

Making a world of difference in a world of facial differences

ameriface presents

# NACFC | north american craniofacial family conference

July 24-27, 2011 • Tuscany Suites & Casino • Las Vegas, NV

## *Keynote*

Isabel Garcia, DDS, MPH

National Institute of Dental and Craniofacial Research (NIDCR)  
National Institutes of Health (NIH)

## *Special Guest*

Cynthia H. Cassell, PhD

National Center on Birth Defects and Developmental Disabilities  
Centers for Disease Control and Prevention (CDC)

## *Special Guest*

Nicole Ann Cavenagh, PhD

Center for Autism and Developmental Disabilities  
Touro University Nevada

Youth Workshops!  
(Ages 7-17)

Special Hotel Rate!  
\$35/night\*

FREE Childcare!  
(Ages 0-6)

JOIN US for this Unique Family Educational & Networking Event!

Contact Debbie Oliver, Executive Director, at (888) 486-1209 or [debbie@ameriface.org](mailto:debbie@ameriface.org) for more information!

AmeriFace • P.O. Box 751112 • Las Vegas, NV 89136-1112 • (888) 486-1209 • [www.ameriface.org](http://www.ameriface.org) • [info@ameriface.org](mailto:info@ameriface.org)

# Specialty Workshops

**Parents** Workshops are designed to answer the most pressing questions for parents with children of all ages. Topics will include speech and language, genetics, early intervention and other education services, a guide to managing healthcare information, how to best interface with your insurance company, family and couples relationships, and more.

**Adults** Sessions will focus on issues important to adults with facial differences, such as secondary surgery and treatment, tackling insurance hurdles, social and behavioral skills, and employment and ADA law. Focus groups for those interested in outreach are scheduled.

**Teens**  
(Ages 14 – 17) With a focus on goal-setting and developing social and behavioral skills, get ready for fun-filled workshops that will help you communicate with parents, siblings, peers, and adults like doctors and teachers. Great information for students in high school as well as recent graduates who will be going to college or entering the workforce. Siblings are included in all activities.

**Pre-Teens**  
(Ages 11 – 13) The middle school years are a time of transition. Workshops are designed to help pre-teens recognize and maximize their potential in school and the community, and learn how to best communicate their ideas and opinions about friends, family, school and their healthcare. Siblings are included in all activities.

**Explorers Club**  
(Ages 7 – 10) Games and activities with both education and fun in mind! Sessions will help children understand their trip to the doctor and develop their social skills so they can answer questions about their facial difference when parents aren't around. Siblings are included in all activities.

**Kids' Camp**  
(Ages 0 – 6) Childcare for the little ones will be provided for your convenience. Plenty of fun close-by so parents can benefit from workshop activities, and know their little ones are safe and sound. Activities, games, videos, and more! Siblings are included in all activities.

**Pathfinder Outreach Network** Whether your interest is one-to-one family support, or you seek to establish an extensive local/regional support organization, the Pathfinder Outreach Network training workshop will provide the tools you need to launch and maintain your own outreach program. If you've ever imagined reaching out to the parents of a newborn, sharing your experiences with other individuals with facial differences, or helping the medical and educational communities understand what families need, join us for tips and training, outreach materials and ideas, and interaction with other Pathfinders from around the country.

**Pathfinder Outreach Network training is included in all NACFC conference packages; free childcare will be provided. This workshop will include focus group interaction. Team coordinators, social workers and other interested professionals are encouraged to attend. Organizations are encouraged to send outreach and leadership teams.**

**AmeriFace Family Fun Day (optional)** Of course, we would love for you to stay over for the **optional** Family Fun Day on Thursday, July 28. Although there are no formal conference activities scheduled, you might consider visiting area attractions (Hoover Dam, Lake Mead, Circus-Circus Adventuredome theme park, area museums and more) or just hang out at the pool with new-found friends. Hotel group rate applies three days before and three days after our event.

**Medical and education professionals are welcome at all conference events!**

# Conference Details

**About Us** Since 1991, AmeriFace has been dedicated to the support of individuals with facial differences and their families. In partnership with our conference sponsors, we will bring you the very best in educational resources, and the very best in fun! The NACFC will offer valuable information, as well as social opportunities to enhance the conference experience.

**Registration Information** *Register early and save!* Early program registration is \$245 per person or \$395 per family (immediate family only, please; extended family members pay the per person registration fee). All fully-paid registrations received or postmarked by April 15, 2011 will be accepted at the discounted fee. On April 16, the fee increases to \$295 per person and \$445 per family; no exceptions. Some partial scholarships are available.

Conference registration can be made by mail or via the internet. Internet registration links are available on our websites [www.ameriface.org](http://www.ameriface.org) and [www.cleftadvocate.org](http://www.cleftadvocate.org). A mail-in registration form is included with this publication. Registration fees can be paid by check, Visa or MasterCard, as well as PayPal (link available on our websites).

