

2022 SELF-DIRECTION CONFERENCE

2022 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 the 2022 Self-Direction Conference. The conference is scheduled for Monday, April 11 and Tuesday, April 12, 2022 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.

Individual Sponsorship Opportunities

Sponsorship Benefits	Reception Co-Sponsor \$8,000- SOLD!	Lunch Co-Sponsor \$7,000- 3 Remaining	Breakfast Co-Sponsor \$6,000- 2 Remaining
Logo on conference webpage	Premier placement	Premier placement	Premier placement
Logo on conference emails	Premier placement	Premier placement	Premier placement
Sponsor badge for your organization's attendees	"Premier" name badge	"Premier" name badge	"Premier" name badge
Organization included in all conference materials	Premier placement	Premier placement	Premier placement
Screen projection loop shown before and after each session	Inclusion on 3 slides: a dedicated slide with your logo, a customizable slide with your choice of content, and a slide with all reception co-sponsors.	Inclusion on 3 slides: a dedicated slide with your logo, a customizable slide with your choice of content, and a slide with all lunch co-sponsors.	Inclusion on 3 slides: a dedicated slide with your logo, a customizable slide with your choice of content, and a slide with all breakfast co-sponsors.
Sponsored post in conference app	Gallery post with up to 6 images linking to your website. Attendees receive an app notification when the reception begins.	Gallery post with up to 6 images linking to your website. Attendees receive an app notification when your meal begins.	Gallery post with up to 6 images linking to your website. Attendees receive an app notification when your meal begins.
Conference registration	2 Registrations	2 Registrations	2 Registrations
Promotional giveaway(s) in check-in packet	✓	✓	✓
Two-day exhibit booth	✓	✓	✓
Spreadsheet of conference attendees and contact information	✓	✓	✓

Sponsorship Benefits	Reception Co-Sponsor \$8,000- SOLD!	Lunch Co-Sponsor \$7,000- 3 Remaining	Breakfast Co-Sponsor \$6,000- 2 Remaining
Inclusion in an email to all conference attendees	Inclusion in an email to all conference attendees thanking premier sponsors, including up to 200 words from your organization.	Inclusion in an email to all conference attendees thanking premier sponsors, including up to 200 words from your organization.	Inclusion in an email to all conference attendees thanking premier sponsors, including up to 200 words from your organization.
Poll conference attendees	Create up to 3 poll questions in the conference app. You will receive the results of your poll questions after the conference.	Create up to 3 poll questions in the conference app. You will receive the results of your poll questions after the conference.	Create up to 3 poll questions in the conference app. You will receive the results of your poll questions after the conference.
Display promotional materials	Your organization's logo and promotional materials will be displayed during the reception, including banners, signs, tablecloths, giveaways, etc.	Your organization's logo and promotional materials will be displayed during your meal, including banners, signs, tablecloths, giveaways, etc.	Your organization's logo and promotional materials will be displayed during your meal, including banners, signs, tablecloths, giveaways, etc.
Additional exhibit booth	Opportunity to set up an additional booth during the reception to provide materials and network with attendees.	Opportunity to set up an additional booth during your meal to provide materials and network with attendees.	Opportunity to set up an additional booth during your meal to provide materials and network with attendees.
Opportunity to welcome attendees during reception	✓		

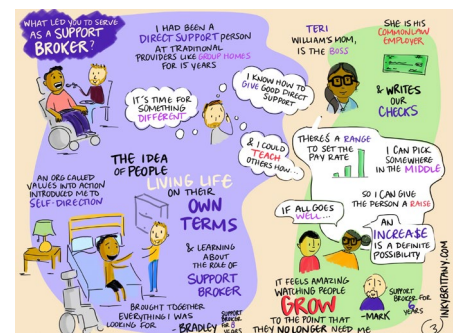
Graphic Recordings: \$7,000- New this year!

