

*NASUAD's 2017
Sponsorship and Exhibitor Prospectus
for the*

 **SHCBS**
NATIONAL HOME & COMMUNITY
BASED SERVICES CONFERENCE



August 28–31, 2017

Baltimore Marriott Waterfront | Baltimore, MD

Greetings,

While faced with new challenges, reduced budgets, and growing populations requiring more services, we believe states are stronger than ever, and the work they do is more effective in reaching individuals and addressing their needs. **The National Home and Community Based Services (HCBS) Conference** highlights these achievements, allowing states to share innovative programs, present unique partnerships, and recognize the work of their peers.

We invite you to be a part of this important event. The National HCBS Conference, held in **Baltimore, MD, August 28th – August 31st**, will include federal, state, and local policymakers and those who administer, manage, and deliver waiver and other HCBS programs. The conference always sees a strong presence from U.S. Health and Human Services, ranging from the Administration for Community Living (including AoA, Office of Disability, and AIDD) to CMS, HRSA, SAMHSA, Office of Developmental Disabilities, and other federal agencies.

The 2016 National HCBS Conference was the largest to date, with over 1,300 attendees traveling from all fifty states, as well as Guam and the U.S. Virgin Islands. This year we are excited to move the conference to the Baltimore Marriott Waterfront, a beautiful hotel that overlooks the Baltimore harbor.

The conference offers a variety of opportunities for your organization to get exposure. If you choose to exhibit, you will reach more than 1,300 leaders over multiple days. By sponsoring the conference, you will gain visibility at a variety of events and activities. Many sponsorship levels include an option to advertise within our conference program, increasing your company's profile as the program is used by over a thousand attendees during the conference.



Thank you,

Martha Roherty, Executive Director
National Association of States
United for Aging and Disabilities

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CONFERENCE SPONSORSHIPS

Conference Sponsorships

Don't miss your chance to reach long-term services and supports professionals at the National HCBS Conference August 28–31 in Baltimore, MD. Our conference sponsorship options offer unique opportunities for your organization to network, brand, market, and advertise—boosting your visibility.

2017 Conference Sponsorship levels	Platinum \$40,000	Diamond \$35,000	Emerald \$25,000	Sapphire \$15,000	Ruby \$10,000	Gold \$7,500
Logo published in program	✓	✓	✓	✓	✓	✓
Logo on conference website page	Premium Location	✓	✓	✓	✓	✓
Advertisement in final program	Full Page, Priority Location	Half Page, Premium Location	Half Page	Quarter Page	Quarter Page	
Differentiated Signage on entrance to exhibit hall	✓	✓	✓	✓	✓	✓
Company name listed on conference tote bag	✓	✓	✓	✓		
Screen Projection Loop before and after general sessions	✓	✓	✓	✓	✓	✓
Logo displayed on HCBS Clearinghouse	✓	✓	✓			
Conference App Promotional Posts	1 Push Notification During the Conference	1 Promoted Post During the Conference				
Promotional insert in tote bag	✓					
Exhibit booths	2 Premium Booths	1 Premium Booth	1 Premium Booth	1 Standard Booth	1 Standard Booth	1 Standard Booth and 1 registration OR 2 registrations
Full Conference registration	5 registrations	4 registrations	3 registrations	2 registrations	1 registration	1 Standard Booth and 1 registration OR 2 registrations

Customize Your Sponsorship!

If you don't see an exact fit for what you're looking for in the following pages, contact us to create a custom sponsorship package.

Questions? Contact Rachel Feldman • 202-898-2578 • RFeldman@nasuad.org

Conference Program Sponsorship Opportunities

All of the events, activities, and items listed in the following pages are available for sponsorship on a first-come, first-served basis. Detailed information on programs and presenters will be available in May 2017.

Plenary Speaker: Negotiable

(1 available)

(To sponsor the luncheon prior to the speaker, see below)

The National HCBS Conference has a history of bringing thoughtful speakers to address the audience on a variety of current policy and systematic issues affecting home and community based services.

The plenary speaker reaches over 1,100 advocates, federal and state government employees, as well as researchers, consultants, and policy makers. *Your company will receive full benefits of the Diamond Sponsorship level.* This sponsorship includes having your logo displayed during the plenary, exclusive time to highlight your organization during the speaker introduction, and being highlighted within the conference program.

