

# 2017 LEAD! CONFERENCE & EXPO

Thursday, May 4, 2017  
DCU Convention Center  
Worcester, MA

## Visibility Opportunities

The Association of Developmental Disabilities Providers (ADDP) invites you to market your business to hundreds of human service agencies at the ADDP LEAD! Conference & EXPO.

Participating in the conference will allow your business to:

- Reach an expected target audience of 750-1,000 attendees
- Increase awareness of your products and services
- Gain access to decision-makers in the field
- Demonstrate your organization's commitment the human services community



## ABOUT US

*ADDP is comprised of community organizations from across the Commonwealth that provide services and supports to individuals with disabilities, including intellectual and developmental disabilities, autism and brain injuries.*

*The purpose of ADDP is to promote and ensure political and financial health of its member organizations.*

*To that end, each year we hold a Conference & EXPO to educate and inspire our members and our community.  
Join us!*

## ***Do business with businesses that endure.***

There are three ways to participate:

### SPONSOR

Show your support for the provider community and get great visibility! Various naming opportunities are listed below that can guarantee your company will get RECOGNIZED! Don't forget to check out our new Business Member Sponsorships, which combine an ADDP Business Membership with additional conference visibility opportunities (**see separate packet**).

### EXHIBIT

We have LIMITED space available in 2017 so register early to reserve your preferred location. Exhibitor fees include electricity and meals for 2 people. Exhibitors are also eligible for 50% off black/white ad prices.

### ADVERTISE

Our Conference program book is read by more than 1,000 people. Show your support and get your message out to a critical mass of human service providers. Ad rates are listed on page 8.

# SPONSORS – Get Recognized!



## **Keynote Sponsorship (\$10,000)**

*or option to split between 2-3 organizations\**

Would you like to be recognized as the **most prominent sponsor** at the conference? Would you appreciate over 800+ attendees at the conference gazing at your company banner during the welcome session, keynote speech, luncheon, and award ceremony? If you answered yes, this sponsorship is for you! Help ADDP welcome former U.S. Secretary of Health and Human Services and Former Governor of Kansas, Kathleen Sebelius as our keynote speaker! This exclusive opportunity will be recognized in the following ways:



2016 ADDP Conference

- Company banner placed on stage in the grand ballroom throughout conference **\*Exclusive**
- Opportunity to introduce keynote speaker **\*Exclusive**
- Primary positioning of name and large logo on all marketing materials and ADDP conference event webpage **\*Exclusive**
- Full-page, color advertisement on back cover of conference program book **\*Exclusive**
- Exhibit booth in location of sponsor's choosing and attendee contact list **\*Exclusive**
- 10 free conference registrations, reserved table for morning keynote speech and lunch **\*Exclusive**
- Inclusion of promotional materials in conference bags

*\*Sharing sponsorship will require splitting/sharing some benefits*

## **Luncheon Sponsorship (\$7,500)**

*or option to split between 2-3 organizations\**

Every conference attendee will be exposed to your company logo at their lunch table! The visibility is hard to beat, and an excellent opportunity to get in front attendees while they sit down for lunch. This opportunity will be recognized in the following ways:

- A high-quality sign with your logo and company name, placed on EACH table in the main ballroom during lunch. Limited content may be included on the sign **\*Exclusive**
- Full-page, color advertisement on the inside back cover of conference program **\*Exclusive**
- Inclusion of name and large logo on the ADDP conference event webpage and all marketing materials
- Exhibition booth in prime location
- 6 free conference registrations



2016 ADDP Conference

*\*Sharing sponsorship will require splitting/sharing some benefits*

## **Wi-Fi Sponsorship (\$2,500)**

New this year to help attendees stay connected! This is a demand attendees always request and is guaranteed to provide exposure for this sponsor. Recognition includes:

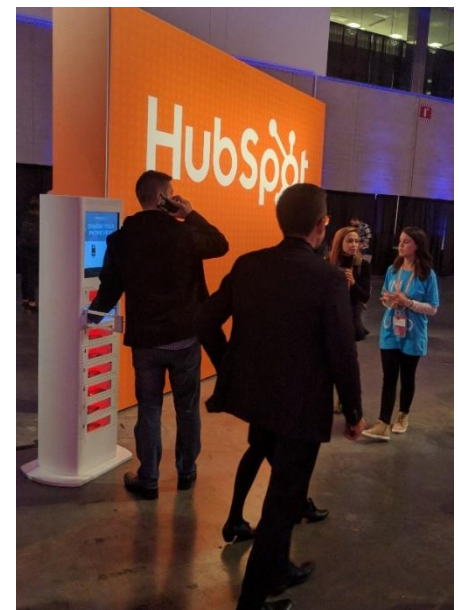
- Your company name and logo listed as Wi-Fi sponsor, with Wi-Fi password, strategically placed outside of each breakout session meeting room and throughout the main exhibitor corridor **\*Exclusive**
- Inclusion of name and logo on ADDP conference event webpage and in all marketing materials



## **Smartphone Charging Station Sponsorship ...1 available at \$2,000**

Smartphones have become an essential part of everyone's daily life. Staying organized, keeping in touch with co-workers and loved ones, sharing pictures and videos, etc. Many of us simply forget to charge our smartphones before attending an all-day event, giving us one more thing to stress over. We have a solution! This charging station will allow attendees to recharge during the conference, locked safely in a compartment using their own 4 to 6 digit code! Attendees will be very thankful to this sponsor, recognized exclusively in the following ways:

- Custom branding with your logo (or video) on a 19" LCD touch screen **\*Exclusive**
- Custom branding for your organization wrapped around the entire charging station **\*Exclusive**
- Inclusion of name and logo on ADDP conference event webpage and in all marketing materials



## **Exhibit Sponsorship (\$1,700 value!) (\$1,500)**

Not an ADDP Business Member, but plan on exhibiting at the 2017 **LEAD!** Conference? Why not gain valuable marketing exposure and member only benefits?!? Exhibit Sponsorship includes:

- Exhibit booth (includes: 8' table, electricity and meals for 2 staff)
- Choose **ONE** free benefit
  1. Full-page b/w ad in program (7.5" W x 10" H)
    - Add \$200 for color option
  2. Listed on exhibitor BINGO card **\*\*Exclusive ADDP Member benefit**
- Company name listed as sponsor in program book and ADDP conference webpage
- Company name and description listed in exhibitor section of program book



## **Visa Raffle Sponsor (\$1000)**

In order to retain our audience through the afternoon breakout session, we invite the donation of four gift cards for random raffle drawings. Recognition includes:

- Company name and logo as "Visa Raffle Sponsor" in prominent location as attendees exit conference
- Company name listed in sponsor section of program book and ADDP conference webpage



## **Registration Table Sponsorship ....4 available at \$1,000 each**

Almost unimaginable exposure for your company name and logo! All 800+ attendees are routed by six registration tables to check in and will see your company name and logo draped over a registration table containing all attendee name tags and conference materials. This sponsorship will be recognized in the following ways:

- Company logo custom imprinted in FULL COLOR on one table runner (imprint area: 17" h x 50" w)
- Company name listed in sponsor section of program book and ADDP conference webpage
- Sponsor can keep table runner after the conference



## **Registration Support Sponsor (Entrance fee is \$140 per person)**

Support individuals with I/DD and/or their families with limited financial means to attend the annual conference. If you have a specific individual you would like to receive registration support, contact Adam Berman at [aberman@addp.org](mailto:aberman@addp.org), or ADDP will give a free registration to attendees requesting support. Recognition includes:

- Company name listed in sponsor section of program book and ADDP conference webpage



