



**2021**  
**National Adult Day**  
**Services Association**  
— NATIONAL CONFERENCE—

**OCTOBER 14-16, 2021**

**Sheraton Inner Harbor**  
**Baltimore, MD**

[www.nadsa.org](http://www.nadsa.org)



## About NADSA

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 communications services.



WELCOME

The National Adult Day Services Association invites you to sponsor, exhibit, advertise or purchase a product showcase at the 2021 National Conference in Baltimore, Maryland.

Our conference will attract Adult Day Center providers, professionals and policy makers from across the country who are interested in Adult Day Services (ADS), senior, and home- and community-based care who are looking for ways to improve services and streamline operations.

As the ADS industry continues its recovery from the impacts of COVID-19, there are great opportunities to connect your company's products, services and solutions by exhibiting, sponsoring or advertising at the 2021 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.

Now is the time to showcase your company at the largest gathering of ADS professionals in the nation. 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 for select staff** (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**
- **Prominent logo** on signage at conference
- **Logo on screen** in general session
- **Sponsored mobile app opportunities**

## Build your brand: Increase sales and market share through Exhibits and Sponsorships at NADSA's 2021 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 and Silent Auction

~~\$7,500~~ **SOLD OUT**

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 on the website
- Social media banner at the event
- Logo with link on NADSA website
- 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 Meet and Greet

~~\$5,000~~ **SOLD OUT**

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 website
- Logo with link on NADSA website
- 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

### Conference App

~~\$5,000~~ **SOLD OUT**

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 on website
- 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

**\$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 on website
- 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

### First-Time Attendees/New Members Welcome

**\$5,000**

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

- Verbal recognition at the event
- Logo and link on NADSA website
- Logo on signage at the 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 (2) exhibit staff

### AV Education/Workshop Sessions Sponsorship

~~\$5,000~~ **SOLD OUT**

- Have your company logo on all the signage at the Education/Workshop Sessions (24 total sessions).
- 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 (2) exhibit staff

## Sponsorship Opportunities

### Tote Bags

**\$4,000**

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

### NADSA Attendee Charging Station and Networking Area

~~\$3,500~~ **SOLD OUT**

Earn the gratitude of attendees by sponsoring a Charging Station Thursday, Friday and Saturday where they can recharge their electronics and relax. Your logo will be prominently featured at the station. Become the central hub for networking throughout the meeting.

- 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~~ **SOLD OUT**

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
- 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

### Online Registration Sponsorship

~~\$3,500~~ **SOLD OUT**

This sponsorship is an excellent opportunity to promote your company/organization with all registered Conference attendees! Your logo will be prominently displayed on registration confirmation that all conference attendees will receive.

- 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

## Sponsorship Opportunities

### Friday/Saturday Wellness Breaks

**\$2,500 each**

- 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

### Vendor Showcase Sessions (5 available)

**\$1,500 each**

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

### NADSA Annual Awards Presentation

**\$1,500**

This is your opportunity to have your company logo on the awards as well as being recognized as the awards sponsor in press releases and at the event.

- 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.

### Conference Signage

**~~\$1,250~~ SOLD OUT**

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

### Roundtable Sessions (4 available)

**\$500 each**

Sponsors will have signage at the event, prominence on the website, and an option to provide an item to attendees.

## Exhibits—Deadline August 30, 2021

<b>Exhibits</b>	<b>\$675 Strategic Partners</b>
	<b>\$750 Standard Rate</b>
	<b>\$199 Each additional booth staff</b>

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. This may be done on-line.**
- 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 from 11 A.M.– 5:30 PM and Friday, from 7:00 AM - 7:30 AM.
- Exhibits open on Friday, at 7:30 AM.
- All exhibits must be removed at 12:45 PM on Saturday

### 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 Sheraton Inner Harbor 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 Maryland 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, 2021

### **Electricity**

Electrical outlets will not be provided unless you request/order them in advance. An order form will be mailed 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 5, 2021.

### **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 October 1, 2021. Storage space is very limited. Exhibitors will be responsible for transporting, unloading, and setting up their own materials on site.

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

**Shipping details to Sheraton Inner Harbor will be provided**

Questions? Call Donna Hale 1-877-745-1440 or email at [director@nadsa.org](mailto:director@nadsa.org).