all **Virtual** attendees*
- 1 free conference registration to **Virtual** conference
- Booth at **Virtual** conference
- Logo on pre-keynote slides
- Logo on app/platform

* must pay for creation of custom sticker and printing (2,000 copies—avg cost is \$700)

Exhibitor Opportunities

In-Person: \$1,300

February 18-20, 2024

Includes:

- Table-top Booth with drape and two chairs
- In-Person interaction with attendees
- 1 (one) full conference registration
- Up to 2 (two) additional exhibitor representatives participating in Marketplace/Exhibit Hall
- Logo Advertisement on the CTSS 2024 Conference platform
- Logo on pre-keynote slides at in-person conference
- Dedicated Marketplace/Exhibit Hall hours on attendee schedule; encouraging attendee participation—over 16 hours
- Gamification designed to increase Marketplace/Exhibit Hall attendance

Virtual: \$600

February 22 & 23, 2024

Includes:

- Interactive Virtual Booth
- Interaction with attendees through 1-1 video chats and email
- Capture of all virtual booth activity and analytics
- 1 (one) full virtual conference registration
- Up to 2 (two) exhibitor representatives participating in Marketplace/Exhibit Hall
- Logo Advertisement on virtual conference platform
- Logo on pre-keynote slides at virtual conference
- Dedicated Marketplace/Exhibit hall times on attendee schedule, encouraging attendee participation
- Gamification designed to increase Marketplace/Exhibit Hall attendance

In-Person and Virtual: \$1,500

Includes all benefits mentioned above



Thank You!

Once you have reviewed this information, let us know how you'd like to participate in the **Creating TSS 2024** Conference.

You can register for exhibit space at either the in-person or virtual conference (or both) using the exhibitor interest form: <http://attachmentandtraumanetwork.org/interest>

Please reach out to Sheilah Davidson, Development Coordinator, with any questions at: conference@attachtrauma.org



"The CTSS Exhibit Hall was well organized."

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

"Positive experience all around."



"Sound investment"

"Great networking opportunity"

"Well done. We will be back!"

"Great assembly of decision makers."