Additional tickets for Tuesday night's Celebration Dinner can be purchased in advance for \$75 each, perfect for guests traveling with you who are not attending the conference.

**Travel and Accommodations** **Hotel and airline reservations are the responsibility of conference attendees.**

The Tuscany Suites & Casino has extended an excellent rate to NACFC attendees; reservations must be made before June 17 at 5:00 PM to take advantage of the negotiated group rates. Payment for the first night's stay plus applicable taxes is required as a deposit to confirm your reservation. Special group rates are extended for three days before and three days after our event, so extend your stay and enjoy!

Book your stay at the Tuscany Suites & Casino at [www.tuscanylv.com](http://www.tuscanylv.com) (see Group Reservations) or call the Reservations Department at (877) 887-2261. Use code **12L95S** when making your reservation. Group rates are as follows:

**Oversized Suites! Take the Virtual Tour at [www.tuscanylv.com](http://www.tuscanylv.com)!**

Single/Double Occupancy - \$35.00\* per night, Sunday - Thursday

Single/Double Occupancy - \$75.00\* per night, Friday, Saturday

To participate fully in the conference, a minimum three-night stay is required, arriving in Las Vegas on Sunday, July 24 and departing as early as Wednesday evening, July 27. If you plan to participate in the AmeriFace Family Fun Day activities, you may need to book an additional room night.

\* Rates are net, single or double occupancy plus Clark County room tax which is currently 12%. Additional guest are \$20 each per night and children 12 years and under stay free when sharing accommodations with an adult (maximum of four people per room). Rollaway or crib extra. Your first night's room and tax will be charged when you make your reservation. Resort fee is waived for NACFC attendees.

**Childcare** Kids' Camp childcare (ages 0-6) will be provided free of charge for your convenience. Services are available only for those attending conference events and parents/guardians must remain on hotel property and fully participate in conference activities while children are in childcare. A signed permission slip/waiver is required.

# NACFC Registration

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INDIVIDUAL - \$245 (\$295 AFTER 04/15/11)

FAMILY - \$395 (\$445 AFTER 04/15/11)  
(Immediate family only. Extended family,  
please pay individual registration fee using  
separate registration form.)

CELEBRATION DINNER ONLY - \$75  
(Tuesday, July 26, 2011)

Registration includes all conference activities and materials, one event t-shirt for each paid registrant,  
Welcome Reception on July 24, and Celebration Dinner on July 26.

Name: \_\_\_\_\_ Company/Organization: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

I am a person with a facial difference.  I am the parent/caregiver of a child with a facial difference.

Please indicate condition: \_\_\_\_\_

## PAYMENT IN FULL MUST ACCOMPANY REGISTRATION FORM.

You may also register on-line at [www.ameriface.org](http://www.ameriface.org) using our secure system.

Enclosed is my check made payable to [AmeriFace](http://AmeriFace).  Please charge my credit/debit card. \_\_\_ MasterCard \_\_\_ Visa

Card # \_\_\_\_\_ Name on Card: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Signature: \_\_\_\_\_

By submitting payment, I acknowledge that I have read and understand the 2011 NACFC Terms and Conditions.

## HELP US PLAN YOUR NACFC EXPERIENCE!

Will you attend the following functions?  
(Included with your registration!)

Please include my contact information in  
the 2011 NACFC Directory.

T-Shirt Size  
Adult XS S M L XL  
Youth XS S M L XL

Welcome  
Reception 07/24  
Y or N

Celebration  
Dinner 07/26  
Y or N

Attendee Name: \_\_\_\_\_ Age: \_\_\_\_\_ T-Shirt Size: \_\_\_\_\_ Welcome Reception: \_\_\_\_\_ Celebration Dinner: \_\_\_\_\_

Attendee Name: \_\_\_\_\_ Age: \_\_\_\_\_ T-Shirt Size: \_\_\_\_\_ Welcome Reception: \_\_\_\_\_ Celebration Dinner: \_\_\_\_\_

Attendee Name: \_\_\_\_\_ Age: \_\_\_\_\_ T-Shirt Size: \_\_\_\_\_ Welcome Reception: \_\_\_\_\_ Celebration Dinner: \_\_\_\_\_

Attendee Name: \_\_\_\_\_ Age: \_\_\_\_\_ T-Shirt Size: \_\_\_\_\_ Welcome Reception: \_\_\_\_\_ Celebration Dinner: \_\_\_\_\_

Attendee Name: \_\_\_\_\_ Age: \_\_\_\_\_ T-Shirt Size: \_\_\_\_\_ Welcome Reception: \_\_\_\_\_ Celebration Dinner: \_\_\_\_\_

Attendee Name: \_\_\_\_\_ Age: \_\_\_\_\_ T-Shirt Size: \_\_\_\_\_ Welcome Reception: \_\_\_\_\_ Celebration Dinner: \_\_\_\_\_

I require special accommodations to fully participate in the NACFC (Please indicate ASL, special meal, etc.):  
\_\_\_\_\_

Childcare required. I am bringing \_\_\_\_\_ children 6 years of age or younger as of July 2011.

