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
- Publishing Companies
- 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

The 2021 AAIDD Annual Meeting is being planned as a virtual event. We’re excited to hold our first virtual meeting, and provide an affordable opportunity to participate from the comfort of your home.
SPONSORING

Sponsorships are available for the conference itself and select events during the meeting.

<table>
<thead>
<tr>
<th>CONFERENCE SPONSORSHIPS</th>
<th>Copper $3,000</th>
<th>Bronze $4,000</th>
<th>Silver $5,000</th>
<th>Gold $10,000</th>
<th>Platinum $15,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit booth: virtual booth</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsor logo with link on website and conference platform</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>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 push notification to all attendees (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>

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

<table>
<thead>
<tr>
<th>SINGLE EVENT SPONSORSHIPS</th>
<th>Plenary Session $8,000 3 opportunities</th>
<th>E-Posters $6,000 1 opportunity</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Prominent recognition on the conference website/app.</td>
<td>Prominent recognition on the conference website/app.</td>
</tr>
<tr>
<td></td>
<td>May have a representative introduce plenary speaker</td>
<td>Recognition in the E-poster platform</td>
</tr>
<tr>
<td></td>
<td>One (1) Door Drop Item</td>
<td>One (1) Door Drop Item</td>
</tr>
<tr>
<td></td>
<td>One Exhibit</td>
<td>One Exhibit</td>
</tr>
<tr>
<td></td>
<td>One-time social media promo</td>
<td></td>
</tr>
</tbody>
</table>

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
Virtual Exhibit Show

Virtual booths provide an opportunity to reach attendees from around the world. Our virtual exhibit will be accessed through the conference platform.

Some of the benefits of a virtual exhibit show include:

- No travel Costs
- Networking interactions will be available (live chats, etc)
- Expand brand awareness, with videos, resources housed in the virtual booth
- Long-lasting Exposure—the virtual exhibit hall will be open through the entire event and will remain accessible 30 days after our event is over.

FEE

Exhibit Fee: $450.00 per booth

Fee includes:

- One standard-size virtual booth with interactive features
- Placement of company logo with hyperlink to your site on the conference web page
- Exhibitor Logo Image
- Exhibitor welcome video or product featured video upload
- Two (2) complimentary virtual staff registrations (for exhibits only)
- One (1) complimentary full conference registration
- Exhibiting organizations may also register one (1) additional employee at $160.

DEADLINE

The signed agreement with full payment must be received by May 10, 2021 to be included in the event. AAIDD has a limited number of booths available; merely sending this contract by the deadline does not guarantee you a booth.

OTHER INFORMATION

An virtual exhibit guide containing step-by-step instructions and best practices will be provided to exhibitors when is time to start customizing your booth. Support will also be available.

For questions, please contact Maria@aaidd.org. See additional exhibition terms and conditions on page 8.
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 10, 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.

<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: __________________

<table>
<thead>
<tr>
<th>SPONSORSHIP PACKAGES</th>
<th>DOOR DROPS</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Platinum Sponsor $ 15,000</td>
<td>□ T-shirts $ 4,000</td>
</tr>
<tr>
<td>□ Gold Sponsor $ 10,000</td>
<td>□ Lanyard $ 3,000</td>
</tr>
<tr>
<td>□ Silver Sponsor $ 5,000</td>
<td>□ Notepads $ 3,000</td>
</tr>
<tr>
<td>□ Bronze Sponsor $ 4,000</td>
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<td></td>
<td>□ Small promo items $ 1,000</td>
</tr>
<tr>
<td></td>
<td>□ Gift Card $ 1,000</td>
</tr>
</tbody>
</table>

*All sponsors get a complimentary exhibit*

<table>
<thead>
<tr>
<th>A-LA-CARTE-SPONSORSHIP ITEMS</th>
<th>EXHIBIT FEE</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Plenary Sponsor $ 8,000</td>
<td>□ Exhibitor Fee $ 450.00</td>
</tr>
<tr>
<td>□ E-Posters Sponsor $ 6,000</td>
<td></td>
</tr>
</tbody>
</table>

**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 is different from the one provided above, please enter it here: ________________________________*
EXHIBITOR TERMS AND CONDITIONS

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.

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.

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 May 14, 2021 will be subject to a $75 cancellation fee. No refunds will be made on cancellations after May 14, 2021.

SECURITY AND INSURANCE -
• 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 treat virtual exhibit booths as “unsecured,” and should not collect including sensitive or protected information.

INSTALLATION
Exhibit must be completely installed by Wednesday, June 16h, 2021.

MUSIC LICENSING/COPYRIGHT
Any exhibitor providing live or recorded music in an exhibit booth is responsible for making sure they obtained the appropriate license. Exhibitors failing to comply with these licenses will be responsible for paying any fees collected by authorized licenses organizations such as ASCAP and BMI.

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.

CODE OF CONDUCT
Exhibitors are expected to conduct themselves in a professional manner, and treat other with respect. Exhibitors shall not engage in disruptive behavior of any type. AAIDD reserves the right to remove exhibits that are not following the code of conduct.

RESPONSIBILITY OF AAIDD AND THE EXHIBIT FACILITIES: The exhibitor agrees to protect, save and defend, and keep AAIDD, its contractors, and the Virtual Event Platform 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 virtual platform regarding the said software; further, the exhibitor shall at all times protect, indemnify, save and defend, and keep harmless AAIDD, its contractors, and the virtual event platform 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.