

ADDP LEAD! CONFERENCE & EXPO

WEDNESDAY, MAY 1, 2024
FOUR POINTS BY SHERATON
Norwood, MA



Marketing Opportunities

The Association of Developmental Disabilities Providers (ADDP) extends a cordial invitation to businesses ready to make a significant impact on the human service landscape. The upcoming 2024 ADDP LEAD! Conference & EXPO provides a unique platform for your organization to connect, collaborate, and cultivate lasting relationships with decision-makers and influencers in the field.

Why Participate?

- Reach a targeted audience of 500 attendees
- Increase awareness of your products and services
- Gain access to decision makers in the field
- Demonstrate commitment to human services community

Ways to Participate:

SPONSORSHIP

Showcase your support for the intellectual and developmental disability (I/DD) provider community by taking advantage of various naming opportunities. Maximize visibility and recognition through our exclusive sponsor packages. Don't miss out on the added benefits of BUSINESS MEMBER + CONFERENCE SPONSORSHIPS, combining traditional ADDP Business Membership with unique conference marketing opportunities.

EXHIBIT

We have LIMITED space available in 2024, so act fast by registering early to reserve your preferred location. Exhibitor fees include electricity and meals for two (2) people.

About Us:

As a respected statewide association, ADDP represents 134 human service organizations that are dedicated to individuals with I/DD, including Autism, and brain injuries. Our mission is to empower community-based providers, ensuring their success in enhancing access, quality, and the overall value of services in our community.

For more information on sponsorship, exhibition opportunities, or to register, please contact Patty Ames (pattyames@addp.org) or [visit our website](#)

Deadline for Exhibitor or Sponsorship Requests: March 31, 2024

ADDP LEAD! Conference & EXPO 2024

Unlocking Potential: Insights on Employee Engagement

Dear Friend,

We invite you join ADDP on **Wednesday, May 1, 2024** for our **2024 LEAD! Conference**.

Event Overview:

In the human services sector, staff recruitment and retention present tremendous challenges. How can leaders inspire their teams to not only stay but grow within their roles? Join us as senior leaders come together on May 1 to tackle these issues head-on, exploring new and meaningful ways to engage and motivate their teams.

Our Distinguished Guest Speakers:



Simon T. Bailey: Breakthrough Strategist, Author, Life Coach, Entrepreneur

Recognized as a trailblazer in his field, Simon's dedication to transformation and brilliance has earned him a spot as one of Success magazine's Top 25, joining Brené Brown, Tony Robbins, and Oprah Winfrey, as well as leaders from the Top 200 Power List in 2023. For over two decades, he has mesmerized the world, leaving an indelible mark on 2,300+ organizations across 54 countries. Corporate giants such as American Express, Deloitte, Marriott, Visa, Stanford Health Care, and Taco Bell have all experienced his magnetic allure.

With a commitment to practical strategies that transform lives and ignite change within communities, Simon's mission is clear — to kindle brilliance within leaders, forever altering the way they steer nations, corporations, and societies.



Paul N. Long: Maximize fulfillment, change perspective and manifest more of "What's GOOD!"

Paul spent over a decade successfully leading teams of 300+, improving service organizations of 2,000+ and being responsible for \$30M in annual revenue while serving as a strategist for employee engagement and customer relations nationwide. As more people asked Paul about his secret sauce to creating joyful workplaces that led to extreme growth, he slowly started amassing his strategies which he turned into his first book **FUNDAMISM: Connecting to Life Through F.U.N.** Paul's practical, yet rich FUNdamentals provide business audiences with tactical solutions for growth by helping individuals and teams **change their perspective and create more fulfillment in business and life.**

Event Details:

The ADDP *LEAD!* Conference & EXPO will take place at the **Four Points at Sheraton in Norwood, MA**. It begins at 9:00 a.m. (registration opens at 8:00 a.m.) and ends at approximately 2:30 pm.

Registration opens on February 6, 2024!

