

# **RQ** Reinventing Quality 2022 Conference

## **SPONSOR AND EXHIBITOR PARTNERSHIP OPPORTUNITIES**



**July 31-August 2, 2022**

Renaissance Baltimore Harborplace Hotel  
Baltimore, MD

[www.reinventingquality.org](http://www.reinventingquality.org)

# About Reinventing Quality

The Reinventing Quality (RQ) a biennial conference started in 1991, and is now planned collaboratively by the following organizations:

- American Association on Intellectual and Developmental Disabilities
- American Network of Community Options and Resources
- Human Services Research Institute
- National Association of State Directors of Developmental Disabilities Services
- University of Delaware's National Leadership Consortium on Developmental Disabilities
- Research and Training Center on Community Living at the University of Minnesota
- TASH

## WHO EXHIBITS

- 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
- Publishers
- 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

## WHO ATTENDS

Take advantage of the opportunity to be a **Sponsor** or an exhibitor and get the word out about your services and products to a progressive audience concerned with quality of life and improved services.

- Service provider organizations
- Policy makers
- Family members
- Self-advocates
- Direct support professionals
- Researches
- Federal and state employees
- Managers and administrators
- Researchers
- Consultants

## Meeting Information

The 2022 Reinventing Conference is being planned as an In-person Only, and it will be held at the Renaissance Baltimore Harborplace Hotel in Baltimore, MD.

# SPONSORING

We invite your participation as a sponsor of the upcoming RQ Conference. There are a number of opportunities to take a lead role in this event – one that attracts the most progressive thinkers and practitioners in the disability field and is a collaborative effort of the most influential intellectual and developmental disabilities organizations.

Participants represent a variety of organizations including: provider organizations, advocacy organizations, and county, state, and federal government agencies. Take advantage of the opportunity to be a **Sponsor** and get the word out about your services and products to a progressive audience concerned with quality of life and improved services.

CONFERENCE SPONSORSHIPS	Copper \$3,000	Bronze \$5,000	Silver \$10,000	Gold \$15,000	Platinum \$25,000
Sponsor logo with link on the conference website	✓	✓	✓	✓	✓
Sponsor acknowledgement in welcome remarks	✓	✓	✓	✓	✓
Recognition in pre/post conference email communications	✓	✓	✓	✓	✓
Complimentary conference registrations	2	3	6	8	12
Conference Bag Insert— (single page flyer, postcard, small lightweight item, gift card, etc.)	✓	✓	✓	✓	✓
Complimentary Program ad		1/4 page	1/2 page	Full Page	Full Page Back cover program
Complimentary Exhibits , including exhibitor benefits	✓	✓	✓ Can open exhibit during the welcome reception	✓ Premiere location & can open exhibit during the welcome reception	✓ Premiere location & can open exhibit during the welcome reception
One-time email blast to conference registrants (pre-or post-conference)				✓	✓
Remarks at Conference Event					✓

## SINGLE EVENT SPONSORSHIPS

<p><b>Plenary Session</b>    \$8,000    3 opportunities</p>	<ul style="list-style-type: none"> <li>• Prominent recognition within the conference.</li> <li>• May have a representative introduce plenary speaker</li> <li>• Four (4) Complimentary registrations</li> <li>• One Bag Insert</li> </ul>
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# EXHIBITING

## Attendee Profile

The Reinventing Quality Conference has an average attendance of 700 participants, representing a wide spectrum of human service professionals, policymakers, self-advocates, family members, direct support professionals, and advocates from all over the US. Participants represent a variety of organizations including: service providers, advocacy, and county, state, and federal government.

## Exhibit Location

Exhibits are located in the main thoroughfare where all sessions, breaks and registration will be located. Some sponsorship levels have the exclusive opportunity to exhibit during the Welcome Reception Sunday evening.

