

Adult Day Services:

Pushing Boundaries to Reach New Heights



The National Adult Day Services Association

in partnership with

Kentucky Association
of Adult Day Centers



**KENTUCKY ASSOCIATION
OF ADULT DAY CENTERS**

To Activate, Motivate, and Rehabilitate

2013 Annual Conference

October 10-12, 2013

Hyatt Regency Louisville

Louisville, Kentucky

Sponsor, Exhibitor & Advertiser Guide



**KENTUCKY ASSOCIATION
OF ADULT DAY CENTERS**

To Activate, Motivate, and Rehabilitate

**Sponsoring, Exhibiting & Advertising at the
2013 National Adult Day Services Conference
in Partnership with
Kentucky Association of Adult Day Centers**

Get your message to hundreds of people involved with adult day services across the United States and Canada.

Partner with the National Adult Day Services Association (NADSA) and the Kentucky Association of Adult Day Centers (KAAD) by sponsoring, exhibiting or advertising at our upcoming conference.

Our conference is expected to draw 350+ 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 "Adult Day Services: Pushing Boundaries to Reach New Heights."

If your business has products, services or programs that benefit older adults, 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 are happy to discuss these opportunities with you or customize one just for you!

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

National Adult Day Services Association
1421 East Broad Street, Suite 425
Fuquay Varina, NC 27526

www.nadsa.org
877-745-1440 * 919-825-3945 fax * nadsa@nadsa.org

Benefits of Sponsoring, Exhibiting and Advertising at a Glance

| Sponsorships | Fee | Recognition in Conference Program | Logo on Conference Banner | Logo on NADSA Web-site | Exhibit Table | # Conference Registrations | Ad in Program | Insert/Gadget in Registration Packet |
|--------------------------------------------------------------|-----------------------------|----------------------------------------------------|---------------------------|------------------------|-----------------------------------------|----------------------------|---------------|--------------------------------------|
| CONFERENCE PARTNER OPPORTUNITIES | | | | | | | | |
| Product Demonstration Break | \$3,500 | Yes + recognition at demo break + badge ribbon | Yes | Yes | Yes + 30 minute demo at designated time | 4 | Full Page | Yes |
| Program Track (Business, Activities, Healthcare) | \$3,000 | Yes + badge ribbon | Yes | Yes | Yes | 2 | ½ page | Yes |
| Program Printing (exclusive) | \$2,500 | Yes + badge ribbon | Yes | Yes | Yes | 2 | ¼ page | Yes |
| Conference Binder (exclusive) | \$2000 | Yes + badge ribbon | Yes | Yes | Yes | 2 | ¼ page | Yes |
| Tote Bag (exclusive) | \$2,000 | Yes + badge ribbon | Yes | Yes | Yes | 2 | ¼ page | Yes |
| Pre-Intensive | \$1,500 | Yes + badge ribbon | Yes | No | Yes | 1 | Business Card | No |
| Badge Holder (exclusive) | \$1,500. | Yes + badge ribbon | Yes | No | Yes | 1 | Business Card | No |
| SPONSORSHIP OPPORTUNITIES | | | | | | | | |
| Diamond Sponsor: Keynote Speaker & Awards Luncheon | \$10,000 | Yes + recognition in opening speech + badge ribbon | Yes | Yes | Yes | 10 | 2 Full Pages | Yes |
| Platinum Sponsor | \$7,500 | Yes + recognition in opening speech + badge ribbon | Yes | Yes | Yes | 6 | Full Page | Yes |
| Gold Sponsor | \$5,000 | Yes + recognition in opening speech + badge ribbon | Yes | Yes | Yes | 4 | Full Page | Yes |
| Silver Sponsor | \$3,500 | Yes + badge ribbon | Yes | Yes | Yes | 3 | ½ page | Yes |
| Bronze Sponsor | \$2,000 | Yes + badge ribbon | Yes | Yes | Yes | 2 | ¼ page | Yes |
| Individual Benefactor | \$100 | Yes + badge ribbon | No | No | No | No | No | No |
| Exhibit Only | | | | | | | | |
| Exhibit Only | \$500 | Yes + badge ribbon | No | No | Yes | 1 | No | No |
| Advertising | <i>Rates and sizes vary</i> | | | | | | | |
| Insert (flyer or gadget) in Conference Tote | \$250 | No | No | No | No | No | No | Yes |

Exhibitor Opportunities

**Deadline for Receipt of Sponsorship
Registration is September 6, 2013**

**NEW IN 2013—
VENDOR
RECEPTION ON
FRIDAY EVENING!**

Space is available on a “first come, first serve” basis. During past conferences, the Exhibit Space has sold out. This popular feature is a way for you to showcase your business, materials and services.

