145th Annual Meeting

PARTNER PROSPECTUS

Opportunities to Sponsor, Exhibit, Advertise

For more information visit us online:

www.aaidd.org
About AAIDD

AAIDD promotes progressive policies, sound research, effective practices, and universal human rights for people with intellectual and developmental disabilities. The AAIDD Annual Conference averages an attendance of 550-600 people. AAIDD is a leader in the field and it’s Annual Meeting is an ideal way to reach your target audience.

Who attends AAIDD

Our attendees are mid- and senior-level professionals in the intellectual and developmental disabilities field who come from many disciplines and work in a variety of settings, including:

- Psychologists
- Educators
- Social Workers
- Service Providers:
  - Assessment
  - Behavioral health
  - Education
  - Employment
  - Health care
  - Residential
- Speech Therapists and Audiologists
- Occupational and Physical Therapists
- Physicians
- Nurses
- Federal and State employees
- Attorneys
- Managers and Administrators
- Researchers
- Consultants
- Self-Advocates/Family Members

Who exhibits at AAIDD

Our exhibitors consist of those serving the professional needs of those who work with people with intellectual and developmental disabilities, such as:

- Providers of services:
  - Case management
  - Financial planning
  - Legal
  - Pharmacy
  - Property management
  - Tele-health
- Providers of products:
  - Adaptive and other equipment
  - Assistive and other technologies
  - Software
- Publishers
- Providers of health and mental health care
- Higher education programs
- Professional development programs
- Providers of specialized training and educational materials for people with disabilities
- Insurance Providers
- Travel programs

Meeting and Hotel Information

The 2021 AAIDD Annual Meeting is being planned as a hybrid event with both online virtual and in-person components. In the event that it is impossible to meet in-person, the event will be held virtually.

The host hotel is the Hyatt Regency Jacksonville Riverfront (Florida). AAIDD’s website provides the link and phone number for room reservations. Please note that AAIDD does not use third-party vendors to arrange hotel rooms.

AAIDD will provide all exhibitors and sponsors with information to reserve their lodging directly by phone or online. AAIDD does not arrange your lodging for you, and anyone contacting you regarding lodging does not work for AAIDD.
Sponsorships are available for the conference itself and select events during the meeting.

### CONFERENCE SPONSORSHIPS

<table>
<thead>
<tr>
<th></th>
<th>Copper</th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$3,000</td>
<td>$4,000</td>
<td>$5,000</td>
<td>$10,000</td>
<td>$15,000</td>
</tr>
<tr>
<td>Exhibit booth: Physical (based on availability) &amp; virtual booth</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsor logo with link on website and conference app</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsor acknowledgement in welcome remarks, program, and event slides</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary conference registrations</td>
<td>2</td>
<td>3</td>
<td>6</td>
<td>8</td>
<td>12</td>
</tr>
<tr>
<td>Program ads (hard copy program only)</td>
<td>1/4 page</td>
<td>1/2 page</td>
<td>1/2 page</td>
<td>Full Page</td>
<td></td>
</tr>
<tr>
<td>One Door Drop item Included (single page flyer, postcard, small lightweight item, gift card, etc. See page 5 for details)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>One-time social media promo</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>One-time email blast to conference registrants (pre- or post conference)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>One-time conference app push notification (during conference)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Feature in Sponsor Showcase (host a 30-minute live or pre-recorded session during the Wednesday lunch break)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

### SINGLE EVENT SPONSORSHIPS

<p>| | | | | | |</p>
<table>
<thead>
<tr>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Plenary Session</td>
<td>$8,000</td>
<td>3 opportunities</td>
<td>Prominent recognition on the conference website/app.</td>
<td>May have a representative introduce plenary speaker</td>
</tr>
<tr>
<td></td>
<td>E-Posters</td>
<td>$6,000</td>
<td>1 opportunity</td>
<td>Prominent recognition on the conference website/app.</td>
<td>Recognition in the E-poster platform</td>
</tr>
</tbody>
</table>

To confirm your sponsorship, please complete the sponsorship engagement form on page 6

### OTHER SPONSORSHIP OPPORTUNITIES

Interested in sponsoring a specific event or getting particular visibility? Contact us to craft sponsor acknowledgement that meets your needs. AAIDD welcomes creative sponsorship ideas. Contact Maria at maria@aaidd.org
Hybrid Exhibit Show

In addition to the booths of the in-person event, exhibitors will receive a virtual exhibit booth. Virtual booths provide an opportunity to reach attendees participating online.

