

2016

National Association of Adult Day Services

ANNUAL CONFERENCE

Innovation in Adult Day Services



**SEPTEMBER
21-23, 2016**

Crowne Plaza Downtown
Indianapolis, Indiana

*Sponsorship &
Exhibitor
Prospectus*

www.nadsa.org



The National Adult Day Services Association (NADSA) 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, technical assistance, research and communication services.

www.nadsa.org



WELCOME

The National Adult Day Services Association invites you to sponsor, exhibit or advertise at the 2016 National Association of Adult Day Services Conference in Indianapolis, Indiana.

This year the conference is expected to attract more than 400 Adult Day Center providers, professionals and policy makers, from around the globe with an interest in adult day services, senior and home and community-based care, all looking for ways to improve services and streamline operations.

Adult Day Services is one of the fastest growing service sectors in the senior and adult disability care market. Connect your company's products, services and solutions with this emerging national market by exhibiting, sponsoring or advertising at the 2016 NADSA conference.

Each sponsorship option has been carefully developed to offer valuable benefits suited to a range of marketing goals and commitment levels to maximize the visibility of your business at our conference. The opportunities available have been designed to fit a variety of budgets and marketing objectives.

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** (includes exhibit staff, does not include pre-conference sessions or events); a chance to purchase additional discounted conference passes
- **Premium listing on all conference communication** 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 and link on NADSA website home page slider for one year
- Prominent placement of logo on signage at conference
- Sponsor recognition in conference opening speech
- Elite mobile app opportunities
- Option to provide business related promotional item in each attendees welcome tote bag.
- Logo displayed on screen at plenary sessions
- Attendee list with physical and email addresses post-conference
- 6 conference registrations (includes exhibit staff)

PLATINUM SPONSOR: \$10,000

- Complimentary exhibit hall space with priority booth placement
- Seven minute presentation opportunity at meal break
- Logo and link on NADSA website home page slider for one year
- Prominent placement of logo on signage at conference
- Sponsor recognition in conference opening speech
- Enhanced mobile app opportunities
- Option to provide business related promotional item in each attendees welcome tote bag.
- Logo displayed on screen at plenary sessions
- Attendee list with physical and email addresses post-conference
- 5 conference registrations (includes exhibit staff)

GOLD SPONSOR: \$7,500

- Complimentary exhibit hall space with priority booth placement
- Five minute presentation opportunity at meal break
- Logo with link NADSA website home page slider for one year
- Prominent placement of logo on signage at conference
- Sponsor recognition in conference opening speech
- Featured mobile app opportunities
- Option to provide business related promotional items
- Option to provide business related promotional item in each attendees welcome tote bag.
- Logo displayed on screen at plenary sessions
- Attendee list with physical and email addresses post-conference
- 4 conference registrations (includes exhibit staff)

SILVER SPONSOR: \$5,000

- Complimentary exhibit hall space with priority booth placement
- Three minute presentation opportunity at meal break
- Logo and link on NADSA website home page slider for one year
- Logo on signage at conference
- Sponsor recognition in conference opening speech
- Sponsored mobile app opportunities
- Option to provide business related promotional item in each attendees welcome tote bag
- Attendee list with physical and email addresses post-conference
- 3 conference registrations (includes exhibit staff).

BRONZE SPONSOR: \$2,500

- Complimentary exhibit hall space
- Two minute presentation opportunity at meal break
- Logo and link on NADSA website conference sponsor page for one year
- Logo on signage at conference
- Basic mobile app opportunities
- Option to provide business related promotional items in each attendees welcome tote bag
- Attendee list with physical and email addresses post-conference
- 2 conference registrations (includes exhibit staff).

EXHIBITOR PLUS PACKAGE: \$1,500

- Complimentary exhibit hall space
- Option to provide business related promotional items in each attendees welcome tote bag.
- Your logo displayed on screens during meals
- 1 conference registration (includes exhibit staff)
- Logo and link on NADSA website conference sponsor page

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:

Sara Whitley

Info@NADSA.org 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 (choose one)

WELCOME EVENT SPONSOR

This package provides the opportunity to sponsor and “kick-off” the premier and most attended event of our conference. Special thanks and recognition provided through prominent signage and introduction of your company by the NADSA Board Chair. Sponsor’s logo on cocktail napkins and table tents on each table.

