

*Fruitful Alliances
reap the rewards*

The National
Adult Day Services Association
in partnership with
Wisconsin
Adult Day Services Association



2011 Annual Conference
September 22-24, 2011

Hilton Milwaukee City Center
Milwaukee, Wisconsin

Sponsor, Exhibitor & Advertiser Guide



**Sponsoring, Exhibiting & Advertising at the
2011 National Adult Day Services Conference
in Partnership with
Wisconsin Adult Day Services Association**

**Hilton Milwaukee City Center, Milwaukee, WI
September 22-24, 2011**

This is your opportunity to get your message to hundreds of people involved with adult day services across the United States and Canada. Become a partner with NADSA and WADSA by sponsoring, exhibiting or advertising at our upcoming conference. Our conference is expected to draw at least 400 professionals in the field of adult day services, educators, researchers, students, policy makers, persons interested in opening a center and others with an interest in home and community-based care. We are pleased to announce this year's conference will focus on "Fruitful Alliances: Reap the Rewards."

If your organization has products, services or programs that benefit adult day centers serving older adults and people with disabilities, this brochure outlines a broad array of opportunities that connect you to the adult day services network in the United States. We have a number of creative packages from which to choose. We would be happy to discuss these opportunities with you or to customize one just for you, if you prefer.

We value your interest and support and look forward to showcasing your organization at this year's conference.

National Adult Day Services Association
1421 E. Broad Street, Suite 425
Fuquay-Varina, NC 27526
877-745-1440 * 919-552-0254 fax * NADSAnews@gmail.com

Sponsorship Opportunities

Deadline for Receipt of Sponsorship Registration is

August 15, 2011

The National Adult Day Services Conference is about bringing together people and interests from around the country, and it is important that we have many partners and sponsors to truly make this a cooperative effort. Sponsorships help make possible an array of special events, bring distinguished speakers to the meeting, and help provide educational and technical materials to make the Conference outstanding. Sponsorships also provide a way for you to have your name and message highly visible to hundreds of Conference attendees.

Depending on the level of your sponsorship, your contribution may offer you major acknowledgement and recognition during the Conference, complimentary registration and special event admission, as well as a complimentary exhibit table and advertisement in the Conference Program.

Please choose from the opportunities listed below and submit the attached Application Form. Contact us at 1-877-745-1440 if you would like to discuss a more customized arrangement.

Patron: \$5,000 and above

This level includes:

- Sponsorship recognition in Conference Program
- Logo on Conference banner
- Logo and link on website for one year (or until Conference 2012, whichever comes first)
- Complimentary Exhibit Table
- 4 complimentary Conference registrations (includes all scheduled meal functions)
- One page advertisement in the Conference program
- Insert of your organizational brochure in Conference packet

Sponsor: \$3,500+

This level includes:

- Sponsorship recognition in Conference Program
- Logo on Conference banner
- Logo and link on website for six months
- Complimentary Exhibit Table
- 3 complimentary Conference registrations (includes all scheduled meal functions)
- One-half page advertisement in the Conference program
- Insert of your organizational brochure in Conference packet

(Continued on page 4)

(Continued from page 3)

Supporter: \$2,000+

This level includes:

- Sponsorship recognition in Conference Program
- Logo on Conference banner
- Logo and link on website for three months
- Complimentary Exhibit Table
- 2 complimentary Conference registrations (includes all scheduled meal functions)
- One-quarter page advertisement in the Conference program
- Insert of your organizational brochure in Conference packet

Specific Sponsorship Items and Events

Awards Luncheon with Speaker \$10,000

This level includes:

- Sponsorship recognition in Conference Program
- Logo on Conference banner
- Logo and link on website for one year (or until Conference 2012, whichever comes first)
- Complimentary Exhibit Table
- 6 complimentary Conference registrations (includes all scheduled meal functions)
- One page advertisement in the Conference program
- Insert of your organizational brochure in Conference packet

Program Track (Business, Activities, Health Care) \$3,000 per track

- Sponsorship recognition in Conference Program
- Logo on Conference banner
- Logo and link on website for three months
- Complimentary Exhibit Table
- 2 complimentary Conference registrations (includes all scheduled meal functions)
- One-half page advertisement in the Conference program
- Insert of your organizational brochure in Conference packet

Conference Program printing \$2,500

- Sponsorship recognition in Conference Program
- Logo on Conference banner
- Logo and link on website for three months
- Complimentary Exhibit Table
- 2 complimentary Conference registrations (includes all scheduled meal functions)
- One-quarter page advertisement in the Conference program
- Insert of your organizational brochure in Conference packet

(Continued on page 5)

(Continued from page 4)

Conference Binders \$2,000

- Sponsorship recognition in Conference Program
- Logo on Conference banner
- Logo and link on website for three months
- Complimentary Exhibit Table
- 2 complimentary Conference registrations (includes all scheduled meal functions)
- One-quarter page advertisement in the Conference program
- Insert of your organizational brochure in Conference packet

