

Exhibiting and Sponsorship at DDNA 2012

We welcome your participation!

The Developmental Disabilities Nurses Association (DDNA) and the American Academy of Developmental Medicine and Dentistry (AADMD) invite you to participate in their joint 2012 National Education Conference and Exhibition at the Rosen Plaza Hotel in Orlando, Florida, May 5-6, 2012.

This conference brings together top nurses, physicians and dentists from the United States and Canada who are on the frontline of clinical care for persons with developmental disabilities. Our members observe clients for healthcare problems, evaluate needs, and make recommendations for and prescribe products and services. Most influence purchase decisions at the national, state, local, and facility levels. Our conference attendees are excited about opportunities to meet with exhibitors and learn about medications, equipment, products, and services that can better meet the needs of the clients whom they serve.

We offer many opportunities for premium sponsorships that provide you with recognition and visibility, both at the conference and throughout the year on our website and in our publications. Each sponsorship receives recognition in the conference manual, on the DDNA website, and in the DDNA quarterly newsletter. Event Sponsors receive sponsor recognition signage, recognition in the conference manual, additional recognition on the DDNA website, as well as in the quarterly newsletter throughout the year. All event sponsors receive a one-time use mailing list of DDNA 2012 attendees before the conference, upon request.

We also offer exhibiting and advertising opportunities that place you in direct contact with the hundreds of nurse, physician, and dentist attendees interested in your product and who make purchasing decisions.

Some important reasons to exhibit at DDNA 2012 are:

- An opportunity for immediate feedback from your target market - clinical leaders in the direct care of persons with developmental disabilities.
- A presence at the conference and ongoing visibility for your company in publications (newsletters and peer-reviewed journal), and on the DDNA website for sponsors and additional opportunities for advertising in print in the DDNA newsletter and on the DDNA website.
- Pre-show mailings to all AADMD's physicians and dentists, to DDNA's hundreds of national members, and to the members of all of DDNA's Regional Nurse Networks/Chapters, as well as to other physicians and nurses who also influence purchasing decisions for products or services.

We look forward to your participation!

Mary Alice Willis, MSN, RN
Executive Director
Developmental Disabilities Nurses Association

Sponsorship/Exhibitor/Advertising Opportunities

Recognition Dinner/Dance

\$10,000

A highly attended event. Receive prominent recognition for this event. Join attendees as they receive accolades earned throughout the year and welcome new members and students.

Outside-Sponsored Educational Event Fee

\$5,000

Exhibitor-sponsored outside events can be conducted during non-competing times (e.g., during breakfast, lunch, or evening breaks) at the conference. The fee does not include food, beverage, AV, or speaker fees. Please contact DDNA for more information and required forms.

Sponsor a Session

\$1,500 - \$2,500

Provide an unrestricted education grant that sponsors an education session or workshop. Please contact DDNA for more information and required forms.

Conference Manual Advertising

\$80 - \$600

Contains all session resources (speaker presentations, biographies, handouts, etc.) received by DDNA. Distributed to all registered attendees and used for note taking during sessions. This is a much-valued item during the conference, referenced often and shared with other I/DD professionals after attendees return home. Ad rates vary according to size. Please call for specs.

1/8 page - \$80 1/4 page - \$175 1/2 page - \$325 Full page - \$600

Marketing Materials Distribution

\$400/piece

Your company marketing materials will be made available when attendees pick up their tote bags. Use this opportunity to invite attendees to your table in the exhibit hall, promote a new product and much more. Be creative! If you are not able to exhibit in person, this is a good way to get your marketing materials into the hands of attendees.

Become a Top Sponsor

As a Diamond, Gold, Silver, or Bronze Sponsor, your company or organization will be prominently promoted as a valued partner in helping to meet the goals of DDNA and AADMD - quality services and healthcare for persons with developmental disabilities. But sponsorship benefits extend well beyond the opportunity to meet with attendees at the 2012 conference! Your valued sponsorship will continue to reach out to conference attendees through recognition and free advertising in DDNA's newsletter and website - seen by the conference attendees AND by AADMD's and DDNA's entire memberships and other people with an interest in developmental disabilities (who also may be interested in your company's products or services) who read DDNA's newsletters and visit its website.

