



Collaborative Strategies for Success: Healthcare and Educational Interventions for Children Impacted by Substance Exposure

PRESENTED BY THE NEXT STEP COLLABORATIVE (FORMERLY CCAP)

NEXT STEP
COLLABORATIVE

Friday, November 7, 2025
Cincinnati Children's, Location S
Cincinnati, OH

**Promotional & Exhibit
Opportunities**



UCCEDD
University of Cincinnati Center for
Excellence in Developmental Disabilities

From the Committee Chair

On behalf of Next Step Collaborative, we invite you to take part in the upcoming conference on Friday, November 7, 2025.

Substance use disorders (SUDs) are complex health conditions that can deeply affect not only individuals but also their families - especially children. In the United States, many children live in households where a parent or caregiver is navigating the challenges of substance use, often facing emotional stress, uncertainty, and disruptions to their daily lives. These experiences can impact a child's development, mental health, and educational outcomes. By recognizing the broader effects of SUDs and supporting both caregivers and children with empathy and evidence-based resources, we can work toward healthier, more resilient families and communities.



Cincinnati Children's, University of Cincinnati Center for Excellence in Developmental Disabilities (UCCEDD), and the Next Step Collaborative invite you to support this year's conference on collaborative strategies to promote successful health and educational outcomes for children. This conference is designed for professionals identifying health and educational concerns and implementing interventions for children impacted by caregiver substance use disorders. This includes physicians, nurses, teachers, social workers, psychologists, therapists, peer support, lawyers, advocates, foster support providers, intervention specialists, and school staff.

We are excited for your organization to participate in and support this important educational activity. This conference is expected to be well attended with over 100 in-person participants from around the region and many more through virtual participation. Attendee tuition fees alone cannot cover the cost of producing this vitally important education. With this in mind, we hope that your organization will join in support of this educational conference.



Your support will help improve the health of children impacted by familial substance use disorders and will be prominently acknowledged in the course materials and displays. A wide range of opportunities are available, including booth space. These opportunities are described within this prospectus.

On behalf of the program committee and faculty, we want to thank you for your consideration of this request. It is our hope that you will see the value in supporting this activity. If you have any questions or require additional information, please feel free to contact Andrea Thrasher at Cincinnati Children's Interprofessional Continuing Education (IPCE) office at andrea.thrasher@cchmc.org.

Sincerely,

A handwritten signature in black ink, which appears to read 'Stephanie Weber'.

Stephanie Weber, PsyD, MPH
Chairperson, Next Step Conference Committee
Associate Professor-Educator, Clinical Pediatrics
Director, Next Step Clinic
Cincinnati Children's Hospital Medical Center



Host Organizations

CINCINNATI CHILDREN'S

Cincinnati Children's, a nonprofit academic medical center established in 1883, is one of the oldest and most distinguished pediatric hospitals in the United States.

Clinical Services

We offer comprehensive clinical services, from treatments for rare and complex conditions to well-child care. In the 2024-2025 U.S. News & World Report, Cincinnati Children's ranked Best Children's Hospitals.

With more than 762 registered beds, Cincinnati Children's had nearly 1.6 million patient encounters and served patients from all 50 states and 51 countries, including 589 international patients, in fiscal 2024.

Education & Training

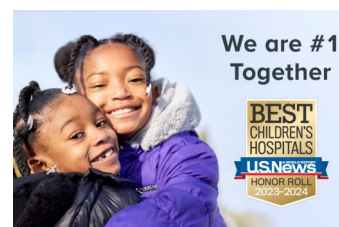
Through an academic affiliation dating to 1926, Cincinnati Children's comprises the Department of Pediatrics at the University of Cincinnati College of Medicine. We train more than 600 residents and clinical fellows a year in various pediatric specialties and offer some of the most highly ranked research-based education and training programs in the nation.

Research

We have been an important force in pediatric research since the opening of the Cincinnati Children's Research Foundation in 1931. Grant funding for our research has more than tripled in the last 15 years, supporting countless discoveries and the continued expansion of our areas of research.