- To reserve space, fill out the enclosed Application Form and submit with payment.
- Each exhibit reservation includes **one complimentary conference registration** which includes admittance to the Welcome Reception and 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 and additional benefits (see pages 4-6 for details).

Exhibit Dates/Hours

- Friday, October 11: 8:00 AM—5:30 PM
- Friday, Networking Reception, 4:00-5:30 PM
- Saturday, October 12: 8:00 AM –1:00 PM

ALL NEW Networking Reception:

Join us for appetizers and cocktails as you mingle with colleagues and learn about resources and solutions to help you in your work!

Set-Up

Set-up hours for exhibitors are October 10, 3:00 pm to 5:30 pm and October 11 at 7:00 am. Participants at the conference will begin to visit the exhibits on October 11 at 8:00 AM and throughout the conference. The last session ends at 4:00 PM on October 12. All exhibits must be removed by the close of the conference.

Expo Area

All efforts will be made to locate exhibits in the mainstream of the conference meeting rooms to maximize interaction with participants. The Exhibit area can be locked.

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 services or 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 Hyatt Regency Louisville by the exhibitor, and must be indicated on the Exhibit Application Form. We encourage you to provide complimentary giveaways, materials, resources or hold drawings at your individual displays.

Sales/Handouts. Cash sales are allowed with the exception of food and beverage sales. Sales are subject to the Kentucky Sales laws. This applies to any sale of cash or contract that is consummated at the show. No latex or helium balloons or potentially dangerous or nuisance items may be handed out.

(Continued on page 8)

Electricity

Electrical outlets will not be provided unless you request/order them in advance on the Exhibit Application Form. There will be a charge of \$50 per day 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

Contact us directly regarding internet connectivity needed through hard lines or wireless. Complimentary wireless is only available in all guest rooms.

Exhibit Fee: \$500 per exhibit

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

Tote Bag Insert: \$250

Ship your "insert ready" business brochure or gadget for all registrant bags (# and address for shipping to be confirmed with you directly by September 15, 2013.

Confirmation

Your business 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 September 6, 2013.

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 October 8, 2013. Storage space is very limited. Vendors will be responsible for transporting, unloading and setting up their own materials on site.

Materials should be shipped to:
NADSA Conference October 10-12, 2013
[your name]
Hyatt Regency Louisville
320 West Jefferson, Louisville, KY 40202
c/o Cara Sariscany
Box # of #

Be sure to clearly indicate the information on the front of EACH package.

Questions? Call 1-877-745-1440

2013 Sponsor/Exhibitor/Advertising Application Form

Business (authorized name as it should appear in program): _____

Contact Person: _____

Address: _____

Phone Number: (_____) _____ - _____ Email: _____

Website: _____

Complimentary on-site registrants (applies to some sponsors—see Guide for details)

SPONSORS See Guide pages 4-6 for details about Sponsorship and Conference Partnership Opportunities. We would like to support the Conference at this level:

- Diamond Sponsor: Awards Luncheon \$10,000
- Platinum Sponsor: \$7,500
- Gold Sponsor: \$5,000
- Product Demonstration Break: \$3,500
- Silver Sponsor: \$3,500
- Program Track: \$3,000 each
- Conference Program printing: \$2,500
- Conference Binder: \$2,000
- Bronze Sponsor: \$2,000
- Tote Bags: \$2,000
- Badge holders: \$1,500
- Pre-Intensive Sponsorship: \$1,500 each
- Individual Benefactor \$100
- Other _____

ADVERTISEMENTS See Guide page 9 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)

EXHIBITS See Guide pages 7-8 for details about Exhibits.

- Reserve _____ (#) of exhibits x \$500 each
- Tote Bag Insert \$250

Name of on-site exhibitor to receive complimentary registration _____

EQUIPMENT REQUISITION:

| <u>Number of Days</u> | × | <u>Quantity</u> | × | <u>Equipment/Service</u> | <u>Unit Cost</u> | = | <u>Extended Cost</u> |
|-----------------------|---|-----------------|---|--------------------------|------------------|---|----------------------|
| _____ | × | _____ | × | Electricity (per day) | \$50/day | = | _____ |

Total Charges \$ _____ **Amount Enclosed \$** _____

Please pay the amount above directly to NADSA at the address below, call for credit card payment or pay online with credit at www.nadsa.org

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