Tote Bag \$2,000

- Sponsorship recognition in Conference Program
- Logo on Conference banner
- Logo and link on website for three months
- Complimentary Exhibit Table
- 2 complimentary Conference registrations (includes all scheduled meal functions)
- One-quarter page advertisement in the Conference program
- Insert of your organizational brochure in Conference packet

Pre-Intensive Sponsorship \$1,500 per pre-intensive

- Sponsorship recognition in Conference Program
- Logo on Conference banner
- Complimentary Exhibit Table
- 1 complimentary Conference registration (includes all scheduled meal functions)
- Business card advertisement in the Conference program
- Insert of your organizational brochure in Conference packet

Badge Holder \$1,000 (exclusive sponsor)

- Sponsorship recognition in Conference Program
- Logo on Conference banner
- Complimentary Exhibit Table
- 1 complimentary Conference registration (includes all scheduled meal functions)

Tote Bag Insert \$250

- marketing literature and take away items; same as you would get at vendor table

Exhibitor Opportunities

Deadline for Receipt of Sponsorship Registration is

August 15, 2011

If you would like to Exhibit at this year's Conference, please send in your application form and payment quickly. Space is available on a "first come, first serve" basis and during each of our past Conferences, the Exhibit Hall was completely sold out. This popular feature is a way for you to showcase your organization, materials and services.

- To reserve space, fill out the enclosed Application Form.
- Each exhibit reservation includes **one complimentary conference registration** which includes admittance to all conference sessions, as well as one admission for all scheduled meal functions over the course of the Conference.
- Consider becoming a sponsor—many of the sponsorship levels include complimentary exhibit space (see pages 3-4 for details).

Date/Hours of Exhibit

The Exhibits will be open on September 23 from 8:00 AM to 5:00 PM and on September 24 from 8:00 AM to 3:30 PM.

Set-Up

Set-up hours for exhibitors are September 22, 3:00 PM to 6:00 PM and September 23 from 7:00 AM to 8:00 AM. Participants at the conference will begin to visit the exhibits on September 23 at 8:00 AM and throughout the conference. The last session ends at 4:45 PM on September 24. All exhibits must be removed by the close of the conference.

Expo Area

Exhibits will be located next to the conference dining area to maximize interaction with participants. The Exhibit area is carpeted and in an enclosed room which will be locked after hours.

Display

The display fee includes a skirted 6' table and 2 chairs. If you plan to display a banner, it must fit within your space. Any necessary equipment such as audio visuals, extension cords, etc. must be supplied by the exhibitor, or arrangements made ahead of time to rent such items from the Hilton Milwaukee City Center by the exhibitor, and must be indicated on the Exhibit Application Form. We encourage you to provide complimentary give-aways, materials, resources or hold drawings at your individual displays.

Sales/Handouts. Cash sales are allowed with the exception of food and beverage

(Continued on page 7)

(Continued from page 6)

sales. Sales are subject to the Wisconsin Sales laws. This applies to any sale of cash or contract that is consummated at the show. No helium balloons or potentially dangerous or nuisance items may be handed out.

Electricity

Electrical outlets will not be provided unless you request/order them in advance on the attached form. There will be an additional charge of \$30 per outlet requested. Please indicate your electrical service needs on your Exhibit Application Form. Payment should be made directly to NADSA prior to the event.

Internet Connectivity

Internet access will be available in the exhibition area only when requested in advance on the attached form. Exhibitors are responsible for the \$40 (includes hotel service charges and taxes) per day charge. Payment should be made directly to NADSA prior to the event.

Exhibit Fee: \$500 per exhibit

Please complete the Application Form and indicate any additional fees such as access for electricity and internet connectivity.

Confirmation

Your organization will be confirmed as an Exhibitor upon the receipt of your check or credit card information with the Exhibit Application Form. You will be included in the Exhibitor list in the conference program provided your form and payment is received by August 19, 2011.

Cancellation/Release. All rental space assigned an/or contracted for, which Exhibitor cancels will cause forfeiture of all deposited monies and fees. Any and all Exhibitors who have contracted space and do not show up at the event, all monies will be forfeited. Any and all Exhibitors who have contracted for space and have not paid for the show prior to show date will not be allowed to set up until payment is made. Any and all Exhibitors who have contracted space and do not show up at the event, are responsible for the registration fee. An Exhibitor who does not show up and is unpaid, will not be granted space at future NADSA events until a payment for fees assessed to the show promoter have been paid.

Materials to be Shipped

No shipments will be received at the hotel prior to September 17, 2011. Any boxes received prior to this date will be charged a storage fee of \$5 per day per box. Handling fees will be applied to all packages shipped to the hotel except overnight or US Mail envelopes. Handling fees may be applied to individual room accounts, credit card or paid in cash.

Storage space is very limited. Vendors will be responsible for transporting, unloading

(Continued on page 8)

(Continued from page 7)

and setting up their own materials on site.

Multiple packages within a single shipment should be numbered in sequence (e.g. 1 of 3, 2 of 3, 3 of 3). It may be helpful to note individual package contents so that careful records of all materials may be maintained and the sender alerted in the event of damage or non-receipt.