Plenary Luncheon: \$30,000

(2 available)

Conference attendees will enjoy a luncheon prior to plenary speakers. Your company will be recognized throughout the meal at the food stations. *Your company will receive full benefits of the Diamond Sponsor* and will be highlighted within the conference program.

Innovation Track—Workshops: \$15,000

(2 available)

This track will allow for corporations and private funders to present to a large and diverse group of individuals. This will be the opportunity to present a session during the conference and sell your product/products to a broader audience. *Your company will receive full benefits of the Sapphire Sponsor* and will be highlighted within the conference program.

Networking and Reception Sponsorship Opportunities:

Exhibit Hall Opening Reception: \$25,000

(2 available)

Conference attendees gather to celebrate the opening of the exhibit hall at the end of the first day to network with colleagues and browse exhibit booths. *Your company will receive full benefits of the Emerald Sponsor.* Additionally, your company will be recognized throughout the reception at the food stations, as well as highlighted within the conference program.

Exhibit Hall Luncheon: \$25,000

(1 available)

Conference attendees will enjoy a boxed lunch while networking and browsing exhibit booths. Your company will be recognized at the entry to the exhibit hall, as well as throughout the reception at the food stations. *Your company will receive full benefits of the Emerald Sponsor* and be highlighted within the conference program.

Continental Breakfast: \$20,000

(3 available)

Conference attendees will enjoy a continental breakfast each morning while networking with colleagues. Your company will be recognized throughout the meal at the food stations. *Your company will receive full benefits of the Sapphire Sponsor* and will be highlighted within the conference program.

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CONFERENCE SPONSORSHIPS

Snack Bags: \$15,000

(1 available)

All conference attendees will appreciate some snacks in their conference bags to enjoy throughout the conference. This is an easy way to get recognition for your company with your logo displayed on a bag holding a few snacks for every participant. *Your company will receive full benefits of the Sapphire Sponsor* and will be highlighted within the conference program.

Cell Phone Lounge: \$15,000

(1 available)

Sponsor a comfortable lounge with chairs and tables set up for people to have quiet meetings with colleagues or make phone calls between sessions. This is an easy way to get recognition for your company with your logo displayed throughout the lounge space. *Your company will receive full benefits of the Sapphire Sponsor* and will be highlighted within the conference program.

Additional Exclusive HCBS Sponsorship Opportunities:

Promotional items can turn some of the conference's most used resources into valuable impressions for your company. These sponsorship opportunities do not receive benefits of Conference Sponsorships above.

Charging Stations: \$7,500

(3 available)

These days everyone is on their smartphone or tablet, using it to take notes, and to gather contact info from other conference attendees. Sponsorship of a charging station includes a screen display, showing a 10 minute slideshow loop that can be used as advertising space as well as your logo displayed on the kiosk.

HCBS Conference Smartphone App: \$20,000

(1 available)

Tired of carrying around a big heavy agenda? Wish you could send a message to a speaker you just heard? The HCBS Conference Smartphone App allows for attendees to bookmark and save the people they meet and sessions they attend within a full online listing of the agenda. It also has an interactive Exhibit Hall map to easily allow attendees

to find the company with which they are interested in connecting. Sponsorship for the App includes your logo displayed on posters throughout the conference, as well as in communication about the app. Your company's name will also be highlighted within the app. This is a great way to be at the fingertips of every attendee!

Hotel Key Cards: \$10,000

(1 available)

Be the first thing attendees see as they check-in for the conference at the Baltimore Marriott Waterfront. Your logo will be printed on over 1,000 hotel key cards.

Name Badge Lanyard: \$10,000

(1 available)

Everyone will wear your company's logo or name around their necks to display their name badge for the conference. Your company's logo will be worn by over 1,000 individuals!

Water Bottles: \$10,000

(1 available)

Have your organization's logo on a water bottle placed in all conference attendee's tote bags. After a long day of workshops and networking, everyone will appreciate your contribution to the event.

Technology/Demo Room: \$10,000

(2 available)

Does your company have software or new technology to share? The Exhibit Hall includes six rooms that can be used to expand your exhibit space. These special rooms will allow attendees to interact with your products, and allow you space to demonstrate or display new, exciting technology. Sponsorship of an Interactive Display Space includes one conference registration.

