

2015

National Adult Day Services

ANNUAL CONFERENCE

Adult Day: Living Well Into the Future

Presented by
National Adult Day Services Association



OCTOBER
15-17, 2015

Hilton Squaw Peak Resort,
Phoenix, Arizona

*Sponsorship,
Exhibit &
Advertising
Prospectus*

www.NADSA.org



The National Adult Day Services Association (www.nadsa.org) is the leading voice of the rapidly growing adult day services sector of long-term services and supports in the United States.

NADSA is an independent national organization dedicated to advancing the national development, recognition and use of adult day services. Adult day services provide community-based care for people who need supervised care during the day. Persons of all ages who have multiple and special needs associated with conditions such as Alzheimer's disease, developmental disabilities, traumatic brain injury, mental illness, HIV/AIDS, vision and hearing impairments attend adult day centers. NADSA's Officers and Board Members reflect the range of adult day services providers in the industry.

NADSA provides its members, adult day centers across the U.S., with effective national advocacy, educational and networking opportunities, and technical assistance, research and communication services.

www.NADSA.org



WELCOME

The National Adult Day Services Association invites you to sponsor, exhibit and/or advertise at the 2015 National Association of Adult Day Services Conference scheduled for October 15-17, 2015, at the Hilton Squaw Peak Resort in Phoenix, Arizona. The conference is the nation's largest gathering of about 350 decision-makers, educators, policy makers, researchers and adult day professionals from across the globe with an interest in senior services, adults with disabilities, adult day services, and home and community-based care.

Adult Day Service centers are one of the fastest growing service sectors in the eldercare market. Ensure your company's products, services and programs are a part of this industry and recognized globally by sponsoring, exhibiting and/or advertising at the 2015 conference.

Each sponsorship option is designed to offer valuable benefits suited to a variety of marketing goals and commitment levels and to ensure the most effective way to maximize the visibility of your business in the service sector. The opportunities listed in this Prospectus have been developed to fit a variety of budgets and may be combined to meet the desired levels. We welcome discussion with you regarding additional sponsorship opportunities.

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

All conference sponsorships include the following:

- [Exhibit space](#) with 6' draped table and two chairs
- [Complimentary full registration](#) for at least two registrants (includes exhibit staff, does not include pre-conference sessions or events); a chance to purchase additional discounted conference passes
- [Premium listing in program](#) with contact information
- [Logo on NADSA website](#) (diamond, platinum, gold and silver on homepage slider)
- [Prominent logo on signage](#) at conference
- [Logo on screen](#) in general sessions

SPONSOR PACKAGES

DIAMOND SPONSOR: \$15,000

- Complimentary exhibit hall space with priority booth placement
- Ten minute presentation opportunity at meal break
- Logo with hyperlink on NADSA website home page slider for one year
- Prominent placement of logo on signage at conference
- Sponsor recognition in conference opening speech
- Full color program ad plus additional black and white full page ad
- Option to place an insert or gadget advertising your company in each conference bag
- Logo displayed on screen at plenary sessions
- Attendee list with physical and email addresses post-conference
- 10 conference registrations (includes exhibit staff)
- Badge ribbon indicating sponsor level.

PLATINUM SPONSOR: \$10,000

- Complimentary exhibit hall space with priority booth placement
- Seven minute presentation opportunity at meal break
- Logo with hyperlink on NADSA website home page slider for one year
- Prominent placement of logo on signage at conference
- Sponsor recognition in conference opening speech
- Full page color ad in program
- Option to place an insert or gadget advertising your company in each conference bag
- Logo displayed on screen at plenary sessions
- Attendee list with physical and email addresses post-conference
- 8 conference registrations (includes exhibit staff)
- Badge ribbon indicating sponsor level.

GOLD SPONSOR: \$7,500

- Complimentary exhibit hall space with priority booth placement
- Five minute presentation opportunity at meal break
- Logo with hyperlink on NADSA website home page slider for one year
- Prominent placement of logo on signage at conference
- Sponsor recognition in conference opening speech
- Full page black and white program ad
- Option to place an insert or gadget advertising your company in each conference bag
- Logo displayed on screen at plenary sessions
- Attendee list with physical and email addresses post-conference
- 6 conference registrations (includes exhibit staff)
- Badge ribbon indicating sponsor level.

