

2014

# National Association of Adult Day Services

ANNUAL CONFERENCE

*The power of Adult Day Services;  
The Future of Care*

Presented by

*National Adult Day Services Association with  
The North Carolina Adult Day Services Association*



OCTOBER

9-11, 2014

The Westin Charlotte

*Sponsorship,  
Exhibit &  
Advertising  
Prospectus*

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



WELCOME

The National Adult Day Services Association invites you to sponsor, exhibit or advertise at the 2014 National Association of Adult Day Services Conference in Charlotte, North Carolina, hosted in partnership with the North Carolina Adult Day Service Association. This year the conference is expected to attract more than 400 decision-makers, educators, policy makers, researchers and adult day professionals from across the globe with an interest in senior services, adult day services and home and community-based care.

Adult Day Service centers are one of the fastest growing industries in the senior service and elder-care 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 2014 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 value your interest and support and look forward to showcasing your business at this year's conference.

# SPONSOR PACKAGES

## DIAMOND SPONSOR: \$12,500

- Complimentary exhibit hall space
- Ten minute presentation opportunity at meal break
- Logo URL on NADSA website home page slider for one year
- Prominent placement of logo on signage at conference
- One pre- and one post-chaperoned email to NADSA member list
- 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
- 12 conference registrations (includes exhibit staff)
- Priority booth placement
- Badge ribbon indicating sponsor level.

## PLATINUM SPONSOR: \$10,000

- Complimentary exhibit hall space
- 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
- One pre- and one post-chaperoned email to NADSA member list
- Sponsor recognition in conference opening speech
- Full 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
- 10 conference registrations (includes exhibit staff)
- Badge ribbon indicating sponsor level.

## GOLD SPONSOR: \$7,500

- Complimentary exhibit hall space
- Five minute presentation opportunity at meal break
- Logo URL on NADSA website home page slider for one year
- Prominent placement of logo on signage at conference
- One post-chaperoned email to NADSA member list
- Sponsor recognition in conference opening speech
- Full-color 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
- 7 conference registrations (includes exhibit staff)
- Badge ribbon indicating sponsor level.

## SILVER SPONSOR: \$5,000

- Complimentary exhibit hall space
- Three minute presentation opportunity at meal break
- Logo and link on NADSA website home page slider for one year
- Logo on signage at conference
- One post-chaperoned email to NADSA member list
- Sponsor recognition in conference opening speech
- 1 half 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
- 5 conference registrations (includes exhibit staff)
- Badge ribbon indicating sponsor level.

## BRONZE SPONSOR: \$2,000

- Complimentary exhibit hall space
- Two minute presentation opportunity at meal break
- Logo and link on NADSA website sponsor page for one year
- Logo on signage at conference
- 1 quarter 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:*

*Amanda G. Sillars; [AGS@totaladhc.com](mailto:AGS@totaladhc.com)*

# PACKAGES AT A GLANCE

|                                       | <b>Diamond Sponsor</b><br>\$12,500                                     | <b>Platinum Sponsor</b><br>\$10,000 | <b>Gold Sponsor</b><br>\$7,500    | <b>Silver Sponsor</b><br>\$5,000      | <b>Bronze Sponsor</b><br>\$2,000     | <b>Exhibitor</b><br>\$500                 | <b>A La Carte</b>  |
|---------------------------------------|--|-------------------------------------|-----------------------------------|---------------------------------------|--------------------------------------|---|--|
| Presentation                          | 10 minute  | 7 minute                            | 5 minute                          | 3 minute                              | 2 minute                             | N/A                                       |  |
| NADSA Website Link                    | Home page slider   | Home page slider                    | Home page Slider                  | Home page Slider                      | Sponsor page                         | Sponsor page                              | Home Page Slider: \$2,500<br>Sponsor Page: \$1,500   |
| Ad in Conference Program              | Full Color<br><i>Full page ad + 2nd Full page black &amp; white ad</i> | Full Color<br><i>Full page ad</i>   | Full Color<br><i>Full page ad</i> | Half-page<br><i>Black &amp; white</i> | 1/4 page<br><i>Black &amp; White</i> | Business card<br><i>Black &amp; White</i> | B&W    Color<br>Full Page:    \$500    \$850<br>1/2 page:    \$300<br>1/4Page:    \$200<br>Business Card:    \$100 |
| Registrants                           | 12   | 10                                  | 7                                 | 5                                     | 2                                    | 1   | Additional Registrants: \$160  |
| Priority Booth Choice                 | X  | X                                   | N/A                               | N/A                                   | N/A                                  | N/A                                       | N/A  |
| Exhibit Space                         | X  | X                                   | X                                 | X                                     | X                                    | X   | N/A  |
| Logo on Signage at Conference         | Prominent  | Prominent                           | Prominent                         | X                                     | X                                    | X   | N/A  |
| Recognition at attendee gathering     | Conference Opening Speech  | Conference Opening Speech           | Conference Opening Speech         | Conference Opening Speech             | Meal                                 | N/A                                       | N/A  |
| Chaperoned emails                     | Pre- and post-conference   | Pre- and post-conference            | Post-conference                   | Post-conference                       | N/A                                  | N/A                                       | Pre: \$3,000<br>Post: \$3,000<br>Pre & Post: \$5000  |
| List of attendees                     | X  | X                                   | X                                 | X                                     | X                                    | X   | N/A  |
| Promotional item in attendee tote bag | X  | X                                   | X                                 | X                                     | X                                    | N/A                                       | \$250  |
| Badge ribbon                          | X  | X                                   | X                                 | X                                     | X                                    | X   | N/A  |