Next Step Collaborative

Next Step Collaborative is a community coalition of professionals and family members who focus efforts on education, research and advocacy whose mission is to improve outcomes and well-being of children and their families impacted by substance use disorders. Our collaborative aims to see children and families impacted by substance use disorders have safe environments and resources to support healthy growth and development.



Conference Agenda*

8:00 - 8:45 am	Breakfast, Check-in, & Booth Availability
9:00 - 10:45 am	Presentations
10:45 - 11:00 am	Break
11:00 - 12:00 am	Presentations
12:00 - 1:00 pm	Lunch & Booth Availability
1:00 - 1:15 pm	Transition
1:15 - 2:15 pm	Co-Presentation with Neonatology Grand Rounds
2:15 - 2:30 pm	Closing & Adjourn

*Exact timings subject to change.

Conference Topics

- Child-Parent Psychotherapy
- Attachment
- Longitudinal Academic Outcomes
- Educational outcomes for children with Neonatal Abstinence Syndrome
- School-based supports for children impacted by substance exposure

Conference Objectives

- Describe the value of teamwork and interprofessional communication to improve the long-term outcomes of children of caregivers with substance use disorders
- Discuss how caregiver substance use disorder(s) impacts children
- Identify best practice interventions and opportunities to help children and families
- Discuss resources to support children and families

Booth Opportunities

Space is limited. Sign-up early!

Resource Booth (non-profits)	\$100
Exhibit Booth	\$500

- 6' table with two side chairs
- Recognition as exhibitor in conference materials
- One complimentary registration

Promotional Opportunities

Note: Booth NOT Included

If availability is limited, quantity available is listed for each opportunity in parentheses ().

Breakfast or Lunch (1 each)	\$2,500 each
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- Branded table cloth on catering table (provided by purchaser)
- Pull up banner or logo poster (provided by purchaser) prominently near buffet table

Break (1)	\$2,500
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- Choice of:
 - Branded napkins
 - Branded coffee sleeves (either to be provided by purchaser)
- Pull up banner or logo poster (provided by purchaser) prominently near buffet table

Hydration Station (1)	\$500
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- Organization logo or name placard beside water carafes*

AV & Wifi (1 each)	\$750 each
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- Verbal recognition during the conference
- Recognition on the wifi instructions presented to attendees

Networking Sponsor (1)	\$750
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- Available times: 2:30-3:00 pm, to be held in the pre-conference space
- In addition to the fee, vendor must assume cost for catering, entertainment, and additional signage within the space with the venue.
 - Space and 1 recognition poster will be provided.
- Content, activities controlled by purchaser.
 - Text recognition in attendee handouts, on agenda
- One complimentary conference registration
 - Registration list

Session Patron*	\$1500
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- Verbal recognition during the session .
 - Title slide recognition during session
- Signage at the meeting acknowledging contribution

All Promotion and Booth include a registration list.

ACCME defined Ineligible Companies may not be eligible for all promotional value items and contributor benefits. Ineligible promotional items have been marked (*).



Promotional Opportunities, continued

Levels

Note: Booth NOT Included

Platinum	\$5,000
<ul style="list-style-type: none"> Prominent recognition in conference materials Verbal recognition during opening, closing remarks Signage at the meeting acknowledging contribution 	<ul style="list-style-type: none"> On slides rotating during main sessions breaks Post-meeting "Thank You" Email blast Registration list
Gold	\$3,000
<ul style="list-style-type: none"> Prominent recognition in conference materials Verbal recognition during opening, closing remarks Signage at the meeting acknowledging contribution 	<ul style="list-style-type: none"> On slides rotating during main sessions breaks Registration list
Silver	\$2,000
<ul style="list-style-type: none"> Recognition in conference materials Verbal recognition during opening & closing remarks Signage at the meeting acknowledging contribution 	<ul style="list-style-type: none"> On slides rotating during main sessions breaks Registration list
Bronze	\$1,000
<ul style="list-style-type: none"> Recognition in conference materials Signage at the meeting acknowledging contribution 	<ul style="list-style-type: none"> On slides rotating during main sessions breaks Registration list
Friend	\$500
<ul style="list-style-type: none"> Recognition in conference materials Signage at the meeting acknowledging contribution 	<ul style="list-style-type: none"> Registration list

