

ADDP LEAD! CONFERENCE & EXPO

Thursday, May 9, 2019
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 2019 ADDP LEAD! Conference & EXPO.

Participating in the conference will allow your business to:

- Reach an expected target audience of 900 – 1,000 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

ABOUT US

ADDP is comprised of nearly 130 community organizations across the Commonwealth that provide services and supports to individuals with 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!

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 2019, 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.

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 7.

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*

SIGN LANGUAGE INTERPRETING SERVICES SPONSORSHIP (1 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 large signs outside multiple meeting rooms throughout the conference thanking you as a sponsor of Sign Language Interpreting services.
- Inclusion of name and logo on ADDP conference event webpage and in all marketing materials

REGISTRATION SUPPORT SPONSOR (Entrance fee is \$145 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

EXHIBIT SPONSORSHIP (\$2,500 value!) (\$2,000)

If you are not an ADDP Business Member and plan on exhibiting at the **LEAD!** Conference, why not gain valuable marketing exposure and member only benefits? Exhibit Sponsorship includes:

- Exhibit booth (8' table, electricity and meals for 2 staff)
- Choose **ONE** of following as 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 Al**
- 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 (\$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



**** Sponsorships will be reserved on a first come, first served basis ****

CONFERENCE SPONSORS SECURED

THANKS FOR YOUR SUPPORT!

- Keynote Sponsor: **Citizen's Bank**
- Conference App Sponsor: **Vinfen**
- Reusable Tote Sponsor: **Bridgewell**
- Reusable Water Bottle and Water Station: **Kennedy-Donovan Center**
- Sunrise Showcase Breakfast Sponsor (1/2): **Venture Community Services**
- Sunrise Showcase Breakfast Sponsor (1/4): **Charles River Center and New England Village**
- Breakout Session Audio/Visual Sponsor: **Advocates, Inc.**
- Awards Program Sponsor: **HMEA**
- Photobooth & Photographer Sponsor: **NuPath**
- Continuing Education Scholarship: **Seven Hills Foundation**
- Lanyard & Name Badge Sponsor: **American Training**
- Caffeine Connection Sponsor: **Bay Cove Human Services**
- Wi-Fi Sponsor: **CIL**
- Notepad Sponsor: **Road to Responsibility**
- Breakout Session Dessert Sponsor: **Victory Human Services**
- Registration Table Sponsor: **Justice Resource Institute**
- Music Sponsors: **LifeLinks and Career Resources Corporation**
- Smartphone Charging Station: **Grow Associates, Inc.**
- Registration Support Sponsor: **HopeWell, Inc.**
- Sign Language Interpreting Services Sponsors: **Work, Community, Independence (WCI); Nonotuck Resources, Inc.**

EXHIBITORS – Join Us!



		ADDP Member	Non-member	Total
Exhibit Booth: Breakfast, Lunch, Breaks	Includes 8' table, electricity and meals for 2 staff	\$900.00	\$1,025.00	\$
	Fee for one additional booth staff	\$125.00	\$200.00	\$
Program Book Advertisement <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)*	\$80.00	\$130.00	\$
TOTAL:				\$

PLEASE SEND HIGH RESOLUTION JPEG (600 dpi) OR PDF FILE FOR AD BY

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 #: _____ 2nd choice: _____ 3rd choice: _____

Booth Electricity? Yes No ***Attach 100-word business blurb for the Expo program book (due 3/15/19)**