All arrangements with regard to shipping must be prepaid.

**Be sure to clearly indicate the following information
on the front of EACH package, as well:**

“NADSA Conference”

Conference Dates: September 22-24, 2011

Materials should be shipped to:

NADSA, Attention (intended recipient)

September 22-24, 2011

c/o The Hilton Milwaukee City Center

509 West Wisconsin Avenue

Milwaukee, 53203

Questions? Email NADSAnews@gmail.com
or call 1-877-745-1440.

Advertising Opportunities

Deadline for Receipt of Sponsorship Registration is

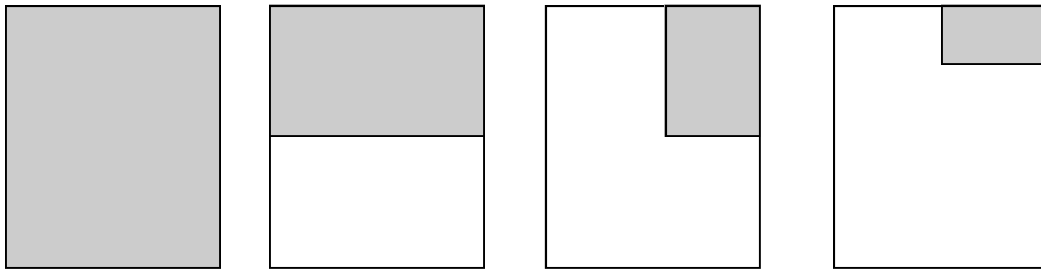
August 15, 2011

Ads will appear in the Final Conference Program which is distributed to all registrants and volunteers at the Conference.

- To reserve space, fill out the enclosed Application Form.
- Consider becoming a sponsor—many of the sponsorship levels include complimentary advertisements (see pages 2-3 for details).

Ad Sizes & Prices (Black and White)

<u>Sizes</u>	<u>Rates</u>	<u>Dimension (width & depth)</u>
Full Page	\$500	7 1/2" x 10"
1/2 Page (horizontal only)	\$300	7 1/2" x 5"
1/4 Page	\$200	3 3/4" x 4 1/2"
Business Card	\$100	3 1/4" x 1 3/4"



Submission Requirements:

- Advertisements are to be **pre-paid by the deadline noted above**.
- All ads are **black & white** (electronic files should not include color).
- **Submit a digital copy of your ad to NADSAnews@gmail.com** by the deadline noted above.

Acceptable formats: files must be PC-compatible electronic files; acceptable formats include: Photoshop, .tif, .eps., and pdf. Include font files and linked graphics if needed.

Resolution requirements: files should be printing-press quality resolution (for graphics this is typically 300 pixels per inch at 100%). Pdf files should be generated using high resolution/press quality settings.

Requests for Design Assistance: If you wish to have us create an ad for you, please email NADSAnews@gmail.com with a request. This is primarily for simple text ads.

Questions?

If you are unsure about the acceptable formats for file submission, or about graphic design issues, please email questions to NADSAnews@gmail.com. Questions about payments should be addressed to NADSAnews@gmail.com or call 1-877-745-1440.

2011 Sponsor/Exhibitor/Advertising Application Form

Organization: _____
 Address: _____
 Contact Person: _____
 Phone Number:(_____) _____ - _____ Email: _____

SPONSORS See pages 3-4 for details about Sponsorship Opportunities

We would like to sponsor the Conference at this level:

Patron (\$5,000+) Sponsor (\$3,500+) Supporter (\$2,000+)

Name of event/Item to sponsor _____

Assign complimentary registration(s) to [list names]:

EXHIBITS See pages 5-7 for details about Exhibits

Reserve _____ (#) of exhibits

Authorized Exhibitor's Name as it should appear in the final Conference Program:

Assign the complimentary registration to [list name]: _____

EQUIPMENT REQUISITION:

<u>Number of Days</u>	×	<u>Quantity</u>	×	<u>Equipment/Service</u>	<u>Unit Cost</u>	=	<u>Extended Cost</u>
_____	×	_____	×	WiFi Wireless Internet Connection	\$40/day	=	_____
_____	×	_____	×	Electricity (one-time charge)	\$30/flat	=	_____
_____	×	_____	×	Extension Cord	\$15/day	=	_____
_____	×	_____	×	Multi-Power Strip	\$15/day	=	_____

ADVERTISEMENTS See page 8 for specific sizes and submission requirements

We would like to place an ad in the Conference Program: \$_____

- Full Page (\$500)
- 1/2 Page (\$300)
- 1/4 Page (\$200)
- Business Card (\$100)

Total Charges \$ _____

Please pay the amount above directly to NADSA by **August 15, 2011**, at the address below.

NADSA* 1421 E. Broad Street, Suite 425 * Fuquay-Varina, NC 27526
 Phone: 1-877-745-1440 Fax: (919) 552-0254 Email: NADSAnews@gmail.com