

2020

National Adult Day Services Association

— NATIONAL CONFERENCE —

OCTOBER 8-10, 2020

Omni William Penn Hotel, Pittsburgh, PA

SPONSORSHIP
AND EXHIBITOR
PROSPECTUS



NADSA Conference 2020

October 8-10, 2020 | Pittsburgh, PA



The National Adult Day Services Association (NADSA) is the leading voice of the rapidly growing Adult Day Services sector of long-term services and support in the United States.

NADSA is an independent association 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. Adults of all ages who have multiple and special needs associated with conditions such as Alzheimer's disease/dementia, 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 with effective national advocacy, educational and networking opportunities, technical assistance, research, and communication services.





WELCOME

The National Adult Day Services Association invites you to sponsor, exhibit, advertise or purchase a product showcase at the 2020 National Conference in Pittsburgh, Pennsylvania.

This year the conference is expected to attract more than 400 adult day center providers, professionals and policy makers from across the country who are interested 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 2020 NADSA National 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:

- **Complimentary full registration** (includes select exhibit staff; does not include pre-conference workshops or events); a chance to purchase additional discounted conference passes
- **Premium listing** on all conference communications
- **Logo on NADSA website** (diamond, platinum, gold and silver on homepage slider)
- **Prominent logo** on signage at conference
- **Logo on screen** in general sessions

Build your brand: Increase sales and market share through Exhibits and Sponsorships at NADSA's 2020 National Conference.

All conferences and exhibits are first-come, first-served. Special exhibit tables will be designated as **Sponsor Only**. Exhibitors will be able to select their booth spaces according to the first-come, first-served process.

Sponsorship Opportunities

Reception & Silent Auction (Friday, October 9)

\$7,500

This fun and festive reception includes a Silent Auction where attendees can bid on items donated by the state associations, industry leaders, members, and others who support Adult Day Services. Special thanks and recognition will be provided through prominent signage, introduction of the sponsoring organization and an opportunity to provide gift items to the attendees.

- Two-minute video at the General Session
- Social media banner at the event
- Logo with link on NADSA website home page slider for one year
- Prominent placement of logo on signage at conference
- Sponsor recognition at conference
- Featured mobile app opportunities
- Option to provide business-related promotional item in each attendee's welcome tote bag
- Attendee list with physical and email addresses post-conference
- One (1) complimentary Exhibit Space, includes free registration for four (4) exhibit staff

Conference Lunch (Friday, October 9)

\$7,500

This new event gives you the opportunity to showcase your products and services during lunch among the Exhibits. This sponsorship provides recognition to your organization as well as a unique opportunity to network with national Adult Day Services leaders. Attendees will receive a promotional item with your company/organization's logo.

- Two-minute video at the General Session
- Logo with link on NADSA website home page slider for one year
- Prominent placement of logo on signage at conference
- Featured mobile app opportunities
- Option to provide business-related promotional item in each attendee's welcome tote bag
- Attendee list with physical and email addresses post-conference
- One (1) complimentary Exhibit Space, includes free registration for four (4) exhibit staff

Sponsorship Opportunities

NADSA Mobile Meet Up Lounge (Friday & Saturday 10/9 and 10/10) \$5,000

Provides a place for attendees to network at the conference, recharge their electronic devices and meet new friends and colleagues

- Two-minute video at the General Session
- Logo with link on NADSA website home page slider for one year
- Logo on signage at conference
- Sponsored mobile app opportunities
- Option to provide business-related promotional item in each attendee's welcome tote bag
- Attendee list with physical and email addresses post-conference
- One (1) complimentary Exhibit Space, includes registration for three (3) exhibit staff

Conference App (SOLD) \$5,000

Ensure that all attendees know your name and can easily find their way to your website. Your logo will be prominently placed on the home page of the app screen.

- Two-minute video at the General Session
- Logo with link on NADSA website
- Logo on signage at conference
- Sponsor recognition in conference opening speech
- Sponsored mobile app opportunities
- Option to provide business-related promotional item in each attendee's welcome tote bag
- Attendee list with physical and email addresses post-conference
- One (1) complimentary Exhibit Space, includes free registration for three (3) exhibit staff

Networking Brunch with Exhibitors (Saturday 10/10) \$5,000

Sponsor brunch and enjoy the gratitude of the attendees. Includes prominent signage, and the chance to place items at the tables.