Conference WiFi: \$15,000

(1 available)

Conference attendees will appreciate WiFi available throughout the conference, allowing them to easily connect to exhibitors' and speakers' websites, and to engage with the Conference App. Sponsorship includes your name on all materials highlighting the conference WiFi, as well as throughout the conference agenda.

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CONFERENCE SPONSORSHIPS

Escalator Banner: \$15,000

(2 available)

Capture the undivided attention of attendees each day at the HCBS Conference as they ride up and down the escalator banks in the Baltimore Marriott Waterfront. *Your company will receive full benefits of the Sapphire Sponsorship level* and will be highlighted within the conference program.

Exhibit Hall Footprints: \$15,000

(1 available)

Such a contagious and fun way for attendees to find your booth! Custom footprint floor clings will lead attendees to your booth from the main entrance of the Exhibit Hall. *Your company will receive full benefits of the Ruby Sponsorship level* and will be highlighted within the conference program.

Coffee Break with Custom Coffee Sleeves: \$20,000

(3 available)

Hot and in demand! Your sponsored coffee break will include coffee sleeves that are a sure way to catch the eye of every attendee. *Your company will receive full benefits of the Sapphire Sponsorship level* and will be highlighted within the conference program.

E-Newsletter Ads: \$7,500

(3 available)

Leading up to the HCBS Conference NASUAD sends a series of email newsletters with information about the conference, including announcing plenary speakers, hotel deadlines, and more. Your organization can advertise within these emails with a sidebar ad that will be clickable to your website. These emails reach over 3,000 individuals!



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Meetings and Networking Opportunities

NASUAD Spring Meeting Dinner: \$20,000

(2 available)

Nearly 100 officials from State offices join us in the Spring for NASUAD's bi-annual membership meeting. The Spring Meeting is held at a new location each year. Following a full meeting agenda, members join for a casual dinner where they can reconnect with their colleagues. Sponsors are invited to join the dinner to mingle with NASUAD members. Sponsors of the Membership Dinner will be recognized by having their logo displayed during the event, as well as throughout the meeting agenda materials.

Private Breakfast with NASUAD Members: \$20,000

(3 available)

With officials from nearly all 50 states attending, sponsors of these breakfasts will work with NASUAD staff on identifying and personally inviting state directors in targeted states. This is an exclusive opportunity to have an informal meeting with targeted contacts and discuss your products and programs. *Your company will receive full benefits of the Sapphire Sponsor* and will be highlighted within the conference program.

NASUAD Fall Dinner: \$35,000

(During the 2017 HCBS Conference)

Nearly 100 officials from State offices join us one night during the HCBS Conference for NASUAD's bi-annual membership dinner. Members will join for a casual dinner where they can reconnect with their colleagues. Sponsors are invited to join the dinner to mingle with NASUAD members. Sponsors of the Membership Dinner will be recognized by having their logo displayed during the event, as well as throughout the meeting agenda materials. *Your company will receive full benefits of the Emerald Sponsor*, and will be highlighted within the conference program.

NASUAD's President's Receptions: \$40,000

(2 available)

The NASUAD Board of Directors President serves a two year term. To honor the outgoing and incoming Presidents, NASUAD hosts two receptions for NASUAD members during the HCBS Conference. These events are well attended by NASUAD board and membership and are a highlight of the conference for the attendees. Sponsors will have their logo displayed on reception tables, as well as in the membership agenda materials. Sponsors are invited to join the reception to mingle with NASUAD members. *Your company will receive full benefits of the Platinum Sponsor*, and will be highlighted within the conference program.

Questions? Contact Rachel Feldman • 202-898-2578 • RFeldman@nasuad.org

CONFERENCE SPONSORSHIPS

2017 Sponsorship Categories

Please choose your sponsorship level for this year's conference from the list below. Check the appropriate box:

Conference Sponsorships:

- Platinum Level Sponsor\$40,000
- Diamond Level Sponsor\$35,000
- Emerald Level Sponsor\$25,000
- Sapphire Level Sponsor\$15,000
- Ruby Level Sponsor.....\$10,000
- Gold Level Sponsor\$7,500

Conference Program Sponsorship Opportunities:

- Plenary Speaker SponsorshipNegotiable
- Plenary Luncheon Sponsorship\$30,000
- Innovation Track—Workshop Sponsorship\$15,000