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#: _____

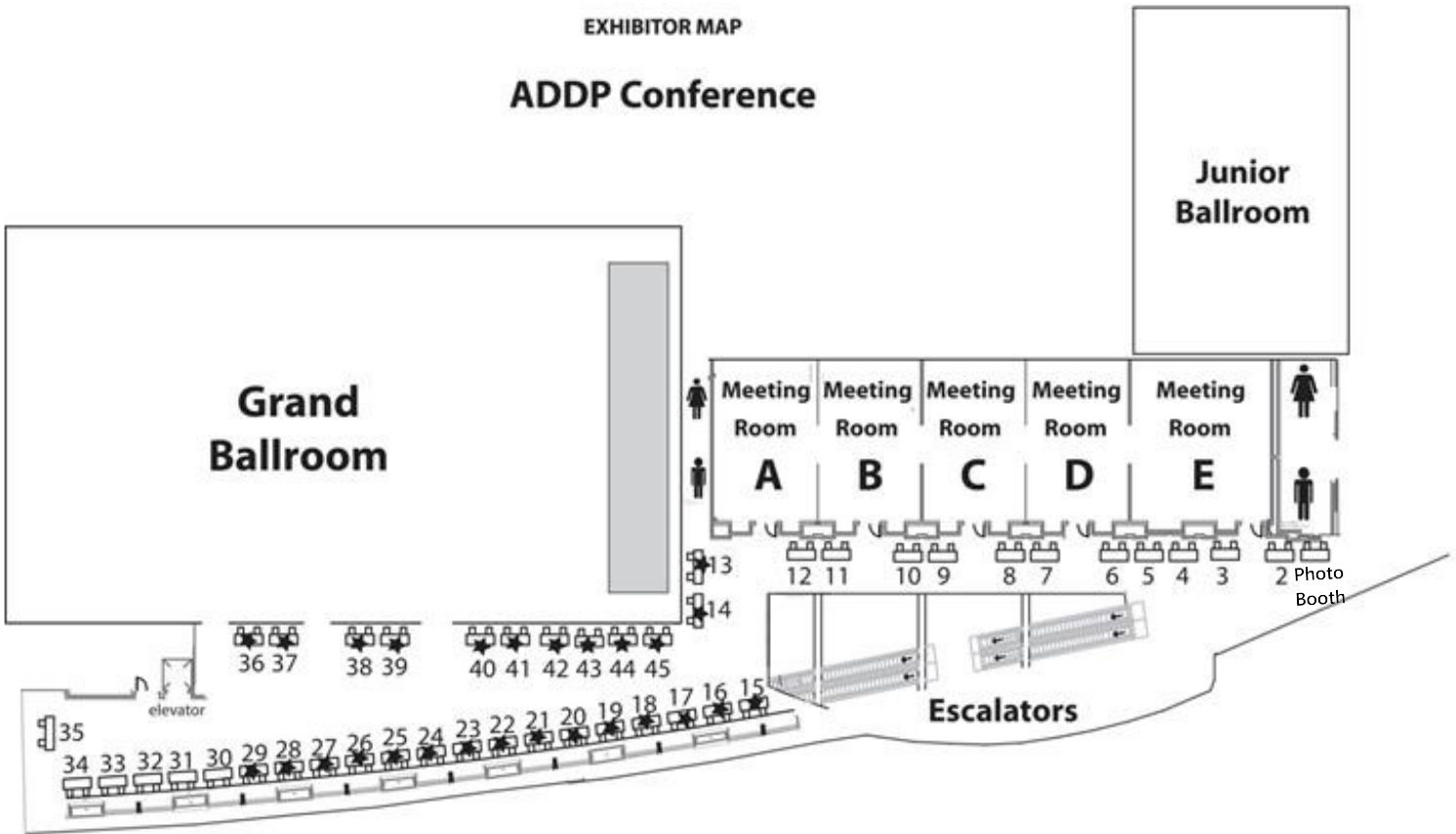
We release the ADDP and their respective employees from all responsibility for losses or damage to materials and equipment during storage or use at the ADDP Annual Conference & Expo on May 9, 2019 at the DCU Convention Center in Worcester, Massachusetts.

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

EXHIBITOR MAP

ADDP Conference



★ Booths 13-29 and 36-45 are reserved for ADPP members ★

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

Please send your 100-word business blurb for the Expo program by 3/15/19.

If you were an exhibitor for the 2018 Conference, inform us if you would like to use the same description that was used for the 2018 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 15, 2019****

	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)	\$ 160.00	\$ 270.00	\$
TOTAL:			\$

Business Name: _____

Business Contact: _____

Email: _____ Phone: _____

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#: _____

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

**Association of Developmental Disabilities Providers
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