- Two-minute video at the General Session
- Logo and link on NADSA website
- Logo on signage at conference
- Sponsored mobile app opportunities
- Option to provide business-related promotional item in each attendee's welcome tote bag
- Attendee list with physical and email addresses post-conference
- One (1) complimentary Exhibit Space, includes free registration for three (3) exhibit staff

NADSA Live Video Testimonials (Friday 10/9) \$5,000

Sponsor live video testimonials from attendees that will be showcased throughout the year. This sponsorship includes prominent signage, and the chance to meet attendees providing information on the power of Adult Day Services.

- Logo and link on NADSA website home page slider for one year
- Logo on signage at conference
- Sponsored mobile app opportunities
- Option to provide business-related promotional item in each attendee's welcome tote bag
- Attendee list with physical and email addresses post-conference
- One (1) complimentary Exhibit Space, includes free registration for three (3) exhibit staff

Sponsorship Opportunities

NADSA Photo Booth (Friday 10/9)

\$4,500

This is a new opportunity to highlight your products and services while attendees make memories at the conference.

- Logo and link on NADSA website home page slider for one year
- Logo on signage at conference
- Sponsored mobile app opportunities
- Option to provide business-related promotional item in each attendee's welcome tote bag
- Attendee list with physical and email addresses post-conference
- One (1) complimentary Exhibit Space, includes free registration for two (2) exhibit staff

General Session (Friday 10/9)

\$3,500

Enjoy prominent signage and recognition as the sponsor of the General Session featuring the keynote speaker, awards presentations and NADSA business meeting. You'll enjoy the attention of hundreds of attendees and may also distribute a product at the General Session.

- Verbal recognition at the General Session with signage
- Item with logo given at the General Session
- Logo with link on NADSA website
- Logo on signage at conference
- Basic mobile app opportunities
- Option to provide business-related promotional item in each attendee's welcome tote bag
- Attendee list with physical and email addresses post-conference
- One (1) complimentary Exhibit Space, includes free registration for two (2) exhibit staff

Tote Bags

\$3,500

Always an attendee favorite, tote bags will feature your logo.

- Logo with link on NADSA website
- Logo on signage at conference
- Basic mobile app opportunities
- Option to provide business-related promotional items in each attendee's welcome tote bag
- Attendee list with physical and email addresses post-conference
- One (1) complimentary Exhibit Space, includes free registration for two (2) exhibit staff

Lanyards

\$3,500

Sponsor the printed logo on all name tag lanyards for the NADSA conference. Lanyards serve as entry pass to all conference events.

- Logo with link on NADSA website home page slider for one year
- Logo on signage at conference
- Basic mobile app opportunities
- Option to provide business-related promotional item in each attendee's welcome tote bag
- Attendee list with physical and email addresses post-conference
- One (1) complimentary Exhibit Space, includes free registration for two (2) exhibit staff

Sponsorship Opportunities

First-Timers / New Members Mixer (Thursday 10/8)

\$3,500

This event provides an opportunity to showcase your products to new members and first-time conference attendees, as well as the NADSA Board Members and association leaders attending the event.

- Verbal recognition at the mixer
- Logo and link on NADSA website home page slider for one year
- Logo on signage at conference
- Sponsored mobile app opportunities
- Option to provide business-related promotional item in each attendee's welcome tote bag
- Attendee list with physical and email addresses post-conference
- One (1) complimentary Exhibit Space, includes free registration for two (2) exhibit staff

Coffee Breaks (10/9 and 10/10)

\$1,500 each

- Logo and link on NADSA website home page slider for one year
- Logo on signage at conference
- Sponsored mobile app opportunities
- Option to provide business-related promotional item in each attendee's welcome tote bag
- Attendee list with physical and email addresses post-conference

NADSA Awards (Friday 10/9)

\$1,500

This is your opportunity to have your company recognized as sponsor of our awards ceremony, both at the conference and in our press releases.

- Verbal recognition at the awards function
- Logo and link on NADSA website
- Logo on signage at conference
- Sponsored mobile app opportunities
- Option to provide business-related promotional item in each attendee's welcome tote bag
- Attendee list with physical and email addresses post-conference

Conference Pens

\$1,500

Everyone loves free pens! As the sponsor of this item, your logo will be featured alongside NADSA's on a gift every conference attendee can use.

