

2025 Prospectus



CREATING
TSS  2025
Conference

February 16-21, 2025
Atlanta, GA & Virtual

#TSS2025ATN

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 8th Annual Creating Trauma Sensitive Schools Conference: **Creating TSS 2025** (#TSS2025ATN)

Since Covid, our team has made the decision to hold the this conference both in-person and virtually to meet the needs of all participants. Now, more than ever, educators need our support. ATN is devoted to equipping and supporting educators with trauma-informed strategies to create trauma-sensitive educators that create trauma-responsive schools.

Sadly, throughout the United States the number of children in our classrooms who have experienced trauma has risen drastically. 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 leadership and trauma-responsive policies and systems.

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 2025**.

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

From our hearts to yours,

Julie Beem

ATN Executive Director

Join us on
the forefront
of this critical
movement.



8th Annual Creating Trauma-Sensitive Schools Conference 2025 Experience... Meaningful, Personable, Impactful

Creating TSS 2025 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 2025 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 2025 will be a hybrid experience again this year, with an in-person portion on February 16-18 in Atlanta, GA and a virtual component on February 20 & 21

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 4,000 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. Anashay Wright

Dr. Wright has been a life-long disruptor of inequitable systems. As a national award-winning educator, speaker and educational consultant for over 20 years, she has coached and developed leaders at every level. She is passionate about partnering with leaders who are committed to the power, promise and brilliance of African-American diaspora, Latinx, Indigenous and ALL children from racially diverse communities.

Monday Plenary Session



Jen McNally

Jen McNally is a director of mental health and wellness, psychotherapist and national speaker who has been providing mental health services, psychoeducation, and administration for more than 20 years to children and families in a variety of settings, including: residential treatment facilities, outpatient treatment, and schools. She currently works as a director of mental health and wellness employing trauma-focused cognitive-behavioral therapy (TF-CBT) and CBT, among



Thursday Keynote

Dr. Dan Siegel

Dan Siegel is the executive director of the Mindsight Institute and founding co-director of the Mindful Awareness Research Center at UCLA, where he was also Co-Principal Investigator of the Center for Culture, Brain and Development and Clinical Professor of Psychiatry at the School of Medicine. An award-winning educator, Dan is the author of five New York Times bestsellers and over fifteen other books which have been translated into over forty languages. As the founding editor of the Norton Professional Series on Interpersonal Neurobiology (“IPNB”), Dan has overseen the publication of one hundred books in the transdisciplinary IPNB framework, which focuses on the mind and mental health.



