ADDP LEAD! CONFERENCE & EXPO
Wednesday, April 29, 2020
DCU Convention Center
Worcester, MA

Marketing Opportunities

The Association of Developmental Disabilities Providers (ADDP) invites you to market your business to hundreds of human service agencies at the 2020 ADDP LEAD! Conference & EXPO.

Participating in the conference will allow your business to:

- Reach an expected target audience of 900+ attendees
- Increase awareness of your products and services
- Gain access to decision makers in the field
- Demonstrate your organization’s commitment to human services community

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! Do not forget to check out our BUSINESS MEMBER + CONFERENCE SPONSORSHIPS, which combine a traditional ADDP Business Membership with additional conference marketing opportunities (see separate packet).

EXHIBIT

We have LIMITED space available in 2020, so register early to reserve your preferred location. Exhibitor fees include electricity and meals for two (2) people. Exhibitors are also eligible for nearly 50% off black/white ad prices. Rate are on page 7.

ADVERTISE

LEAD! Conference program book is read by almost 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 9.

ABOUT US

ADDP is comprised of nearly 120 community organizations across the Commonwealth that provide services and supports to individuals intellectual and developmental disabilities, autism, & brain injuries.

ADDP’s mission is to promote and ensure strength of community-based providers so members can be successful in improving quality, access and value of services in the community. ADDP is committed to enhancing political, financial, and educational health of member organizations.

To that end, each year we hold a Conference & Expo to educate and inspire our members and our community.

You should join us!
**SPONSORS – Get Recognized!**

**Luncheon Sponsorship (2 at $7,500)**

*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 of 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
- Verbal acknowledgement as luncheon sponsor during lunchtime presentations
- Exhibition booth in prime location
- 6 free conference registrations

*Sharing sponsorship requires splitting or sharing benefits*

**Sunrise Showcase Breakfast Sponsorship (1 at $4,500 each)**

*(Option to split between 2-3 organizations)*

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

- High-quality color signs with company logo strategically placed on the breakfast buffet tables throughout the main exhibitor corridor *Exclusive*
- Inclusion of name and medium logo on the ADDP conference event webpage and all marketing materials
- Full page color advertisement in conference program book
- Choice of an exhibition booth (must be requested by January 15, 2020) OR 4 free conference registrations

(*Note: splitting of sponsorship will mean splitting/sharing of benefits*)
Poster Session Sponsorship ($3,000) **NEW FOR 2020**

ADDP is excited to add a new element to the LEAD! Conference: a poster session! We will be displaying 10-15 posters outside the Junior Ballroom that describes innovative work/collaboration among agencies or agencies and outside collaborators. Be the sponsor that kicks-off what we hope will become a yearly tradition! Benefits include:

- Signage next to the poster session with your logo acknowledging you as sponsor. *Exclusive
- Full-page black and white advertisement in conference program book that names you as the Poster Session Sponsor
- Inclusion of name and medium logo on the ADDP conference event webpage and all marketing materials
- Acknowledged as Poster Session Sponsor during opening remarks with logo on screen

Visa Raffle Sponsor ($1,500)

To retain our audience through the afternoon breakout session, we invite a donation for a random drawing of gift cards for attendees. 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

SIGN LANGUAGE INTERPRETING SERVICES SPONSORSHIP (4 at $1,000)

ADDP wants to ensure effective communication with all our conference attendees, including those who are Deaf/Hard of Hearing. This sponsorship helps us accommodate those in need of an American Sign Language interpreter. Sponsorship includes:

- Your company name and logo on signs outside multiple meeting rooms throughout the conference thanking you as a sponsor of Sign Language Interpreting services.
- Company name listed in sponsor section of program book and ADDP conference webpage

REGISTRATION SUPPORT SPONSOR (Entrance fee is $160 per person)

Support individuals with intellectual and/or developmental disabilities 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 pattyames@addp.org or ADDP will extend 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 served basis **
CONFERENCE SPONSORS SECURED

THANKS FOR YOUR SUPPORT!

- Keynote Sponsor: Citizen’s Bank
- Reusable Totebag Sponsor: Venture Community Services
- Conference App: Vinfen
- Ballroom AV: Grow Associates
- Breakout AV: Advocates, Inc.
- Breakout Sessions Desserts: Tempus Unlimited
- Reusable Water Bottle/Water Station: Kennedy-Donovan Center
- Continuing Education Scholarship: Seven Hills Foundation
- Lanyard and Name Badge Sponsor: Delta Projects
- Awards Program Sponsor: HMEA
- DSP Raffle: Open Sky & Central Community Health Partnership
- Caffeine Connection Sponsors: Bay Cove Human Services and Road to Responsibility
- Photographer Sponsor: NuPath
- Smartphone Charging Station: Pathlight Group
- Wi-Fi Sponsorship: Massachusetts Council for Adult Foster Care
- Sunrise Showcase Breakfast Sponsorship: Charles River Center, New England Village
- Registration Table Sponsor: Justice Resource Institute
- Sign Language Interpreting Services Sponsor: WCI
- Music Sponsor: LifeLinks CLASS Inc.
- Notepad Sponsor: Victory Human Services
**EXHIBITORS – Join Us!**

### Exhibit Booth: Breakfast, Lunch, Breaks

- Includes 8’ table, electricity and meals for 2 staff
- Fee for one additional booth staff

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<td>Breakfast, Lunch, Breaks</td>
<td>$900.00</td>
<td>$1,025.00</td>
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<td>Fee for one additional booth staff</td>
<td>$125.00</td>
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### Program Book Advertisement

*Reduced ad rates for exhibitors only*

- Full-Page COLOR ad (7.5” W x 10”H)*
- Full-Page black & white ad (7.5” W x 10”H)*
- Half-Page black & white ad (7.5” W x 5”H)*

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<td>Half-Page black &amp; white ad (7.5” W x 5”H)*</td>
<td>$85.00</td>
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**TOTAL:** $

*PLEASE SEND HIGH RESOLUTION JPEG (600 dpi) OR PDF FILE TO PATTY AMES AT pattyames@addp.org by MARCH 1, 2020*

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

<table>
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<th>Business Name:</th>
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<td>Business Contact:</td>
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<table>
<thead>
<tr>
<th>Names of Booth Staff:</th>
<th>Vegetarian Lunch (circle one)? Yes</th>
<th>No</th>
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<tr>
<th>Preferred Booth #:</th>
<th>2nd choice:</th>
<th>3rd choice:</th>
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<tr>
<th>Booth Electricity?</th>
<th>Yes</th>
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*Attach 100-word business blurb for the Expo program book (due 3/1/20)*

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

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<tr>
<th>Name on Card:</th>
<th>CCV/Security Code#:</th>
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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 April 29, 2020 at the DCU Convention Center in 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 Patty Ames at 508.689.7381 or pattyames@addp.org
**Nonmembers can choose booths 17-29 and 36-45 as one of their preferred choices; however, priority will first go to ADDP Members**

Please send your 100-word business blurb for the Expo program by 3/1/20

If you were an exhibitor for the 2019 Conference, inform us if you would like to use the same description that was used for the 2020 Conference.
ADVERTISERS – Be Seen!

- **Get Visibility.** More than 850+ 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 SEND HIGH RESOLUTION JPEG (600 dpi) OR PDF FILE TO PATTY AMES AT pattyames@addp.org by MARCH 1, 2020**

<table>
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<td>$ 500.00</td>
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<td><em>Based on limited availability!</em></td>
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**Please make all checks payable to ADDP**

Association of Developmental Disabilities Providers
1671 Worcester Road, Suite 201
Framingham, MA 01701