Speaker Gifts

\$1,500

Your logo, alongside NADSA's, will be featured on the gifts provided for those presenting at the NADSA Conference.

Vendor Showcase Sessions (6 available)

\$1,500

Sponsors have the option of purchasing one of six one-hour sessions to highlight a product or service. Showcase sessions are offered on a first-come, first-served basis.

Sponsorship Opportunities

Conference Signage

\$1,000

Have your company logo on all the directional signage at the NADSA Conference.

- Logo and link on NADSA website
- Logo on signage at conference
- Sponsored mobile app opportunities
- Option to provide business-related promotional item in each attendee's welcome tote bag
- Attendee list with physical and email addresses post-conference

Additional Sponsorship Opportunities

Webinar Sponsorships

\$500 each

NADSA holds monthly webinars on a variety of topics of interest to Adult Day Services providers. Topics vary. Webinar sponsors will have two minutes to make opening remarks at the beginning of a webinar and display their logos at the beginning and the end of the recorded sessions. Contact director@nadsa.org.

Sponsored Emails

\$500 each

NADSA offers a limited number of sponsored emails monthly (12 per year). This is an excellent way to reach the entire NADSA membership. Contact director@nadsa.org.

Website Banner Ads

\$350 each

NADSA offers rotating ads on our home page. Each ad runs for 3 months. Contact director@nadsa.org.

The Voice Sponsor

\$250 each

NADSA sponsors a quarterly newsletter on a variety of Adult Day Services topics containing news of interest to the field. Each newsletter has one sponsor. You may include an ad in the newsletter as the issue sponsor. Contact director@nadsa.org.

Exhibits—Deadline August 30, 2020

Exhibits

\$699 Strategic Partners

\$799 Standard Rate

\$199 Each additional booth staff

Space is available on a first-come, first-served basis. We encourage you to act quickly. Exhibit space sells out! This opportunity is a way for you to showcase your business, materials, and services. Please note that certain spaces are available only to Sponsors.

- To reserve space, fill out a Sponsor/Exhibit Application Form **and submit with payment.**
- Each exhibit reservation includes **one complimentary conference registration**, admission to the Grand Opening Reception and all conference sessions, as well as one admission for all scheduled meal functions over the course of the conference.
- Sponsorships of \$3,500 or more include complimentary exhibit space and additional benefits. Consider becoming a sponsor to maximize your resources!

Exhibit Dates/Hours

- Set-up hours for exhibitors are Thursday, October 8 from 3:00 PM – 5:30 PM and Friday, October 9 from 7:00 AM - 7:30 AM.
- Exhibits open on Friday, October 9 at 7:30 AM.
- All exhibits must be removed at 12:00 PM on Saturday, October 10.

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 on a first-come, first-served basis.

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 Omni William Penn Hotel by the exhibitor. We encourage you to provide complimentary giveaways, materials, resources or hold drawings at your exhibit.

Sales/Handouts

Cash sales are allowed except for food and beverages. Sales are subject to Pennsylvania 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 August 30, 2020

Electricity

Electrical outlets will not be provided unless you request/order them in advance. An order form will be emailed to you once you reserve your booth space. There will be a charge per day per outlet requested.

Internet Connectivity

Contact us directly regarding internet connectivity needs via hard lines or wireless. Complimentary wireless is only available in some public areas.

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 September 20, 2020.

Cancellation/Release

All rental space assigned and/or contracted for an Exhibitor who cancels will cause forfeiture of all deposited monies and fees. For all Exhibitors who have contracted space and do not show up at the event, all monies will be forfeited. 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. All Exhibitors who have contracted space and do not show up at the event are responsible for the registration fees. An Exhibitor who registers and shows but fails to pay will not be granted space at future NADSA events until all charges have been paid to NADSA.

Materials to be Shipped

No shipments will be received at the hotel prior to September 23, 2020. 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 October 8-10, 2020 [your name]
Omni William Penn Hotel
530 William Penn Pl
Pittsburgh, PA 15219
Box # of #

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

Questions? Call Donna Hale 1-877-745-1440