Sponsor levels available are:

Diamond Sponsor (exclusive)	\$10,000
Gold Sponsor (exclusive)	\$5,000
Silver Sponsor (exclusive)	\$3,500
Bronze Sponsor	\$2,000

Benefits of Sponsorship	Diamond	Gold	Silver	Bronze
Number of full conference/exhibitor registrations (complimentary)	5	4	3	2
Main conference entrance welcome sign	✓			
Name/logo in conference manual and DDNA newsletter recognized sponsor	✓	✓	✓	✓
Page size of recognition in conference manual	Full	Half	Quarter	Quarter
Recognition in newsletter	4 ½ page	4 ¼ page	4 ¼ page	2 ¼ page
Recognition and logo on DDNA's home page & one special topic web page for 1 year	✓	✓	✓	✓

Exhibitor Registration

Exhibitors will receive one complimentary exhibitor registration per table. You may add as many additional representatives as you need for \$150 each. Exhibitors are free to move about the conference area and may sit in on sessions; however, to receive certificates of attendance or CEs, exhibitors must pay full registration. Please see exhibitor policies and guidelines for details.

Early registration deadline is February 23rd, 2012. Regular registration deadline is April 23rd, 2012. Reserving space is simple: just fill out the Sponsor/Exhibitor Application & Contract and fax it to 407-426-7440.

Enjoy hotel discounts

DDNA invites all sponsors, exhibitors, and their families and friends to stay at the Rosen Plaza Hotel in Orlando, Florida. The Rosen Plaza contains the hotel and the conference center. The discounted room rates are available for sponsors and exhibitors at DDNA's 2012 Conference. Call Rosen Plaza's toll-free reservation line at 800-627-8258 and tell the reservations clerk that you are with the DDNA 20th Annual Educational Conference.

Sponsor/Exhibitor Application & Contract

DDNA 2012 Annual Education Conference - Orlando, Florida

Conference Dates: May 4 - 7, 2012.

Exhibit Dates: May 5 - 6, 2012

Contact and Mailing Information

Company: _____
 Name & Title _____
 Address: _____
 City: _____
 State: _____ Zip: _____
 Phone: (_____) _____
 Fax: (_____) _____
 Email: _____

Public Information

Company/Organization name to be displayed in conference materials:

 Website: _____
 Email contact: _____
 Phone: (_____) _____

Please provide a brief description, 50 words or less, of your products/ services: _____

Sponsor Levels

_____ Diamond (exclusive) \$10,000
 _____ Gold (exclusive). \$5,000
 _____ Silver (exclusive) \$3,500
 _____ Bronze \$2,000
 _____ Exhibitor (see Exhibit Options)

Event Sponsorship and Conference Item Support

_____ Breakout Session \$1,500
 _____ Preconference Session \$2,000
 _____ Plenary Session \$2,500
 _____ Recognition Dinner (exclusive) \$10,000
 _____ Outside Sponsored Educational Events \$5,000
 _____ Conference Manual Advertising \$80 - \$600
 _____ Marketing Materials Distribution \$400/piece

Exhibit Options

_____ Regular \$1000*/\$900*(pay before 2/23/2012)
 _____ Non-Profit \$800*/\$700*(pay before 2/23/2012)

*Additional representatives \$150 each. Please read "Exhibitor Representatives" below.

Exhibitor Representatives

Registration for one exhibitor representative is included in exhibit space. Additional representative registration fee is \$150 per representative. All registered representatives may sit in on sessions, but will not be awarded certificates of attendance or continuing education. If representatives would like to receive certificates of attendance or CEs, they may register separately as a conference attendee at the full or daily conference fee.

Name of booth representative(s) (will appear on badge as written):

1. (included) _____
2. (add \$150*) _____
3. (add \$150) _____
4. (add \$150) _____
5. (add \$150) _____
6. (add \$150) _____

Exhibit Logistics Contact Information

EXHIBITORS: Person responsible for exhibit logistics, i.e., shipping, installation/ dismantling, who will receive exhibitor service kit (if different from main contact information):

Name & Title: _____
 Phone: (_____) _____
 Email: _____

Payments

1. Email application to mawillis@ddna.org or Fax application to 407/426-7440.
2. Mail application and check or money order to:
 Developmental Disabilities Nurses Association
 Attn: 2012 Conference
 P.O. Box 536489
 Orlando, FL 32853-6489

Pay by check or money order in U.S. dollars to DDNA. Full payment must be received by DDNA before April 2, 2012 to ensure company/organization's listing in the conference manual. Final deadline for all payments is April 23, 2012. Companies making payments on or after April 3, 2012 may not receive a listing in the conference manual because of print deadlines.

Cancellation Policy

Notification must be in writing and received on or before April 9, 2012. No refunds will be made for cancellations received after April 10, 2012. Cancellations received by March 11, 2012 will receive a full refund, less \$100 administration fee. Cancellations made between March 12, 2012 and April 9, 2012 will receive a 75% refund, less \$100 processing fee.

Authorization

The undersigned accepts all terms and conditions set forth in this contract.

Authorized Signature: _____

Name & Title: _____

For DDNA use

Type _____ Total Cost _____ Mailing list sent _____
 Deposit _____ Date _____ Check # _____