***\*\*Sponsorships will be reserved on a first come, first serve basis\*\****

**THANK YOU TO THOSE WHO HAVE SECURED 2017 CONFERENCE SPONSORSHIPS!**

# EXHIBITORS – Join Us!



		ADDP Member	Non-member	Total
<b>Exhibit Booth:</b> Breakfast, Lunch, Breaks	Includes 8' table, electricity and meals for 2 staff	\$875.00	\$1,000.00	\$
	Fee for one additional booth staff	\$125.00	\$200.00	\$
<b>Program Book Advertisements</b>  <i>*reduced ad rates for exhibitors only*</i>	Full-Page COLOR ad (7.5" W x 10" H)*	\$500.00	\$700.00	\$
	Full-Page black & white ad (7.5" W x 10" H)*	\$150.00	\$200.00	\$
	Half-Page black & white ad (7.5" W x 5" H)*	\$75.00	\$125.00	\$
<b>TOTAL:</b>				<b>\$</b>

**PLEASE SEND HIGH RESOLUTION JPEG OR PDF FILE FOR AD BY 3/10/17**

**Booth Map** is attached on next page:

Business Name: \_\_\_\_\_

Business Contact: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Names of Booth Staff: \_\_\_\_\_

Vegetarian Lunch (circle one)? Yes No

Preferred Booth #: \_\_\_\_\_

2<sup>nd</sup> choice: \_\_\_\_\_

3<sup>rd</sup> choice: \_\_\_\_\_

Booth Electricity?  Yes  No **\*Please attach a 100-word business blurb for the Expo program book (due 3/10/17)**

Enclosed is check payment for \$ \_\_\_\_\_ or, please charge\* my:  Visa  MasterCard  American Express

\*please note there will be a surcharge applied to all credit card transactions

Credit Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Billing address: \_\_\_\_\_