NETWORKING RECEPTION

Located in the exhibit hall, attendees will be invited to relax, network with colleagues and visit the vendors. Drinks and hors d’oeuvres will be provided with a fully hosted bar for first hour of reception. Sponsorship includes prominent signage at event and recognition during announcements. Sponsor logo on cocktail napkins used during the event.

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

CONFERENCE WIFI

Provide much appreciated WIFI in all meeting space at conference and earn attendees’ boundless gratitude!

LUNCH SPONSOR

Sponsor lunch and enjoy the gratitude of approximately 400 attendees. Includes prominent placement of your logo and business information on screens at meal and opportunity to place table tents and brochures at each table.

\$7,500 Gold Sponsor Packages (choose one)

BOARD OF DIRECTOR’S DINNER

An annual celebratory dinner with the National Adult Day Service Association Board members. This sponsorship provides an unparalleled opportunity to network with the nation’s leaders in Adult Day Services in a relaxed and intimate setting, engage in stimulating conversation and be assured your business will get the attention by the nation’s leaders.

BREAKFAST SPONSOR

Sponsor breakfast and enjoy the gratitude of approximately 400 attendees. Includes prominent placement of your logo and business information on screens at meal and opportunity to place table tents and promotional items on each table.

SUPPORT AND PROMOTION THROUGH SPONSORSHIP

Sponsor a special education session, workshop, networking event or location and improve your connection to your customers while supporting NADSA.

\$5,000 Silver Sponsor Packages (choose one)

PRODUCT DEMONSTRATION

Provide a 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 qualified audience of adult day services owners and operators. Demonstration breaks are scheduled while educational sessions are in recess.

ROOM DROP

Deliver your message through a customized gift provided by you, delivered to all conference attendees booked in the NADSA room block. Gifts will be delivered directly to attendees' rooms. Two sponsorships available—one for Wednesday and one for Thursday evening of conference.

HOTEL KEY CARD

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

CONFERENCE APP

Ensure that all attendees know your name and can easily find their way to your website. Sponsor the conference app and your logo will receive prominent visibility on the app and opportunities to communicate with attendees.

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

GENERAL SESSIONS

Support education workshops and receive recognition on room signs and opening/closing slides of the day's presentations. Opportunity to place promotional information or item/gadget at the tables inside room during one of the general sessions. (Sponsor is responsible for the procurement and placement of these items.)

BREAKS

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

TOTE BAGS

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

LANYARDS

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

\$1,500 Exhibitor Plus Package

EXHIBITOR PLUS PACKAGE

Increase your company's visibility, go beyond the exhibit table to really get your company's name out in front. Includes an exhibit table, one promotional item (provided by your company) to be placed in each attendee's welcome tote bag, your logo displayed on screens during meals and your logo and a link on the NADSA website's sponsorship page.

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 Plus \$1,500	Exhibitor \$600	A La Carte
Presentation	10 minute	7 minute	5 minute	3 minute	2 minute	N/A	N/A	
NADSA Website Link	Home page slider	Home page slider	Home page Slider	Home page Slider	Conference page	Conference Page	N/A	\$2,500 home page slider \$1,500 Conference page
Registrants	6	5	4	3	2	1	1	Additional Registrants: \$199.00
Priority Booth Placement	✓	✓	✓	✓	N/A	N/A	N/A	N/A
Exhibit Space	✓	✓	✓	✓	✓	✓	✓	N/A
Logo on Signage & Screens 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	N/A
Attendee list pre & post conference	✓	✓	✓	✓	✓	✓	✓	N/A
Option for Promotional item in welcome tote bag	✓	✓	✓	✓	✓	✓	N/A	\$250
Badge ribbon	✓	✓	✓	✓	✓	✓	✓	N/A
Logo displayed on screen at plenary sessions	✓	✓	✓	N/A	N/A	N/A	N/A	N/A

EXHIBITS—Deadline September 1, 2016

Space is available on a first-come, first-served basis. We encourage you to act quickly. Exhibit space sells out! This popular feature is a way for you to showcase your business, materials and services.