## 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.

### \$12,500 Diamond Sponsor Packages

#### KEYNOTE SPEAKER

Sponsor and introduce the keynote speaker. Provide ten minute presentation about your company's products and services prior to the introduction of the Keynote speaker. Special thanks and recognition provided through prominent signage and introduction of your company by NADSA Board President. Opportunity to place promotional information or items at the tables during the keynote session (Sponsoring company is responsible for providing and placement of these items.)

or

#### CONFERENCE WI-FI

Support the conference wireless service. Sponsorship includes sponsor logo on the login screen for all wireless use provided in the conference rooms and general meeting areas during conference events Friday and Saturday of conference.

### \$10,000 Platinum Sponsor Packages

#### EXHIBITOR 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 and prize drawing. Sponsor logo to be placed on cocktail napkins used during the event.

or

#### MASSAGE STATION

Professional massage therapists provide an upper body massage on special chair working the back, neck and shoulders in the exhibit hall adjacent to the sponsor's exhibit booth. Prominent signage ensures users know who sponsored this one!

or

#### ON-LINE REGISTRATION

Get a head start by sponsoring NADSA's online registration. Recognition includes sponsor logo and hyperlink on all confirmation emails.

## 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.

### \$7,500 Gold Sponsor Packages

#### PROGRAM TRACK

Exclusive sponsor for one track at conference. Support education workshops and receive recognition on room signs and opening/closing slides of the days presentations Opportunity to place your company's promotional information or item/gadget on table inside room during designated track. (Sponsoring company is responsible to procure and place these items.)

or

#### 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

#### EXHIBITOR RECEPTION PRIZES

Exclusive opportunity to sponsor door prizes for the vendor reception. Prizes will include high value gift –certificates and more.

Ensure attendees know your company wants them to win!

### \$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. Demonstration breaks are scheduled while educational sessions are in recess.

or

#### PRE-CONFERENCE INTENSIVES

Support education pre-intensives and receive recognition on room signs and opening/closing slides of the day's presentation. Opportunity to place promotional information or item/gadget at the tables inside room during one of the pre-conference intensives. (Sponsoring company is responsible for the procurement and placement of these items.)

or

#### BREAKFAST SPONSOR

Conference attendees will enjoy plated breakfasts Friday and Saturday mornings. Sponsor one of these meals and your logo will be prominently displayed on screens during breakfast. Opportunity to place promotional information or item/gadget at the tables inside room during chosen breakfast day. (Sponsoring company is responsible for the procurement and placement of these items.)

or

#### ROOM DROP

Deliver your message through a customized gift with your logo delivered to all conference attendees booked in the NADSA room block. Gifts will be delivered directly to attendees' rooms. Two sponsorships available—one for Thursday and one for Friday evenings of conference.

## 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.

### \$2,000 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. (Sponsoring company is responsible for the procurement and placement of these items.)

#### COFFEE 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. (Sponsoring company is responsible for the procurement and placement of these items.)

#### AFTERNOON PICK-ME-UP BREAKS

Sponsor logo printed on signs and table tents at one of the conference afternoon breaks. Opportunity to place promotional information or item/gadget tables during one of the afternoon 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.