SILVER SPONSOR: \$5,000

- Complimentary exhibit hall space with priority booth placement
- Three minute presentation opportunity at meal break
- Logo with hyperlink on NADSA website home page slider for one year
- Logo on signage at conference
- Sponsor recognition in conference opening speech
- 1/2 page black and white ad in conference program
- Option to place an insert or gadget advertising your company in each conference bag
- Attendee list with physical and email addresses post-conference
- 4 conference registrations (includes exhibit staff)
- Badge ribbon indicating sponsor level.

BRONZE SPONSOR: \$2,500

- Complimentary exhibit hall space
- Two minute presentation opportunity at meal break
- Logo and link on NADSA website conference page through 2015
- Logo on signage at conference
- 1/4 page black and white ad in conference program
- Option to place an insert or gadget advertising your company in each conference bag
- Attendee list with physical and email addresses post-conference
- 2 conference registrations (includes exhibit staff)
- Badge ribbon indicating sponsor level.

SPONSORSHIP OPPORTUNITIES AND PRICING

The opportunities listed are designed to fit a variety of budgets and may be combined to meet the desired sponsorship level. NADSA will consider other sponsorship ideas that you may have, especially if the opportunity relates to attendee education and development.

To learn more or to propose a unique sponsorship opportunity, contact:

Teresa Johnson at Teresa@nadsa.org

or call 1-877-745-1440

Build your brand; increase sales and market share through exhibits and sponsorships at the National Adult Day Services Conference.

\$15,000 Diamond Sponsor Packages

THURSDAY EVENING WELCOME EVENT SPONSOR

Sponsor and introduce the welcome event. Special thanks and recognition provided through prominent signage and introduction of your company by NADSA Board Chair.

Or

NETWORKING RECEPTION

Everyone appreciates your corporate support of the conference and the reception! This sponsorship definitely positions you as a leader in the field!

\$10,000 Platinum Sponsor Package

PRE-CONFERENCE ASSOCIATION LEADERS' SESSION

Invest in face-to-face interaction with association leaders. Exclusive sponsor for the pre-conference leaders' session at conference. Enjoy first-class surroundings and enhance your corporate identity.

or

CONFERENCE APP or CONFERENCE WiFi

Support the development of a NADSA conference app or providing WiFi in meeting space. App sponsorship includes sponsor logo on the login screen for the app used for conference promotion, registration, during conference events and for follow-up after the conference.

or

LUNCH SPONSOR

Sponsor a lunch Friday or Saturday and your logo will be prominently displayed on screens during lunch.

\$7,500 Gold Sponsor Packages

BOARD OF DIRECTOR'S DINNER

This meeting is designated for board members of the national and hosting state associations to network. It is held in conjunction with one of only two face-to-face national board meetings annually, so your company's visibility will be well placed.

or

BREAKFAST SPONSOR

Sponsor a breakfast Friday or Saturday morning and your logo will be prominently displayed on screens during breakfast.

SUPPORT AND PROMOTION THROUGH SPONSORSHIP

Sponsor an education session, break or meal and improve your connection to your customers while supporting NADSA.

\$5,000 Silver Sponsor Packages

PRODUCT DEMONSTRATION

Offer an up-close demonstration in a private meeting room designated to showcase your company's product(s). This is a great way to introduce new products, provide hands-on demonstrations, and promote your company's product or service to a captive audience of adult day services owners and operators. Demonstrations are scheduled while educational sessions are in recess.

or

HOTEL KEY CARD

Be the first company name attendees see when checking-in to hotel, and the last before retiring for the evening. All attendees staying at hotel receive key cards on which your logo is prominently displayed.

\$2,500 Bronze Sponsor Packages (Choose one)

BREAKS

Sponsor logo printed on signs and table tents at one of the conference morning or afternoon breaks. Opportunity to place promotional information or item/gadget at the tables during one of the conference coffee breaks. (Sponsoring company is responsible for the procurement and placement of these items.)

PROGRAM PRINTING

Leave your mark in every attendee's conference experience by supporting the printed conference program distributed to every conference registrant. Sponsor logo appears in conference program.

CONFERENCE BINDER

You'll make big news with your corporate brand on the front cover of the book everyone uses multiple times a day and travel back to the office with all who take the program for future reference, or to share with others. Sturdy binders with interior pockets organize documentation for easy reference during and after the event.

TOTE BAGS

High quality bag can be used throughout conference and for years to come. Make your branding count! Sponsor logo on all tote bags provided to each attendee at registration.