Donations & Grants

All opportunities listed in this prospectus are promotional in nature. Donations, grants, and contributions provided by Ineligible Companies, as defined by the [Standards for Integrity and Independence in Accredited Continuing Education \(2020\)](#), are considered separate from Promotional Opportunities and are Commercial Support. If you are interested in providing a donation or educational grant, please contact andrea.thrasher@cchmc.org.



Rules & Guidelines

The following rules and regulations have been established by the Cincinnati Children's Hospital Medical Center ("CCHMC"), Next Step, and Cincinnati Children's Conference Services (the "Conference Center") for the 2025 Next Step Conference (the "Conference").

Application for Exhibit/Promotion

CCHMC and Next Step reserve the right to determine eligibility of any exhibit or promotion at the conference.

Booth & Opportunity Assignments

Every effort will be made to give first choice of booth location/promotion opportunity. In case of conflicting requests, priority will be determined on the basis of:

- Date the application was received.
- Amount of booth space requested. (Booth)
- Special needs of the exhibitors. (Booth)

Conference Services

The Conference Coordinator will provide an exhibitor service kit prior to the event after payment and Letter of Agreement (if applicable) are received. Relevant information (shipping, drayage, furniture, telephone, electrical, A/V needs, etc.) will be in this kit.

Signage

Only professionally made signs are permitted in the Conference Center, and must be displayed on Conference Center approved easels. Advertising material may be distributed only from those firms who have engaged space. The use of nails, pins, staples, and tape adhesives are not permitted. Only blue painter tape is allowed in the meeting rooms. Adhesive-backed (stick-on) decals or similar items should not be distributed/utilized.

Lighting and Sound Devices

The use of devices for mechanical reproduction of sound or music shall not be permitted in the exhibition areas at any time. In general, the employment of any method to project sound beyond the confines of any exhibitor's booth, whether naturally or mechanically, is prohibited. No objectionable lights or noises will be permitted in exhibitors' booths. CCHMC reserves the right to exclude or to remove any objectionable equipment or exhibitor.

Parking

Loading dock space is reserved for loading and unloading only. Surface and garage parking is available near the Conference Center.

Name Badges

Booth representatives should bring their company name badge to wear during the conference. CCHMC and Next Step will provide something (ex. button, ribbon) to distinguish booth representatives.

Cleaning

The Conference Center will provide general lighting, heat or air conditioning, and daily cleaning of the aisles.

(Continued on next page.)



Rules & Guidelines, continued

Booth Cancellation Policy

A written notice of requests for cancellation must be transmitted to: Cincinnati Children's CME, 3333 Burnet Ave., ML 3003, Cincinnati, OH 45229 or andrea.thrasher@cchmc.org. The following policy applies:

- Written cancellations received by September 6th will receive a refund of 80%.
- Written cancellations received on September 7th but before October 6th will receive a 25% refund.
- No refunds will be issued for cancellations received on or after October 7th.

Assignment of Space by Exhibitor

No exhibitor may assign, sublet, or apportion the whole or any part of the space allotted nor exhibit therein any goods other than those manufactured or sold in the regular course of the business by the exhibitor. Only one vendor may exhibit in each booth for the duration of the conference. Booths may not be shared.

Installation of Exhibits

Set-up is from 7:30 am-8:00 am, in the Conference Center's Exhibit Space.