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## Terms and Conditions

By submitting your registration form (either hard copy via mail, fax or other delivery method, or electronically via e-mail or web-based form) and/or authorizing payment to AmeriFace for registration and attendance at the 2011 North American Craniofacial Family Conference (NACFC), also known as "the event," you understand and agree to the following:

- Individual and family conference registration fees do not include hotel accommodations or travel to/from the event unless otherwise specified.
- Family registration includes immediate family only. Extended family members pay an additional individual or family registration fee. Registration fee includes all conference activities and materials, one event t-shirt per paid registrant, Welcome Reception on July 24, Celebration Dinner on July 26, and morning and afternoon breaks. Additional activities may be announced before or during the event. Additional t-shirts will be offered for sale before and during the event.
- A signed participation waiver and photo/video release is required from all participants age 18 and older; parent/guardian must sign on behalf of minor children. Failure to sign the waiver may void registration (no refund). Registrants may opt out of photo/video release and accommodations will be made to restrict photo/video capture.
- Participants must remain active in conference activities and remain on the event premises while children are in the care of conference staff and/or volunteers. A signed permission slip/waiver is required. Timely pick-up for lunch breaks and at the end of the day are expected.
- AmeriFace Family Fun Day participants (Thursday, July 28 - optional) may choose to add an additional hotel night to their stay depending on their travel plans. No official AmeriFace activities are planned; this is an on-your-own day.
- Participants are expected to exhibit appropriate behavior at all times. The following guidelines have been developed to ensure the event and all associated activities are safe and enjoyable for all participants. Participants shall be respectful to all participants and staff, refrain from using foul language, refrain from causing bodily harm to other participants and staff and show respect for equipment, supplies, and facilities. Failure to adhere to these guidelines may result in void registration (no refund) and removal from event and all associated activities.. Additional guidelines may be developed and implemented as deemed necessary by the organization and/or event staff.
- Hotel policies apply, including but not limited to reservation and occupancy policies, additional services, check-in/check-out times, etc. ([www.tuscanylv.com](http://www.tuscanylv.com))
- Security of personal items brought to the event venue are the responsibility of the individual.
- Non-profit exhibitors must provide a copy of 501(c)(3) status or verification of incorporation/registration; must be in good standing with all local, state and federal authorities.
- Cancellations requested by June 15, 2011 are subject to a flat \$100 administrative fee; no exceptions. Cancellations requested after June 15, 2011 are subject to a 50% administrative fee based on package price; no exceptions. Fees will be deducted from refund. Allow 30 days for processing of refunds. Cancellations requested after July 1, 2011 are subject to a 100% administrative fee (i.e., not entitled to a refund in any amount).
- Additional terms and conditions may be developed and implemented as deemed necessary by the organization and/or event staff.

# Sponsorship Opportunities

## 2011 North American Craniofacial Family Conference

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**LEADERSHIP SPONSOR - \$15,000**

Flight and conference registration for two. Accommodations at event hotel for three nights. Double prime exhibit space including audio/visual equipment. Recognition in all press releases, conference materials, and signage throughout event. Back cover in program.

**SUPPORTING SPONSOR - \$7,500**

Flight and conference registration for two. Accommodations at event hotel for three nights. Prime exhibit space. Recognition in all press releases, conference materials, and signage throughout event. Inside front cover in program.

**PROGRAM SPONSOR - \$5,000**

Flight and conference registration for one. Accommodations at event hotel for three nights. Exhibit space, recognition in all press releases, conference materials, and signage throughout event. Full page in program.

**CELEBRATION DINNER SPONSOR - \$5,000**

Flight and conference registration for one. Accommodations at event hotel for three nights. Exhibit space, recognition in all press releases, conference materials, and signage throughout event. Full page in program.

**WELCOME RECEPTION SPONSOR - \$3,000**

Conference registration for one. Accommodations at event hotel for three nights. Exhibit space, recognition in all press releases, conference materials, and signage throughout event. Full page in program.

**BREAKFAST OR LUNCH SPONSOR - \$3,000**

Conference registration for one. Accommodations at event hotel for three nights. Exhibit space, recognition in all press releases, conference materials, and signage throughout event. Full page in program.