LANYARDS

Lanyards serve as the entry ticket for all conference events, making them an essential part of every attendee's conference experience. Imagine hundreds of attendees promoting your brand. Sponsor recognition printed on all name tag lanyards worn by conference attendees throughout the conference.

PACKAGES AT A GLANCE

	Diamond Sponsor \$15,000	Platinum Sponsor \$10,000	Gold Sponsor \$7,500	Silver Sponsor \$5,000	Bronze Sponsor \$2,500	Exhibitor \$500	A La Carte
Presentation	10 minutes	7 minutes	5 minutes	3 minutes	2 minutes	N/A	
NADSA Website Link	Home page slider	Home page slider	Home page Slider	Home page Slider	Conference page	N/A	
Ad in Conference Program	Color <i>Full page ad + 2nd Full page black & white ad</i>	Color <i>Full page</i>	Black and White <i>Full page</i>	Black and white <i>Half Page</i>	Black and White <i>1/4 page</i>	N/A	Black & White Full Page: \$500 1/2 page: \$300 1/4 Page: \$200 Business Card: \$100 Full Page Color: \$800
Registrants	10	8	6	4	2	1	Exhibit Staff Additional Registrants: \$199 per person
Priority Booth Placement	✓	✓	✓	✓	N/A	N/A	N/A
Exhibit Space	✓	✓	✓	✓	✓	✓	\$500
Logo on Signage at Conference	Prominent	Prominent	Prominent	Prominent	✓	✓	N/A
Recognition at attendee gathering	Conference Opening Speech	Conference Opening Speech	Conference Opening Speech	Conference Opening Speech	Meal	N/A	N/A
List of attendees	✓	✓	✓	✓	✓	✓	N/A
Option for Promotional item in attendee tote bag	✓	✓	✓	✓	✓	N/A	\$250 (Ghost Exhibitor)
Badge ribbon	✓	✓	✓	✓	✓	✓	N/A

Sponsorships are accepted on a first-come, first-served basis. Sponsorship level is considered in regard to priority booth placement. If there are specific items not listed that you would like to sponsor or to reserve a sponsorship, please contact NADSA at 1-877-745-1440 or nadsa@nadsa.org.

EXHIBITS—Deadline September 4, 2015

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 an Exhibit Application Form and submit with payment.
- Each exhibit reservation includes **one complimentary conference registration**, admission to the Arizona Welcome Reception, all conference sessions (Friday and Saturday), as well as one admission for all scheduled meal functions over the course of the conference.

Many of the sponsorship levels include complimentary exhibit space and additional benefits. Consider becoming a sponsor to maximize your resources!

Exhibit Dates/Hours

- Friday, October 16: 8:00 AM—5:00 PM
- Saturday, October 17: 8:00 AM—12:00 PM

Booth Placement

All efforts will be made to locate exhibits in the mainstream of the conference meeting space to maximize interaction with participants while minimizing nearby placement of organizations with similar products. Booth assignments will be determined by NADSA staff after September 4, 2015.

Set-Up

Set-up hours for exhibitors are October 15, 3:00 pm—5:30 pm and October 16 at 7:00 am. Participants at the conference begin to visit the exhibits on October 16 at 8:00 AM and throughout the conference. The last session ends at 4:00 PM on October 17. All exhibits must be removed by the close of the conference.

Display

The display fee includes a skirted 6' table and two 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 The Hilton Squaw Peak 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 Arizona sales laws. This applies to any sale by cash or contract that is consummated at the show. No latex or 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 Exhibit Application Form. Please indicate your electrical service needs on your Exhibit Application Form.

EXHIBITS—Deadline September 4, 2015

Internet Connectivity

Contact us directly regarding internet connectivity needed. Complimentary wireless is available in guest rooms.

Confirmation

Your business will be confirmed as an Exhibitor upon the receipt and clearance of your check or credit payment 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 4, 2015.

Cancellation/Release. All rental space, assigned and/or contracted for, which Exhibitor cancels on or after September 5, 2015, 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 only be allowed to set up if space is available and payment is made.

Reserve your hotel room!

The National Adult Day Services Conference will be held at The Hilton Squaw Peak Resort in Phoenix, AZ, on October 15-17, 2015. The special conference rate for rooms is \$169 (single/double) per night plus tax. Please note that any attendee not identifying his or her affiliation with the National Adult Day Services Association at the time the reservation is made will not be extended the group rate. Reserve by September **12, 2015**. Call 1-800-HILTONS to reserve now!