## Exhibit Fees

- \$750 per exhibit
- \$500 Non-Profit Exhibitor

Exhibitors Benefits:

- One (1) skirted 6-ft table and two (2) chairs
- Two (2) complimentary conference registrations
- Placement of company logo, description and contact information with hyperlink to your site on the conference web page.

### Exhibit Hours

**Monday, August 1:** 7:30 am—6:00 pm

Exclusive Exhibit Time:

7:30—8:30 am

10:00—10:30 am

2:30—3:00 pm

**Tuesday, August 2:** 7:30 am—12:00 pm

Exclusive Exhibit Time:

7:30—8:30 am

10:00—10:30 am

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## Deadline

The signed agreement with full payment must be received no later than **July 5, 2022**.

Please note: payment must be received in order to receive the logistic information.

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## Electricity/Audio Visual/Internet

Each exhibitor is responsible for their own costs related to dedicated electricity, Internet connection, and AV equipment. An exhibitor information sheet will be sent by July 5, 2022.

## Security

Security will not be provided. The exhibits will be in an open area, therefore, we encourage you not to leave any valuable items on tables.

## Hotel Accommodations

We encourage to stay at our headquarter hotel, the Renaissance Baltimore Harborplace, our discounted group rate is \$170 per night plus tax.



Renaissance Baltimore Harborplace Hotel  
202 East Pratt St,  
Baltimore, MD 21202

# ADVERTISING

*Reach attendees by advertising!*

## Program Ads

The final program is a full color, 40-44 pages, 8-1/2" x 11" document, and we will accept both black/white and full color ads.

### Program Ad Rates and Specifications

Full Page	\$ 500	7.75"	w x 10.25" h	no bleeds or Full page 8.5" x 11" plus .125 bleed on all sides
Half Page	\$ 300	7.5"	w x 4.75" h	no bleeds and horizontal only
Quarter Page	\$ 200	3.5"	w x 4.75" h	no bleeds

### Placement of Advertising

Display advertising in the final program is placed before and after the several main text portions of each program. Editorial content is not interrupted with ads.

### Submission Requirements

All ad submissions must be submitted electronically. Please keep in mind the following:

- PDFs high resolution PDFs only; low resolution (optimized for web) images will NOT be accepted.
- EPS file at 100% of size, 300 dpi
- All ads must be approved. Send submissions to [maria@aaid.org](mailto:maria@aaid.org)
- See terms and conditions below

**Deadline** All advertising for the Final Program must be submitted no later than **July 5, 2022**.

## Bag Inserts

A conference bag is placed directly in the hands of each attendee. Conference organizers reserve the right to refuse materials delivered after the deadline. For the item to be included in the conference attendee bag, all proposed items must be approved, see the Terms and Conditions on page 7.

BAG INSERT ITEMS	Number Opportunities	Fee
Notepads	Two	\$3,000
Mousepad	Two	\$2,500
Reusable face masks	Two	\$2,000
Pen	Unlimited	\$1,500
One 8.5 x 11-inch single page item/Postcards/Brochures	Unlimited	\$1,500
Small promotional items, such as eyeglass cleaning cloths, lip balm, first aid kits, bandanas, etc., (measuring approximately 3x4x1-inches or less)	Unlimited	\$1,000
Gift cards	Unlimited	\$1,000

For approval, please contact Maria Alfaro at [maria@aaid.org](mailto:maria@aaid.org).

### ADVERTISING TERMS AND CONDITIONS

Acceptability of Program Ad and Bag Insert advertising are limited to those that are deemed likely to serve the interests of its conference attendees. Conference organizers reserve the right to refuse, at their sole discretion, any potential advertiser's proposed ads or bag inserts, whose content, intent, product, or service is determined to be inconsistent with the mission, goals, or objectives of the conference. Acceptance of program ads and bag Inserts advertising does not imply endorsement by the conference.