Name on Card: \_\_\_\_\_

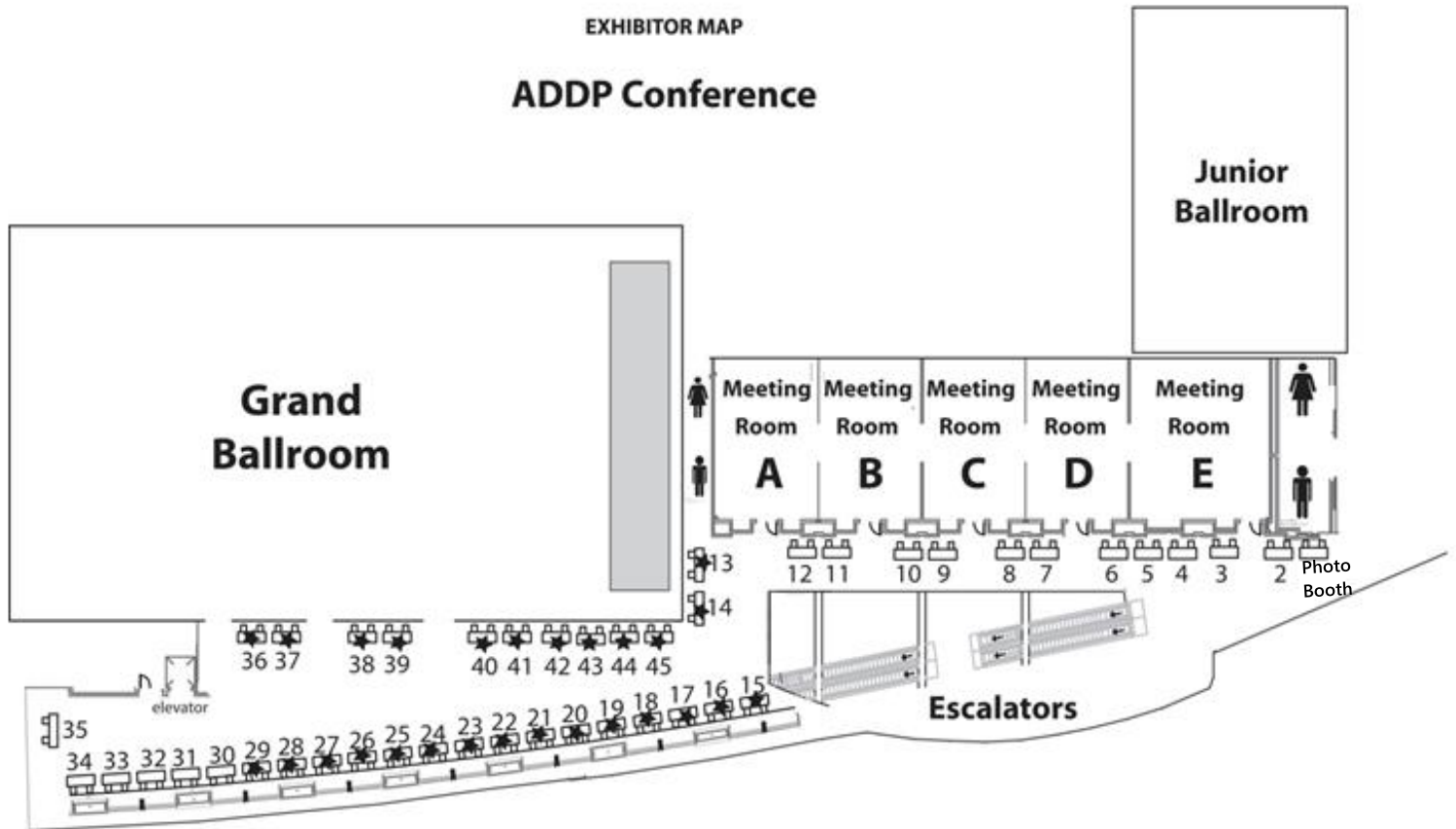
CCV/Security Code#: \_\_\_\_\_

We release the ADDP and their respective employees from all responsibility for losses or damage to materials and equipment during storage or use at the ADDP Annual Conference & EXPO on May 4, 2017 at the DCU Convention Center, Worcester, Massachusetts.

Signature \_\_\_\_\_

Date \_\_\_\_\_

**Booths cannot be reserved or guaranteed without receipt of a completed, signed exhibit contract form and payment.** Please make note specific booth location requests in the space provided above. **ADDP member booth location requests will have priority over non-members.** For more information, contact Adam Berman at 508.405.8000 x104, or [aberman@addp.org](mailto:aberman@addp.org)



*\*\*Nonmembers can choose booths 13-29 and 36-45 as one of their preferred choices, but priority will go to ADPP Members\*\**

**\*\* Please send your 100-word business blurb for the Expo program by 3/10/17. If you were an exhibitor for the 2016 Conference, inform us if you would like to use the same description that was used for the 2016 Conference\*\***

# ADVERTISERS – Be Seen!



- **Get Visibility.** More than 1,000 pairs of eyes will see your ad. Talk about a return on an investment!
- **Branding is Key.** Stay ahead of your competition and ensure your company is at the top of buyers' lists.
- **Show your support.** The provider community values connections and relationships. Be counted among ADDP supporters and decision-makers!

**\*\*PLEASE HAVE YOUR HIGH-RESOLUTION JPEG OR PDF FILE SENT TO ABERMAN@ADDP.ORG BY 3/10/17\*\***

	ADDP Member	Non-member	Total
Full-Page, COLOR ad (7.5" W x 10" H) <i>Based on limited availability!</i>	\$ 500.00	\$ 700.00	\$
Full-Page, black & white ad (7.5" W x 10" H)	\$ 300.00	\$ 400.00	\$
Half-Page, black & white ad (7.5" W x 5" H)	\$ 150.00	\$ 250.00	\$
<b>TOTAL:</b>			<b>\$</b>

Business Name: \_\_\_\_\_

Business Contact: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Enclosed is check payment for \$ \_\_\_\_\_ or, please charge\* my:  Visa  MasterCard  American Express

\*please note there will be a surcharge applied to all credit card transactions

Credit Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Billing address: \_\_\_\_\_

Name on Card: \_\_\_\_\_

CCV/Security Code#: \_\_\_\_\_

**\*\*Please make all checks payable to ADDP\*\***

**Association of Developmental Disabilities Providers  
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