This fun and memorable sponsorship provides graphic recording for one day of the Self-Direction Conference. Graphic recording is a dynamic way to document conference sessions, engage participants, harvest critical feedback, and optimize a group's time together.

Graphic recordings from our previous sessions have always been a highlight from the conference and our most shared content on social media! This sponsorship includes a professional graphic recorder attending Day 1 of the conference and creating visual recordings with your organization's logo included on the graphics.

In addition, your sponsorship includes:

- Two-day exhibit booth
- Premier placement of your logo on our conference webpage, conference emails, and conference materials
- "Premier" name badge for your organization's attendees
- A dedicated slide with your logo during the screen projection loop shown before and after each session
- Gallery post in the conference app with up to 6 different images and a link to your website
- Brochure or promotional giveaway in check-in packet



- Spreadsheet of conference attendees and contact information
- Inclusion in an email to all conference attendees thanking premier sponsors, including to 200 words from your organization

Hotel Key Cards: \$6,000- SOLD!

Be the first thing attendees see as they check-in at the conference hotel! Your logo will be printed on each attendee's hotel room key card. Did you know that during conferences, an attendee will actively look at their keycard 8 to 12 times a day? This represents repeat impressions to your targeted audience.

In addition, your sponsorship includes:

- 2-day exhibit booth (Key card branding is proven to drive up to twice as much traffic to your exhibit booth!)
- Premier placement of your logo on our conference webpage, conference emails, and conference materials
- "Premier" name badge for your organization's attendees
- A dedicated slide with your logo during the screen projection loop shown before and after each session
- Gallery post in the conference app with up to 6 different images and a link to your website
- Brochure or promotional giveaway in check-in packet
- Spreadsheet of conference attendees and contact information
- Inclusion in an email to all conference attendees thanking premier sponsors, including to 200 words from your organization

Host Professional Headshots: \$6,000- SOLD!

This sponsorship opportunity offers free headshots for all conference attendees, including a nice background, additional lighting, and an experienced photographer to capture professional headshots. After almost two years of working from home, attendees will jump at the opportunity to dress up and have a new professional photo taken. This sponsorship includes an exhibit 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 includes:

- 2-day exhibit booth next to the photograph booth
- Premier placement of your logo on our conference webpage, conference emails, and conference materials
- "Premier" name badge for your organization's attendees
- A dedicated slide with your logo during the screen projection loop shown before and after each session
- Gallery post in the conference app with up to 6 different images and a link to your website
- Brochure or promotional giveaway in check-in packet
- Spreadsheet of conference attendees and contact information
- Inclusion in an email to all conference attendees thanking premier sponsors, including to 200 words from your organization

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 2012 Self-Direction Conference. The exhibit schedule provides almost 20 hours of networking time. 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 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 on our website, conference materials, and conference emails.

2022 Sponsorship Levels

Sponsorship Benefits	Diamond \$5,000	Emerald \$3,000	Sapphire \$1,500
Logo on conference webpage	Prominent placement	✓	✓
Logo on all conference emails	Prominent placement	✓	✓
Sponsor badge for your organization’s attendees	“Diamond” name badge	“Emerald” name badge	“Sapphire” name badge
Organization included in all conference materials	Prominent placement	✓	✓
Screen projection loop before and after each session	Inclusion on 3 slides: a dedicated slide with your logo, a customizable slide with your choice of content, and a slide with all diamond sponsors.	Inclusion on 2 slides: a dedicated slide with your logo and a slide with all emerald sponsors.	Inclusion on one slide dedicated to sapphire sponsors.
Sponsored post in conference app	Gallery post with up to 4 images linking to your website.	Gallery post with up to 2 images linking to your website.	Banner post with 1 image linking to your website.
Conference registration	2 Registrations	1 Registration	
Two-day exhibit booth	✓		
Promotional giveaway(s) in check-in packet	✓		
Spreadsheet of conference attendees and contact information	✓		

Contact Casey DeLuca at casey@appliedselfdirection.com with any questions or to select the sponsorship package that's best for your organization.