Early-Bird Pricing until March 22, 2024:

- \$185.00 - Individual ADDP Member (BEFORE 5 PM on March 22, 2024)
- \$175.00 - Group of 10 ADDP Member Discount (\$175 per person) (BEFORE 5 PM on March 22, 2024)
- \$200.00 - Individual ADDP NON- MEMBER (BEFORE 5 PM on March 22, 2024)

After March 22, 2024:

- \$195.00 - Individual ADDP Member (AFTER 5 PM on March 15, 2023)
- \$185.00 - Group of 10 ADDP Member Discount (\$185 per person) (AFTER 5 PM on March 15, 2023)
- \$210.00 - Individual ADDP NON-MEMBER (AFTER 5 PM on March 15, 2023)

Marketing Opportunities:

Flip through pages 4-11 for the **sponsorship and exhibitor opportunities** available. Discover how each option can elevate your brand and contribute to your marketing goals.

If you are ready to secure your spot and make a lasting impression, contact Patty Ames (pattyames@addp.org) today!

Deadline for Exhibitor or Sponsorship Requests: March 31, 2024

ADDP LEAD! CONFERENCE 2024 SPONSORSHIP OPPORTUNITIES

2024 SWAG SPONSORSHIPS!

Folding Tote Bag Sponsor (\$5,500)

A wonderful way to have your branding last and last for as long as the bags do!

- Your logo and company name on a folding tote bag distributed to **500** attendees ***Exclusive**
- **Choice** of an exhibition booth **OR** 5 free conference registrations
- **Sign with logo next to display at conference**
- Inclusion of name and **large** logo on the ADDP conference event webpage and all marketing materials



Mini Umbrella Sponsor (\$5,500)

Be prepared for those spring showers! Have your logo proudly displayed while attendees are out and about on a rainy day! This opportunity to sponsor will be recognized in several ways:

- Your logo and company name on a mini umbrella distributed to **500** attendees ***Exclusive**
- **Choice** of an exhibition booth **OR** 5 free conference registrations
- **Sign with logo next to display at conference**
- Inclusion of name and **large** logo on the ADDP conference event webpage and all marketing materials



Travel Kit Sponsor (\$4,000)

Summertime = travel time! It is always a good idea to have a portable travel kit ready to go! Have your logo proudly displayed on the outside of this pack which contains ear plugs, tissues, toothbrush & toothpaste, soap, shampoo, comb, Purell wipes and 1 Shout Wipes stain remover. This opportunity to sponsor will be recognized in several ways:

- Your logo and company name on a mini travel kit distributed to **500** attendees ***Exclusive**
- **3** free conference registrations
- **Sign with logo next to display at conference**
- Inclusion of name and **large** logo on the ADDP conference event webpage and all marketing materials



Compact Tool Kit Sponsor (\$4,000) ****SOLD****

Everyone needs a handy tool kit for those last minute, unexpected small repairs! Get your name out there by putting your logo on something EVERY attendee will want to take home with them! Tool kit includes: 3 Flat Head and 3 Phillips Head Bits; Magnetic Port for Accepting Bits; Extra Bright White LED light; Slide Switch to Turn On/Off; and Button Cell Batteries Included.



Your benefits include:

- Your logo and company name on a mini travel kit distributed to **500** attendees ***Exclusive**
- **3** free conference registrations
- **Sign with logo next to display at conference**
- Inclusion of name and **large** logo on the ADDP conference event webpage and all marketing materials

Lanyard & Name Badge Sponsor (\$3,000) ****SOLD****

Get your name out there by putting your logo on something EVERY attendee will wear at the conference and take home with them! Your benefits include:

- Company logo on polyester lanyard that will hold 500 attendee name badges ***Exclusive**
- Inclusion of name and medium logo on the ADDP conference event webpage and all marketing materials
- Name included in list of sponsors at the conference

Car Coaster Sponsor (\$2,000) ****SOLD****

Warmer weather will be here soon, and cold drinks are on the menu! Keep your car's cup holder bottom clean and dry with this ceramic car coaster and get your name out there by putting your logo on something EVERY attendee will want to put in their car. Your benefits include:

- Company logo on car coaster that will be distributed to 500 attendees ***Exclusive**
- Inclusion of name and small logo on the ADDP conference event webpage and all marketing materials
- Name included in list of sponsors at the conference



Lip Balm/Sunscreen Sponsor (\$2,000)

With warmer temps and sunny days on the way, don't forget to take care of those lips! Get your name out there by putting your logo on something EVERY attendee will use this summer! Your benefits include:

- Company logo on lip balm/sunscreen container distributed to 500 attendees ***Exclusive**
- Inclusion of name and small logo on the ADDP conference event webpage and all marketing materials
- Name included in list of sponsors at the conference



2024 FOOD AND REFRESHMENT SPONSORSHIPS

Luncheon Sponsorship (2 at \$7,500)

Option to split between 2 organizations for \$3,750 each*

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:

- High-quality signs with company logo strategically placed next to the luncheon buffet AND at EVERY table in the ballroom
- Inclusion of name and large logo on the ADDP conference event webpage and all marketing materials
- Name included in list of sponsors at the conference
- Verbal acknowledgement as luncheon sponsor during lunchtime presentations
- 6 free conference registrations (solo), 3 registrations (if split)



**Sharing sponsorship requires splitting or sharing benefits, including full-page color ad*

Sunrise Showcase Breakfast Sponsorship (2 at \$4,500 each)

(Option to split one between 2 organization at \$2250 each*)

Start the day with excellent brand exposure while attendees enjoy a continental breakfast buffet! Recognition includes:

- High-quality color signs with company logo strategically placed next to the breakfast buffet table ***Exclusive**
- Inclusion of name and medium logo on the ADDP conference event webpage and all marketing materials
- Name included in list of sponsors at the conference
- **Three (3)** free conference registrations for full \$4500 sponsorship



**Sharing sponsorship requires splitting or sharing benefits*

Caffeine Connection Sponsorship (2 at \$2,750) (1 SOLD!)



Keep attendees alert throughout the day and gain valuable exposure! Attendees will be sure to thank you for sponsoring their coffee, and your company will be recognized with the following:

- High-quality color signs with your company name and logo strategically placed at each coffee station in main exhibition corridor and outside of workshop session rooms
- Name and **medium logo** in outreach materials and company logo & link on LEAD! Conference webpage
- Name included in list of sponsors at the conference

Spring Refresher Sponsorship (2 at \$2,750)



Keep attendees refreshed during breaks with iced coffee and iced tea and seltzers and gain valuable exposure! Attendees will be sure to thank you for sponsoring their coffee, and your company will be recognized with the following:

- High-quality color signs with your company name and logo strategically placed at the spring fresher station
- Name and **medium logo** in outreach materials and company logo & link on LEAD! Conference webpage
- Name included in list of sponsors at the conference

Sweet Treats/Dessert Sponsor (\$2,000)

Treat over 500 attendees to some sweet treats during lunch! Attendees will know who to thank as you will be recognized in the following ways:

- Sign with company name & logo on dessert table ***Exclusive**
- Inclusion of name and small logo on ADDP conference event webpage and in all marketing materials
- Name included in list of sponsors at the conference



SPECIALTY SPONSORSHIPS

Continuing Education Scholarship Sponsorship (\$6,000) ****SOLD****

Help us celebrate staff that are furthering their education at either the certificate, undergraduate or graduate level. Knowledge is power!! Your benefits include:

- **Large Color Signage at the event/during the presentation** that names you as the Continuing Education Scholarship Sponsor ***Exclusive**
- Inclusion of name and large logo on the ADDP conference event webpage and all marketing materials
- Name included in list of sponsors at the conference
- **Choice** of an exhibition booth **OR** 5 free conference registrations

Ballroom A/V Sponsor (\$5,500)

Help make the main event inside the ballroom spectacular with premium AV equipment! Your logo will be on display on multiple screens throughout the ballroom for both the morning session and lunch! This opportunity to sponsor will be recognized in several ways:

- Logo on display on two 10x18 screens in the front of the ballroom
- **Choice** of an exhibition booth **OR** 5 free conference registrations
- Name included in list of sponsors at the conference
- Inclusion of name and **large** logo on the ADDP conference event webpage and all marketing materials



Speaker Sponsor (4 at \$4,000 each)

Be recognized during this year's LEAD Conference as a speaker sponsor! Benefits include:

- **Large Color Signage at the event/on stage** that names you as the Speaker Sponsor ***Exclusive**
- Large logo on all marketing materials and ADDP conference event webpage
- Inclusion of name and large logo on the ADDP conference event webpage and all marketing materials
- Name included in list of sponsors at the conference
- Verbal acknowledgement (including slide with logo) as speaker sponsor before each presentation
- 3 free conference registrations, **reserved table up front for event**

Beautiful Blooms Sponsorship (\$3,000) *EXCLUSIVE*

Help us create a beautiful space for all attendees! Recognition includes:

- Your company name and logo listed as Beautiful Blooms sponsor on sponsor sign in the main corridor *Exclusive
- Inclusion of name and **medium logo** on ADDP conference event webpage and in all marketing materials
- Name included in list of sponsors at the conference
- **1 Conference Registration**



Registration Table Sponsor (\$2,500)

Get your name out there by having it displayed on our registration table! All 500+ attendees who check in to the conference **will be greeted by your logo first thing in the morning!** This is an excellent, exclusive visibility option, and includes:

- **Two table runners on the registration table(s) with your company logo**
- Inclusion of name and **small logo** on ADDP conference event webpage and in all marketing materials
- Company name listed in sponsor listing at event and ADDP conference webpage

Photographer Sponsorship (\$2,000)

Help us capture all the special memories of the day by sponsoring a professional photographer.

Recognition includes:

- Your company name and small logo listed as photography sponsor on sign in the main corridor *Exclusive
- Inclusion of name and small logo on ADDP conference event webpage and in all marketing materials

Music Sponsor (\$1,500)

A band comprised of individuals with disabilities will rally folks in the morning and provide entertainment during lunch. This is an excellent, exclusive visibility option, including:

- Company name listed in sponsor listing at event and on ADDP conference webpage

Table Map Sponsor (\$1,500)

Help attendees find their way to their seat at the conference! Your logo will be displayed prominently as the sponsor of a large map placed in two locations at the conference. This is an excellent, exclusive visibility option, including:

- Company name listed in sponsor listing at event and on ADDP conference webpage

Exhibitor Map Sponsor (\$1,500)

Help attendees see what vendors are exhibiting at this year's conference. Your logo will be displayed prominently as the sponsor of a large exhibitor map placed in two locations at the conference. This is an excellent, exclusive visibility option, including:

- Company name listed in sponsor listing at event and on ADDP conference webpage

Thank you to our Sponsors:

Continuing Education Scholarship Sponsorship: Seven Hills Foundation

Compact Tool Kit: Venture Community Services

Lanyard & Name Badge Sponsor: The Guild for Human Services

Caffeine Connection Sponsor: The Arc of Plymouth and Upper Cape Cod

Car Coaster Sponsor: Waystone Health & Human Services

EXHIBITORS LEAD! 2024

		ADDP Member	Non-member	Total
Exhibit Booth: Breakfast, Lunch, Breaks	Includes 8' table, electricity, and meals for 2 staff	\$900.00	\$1,100.00	\$
	Fee for one additional booth staff	\$125.00	\$200.00	\$
TOTAL:				\$

Business Name: _____

Business Contact: _____ Email: _____ Phone: _____

Names of Booth Staff: _____

Booth Electricity? Yes No

Enclosed check payment of \$ _____ 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 1, 2024 at the Four Points Sheraton in Norwood, MA.

Signature _____ Date _____

Booths cannot be reserved or guaranteed without receipt of a completed, signed exhibit contract form and payment. For more information, contact Patty Ames at 508.245.9769 or pattyames@addp.org

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