



**Wisconsin Adult Day  
Services Association**

**Dear Prospective Sponsors, Exhibitors and Advertisers:**

Meet us in Madison!

The Wisconsin Adult Day Services Association (WADSA) requests your support for our state conference of leaders in the field of adult day services, being held in Madison, October 12-13, 2012. We are pleased to announce this year's conference theme will be "Health & Wholeness: Improving Lives Through Adult Day Services." The conference will be hosted by St. Mary's Adult Day Center. Adult Day Centers provide programs of care and services for older adults and people with physical or developmental disabilities. These programs are designed to provide social and health services to adults who need structure and engagement in a safe place outside the home during the day. The adult day service population is growing. As the industry continues to evolve, the demand for new products, services, innovative technology and education continues to grow also.

This is your opportunity to get the message out about your product or service to adult day service providers throughout Wisconsin. Become a partner with WADSA by sponsoring, exhibiting or advertising at our upcoming conference. This conference is expected to draw professionals in the field of adult day services, educators, researchers, students, policy makers, persons interested in opening a center and others with an interest in home and community-based care.

We have a number of creative packages from which to choose and I would be happy to discuss these opportunities with you. We value your interest and support and look forward to showcasing your organization at this year's conference. I have enclosed information about the offerings that are available. Please feel free to contact me with any questions.

I look forward to seeing you at this year's WADSA Conference!

Sincerely,

*Jennifer McAlister*

Jennifer McAlister  
Curative Care Network  
Manager, Senior Services  
WADSA Conference Committee Chair  
Phone: 262-574-9147  
Fax: 262-574-1058  
Email: [jmcalister@curative.org](mailto:jmcalister@curative.org)



**Sponsorship/Exhibitor/Advertisement Opportunities**  
2012 Annual WADSA Conference  
“*Health & Wholeness: Improving Lives Through Adult Day Services*”  
Conference Dates: October 12-13, 2012

**Specific Sponsorship Opportunities**

- **Tote Bag Sponsorship (exclusive) \$750** includes Company Logo on conference tote bags, sponsorship listing in the conference brochure, full page advertisement in the conference packet, exhibit table and two conference registrations for Saturday including lunch.
- **Badge Holder Sponsorship (exclusive) \$750** includes Company Logo on badge holders, sponsorship listing in the conference brochure, full page advertisement in the conference packet, exhibit table and two conference registrations for Saturday including lunch.
- **Meal Sponsorship (exclusive to three vendors) \$750** include sponsorship of one meal or the continental breakfast for both days with Company recognition at the time of meal service, sponsorship listing in the conference brochure, full page advertisement in the conference packet, exhibit table and two conference registrations for Saturday including lunch.

**Sponsorship Opportunities**

- **Gold Sponsorship \$500** offers sponsorship of a general session, sponsorship listing in the conference brochure, half page advertisement in the conference packet, exhibit table and two conference registrations for Saturday including lunch.
- **Silver Sponsorship \$250** offers sponsorship of a workshop, sponsorship listing in the conference brochure, quarter page advertisement in the conference packet, exhibit table and one conference registration for Saturday including lunch.
- **Bronze Sponsorship \$100** offers sponsorship of a snack break, sponsorship listing in the conference brochure, business card size advertisement in the conference packet, exhibit table and one conference registration for Saturday including lunch.

**Exhibit Opportunities – Saturday Only**

- **Exhibitor Space \$60** includes a 6ft skirted table, one conference registration for Saturday including lunch and listing in the conference packet. *(Please note: Each additional exhibit staff must pay a fee of \$15 to cover the cost of food and beverage)*
- **Tote Bag Insert \$40**

**Advertisement Opportunities – Appear in Conference Packet**

- **Full page advertisement \$100**
- **Half page advertisement \$50**
- **Quarter page advertisement \$25**
- **Business card size advertisement \$15**

**SPONSOR REGISTRATION**  
**2012 Annual WADSA Conference**  
**“Health & Wholeness: Improving Lives Through Adult Day Services”**  
**Hosted by: St. Mary’s Adult Day Center, Madison, Wisconsin**  
**October 12-13, 2012**

Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Contact Person: \_\_\_\_\_ Email: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Please reserve the following for our organization:

- |                          |  |          |
|--------------------------|--|----------|
| <input type="checkbox"/> | Tote Bag Sponsorship   | \$750.00 |
| <input type="checkbox"/> | Badge Holder Sponsorship   | \$750.00 |
| <input type="checkbox"/> | Meal Sponsorship   | \$750.00 |
| <input type="checkbox"/> | Gold Sponsorship   | \$500.00 |
| <input type="checkbox"/> | Silver Sponsorship   | \$250.00 |
| <input type="checkbox"/> | Bronze Sponsorship   | \$100.00 |
| <input type="checkbox"/> | Exhibit Space  | \$ 60.00 |
|                          | Electricity <input type="checkbox"/> Yes <input type="checkbox"/> No |          |
| <input type="checkbox"/> | Tote Bag Insert  | \$ 40.00 |
| <input type="checkbox"/> | Full Page Advertisement  | \$100.00 |
| <input type="checkbox"/> | Half Page Advertisement  | \$ 50.00 |
| <input type="checkbox"/> | Quarter Page Advertisement   | \$ 25.00 |
| <input type="checkbox"/> | Business Card Size Advertisement                                     | \$ 15.00 |
|                          | Total  | \$ _____ |

*The Exhibit Fair will be held on Saturday, October 13 from 8:00 am to 2:30 pm. Set up can begin at 6:30 am on Saturday.*

**Important Deadline:**  
Reservations for sponsorships, exhibit space or program  
advertising need to be submitted by: **August 3, 2012**

**Make Checks payable to:**

WADSA Attn: Denise Mesovisc, PO Box 8027, Green Bay, WI 54308

Please contact Jennifer McAlister at 262-574-9147 or at [jmcalister@curative.org](mailto:jmcalister@curative.org) with questions.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date