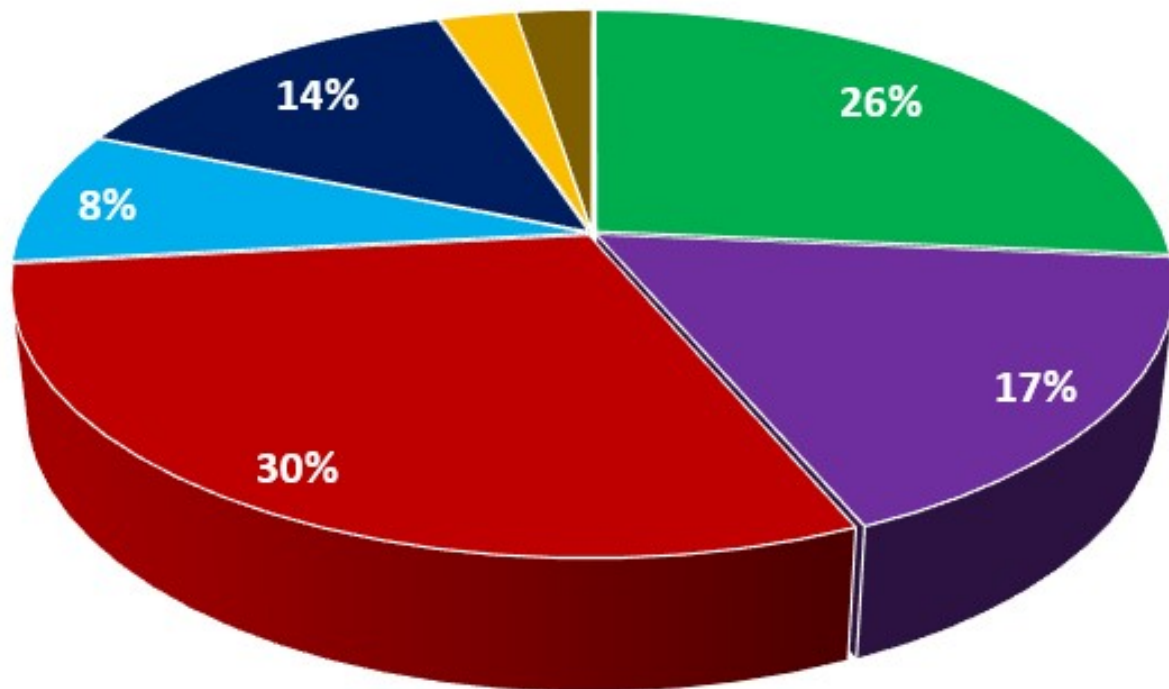
Closing Keynote

Dr. Kristin Neff

Dr. Neff has pioneered the field of self-compassion for the last 20 years. In her bestseller, *Self-Compassion*, she shares simple and actionable guides proven to increase motivation, boost resilience, and improve mental health. We have this superpower in our back pocket, we just don’t know it’s there,” says Dr. Neff. “Self-compassion makes us stronger, more motivated, and less self-indulgent.” At a time when burnout is threatening our happiness, success, and productivity, she shows us how to tap into self-compassion and free ourselves to thrive. She is an associate professor of Educational Psychology at the University of Texas—Austin.

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/Atlanta Conference

Sunday, Feb 16, 2025

- 8:30-4:00 Academy Day
- 4:00-7:30 Exhibit Hall Kick-Off Festival

Monday, Feb 17, 2025

- 6:30-8:00 Breakfast
- 8:00-9:30 Keynote Session
- 10:00 -11:15 Workshop Session 1
- 11:30 -12:45 Workshop Session 2
- 12:45 -2:00 Lunch (on your own)
- 2:00-3:15 Workshop Session 3
- 3:45 - 5:00 Plenary Session
- 7:00-9:00 Evening Event

Tuesday, Feb 18, 2025

- 7:00-8:30 Breakfast
- 8:30-9:45 Workshop Session 4
- 10:05-11:20 Workshop Session 5
- 11:30:-12:45 Workshop Session 7
- 12:45-2:00 Lunch (on your own)
- 2:00-4:00 General Session - Town Hall

Virtual Conference

Thursday, Feb 20, 2025

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

Friday, Feb 21, 2025

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

Exhibit Hall Hours:

In-Person Conference:

- Sunday: 4:00 pm-7:30 pm
- Set Up: 12:00 am—4:00 pm
- Monday: 6:30 am-3:00 pm
- Tuesday: 7:00 am-2:00 pm
- Dismantle 2:00 pm—4:00 pm

Virtual Conference:

- Thursday: 10:30 am—11:00 am
- 12:15 pm—1:00 pm
- Friday: 10:30 am—11:00 am
- 12:15 pm—1:00 pm



** Agenda is subject to change.

Sponsorship Packages

Platinum Sponsor—\$15,000

Opportunities: 3

- Exclusive sponsorship of either Monday Keynote or Plenary Session or Tuesday Closing 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:**
 - Thursday's Keynote
 - Friday's Keynote
 - 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 your custom sticker design and printing (2,000 copies—avg cost is \$500 - 700)

Exhibitor Opportunities

In-Person: \$1,300

February 16-18, 2025

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 20 & 21, 2025

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 2025** 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 Melissa Sadin with any questions at: Melissa@attachtrauma.org