# 2022 Reinventing Quality Conference 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@aidd.org](mailto:maria@aidd.org)

## COMPANY INFORMATION

Company/Organization Name: \_\_\_\_\_

Primary Contact's Name/Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Services/Products Brief Description: \_\_\_\_\_

### SPONSORSHIP PACKAGES

- Platinum Sponsor \$ 25,000
- Gold Sponsor \$ 15,000
- Silver Sponsor \$ 10,000
- Bronze Sponsor \$ 5,000
- Copper Sponsor \$ 3,000

*All sponsors get a complimentary exhibit*

### A-LA-CARTE-SPONSORSHIP ITEMS

- Plenary Sponsor \$ 8,000

### ADVERTISING

- Full Page Ad \$ 500
- Half-Page Ad \$ 300

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: \_\_\_\_\_

### BAG INSERTS

- Notepads \$ 3,000
- Mousepad \$ 2,500
- Reusable face masks \$ 2,000
- Pen \$ 1,500
- One 8.5x11-inch single page item \$ 1,500
- Small promo items/Gift Cards \$ 1,000

### EXHIBIT FEE

- Exhibitor Fee \$ 750.00
- Non Profit Exhibitor Fee \$ 500.00

### TOTALS

Sponsor package	= \$
A-la Carte Sponsorship	= \$
Bag Inserts	= \$
Exhibit Fee	= \$
Advertising	= \$
<b>TOTAL</b>	<b>= \$</b>

### PAYMENT INFORMATION - Selct a payment method

Check Enclosed (Payable to AAIDD)  Invoice me (P.O. Attached)

Visa  MasterCard  American Express  Discover

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 conference organizations members and its affiliates and shall be operated in a way that will not detract from other exhibits or the convention as a whole. AAIDD, on behalf of the partner organizations, reserves the right to deny the exhibit space to any potential exhibitor if it determines that the content or intention of the exhibitor is inconsistent with the goals and objectives of the conference. Acceptance of an exhibit does not imply an endorsement of the exhibitor.

## **CANCELLATION OF EXHIBITS**

In the event that fire, strike, or other circumstances beyond the control of RQ 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 July 8, 2022 will be subject to a \$75 cancellation fee. **No** refunds will be made on cancellations after July 8, 2022.

**SECURITY AND INSURANCE** - The Exhibit area will not be secured. Drapes will be provided to cover displays; however, we encourage you to take valuable items with you when you leave the table. Conference organizers nor the hotel will not be liable for damage or loss to exhibitor's property nor shall Conference organizers be liable for any injury that may occur in the exhibition area. Exhibitors should make their own insurance and material storage arrangements.

**DAMAGE TO EXHIBIT AREA** - Nothing shall be posted on or tacked, nailed, screwed, or otherwise attached to columns, walls floors, or other parts of the hotel, conference, or exhibit area without permission from the proper building authority and AAIDD. If such damage appears, the exhibitor shall be liable to the owner of the property damaged.

**INSTALLATION AND DISMANTLING** - All exhibits must be in place and set up by the time of the official opening to the show. Assembly of exhibits during regularly scheduled exhibit ours will not be permitted.

Please refer to the schedule below for set up and dismantle times:

Set up: Sunday, July 31 from 1-5:00 pm

Dismantle: Tuesday, August 2 from 12-4 pm

**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 conference organizers 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 space allocated to it without the written consent of conference organizers.

**TABLE ASSIGNMENTS** - Table assignments will be made in the order that contracts are received; however reasonable effort will be made to avoid assignment of adjacent booths to direct competitors. Table assignments will not be made until payment is received in full.

**RESPONSIBILITY OF AAIDD AND THE EXHIBIT FACILITY:** Insurance and liability are the full, sole responsibility of the exhibitor. The exhibitor agrees to protect, save and defend, and keep AAIDD and the hotel 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 exhibit facility regarding said premises; further, the exhibitor shall at all times protect, indemnify, save and defend, and keep harmless AAIDD and the hotel 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 or a part thereof. Conference organizers do not assume responsibility for any advertised or exhibited services or materials.