Rules Governing Exhibitors

All materials and fluids which are flammable must be kept in safety containers. All packing containers, excelsior, and wrapping paper must be removed from the floor and must not be stored under tables or behind displays. Exhibitors must observe the following regulations for setting up exhibits:

- a. Nothing will be tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, furniture or other properties of the building. Anything in connection therewith necessary or proper for the protection of the building, equipment, or furniture will be at the expense of the exhibitor.
- b. It is mutually agreed that it is the duty and responsibility of each exhibitor to install and put their exhibit into place before the show and to dismantle and remove their exhibit immediately after the close of the show. In addition, property shipped to or from the hall by the exhibitor for installation or display at the meeting is at the sole risk of the exhibitor.
- c. Exhibitors are permitted to exhibit only products of their own lines (manufactured or distributed by them). Other material, equipment, apparatus, and systems not of their own lines but necessary for demonstration of the exhibitor's products are permitted. Distribution of candy and water is permitted. Distribution of other food or beverages of any kind is prohibited. Orders may be taken in the Exhibit area; however, no money (cash, check or credit card) may be exchanged.
- d. Distribution by exhibitors of any printed matter, souvenirs, or other articles shall be restricted to the space occupied by their exhibit. Booth attendants, manufacturer's salesmen or representatives, including models or other supportive personnel, must remain within the space assigned to the exhibitor, and must be knowledgeable with the company's products/services.
- e. No goods may be displayed in any part of the Conference Center except within the limits of the exhibit space contracted for with CCHMC and assigned to the exhibitor.

Interest Form

Complete the information below. Email the completed **Interest Form** to andrea.thrasher@cchmc.org. If your purchase includes complimentary registration, you will be emailed directions within 30 days of the conference. Booths and opportunities will not be held after October 1st without payment.

ACCME defined Ineligible Companies will be required to complete Cincinnati Children's IPCE Letter of Agreement for Commercial Interests in addition to this interest form. This can be found on pages 10-12 of this prospectus.

Organization Name	
Contact name for purchase:	
Email	
Phone	

			✓
Promotional Opportunities		Cost	
Platinum		\$5,000	
Gold		\$3,000	
Silver		\$2,000	
Bronze		\$1,000	
Friend		\$500	
Breakfast		\$2,500	
Lunch		\$2,500	
Break		\$2,500	
Hydration Station		\$1,000	
AV		\$750	
Wifi		\$750	
Session Patron		\$1,500	
Exhibit Opportunity			
Resource Booth (non-profits)		\$100	
Exhibit Booth		\$500	
TOTAL			



Activity Title: _____ Activity Date: _____

Company: _____

Nature of Agreement: ☐ Promotion: \$ _____ ☐ Commercial Support: \$ _____

Payment

Total amount of \$ _____ will be made payable to *Cincinnati Children's Hospital Medical Center* and mailed to *Cincinnati Children's Hospital Medical Center, CME-ML3003, 3333 Burnet Avenue, Cincinnati, OH 45229*. Payment must be received on or before _____ for acknowledgment in print materials. No other funds from the Company will be paid to persons involved with the Interprofessional Continuing Education (IPCE) activity. All funds must be directed to Cincinnati Children's.

This fee is nonrefundable except in the event of program cancellation.

Exhibits, Promotion, or Advertisements:

Promotional opportunities are related to the marketing (inclusive of advertising, sales, exhibits, and promotions) of a good and/or service by an ineligible company and are not accredited continuing education. Associated standards related to promotional activities include but are not limited to (see enclosed Standards for Integrity and Independence in Accredited Continuing Education):

- Live continuing education activities: Marketing, exhibits, and nonaccredited education developed by or with influence from an ineligible company or with planners or faculty with unmitigated financial relationships must not occur in the educational space within 30 minutes before or after an accredited education activity. Activities that are part of the event but are not accredited for continuing education must be clearly labeled and communicated as such.
- Print, online, or digital continuing education activities: Learners must not be presented with marketing while engaged in the accredited education activity. Learners must be able to engage with the accredited education without having to click through, watch, listen to, or be presented with product promotion or product-specific advertisement.
- Educational materials that are part of accredited education (such as slides, abstracts, handouts, evaluation mechanisms, or disclosure information) must not contain any marketing produced by or for an ineligible company, including corporate or product logos, trade names, or product group messages.
- Information distributed about accredited education that does not include educational content, such as schedules and logistical information, may include marketing by or for an ineligible company.
- Ineligible companies may not provide access to, or distribute, accredited education to learners.