- To reserve space, fill out an Sponsor/Exhibit Application Form and submit with payment.
- Each exhibit reservation includes **one complimentary conference registration**, admission to the Welcome Reception, admission to Networking Reception, and all conference sessions, 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

- Thursday, September 22: 8:00 AM—5:00 PM and Friday, September 23: 8:00 AM- 1:00 PM

Booth Placement

All efforts will be made to locate exhibits in the mainstream of the conference meeting space to maximize interaction with conference attendees, while minimizing adjacency of businesses with similar products. Booth assignment will be determined after August 30th, 2016.

Set-Up

Set-up hours for exhibitors are September 21: 3:00 pm—5:30 pm and September 22: 7:00 am. Exhibits open on September 22 at 8 AM. The last session ends at 1:00 PM on September 23. All exhibits must be removed by the close of the conference.

Exhibit Area

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

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 Crowne Plaza, Downtown by the exhibitor, and must be indicated on the Sponsor/Exhibit Application Form. We encourage you to provide complimentary giveaways, materials, resources or hold drawings at your exhibit.

Sales/Handouts

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

EXHIBITS—Deadline Monday August 1, 2016

Electricity

Electrical outlets will not be provided unless you request/order them in advance on the Sponsor/Exhibit Application Form. There will be a charge of **\$30 per day per outlet requested**. Please indicate your electrical service needs on your Sponsor/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.

Confirmation

Your business will be confirmed as an Exhibitor upon the receipt of your check or credit card information with the Sponsor/Exhibit Application Form. You will be included in the Exhibitor list in the conference program provided your form and payment is received by Monday August 1, 2016.

Cancellation/Release

All rental space assigned and/or contracted for that 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 registers and shows but fails to pay will not be granted space at future NADSA events until a penalty charge has been paid to NADSA.

Materials to be Shipped

No shipments will be received at the hotel prior to September 19, 2016. Storage space is very limited. Exhibitors will be responsible for transporting, unloading and setting up their own materials on site.

Materials should be shipped to:

NADSA Conference September 21-23, 2016

[your name]

123 W. Louisiana St.

Indianapolis, Indiana 46225

Box # of #

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

Questions? Call Sara Whitley 1-877-745-1440

2016 SPONSOR/EXHIBIT APPLICATION

DEADLINE: August 1, 2016

Check all that apply: _____ Sponsor _____ Exhibit

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

Contact Person: _____

Address: _____

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

Website: _____

EXHIBITS See Guide for details about Exhibits.

Reserve _____ (#) of exhibits x \$600 each

Name of on-site exhibitor to receive complimentary registration

*Register additional exhibit staff below

EQUIPMENT REQUISITION:

Number of Days × Quantity × Equipment/Service Unit Cost = Extended Cost

_____ × _____ × Electricity (per day) \$30/day = _____

Print first and last names of Exhibit Staff additional registrants:

Additional Registrants \$199.00

2016 SPONSOR/EXHIBIT APPLICATION

Continued—Deadline September 1, 2016

Diamond Package \$15,000 *(choose one)*

- Welcome Event Sponsor
- Networking Reception

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

- Conference App
- Conference WIFI
- Lunch Sponsor

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

- Board of Director's Dinner
- Breakfast Sponsor

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

- Product Demonstration Break
- Room drop
- Hotel Key Card

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

- General Sessions
- Breaks
- Tote Bags
- Lanyards

Exhibitor Plus, \$1,500

- Exhibitor Plus

A La Carte *(choose one)*

- Benefactor \$100
- Additional Registrants: _____ x \$199
- Other _____
- Promotional Item in welcome tote bag: \$250

Total Charges enclosed \$ _____

Please pay the amount above with credit card online at www.nadsa.org