Networking and Reception Sponsorship Opportunities:

- Exhibit Hall Opening Reception\$25,000
- Exhibit Hall Luncheon Sponsorship\$25,000
- Continental Breakfast Sponsorship\$20,000
- Snack Bags Sponsorship.....\$15,000
- Cell Phone Lounge Sponsorship\$15,000

Additional Exclusive Sponsorship Opportunities:

- Charging Station Sponsorship\$7,500
- Conference WiFi Sponsorship\$15,000
- Conference Smartphone App Sponsorship\$20,000
- Hotel Key Card Sponsorship\$10,000
- Name Badge Lanyard Sponsorship\$10,000

- Water Bottle Sponsorship \$10,000
- Escalator Banner Sponsorship..... \$15,000
- Expo Hall Footprints \$15,000
- Coffee Break with Custom Coffee Sleeves..... \$20,000
- E-Newsletter Ads..... \$7,500

NASUAD Meetings and Networking Opportunities:

- Private Breakfast with NASUAD Members \$20,000
- NASUAD Spring Meeting Dinner \$20,000
- NASUAD Fall Meeting Dinner \$35,000
- NASUAD President's Reception \$40,000
- HCBS.orgNegotiable
- Friday UpdateNegotiable

Exhibition Booth Registration

Most sponsorship opportunities include an exhibit space. The exhibit booth fee includes one full conference registration. **Each exhibitor must complete a separate vendor registration online for all other attendees.**

To Reserve a Non-Sponsor Exhibit Space:

- Technology/Demo Room \$10,000
- 10x8 ft. exhibit space \$2,000 (Registration by July 25, 2017)
- 10x8 ft. exhibit space \$2,500 (Registration after July 25, 2017)

Questions? Contact Kimberly Fletcher • 202-898-2578 • kfletcher@nasuad.org

CONFERENCE SPONSOR/EXHIBIT FORM

2017 Sponsor/Exhibit Form

COMPANY

OFFICE CONTACT PERSON/TITLE

ON-SITE CONTACT PERSON/TITLE (IF DIFFERENT FROM ABOVE)

ADDRESS

CITY

STATE

ZIP

PHONE

FAX

E-MAIL

Method of Payment *(please check one)*

- Credit Card
 Check (personal or agency): Payable to NASUAD

For Credit Card Use Only: VISA MasterCard American Express

CREDIT CARD #

EXP. DATE

SIGNATURE

TODAY'S DATE

Mail or Fax Exhibit Space Order Form to:

NASUAD 2017 HCBS Conference
Kimberly Fletcher, Conference/Outreach Coordinator
1201 15th Street, NW #350 • Washington, DC 20005
P: (202) 898-2578 x131 • F: (202) 898-2583
<http://www.nasuad.org>

Questions? Contact Rachel Feldman • 202-898-2578 • RFeldman@nasuad.org

EXHIBIT SPACE DATES & RATES

Exhibit Application Deadline:
July 24, 2017, or until all booths are sold!

Exhibit Set-Up:

Monday, August 28	1:00 pm – 5:00 pm
Tuesday, August 29	7:00 am – 10:00 am

Exhibit Hours

Tuesday, August 29	11:30 am – 7:00 pm
Wednesday, August 30	8:00 am – 3:30 pm

Dates and Rates

Conference Dates:

August 28–August 31, 2017

Exhibition Dates

Tuesday, August 29	11:30 am – 7:00 pm
Wednesday, August 30	7:30 am – 3:30 pm

Hotel Reservations:

Baltimore Marriott Waterfront
700 Aliceanna Street
Baltimore, Maryland 21202

Non-Sponsor Booth Fees

One 10 ft. x 8 ft. Booth space
Includes one full conference registration
\$2,000.00 before July 24, 2017
\$2,500.00 after July 24, 2017



Questions? Contact Kimberly Fletcher • 202-898-2578 • kfletcher@nasuad.org

NASUAD Exhibit Rules & Regulations

1. Registration.

All exhibitors and sponsors, including staff manning the booth, are required to register as participating attendees at the NASUAD 2017 HCBS Conference. Conference registration entitles exhibitors and sponsors to participate fully in all open conference workshops, keynotes, and social events on the program agenda.