**WORKSHOP SPONSOR - \$350**

Ideal for small businesses, non-profit organizations, teams, relatives and friends of our member families. Recognition in program.

**AUDIO/VISUAL SPONSOR - \$3,000**

Recognition in program. Special recognition at reception.

**NACFC CHALLENGE**

Recognition in program. Special recognition at reception.

\_\_\_ **Family Sponsorship (4) - \$3,500**

\_\_\_ **Couple Sponsorship - \$1,750**

\_\_\_ **Individual Sponsorship - \$1,250**

Full sponsorships include round-trip airfare, accommodations at event hotel for three nights, conference registration and all official conference activities. See NACFC Challenge page for additional information.

\_\_\_ **Registration-Only Sponsorship (see next page)**

**EXHIBIT SPACE (OR TOTE BAG ALTERNATIVE)**

For-Profit Entity - \$750 (\$500 if registered by 04/15/11)

Non-Profit Organization - \$250

Draped six-ft. table and two chairs. Maximum exposure as all breaks will be held in the exhibit area. Includes conference registration for two. (Choose logo on tote bag as alternative.)

\_\_\_ **Hand-Outs Only (Supplied by Vendor) - \$150**

**EVENT PROGRAM ADVERTISING**

Finished program will be 8-1/2" x 11" (See deadline information and camera-ready specifications on next page).

\_\_\_ Full-Page - \$500     \_\_\_ Half-Page - \$250

\_\_\_ 1/4-Page - \$125     \_\_\_ Signature Ad - \$50

**NACFC SUPPORTER**

Recognition in program.

\_\_\_ \$1,000     \_\_\_ \$750     \_\_\_ \$500     \_\_\_ \$250

\_\_\_ \$100     \_\_\_ \$50     \_\_\_ \$25     \_\_\_ Other

**IN-KIND DONATIONS - Please contact us!**

Examples: conference totes, office supplies, printing, signage, photography/videography services, gift items, etc.

Name: \_\_\_\_\_

Company/Org: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Enclosed is my check made payable to AmeriFace.

Please charge my \_\_\_ MasterCard \_\_\_ Visa

Card # \_\_\_\_\_

Print Name: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Signature: \_\_\_\_\_

# Take the NACFC Challenge!

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*The NACFC Challenge is an ideal opportunity for cleft/craniofacial teams, state agencies and like-minded organizations to show families how important they are in the overall care and treatment of their loved ones who have craniofacial conditions.*

The North American Craniofacial Family Conference and its sponsors challenge you to send one or more family representatives to this educational conference, sending a clear message that you value their participation in the treatment of their family member. This representative may also be able to assist in establishing an outreach and support network in your area. Simply put, your sponsorship is an investment in your community and in your craniofacial program!

**YES! We're taking the NACFC Challenge!**

**Family (4) - \$3,500**

**Couple - \$1,750**

**Individual - \$1,250**

Full sponsorships include round-trip airfare, accommodations at event hotel for three nights, conference registration and official conference activities only. Travel and hotel accommodations will be coordinated by AmeriFace staff.

**Registration-Only Sponsorship - Great for locals and others who can drive to the event!**

**Family - \$445**

**Couple - \$445**

**Individual - \$295**

SAVE! Deduct \$50 on all registration-only sponsorships postmarked by 04/15/11! Mark here for Early Registration Discount!

Sponsor: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Please include the **Sponsorship Opportunities** page to submit payment of NACFC Challenge funds.

Recipient: \_\_\_\_\_

Team/Org: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Sponsorship Recipient should complete the **Registration** page included in this packet.

## Event Program Advertising Specifications

### Ad Specifications

Full-Page - 7 1/2 (w) x 9 3/4 (h)

Half-Page, Horizontal - 7 1/2 (w) x 4 3/4 (h)

Half-Page, Vertical - 3 5/8 (w) x 9 3/4 (h)

Quarter-Page, Horizontal - 7 1/2 (w) x 2 1/4 (h)

Quarter-Page, Vertical - 3 5/8 (w) x 4 3/4 (h)

Signature Ad - 30 word limit

### Ad File Formats Accepted

Adobe PageMaker 6.5

Adobe Illustrator 8.0 or less

PhotoShop 6.0 or less

QuarkXpress 4.0 or less

Acrobat PDF 4.0 or less

(must embed all fonts and graphics links)

- All fonts, graphics and photo links must be included. If possible, convert all fonts to paths or outlines. Please include contact information of ad designer for any questions that may arise. Ads can be sent using Stuff-It. No bleeds, please.
- Please e-mail files to [debbie@ameriface.org](mailto:debbie@ameriface.org). Call Debbie Oliver at (888) 486-1209 with any questions.
- **Deadline for all display ads and signature ad copy is May 15, 2011; no exceptions.**