

# 2021 SELF-DIRECTION VIRTUAL CONFERENCE SERIES

*A virtual series to advance choice and control*

## Virtual Showcase

Applied Self-Direction's 2021 Virtual Self-Direction Conference Series is scheduled throughout April, May, and June. As an integral part of this conference series, we are offering vendors a chance to show off, explain, and demonstrate their tools or technology with an audience of state Medicaid administrators, Financial Management Services (FMS) providers, managed care organizations (MCOs), and other Medicaid stakeholders as a part of our virtual showcase.

We will miss meeting in-person this year, but there are a lot of advantages to virtual conference series:

- You can pick the day and time of your showcase that works for your team, without having it compete with other conference sessions.
- Your showcase will be advertised to over 4,400 individuals, rather than the 350 registrants who attend our in-person conference. Your logo will be included in each advertisement.
- Each showcase can include up to 500 attendees. The Premier Showcase will receive the registrant information for your showcase.
- There is no additional travel or registration costs for your team to attend the conference.

*"I attended every showcase session and it was really useful for our organization to make some purchasing and partnering decisions."*

-Showcase Attendee

We encourage anyone with a product or service that supports self-direction to be a part of the showcase. We anticipate showcases to include EVV solutions, software and hardware products, technology to improve home and community living, and tools that support independence.

### Virtual Showcase

Organizations who participate in the virtual showcase will receive a 30-minute time slot for their presentation and demonstration, as well as several marketing opportunities throughout the conference.

*"We are glad we were in the showcase. The room was full and the audience was engaged. We had plenty of time to show our software."*

-Showcase Exhibitor

The showcase will be hosted using Applied Self Direction's Adobe Connect webinar platform. Applied Self-Direction will encourage attendee participation in the showcase through a variety of advertisements, including prizes for attendance.

Additional showcase features are listed below:

Virtual Showcase	Premier (\$5,000)	Essential (\$3,000)
30-minute showcase time slot	✓	✓
Organization included in conference materials	Prominent placement	✓
Sponsored post on ASD social media accounts	Two social media posts with your ad and a link to your website, including a post promoting your demonstration slot	One social media post with your ad and a link to your website
Spreadsheet of your showcase attendees and contact information	✓	
Your showcase session will be recorded and available on ASD's website for viewing.	✓	

**Contact Casey DeLuca at [casey@appliedselfdirection.com](mailto:casey@appliedselfdirection.com) with any questions or to reserve your showcase session!**