Materials to be Shipped. No shipments will be received at the hotel prior to October 11, 2015. Storage space is very limited. All parcels will be assessed a reasonable and customary ordinary charge by the Resort. Review all Shipping and Receiving Information for the Hilton Squaw Peak Resort [here](#):

<http://nadsa.org/wp-content/uploads/2015/01/2015-Hilton-Squaw-Peak-Shipping-and-Receiving.pdf>

Vendors will be responsible for transporting, unloading and setting up their own materials on site.

Materials should be shipped to:

NADSA Conference October 15-17, 2015

[your name] Box # of #

THE HILTON SQUAW PEAK RESORT, 7677 North 16th Street, Phoenix, AZ 85020

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

Questions? Call 1-877-745-1440

ADVERTISEMENTS—Deadline September 4, 2015

Ads will appear in the Conference Program which is distributed to all registrants and volunteers at the Conference. All sponsorship packages include complimentary advertisements. Consider becoming a sponsor to maximize your value.

- To reserve space, fill out the enclosed Application Form and return with payment by September 4, 2015.

Ad Sizes & Prices

<u>Sizes</u>	<u>Black and White</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 and artwork submitted by September 4, 2015.**
- **Submit a digital copy of your ad** to nadsa@nadsa.org by the deadline noted above.

Acceptable formats: Files must be PC-compatible electronic files; acceptable formats include: Photoshop, .tif, .eps., .jpg and pdf. Include font files and linked graphics if needed. Files should not exceed 100KB.

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.

Questions?

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

2015 SPONSOR/EXHIBIT/ADVERTISING APPLICATION

DEADLINE: September 4, 2015

Check all that apply: _____ Sponsor _____ Exhibit _____ Advertising

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

Contact Person: _____

Address: _____ Email: _____

City/State/Zip _____ Phone Number: (_____) _____ - _____

Website: _____

EXHIBITS See Guide for details about Exhibits.

☐ Reserve space for _____ (#) of registration bag inserts (Ghost Exhibitor) x \$250 each

☐ Reserve _____ (#) of exhibits x \$500 each

Name of on-site exhibitor to receive complimentary registration _____

*Register additional exhibit staff on the next page

EQUIPMENT REQUISITION:

Please reserve the following equipment for my exhibit space (Additional charges may apply):

☐ Electricity _ ☐ WiFi

ADVERTISEMENTS See Guide for specific sizes and submission requirements.

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

☐ Full Page (\$500 b&w / \$850 color)

☐ 1/2 Page (\$300 b&w)

☐ 1/4 Page (\$200 b&w)

☐ Business Card (\$100 b&w)

Total Charges this side \$ _____ + Total Charges from other side \$ _____ =

Amount Enclosed \$ _____

Please pay the amount above directly to NADSA at the address below or call for credit card payment .

NADSA * 1421 East Broad Street, Suite 425 * Fuquay Varina, NC 27526

Phone: 1-877-745-1440 Fax: (919) 825-3945 Email: nadsa@nadsa.org

2015 SPONSOR/EXHIBIT/ADVERTISING APPLICATION

Continued—Deadline September 4, 2015

Diamond Package \$12,500 (*choose one*)

- ☐ Thursday evening welcome event sponsor
- ☐ Networking reception

Platinum Package \$10,000 (*choose one*)

- ☐ Pre-conference association leaders' session
- ☐ Conference app
- ☐ Lunch sponsor

Gold Package \$7,500 (*choose one*)

- ☐ Board of Director's Dinner—SOLD
- ☐ Breakfast sponsor

Silver Package \$5,000 (*choose one*)

- ☐ Hotel Key Card
- ☐ Product Demonstration Break

Bronze Package \$2,500 (*choose one*)

- ☐ Break
- ☐ Program Printing
- ☐ Conference Binder—SOLD
- ☐ Tote Bags—SOLD
- ☐ Lanyards—SOLD

A La Carte (*choose one*)

- ☐ Benefactor \$100
- ☐ Ghost Exhibitor \$250
- ☐ Other _____

Sponsors:

Please review the exhibit and advertisement details for deadlines.

How did you learn about this event?

- ☐ I am a previous supporter
- ☐ Website
- ☐ Other _____

Print first and last names of Exhibit Staff additional registrants: Complimentary on-site registrations apply to some sponsors

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

_____ (#) additional registrants x \$199 = \$ _____

Total Charges this side \$ _____