The Exhibit Hall:

- **In-person:** Exhibits will be in an area in which all attendees will congregate for substantial periods at least 3 times each day of the conference; the continental breakfast and a coffee break will be served in the exhibit area. The area will not be locked overnight; drapes will be provided to cover the displays.
- **Virtual:** Exhibits will be accessed through the conference platform. Exhibitors are encouraged to provide an interactive experience at least 3 times each day of the conference.

**FEE**

The exhibitor fee is **$450.00 per table**, which includes both the in-person and virtual booth exhibits. Exhibitors are entitled to:

- Placement of company logo with hyperlink to your site on the conference web page
- Two (2) complimentary exhibitors badges and one (1) complimentary conference registration. Exhibiting organizations may also register one (1) additional employee at $160.
- In-person: One (1) skirted 6-ft table and two (2) chairs
- Virtual: One standard-size virtual booth with interactive features.

**INSTRUCTIONS**

**SET-UP:**

- All physical displays may be installed from 1:00-6:00 pm on Monday, June 21, 2021, and must be fully installed by Tuesday, June 22 at 9:00 am.
- Details about setting up your virtual exhibit booth will be available in the near future and will be sent directly to the exhibitor contact’s email address.

**DISMANTLING:** All physical displays are to be dismantled starting at 11:00 a.m. and removed entirely by 1:00 p.m. on Wednesday, June 23, 2021. It is the responsibility of the exhibitor to see that all materials are delivered to the exhibit area and removed from the area by the specified deadline.

**SHIPPING:** All materials are shipped to the convention center at the exhibitor’s expense. Detailed shipment information will be sent via e-mail.

**DEADLINE**

The signed agreement with full payment must be received by **April 23, 2021** to be included in the event. AAIDD has a limited number of available tables; merely sending this contract by the deadline does not guarantee you a table.

**OTHER INFORMATION**

Each exhibitor is responsible for their own costs related to dedicated electricity, Internet connection, and AV equipment. An exhibitor information sheet will be available by the end of April 2021 with the contact information for the AV and decorator companies.

For questions, please contact Maria@aaidd.org. See additional exhibition terms and conditions on page 8.
Opportunities to reach the attendee audience are sold on a first-come, first-served basis.

## Door Drop

AAIDD is pleased to introduce its Door Drop, a package of materials mailed directly to those who have registered for the conference by May 14, 2021. A great opportunity to promote your company’s presence. Individuals who register after that date and attend the in-person meeting will receive their package onsite.

Your materials are delivered directly to both virtual and in-person attendees. Advertisers must arrange to cover the fee and provide 500 copies of their item to AAIDD by the deadline to be included in the Door Drop mailing. AAIDD reserves the right to refuse materials delivered after the deadline. To be included in the Door Drop, all proposed items must be approved by AAIDD, see the Terms and Conditions on page 8.

### Door Drop Item

<table>
<thead>
<tr>
<th>DOOR DROP ITEM</th>
<th>Number of Sponsorship Opportunities</th>
<th>A la Cart Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Larger items (books, DVDs, bags, etc.)</td>
<td>Unlimited</td>
<td>negotiable</td>
</tr>
<tr>
<td>T-shirts (all XL)</td>
<td>One</td>
<td>$4,000</td>
</tr>
<tr>
<td>Lanyards</td>
<td>One</td>
<td>$3,000</td>
</tr>
<tr>
<td>Notepads</td>
<td>Two</td>
<td>$3,000</td>
</tr>
<tr>
<td>Mousepad</td>
<td>Two</td>
<td>$2,500</td>
</tr>
<tr>
<td>Reusable face masks</td>
<td>Two</td>
<td>$2,000</td>
</tr>
<tr>
<td>Pen</td>
<td>Unlimited</td>
<td>$1,500</td>
</tr>
<tr>
<td>One 8.5 x 11-inch single page item</td>
<td>Unlimited</td>
<td>$1,500</td>
</tr>
<tr>
<td>Small promotional items, such as eyeglass cleaning cloths, lip balm, first aid kits, bandanas, etc., (measuring approximately 3x4x1-inches or less)</td>
<td>Unlimited</td>
<td>$1,000</td>
</tr>
<tr>
<td>Gift cards</td>
<td>Unlimited</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