Individual promotional activities can utilize logos as allowed by the Integrity Guidelines and as agreed to by Cincinnati Children's IPCE staff. Commercial interests may not purchase promotional opportunities connected to the education place and space.

Any promotional opportunities – including those offered in a promotional/marketing/exhibit/sponsorship prospectus – must be agreed upon in writing by Cincinnati Children's IPCE office prior to implementation.

If in attendance, each company representative will be required to wear a name badge identifying themselves and their company. Should a representative choose to attend one of the educational sessions, name badges must be worn and no questions or feedback are allowed. Should the representative host an event for activity participants, unrelated to the educational activity, it cannot be scheduled at the same time as the educational activity.

Company assumes all risks and responsibilities for accidents, injuries or damages to person or property and agrees to indemnify and hold harmless Cincinnati Children's, its officers, directors, trustees, employees, agents and contractors, from any and all claims, liabilities, losses, costs and expenses (including attorneys' fees) arising from or in connection with Exhibitor's participation in the Activity. *Failure to comply will result in a breach of contract.*



Commercial Support (Donation/Grant/Gift)

Commercial Support is financial, or in-kind, contributions given by an Ineligible Company which is used to pay all or part of the costs of an Accredited Continuing Education activity. Commercial support is not tied to any promotional benefits. A donation, grant, or gift from an Ineligible Company is a form of commercial support.

Cincinnati Children's maintains responsibility for control of content, including speaker and moderator selection. All content will be based on current science, evidence, and clinical reasoning, while giving a fair and balanced view of diagnostic and therapeutic options. The Company will have no influence on or involvement in content development. No promotional activity or messaging will be permitted during the accredited education. Cincinnati Children's will ensure meaningful opportunities for questioning or scientific debate. No social event or meal may compete with or take precedence over educational events.

Cincinnati Children's will ensure disclosure to the audience, at the time of the activity, regarding (a) company financing and (b) any relevant relationships between the company and individuals in control of content. Ineligible Company contributions will be acknowledged by company name (No logos).

Agreement

The Company and Cincinnati Children's to abide by all requirements of the enclosed *Standards for Integrity and Independence in Accredited Continuing Education*.

Please acknowledge your intention to finance this activity and to comply by the above terms and conditions:

Company Representative (Print Name)

Company Representative (Signature)

Date

Cincinnati Children's IPCE Representative
(Print Name)

Cincinnati Children's IPCE Representative
(Signature)

Date

Activity Joint Provider Representative
(Print Name)

Activity Joint Provider Representative
(Signature)

Date

Standards for Integrity and Independence in Accredited Continuing Education

(as related to promotion and commercial support, version 12.2020)

Standard 1: Ensure Content is Valid

Accredited providers are responsible for ensuring that their education is fair and balanced and that any clinical content presented supports safe, effective patient care.

1. All recommendations for patient care in accredited continuing education must be based on current science, evidence, and clinical reasoning, while giving a fair and balanced view of diagnostic and therapeutic options.
2. All scientific research referred to, reported, or used in accredited education in support or justification of a patient care recommendation must conform to the generally accepted standards of experimental design, data collection, analysis, and interpretation.
3. Although accredited continuing education is an appropriate place to discuss, debate, and explore new and evolving topics, these areas need to be clearly identified as such within the program and individual presentations. It is the responsibility of accredited providers to facilitate engagement with these topics without advocating for, or promoting, practices that are not, or not yet, adequately based on current science, evidence, and clinical reasoning.
4. Organizations cannot be accredited if they advocate for unscientific approaches to diagnosis or therapy, or if their education promotes recommendations, treatment, or manners of practicing healthcare that are determined to have risks or dangers that outweigh the benefits or are known to be ineffective in the treatment of patients.

Standard 2: Prevent Commercial Bias and Marketing in Accredited Continuing Education

Accredited continuing education must protect learners from commercial bias and marketing.

