

# 2019 SELF-DIRECTION CONFERENCE

STORIES. STRATEGIES. SOLUTIONS.

## 2019 SELF-DIRECTION CONFERENCE SPONSORSHIPS

Don't miss your chance to reach self-direction program administrators, Financial Management Services (FMS) providers, managed care organizations (MCOs), Federal government officials, and other partners at Applied Self-Direction's *Self-Direction Conference: Stories. Strategies. Solutions.* The conference is scheduled for Monday, April 29 and Tuesday, April 30, 2019 at the Hyatt Regency Inner Harbor in Baltimore, Maryland. Conference sponsorships offer unique opportunities for your organization to network, brand, market, and advertise—boosting your visibility. All of the events and items listed below are available for sponsorship on a first-come first-served basis.

Sponsorship Benefits	Reception Co-Sponsor \$8,000	Lunch Co-Sponsor \$6,000	Breakfast Co-Sponsor \$5,000	Diamond Sponsor \$5,000	Emerald Sponsor \$3,000	Sapphire Sponsor \$1,500
Logo on conference webpage	Premier placement	Premier placement	Premier placement	Prominent placement	✓	✓
Logo on all conference emails	Premier placement	Premier placement	Premier placement	Prominent placement	✓	✓
Special sponsor name badge for attendee(s) representing your organization	"Premier" name badge	"Premier" name badge	"Premier" name badge	"Diamond" name badge	"Emerald" name badge	"Sapphire" name badge
Organization included in all conference materials	Premier placement	Premier placement	Premier placement	Prominent placement	✓	✓
Screen projection loop before and after sessions	Your organization will be included on 3 slides during the screen projection loop shown before and after sessions: a dedicated slide with your logo, a customizable slide with	Your organization will be included on 3 slides during the screen projection loop shown before and after sessions: a dedicated slide with your logo, a customizable slide with	Your organization will be included on 3 slides during the screen projection loop shown before and after sessions: a dedicated slide with your logo, a customizable slide with	Your organization will be included on 3 slides during the screen projection loop shown before and after sessions: a dedicated slide with your logo, a customizable slide with	Your organization will be included on 2 slides during the screen projection loop shown before and after sessions: a dedicated slide with your logo and a slide	Your organization will be included on one slide with other Sapphire Sponsors during the screen projection loop shown before and after sessions.

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	your choice of content, and a slide with all Reception Sponsor logos.	your choice of content, and a slide with all Lunch Sponsor logos.	your choice of content, and a slide with all Breakfast Sponsor logos.	your choice of content, a slide with all Diamond Sponsor logos.	with all Emerald Sponsor logos.	
Sponsored post in conference app	Gallery post with up to 6 different ads and a link to your website. Your posts will be promoted to the top of the app's activity feed regularly. All attendees will receive a "push notification" when the reception begins.	Gallery post with up to 6 different ads and a link to your website. Your posts will be promoted to the top of the app's activity feed regularly. All attendees will receive a "push notification" when your meal begins.	Gallery post with up to 6 different ads and a link to your website. Your posts will be promoted to the top of the app's activity feed regularly. All attendees will receive a "push notification" when your meal begins.	Gallery post with up to 4 different ads and a link to your website. Your posts will be promoted to the top of the app's activity feed regularly.	Gallery post with up to 2 different ads and a link to your website.	Banner post with 1 ad and a link to your website.
Full conference registration	2 Registrations	2 Registrations	2 Registrations	2 Registrations	1 Registration	
Exhibit booth	✓	✓	✓	✓		
Brochure or promotional giveaway in check-in packet	✓	✓	✓	✓		
Spreadsheet of conference attendees and contact information	✓	✓	✓	✓		
Inclusion in an email to all conference attendees	Inclusion in an email to all conference attendees thanking Reception, Meal and Diamond Sponsors. The email will include up to 200 words about the sponsor written by the sponsor.	Inclusion in an email to all conference attendees thanking Reception, Meal and Diamond Sponsors. The email will include up to 200 words about the sponsor written by the sponsor.	Inclusion in an email to all conference attendees thanking Reception, Meal and Diamond Sponsors. The email will include up to 200 words about the sponsor written by the sponsor.	Inclusion in an email to all conference attendees thanking Reception, Meal and Diamond Sponsors. The email will include up to 200 words about the sponsor written by the sponsor.		