Have an item not listed here to include? Contact us for a rate.

** Liquids, fragile, or bulky items cannot be included in Door Drops. **

### Approval and Deadline

- Contact Maria Alfaro at [maria@aaidd.org](mailto:maria@aaidd.org) for item approval.
- Door Drop items must be sent to the attention of Maria Alfaro at the following address: AAIDD, 8403 Colesville Rd., Suite 900, Silver Spring, MD 20910, and they must arrive by Friday, May 21, 2021. AAIDD is not responsible for your items not arriving on time.

### Door Drop Terms and Conditions

Acceptability of Door Drop advertising are limited to those that AAIDD deems likely to serve the interests of its members and conference attendees. AAIDD reserves the right to refuse, at its sole discretion, any potential advertiser’s proposed items themselves or the service or product they advertise that are (a) determined by AAIDD to be inconsistent with its mission, goals, or objectives; (b) do not comply with the size limitations provided, or (c) may not be shipped by the US Postal Service to attendees in all US states. Acceptance of Door Drop materials does not imply AAIDD endorsement.
AAIDD Annual Meeting Sponsor & Exhibit Engagement Form
Send this form Attn: Maria Alfaro  at AAIDD, 8403 Colesville Rd. Silver Spring, MD 20910
Fax 202-387-2193, or maria@aaidd.org

COMPANY INFORMATION

Company/Organization Name: ______________________________________________________
Primary Contact’s Name/Title: _____________________________________________________
Address: _________________________________________________________________________
City: ___________________________ State: _______ Zip Code: _______________
Telephone: ______________________ E-mail: _________________________________________
Website: _________________________________________________________________________

SPONSORSHIP PACKAGES

☐ Platinum Sponsor $ 15,000
☐ Gold Sponsor $ 10,000
☐ Silver Sponsor $ 5,000
☐ Bronze Sponsor $ 4,000
☐ Copper Sponsor $ 3,000

All sponsors get a complimentary exhibit

DOOR DROPS

☐ T-shirts $ 4,000
☐ Lanyard $ 3,000
☐ Notepads $ 3,000
☐ Mousepad $ 2,500
☐ Reusable face masks $ 2,000
☐ Pen $ 1,500
☐ One 8.5x11-inch single page item $ 1,500
☐ Small promo items $ 1,000
☐ Gift Card $ 1,000

A-LA-CARTE-SPONSORSHIP ITEMS

☐ Plenary Sponsor $ 8,000
☐ E-Posters Sponsor $ 6,000

EXHIBIT FEE

☐ Exhibitor Fee $ 450.00

AUTHORIZED SIGNATURE

By signing this application I acknowledge that as a representative of this company, I have read the rules and regulations outlined on page 7 of this prospectus. I also understand this application will become a binding contract upon acceptance and confirmation by AAIDD.

Authorized applicant signature
Date: _____________________________

PAYMENT INFORMATION—Select a payment method

☐ Check Enclosed (Payable to AAIDD) ☐ Invoice me (P.O. Attached)
☐ Visa ☐ MasterCard ☐ American Express ☐ Discover ☐ Diners Club

Card Number _______________________________________________________________________
Expiration Date ___/___/ ___/___/ Security Code________________
Is the credit card billing address different from the one provided above, please enter it here:
________________________________________________________

TOTALS

Sponsor package = $
A-la Carte Sponsorship = $
Door Drops = $
Exhibit Fee = $
TOTAL = $
EXHIBITOR TERMS AND CONDITIONS

EXHIBIT ASSIGNMENTS - Reasonable effort will be made to avoid assignment of adjacent booths to direct competitors. Location assignments will not be made until payment is received in full.