1. The accredited provider must ensure that all decisions related to the planning, faculty selection, delivery, and evaluation of accredited education are made without any influence or involvement from the owners and employees of an ineligible company.
2. Accredited education must be free of marketing or sales of products or services. Faculty must not actively promote or sell products or services that serve their professional or financial interests during accredited education.
3. The accredited provider must not share the names or contact information of learners with any ineligible company or its agents without the explicit consent of the individual learner.

Standard 4: Manage Commercial Support Appropriately

Standard 4 applies only to accredited continuing education that receives financial or in-kind support from ineligible companies. Accredited providers that choose to accept commercial support (defined as financial or in-kind support from ineligible companies) are responsible for ensuring that the education remains independent of the ineligible company and that the support does not result in commercial bias or commercial influence in the education. The support does not establish a financial relationship between the ineligible company and planners, faculty, and others in control of content of the education.

1. Decision-making and disbursement: The accredited provider must make all decisions regarding the receipt and disbursement of the commercial support.

- a. Ineligible companies must not pay directly for any of the expenses related to the education or the learners.
- b. The accredited provider may use commercial support to fund honoraria or travel expenses of planners, faculty, and others in control of content for those roles only.
- c. The accredited provider must not use commercial support to pay for travel, lodging, honoraria, or personal expenses for individual learners or groups of learners in accredited education.
- d. The accredited provider may use commercial support to defray or eliminate the cost of the education for all learners.

2. Agreement: The terms, conditions, and purposes of the commercial support must be documented in an agreement between the ineligible company and the accredited provider. The agreement must be executed prior to the start of the accredited education. An accredited provider can sign onto an existing agreement between an accredited provider and a commercial supporter by indicating its acceptance of the terms, conditions, and amount of commercial support it will receive.

3. Accountability: The accredited provider must keep a record of the amount or kind of commercial support received and how it was used, and must produce that accounting, upon request, by the accrediting body or by the ineligible company that provided the commercial support.

4. Disclosure to learners: The accredited provider must disclose to the learners the name(s) of the ineligible company(ies) that gave the commercial support, and the nature of the support if it was in-kind, prior to the learners engaging in the education. Disclosure must not include the ineligible companies' corporate or product logos, trade names, or product group messages.

Standard 5: Manage Ancillary Activities Offered in Conjunction with Accredited Continuing Education

Standard 5 applies only when there is marketing by ineligible companies or nonaccredited education associated with the accredited continuing education. Accredited providers are responsible for ensuring that education is separate from marketing by ineligible companies—including advertising, sales, exhibits, and promotion—and from nonaccredited education offered in conjunction with accredited continuing education.

1. Arrangements to allow ineligible companies to market or exhibit in association with accredited education must not:

- a. Influence any decisions related to the planning, delivery, and evaluation of the education.
 - b. Interfere with the presentation of the education.
 - c. Be a condition of the provision of financial or in-kind support from ineligible companies for the education.
2. The accredited provider must ensure that learners can easily distinguish between accredited education and other activities.
- a. Live continuing education activities: Marketing, exhibits, and nonaccredited education developed by or with influence from an ineligible company or with planners or faculty with unmitigated financial relationships must not occur in the educational space within 30 minutes before or after an accredited education activity. Activities that are part of the event but are not accredited for continuing education must be clearly labeled and communicated as such.
 - b. Print, online, or digital continuing education activities: Learners must not be presented with marketing while engaged in the accredited education activity. Learners must be able to engage with the accredited education without having to click through, watch, listen to, or be presented with product promotion or product-specific advertisement.
 - c. Educational materials that are part of accredited education (such as slides, abstracts, handouts, evaluation mechanisms, or disclosure information) must not contain any marketing produced by or for an ineligible company, including corporate or product logos, trade names, or product group messages.
 - d. Information distributed about accredited education that does not include educational content, such as schedules and logistical information, may include marketing by or for an ineligible company.
3. Ineligible companies may not provide access to, or distribute, accredited education to learners.