#### HOTEL KEY CARD

Be the first 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.

#### CONFERENCE BINDER

Sponsor logo printed on front cover of three ring binder which holds the printed conference program distributed to every conference attendee. Sturdy binders with interior pockets organize documentation for easy reference during and after the event.

#### 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.

#### DOOR HANGERS

This exclusive and unique door hanger will be placed on hotel doors of all NADSA attendees within the NADSA hotel block. The door hanger will include sponsor logo and website address. Hangers will be placed on doors on Friday evening.

# EXHIBITS—Deadline September 5, 2014

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 state-sponsored Welcome Reception, admission to Networking Reception, 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

- Friday, October 10: 8:00 AM—5:30 PM (includes Networking Reception, 4:00-5:30 PM)
- Saturday, October 11: 8:00 AM—1:00 PM

## Set-Up

Set-up hours for exhibitors are October 9, 3:00 pm—5:30 pm and October 10 at 7:00 am. Participants at the conference begin to visit the exhibits on October 10 at 8:00 AM and throughout the conference. The last session ends at 4:00 PM on October 11. 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 The Westin Charlotte 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 North Carolina 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.

## DON'T FORGET!

Friday night networking and social hour provided to all attendees in the exhibit hall. Drinks and hors d'oeuvres served within the exhibit space to increase visibility of your products and services and to encourage relaxed and comfortable conversation.



# EXHIBITS—Deadline September 5, 2014

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

## **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 \$30 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.

## **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 5, 2014.

**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 7, 2014.** 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 9-11, 2014

[your name]

THE WESTIN CHARLOTTE

601 South College Street,

Charlotte, NC 28202

C/O Margaret Linn

Box # of #

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

**Questions? Call 1-877-745-1440**

# ADVERTISEMENTS—Deadline September 5, 2014

Ads will appear in the Conference Program which is distributed to all registrants and volunteers at the Conference.

- To reserve space, fill out the enclosed Application Form and return with payment.
- All sponsorship packages include complimentary advertisements. Consider becoming a sponsor to maximize your value.

## Ad Sizes & Prices

| <u>Sizes</u>               | <u>B&amp;W</u> | <u>Dimension (width &amp; 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 by September 5, 2014.**
- **Submit a digital copy of your ad to [nadsa@nadsa.org](mailto: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.

**Requests for Design Assistance:** If you wish to have us create an ad for you, please email [nadsa@nadsa.org](mailto:nadsa@nadsa.org) with a request. This is primarily for simple text ads.

## **Questions?**

If you are unsure about the acceptable formats for file submission, or about graphic design issues, please email questions to [nadsa@nadsa.org](mailto:nadsa@nadsa.org). Questions about payments should be addressed to Teresa Johnson or call 1-877-745-1445.

# 2014 SPONSOR/EXHIBIT/ADVERTISING APPLICATION

**DEADLINE: September 5, 2014**

Check all that apply: \_\_\_\_\_ Sponsor \_\_\_\_\_ Exhibit \_\_\_\_\_ Advertising

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

\_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Email: \_\_\_\_\_

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:**

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

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

**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, call for credit card payment or pay online with credit at [www.nadsa.org](http://www.nadsa.org)

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

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

# 2014 SPONSOR/EXHIBIT/ADVERTISING APPLICATION

Continued—Deadline September 5, 2014

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

- Awards Luncheon
- Keynote Speaker
- Conference wi-fi

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

- Massage Station
- On-Line Registration
- Exhibitor Reception

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

- Program Track
- Board of Director's Dinner
- Exhibit Reception Prizes

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

- Hotel Key Card
- Product Demonstration Break
- Pre-conference Intensives
- Breakfast Sponsor
- Room Drop

**Bronze Package \$2,000** (choose one)

- General Sessions
- Coffee Break
- Afternoon "Pick-me-up" break
- Program Printing
- Conference Binder
- Tote Bags
- Lanyards
- Door Hangers

**A La Carte** (choose one)

- Benefactor \$100
- Pre Chaperoned Email: \$3,000
- Post-Chaperoned email: \$3,000

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

|       |       |
|-------|-------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

\_\_\_\_\_ (#) additional registrants x \$160 = \$\_\_\_\_\_

Total Charges this side \$ \_\_\_\_\_