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Poll conference attendees	Option of creating up to 3 poll questions in the conference app. You will receive the results of your poll questions after the conference.	Option of creating up to 3 poll questions in the conference app. You will receive the results of your poll questions after the conference.	Option of creating up to 3 poll questions in the conference app. You will receive the results of your poll questions after the conference.			
Logo on signage throughout the conference	✓	✓	✓			
Display promotional materials	Your organization's promotional materials will be displayed during the reception. This can include banners, signs, tablecloths, giveaways, etc.	Your organization's promotional materials will be displayed during your meal. This can include banners, signs, tablecloths, giveaways, etc.	Your organization's promotional materials will be displayed during your meal. This can include banners, signs, tablecloths, giveaways, etc.			
Additional exhibit booth	Opportunity to set up an additional booth during the reception to provide materials and have conversations with attendees.	Opportunity to set up an additional booth during your meal in the meal room to provide materials and have conversations with attendees.	Opportunity to set up an additional booth during your meal in the meal room to provide materials and have conversations with attendees.			
Opportunity to welcome attendees during reception	✓					
Logo on podiums during sessions (the podium with your logo will be included in all pictures of speakers)	✓					

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Logo on general Applied Self-Direction emails for one year following the conference	✓					

### Additional Self-Direction Conference Sponsorship Opportunities

#### Host Professional Headshots: \$6,000- New this year!

This fun and memorable sponsorship opportunity offers free headshots for all conference attendees, including a nice background, additional lighting, and an experienced photographer to capture professional headshots. Attendees love this opportunity because many people are stuck using old photos and never make time to have professional photos taken. This sponsorship includes a table next to the photograph booth for you to interact with attendees as they wait to take their headshot. You can display your logo and any promotional materials you would like on the table. Leading up to the conference, attendees will receive targeted emails advertising this great opportunity sponsored by your organization. In addition, your sponsorship will be highlighted in conference materials including the screen projection loop, our website, and conference emails. The sponsorship also includes a two-day exhibit booth and you'll receive a spreadsheet of conference attendees and contact information.

*We've sponsored the Self-Direction Conference since its inception. We get so much value from being a part of this conference and we are proud to advance self-direction with our sponsorship.*

-Self-Direction Conference Sponsor

#### Hotel Key Cards: \$5,000 – New this year!

Be the first thing attendees see as they check-in for the Self-Direction Conference at the Hyatt Regency! Your logo will be printed on each attendee's key card. Did you know attendees actively look at their key card 8 to 12 times a day during conferences? This represents repeat impressions to your targeted audience. This sponsorship also includes a two-day exhibit booth. (Key card branding is proven to drive up to twice as much traffic to your exhibit booth!) In addition, your sponsorship will be highlighted in all conference materials including the screen projection loop before and after sessions, our website, and conference emails. You will also receive a spreadsheet of conference attendees and contact information.

#### Sponsor a Program Administrator Scholarship: \$2,500

Often self direction program administrators who work for a Medicaid agency, State Unit on Aging, or Aging and Disability Resource Center want to attend the conference, but cannot for financial reasons. The Self-Direction Conference will offer scholarships to which program administrators can apply. Scholarship awardees will attend the conference, with their airfare, hotel, and conference registration covered by the scholarship. Sponsors will be honored at our Self-Direction Awards Reception. All scholarship sponsors will be introduced to all scholarship award winners at the Networking and Awards Reception. Sponsors will not be matched with individual scholarship winners to avoid conflict of interest between states and possible or existing vendors.



### **Exhibit Booth: \$700**

The Self-Direction Conference exhibits provide a dynamic environment where attendees network and learn about the latest products and resources that support self-direction. Conference attendees look forward to learning from industry experts about the latest news, resources, and technologies. Take advantage of this opportunity to reach a concentrated group of decision makers by reserving an exhibit booth at the 2019 Self-Direction Conference. The exhibit schedule provides almost 20 hours of networking time, including several key functions (meals, reception, and the Self-Direction Awards ceremony). Exhibit booths are placed in high traffic areas requiring attendees to pass through on their way to sessions and other conference events. The booths will be available on a first-come-first served basis starting on Monday morning.

### **Friend of Self-Direction \$500**

Increase your organization's exposure during the conference by becoming a Friend of Self-Direction sponsor. These sponsorships are often used to help self-directing participants and family members travel to and attend the conference. This sponsorship includes a special sponsor name badge for attendee(s) representing your organization and acknowledgment in conference materials, our website, and conference emails.

**Contact Casey DeLuca at [casey@appliedselfdirection.com](mailto:casey@appliedselfdirection.com) with any questions or to select the sponsorship package that's best for your organization.**