EXHIBITS -
- In-person: A standard 6-foot table and identification sign is provided by AAIDD. Any customization must first be approved by AAIDD. Audiovisual aids or equipment may not be played at a level that would interfere with adjacent exhibits.
- Virtual: An entry portal with exhibitor logo is provided by AAIDD for each booth; booth size is described on page 3.

CANCELLATION OF EXHIBITS – In the event that fire, strike, or other circumstances beyond the control of AAIDD causes the meeting to be cancelled, a full refund of exhibit fees will be made.

PAYMENT AND CANCELLATION – The exhibit fee must accompany the agreement. Vendors may cancel this agreement by written notice to AAIDD. Cancellations made on or prior to April 23, 2021 will be subject to a $100 cancellation fee. No refunds will be made on cancellations after April 23, 2021.

SECURITY AND INSURANCE -
- In-person: The in-person exhibit area will not be secured. Drapes will be provided to cover displays; however, we encourage you to take valuable items with you when you leave the table. Neither AAIDD nor the hotel are liable for damage or loss to exhibitor’s property nor shall AAIDD be liable for any injury that may occur in the exhibition area.
- Virtual: The virtual exhibit hall will utilize software with cyber security features standard to the exhibit-industry (not HIPPA); neither AAIDD nor its contractors will be liable for any damages related to the performance of the exhibit hall or any breach of the exhibit hall software.
- Exhibitors should make their own insurance and storage arrangements. Exhibitors should treat both the in-person and virtual exhibit booths as “unsecured,” and should not collect nor store anything of value, including sensitive or protected information, in the physical or virtual exhibit locations.

DAMAGE TO THE IN-PERSON EXHIBIT AREA - Nothing shall be posted on or tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the hotel, conference, or exhibit area without permission from the proper building authority and AAIDD. If such damage appears, the exhibitor shall be liable to the owner of the damaged property.

INSTALLATION AND DISMANTLING - All in-person and virtual exhibits must be in place and set up by the time of the official opening to the show. Space not occupied or set up by that time may be reassigned for other purposes.

DEFAULT OCCUPANCY - Any vendor failing to occupy space that has been contracted is not relieved of the obligation of paying for such space at the full rental price, and AAIDD shall have the right to use such space as it sees fit.

RESTRICTIONS ON USE OF SPACE - No exhibitor shall sublet, assign, or share any part of the exhibit space allocated to it without the written consent of AAIDD.

ACCEPTABILITY OF EXHIBITS - All exhibits shall serve the interests of the members of AAIDD and its affiliates and shall be operated in a way that will not detract from other exhibits or the convention as a whole. AAIDD reserves the right to deny the exhibit space to any potential exhibitor if AAIDD determines that the content or intention of the exhibitor is inconsistent with the goals and objectives of AAIDD. Acceptance of an exhibit does not imply an endorsement of the exhibitor.

RESPONSIBILITY OF AAIDD AND THE EXHIBIT FACILITIES: Insurance and liability are the full, sole responsibility of the exhibitor. The exhibitor agrees to protect, save and defend, and keep AAIDD, its contractors, and the Hyatt Regency Jacksonville Riverfront Hotel forever harmless from any damages or charges imposed for violation of any law or ordinance occasioned by the negligence of the exhibitor, as well as to comply strictly with the applicable terms and conditions contained in this agreement between AAIDD and the exhibit facilities regarding the said premises and software; further, the exhibitor shall at all times protect, indemnify, save and defend, and keep harmless AAIDD, its contractors, and the Hyatt Regency Jacksonville Riverfront Hotel against and from any and all loss, cost, damage, liability, or expense by reason of any accident or other occurrence to anyone, including the exhibitor, its agents, employees, and business invitee that arises or by reason of said exhibitor’s occupancy and use of the exhibit premises and software or a part thereof. AAIDD does not assume responsibility for services or materials advertised or exhibited.