2. Exhibit Data.

Each booth area is 10 ft. x 8 ft. and includes one 6 ft. skirted table and two chairs. All exhibitors are expected to fill out the appropriate forms with the decorating company for any additional, drapage, AV, electrical, etc. All necessary order forms and shipping information will be provided in the Exhibitor's Manual.

3. Booth Blocks.

In the event an organization would like to purchase multiple booth space or if two exhibitors would like adjoining space, this request **MUST** be indicated on the Booth Application forms and must be received at the same time as spaces are assigned on a first-come, first-served basis. Every effort will be made to accommodate adjoining booth requests, but final assignment is at the discretion of the Conference Coordinator.



4. Exhibit Installation.

Exhibit installation hours are Monday, August 28, 1:00 pm – 5:00 pm and Tuesday, August 29, 7:00 am – 10:00 am. Exhibitors agree that all booths will be operational and staffed during all continental breakfasts, receptions, and breaks.

5. Dismantling Exhibits.

Exhibits may be dismantled on Wednesday, August 31, 2017, after 3:30 pm.

6. Canceled Booths.

Cancellations made by August 1st will receive a refund, less the \$100.00 conference cancellation fee. There will be no refunds after August 11, 2017. All cancellations and requests for refunds must be in writing and sent to the attention of Kimberly Fletcher, NASUAD, 1201 15th Street, NW #350, Washington, DC 20005.

7. No Shows.

If an Exhibitor fails to install or display in assigned space or fails to comply with any other provision of this agreement, NASUAD shall have the right, without notice to Exhibitor, to take possession of said space and lease said space, or any part thereof, to such parties, and upon such terms and conditions, as it may deem proper. Any exhibitors who do not show up will not get a refund. If you e-mail, fax, or mail your cancellation notice, please call to confirm receipt.

8. Fees.

Full payment must accompany the application for booth space. Exhibitor Information Packets and booth assignments will be mailed after confirmation and payment of full conference registration. Shared booth space is prohibited. All materials, services, and products represented must be wholly owned or managed by the exhibitor on record.

Questions? Contact Rachel Feldman • 202-898-2578 • RFeldman@nasuad.org

EXHIBIT RULES & REGULATIONS

9. Indemnification & Hold Harmless.

- The exhibitor shall indemnify, defend, and hold harmless NASUAD and its officers, directors, partners, agents, members, and employees from and against any and all demands, claims, damages to person or property, losses and liability, including reasonable attorney fees (collectively “claims”) arising out of or caused by the exhibitor’s negligence in connection with the provision of services of the Hyatt Regency Hotel. The exhibitor shall not have waived or be deemed to have waived, by reason of this paragraph, any defense, which it may have with respect to such claims.
- NASUAD shall indemnify, defend, and hold harmless the exhibitor and its officers, directors, partners, agents, members, and employees from and against any and all demands, claims, damages to person or property, losses and liabilities, including reasonable attorney fees (collectively “claims”) arising out of or caused by the NASUAD’s negligence. NASUAD shall not have waived or be deemed to have waived, by reason of this paragraph, any defense that it may have with respect to such claims.
- Exhibitors assume the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to their displays, equipment, and other property brought upon the premises of the hotel and shall indemnify and hold harmless NASUAD and Baltimore Marriott Waterfront their officers, directors, partners, agents, members, and employees from any and all such losses, damages, and claims.

- In all cases, occupants wishing to insure their property must do so at their own expense. It is especially recommended that all occupants have representatives in attendance at all times when the exhibits are open and especially when exhibits are being set up or dismantled, to protect against loss.

10. Rules.

NASUAD reserves the right to make changes to these rules. Any matters not specifically covered herein are subject to decision by NASUAD. NASUAD reserves the right to make such changes, amendments, and additions to these rules as considered advisable for the proper conduct of the exhibit, with the provision the exhibitors will be advised of any such changes.

11. Rights of Termination.

This agreement is subject to termination for cause, upon written notice, without liability to the terminating party due to acts of God, war, government regulation, terrorism, disaster, strikes, civil disorder, curtailment of transportation facilities, or any other emergency beyond the party’s control making it illegal or impossible to provide the facilities or to hold the meeting. The phrase “without liability” wherever used in this agreement shall be deemed to include a refund by the NASUAD of all deposits and repayment made within thirty (30) days of the notice of termination.



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