



**REINVENTING  
QUALITY 2021**

*Lessons learned from 2020:*

*Levering and Managing Disruptions*



**A Virtual Conference**

**SPONSOR AND EXHIBITOR  
PROSPECTUS**

**August 8-10, 2021**

# 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 2021 Reinventing Conference is being planned as a **virtual event**. Future meetings are expected to return to the in-person format. Three keynote addresses and 19 conference sessions will be delivered from 12noon to 5pm eastern over 4 days.

# 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
Customized Virtual exhibit booth	✓	✓	✓	✓	✓
Sponsor logo with link on website	✓	✓	✓	✓	✓
Sponsor acknowledgement in welcome remarks	✓	✓	✓	✓	✓
Recognition in pre/post conference email communications	✓	✓	✓	✓	✓
Complimentary conference registrations	2	3	6	8	12
One Door Drop item Included (single page flyer, postcard, small lightweight item, gift card, etc. See page 5 for details)		✓	✓	✓	✓
Short (3-5 minutes) pre-recorded spotlight video for the conference website		✓	✓	✓	✓
One-time email blast to conference registrants (pre– or post conference)				✓	✓

*To confirm your sponsorship, please complete the sponsorship engagement form on page 6*

## SINGLE EVENT SPONSORSHIPS

<b>Plenary Session</b> \$6,000    3 opportunities	<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 (1) Door Drop Item</li> </ul>
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# EXHIBITING

## Virtual Exhibit

As with an in-person conference, with our virtual conference you also have an opportunity to gain exposure to your product or service. Exhibiting virtually is the most cost-effective since you have any travel or display costs.

## Exhibit Fees

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

Exhibitors Benefits:

- Two (2) complimentary conference registrations
- Display company logo, name, description, website link and urls to social media profiles on our exhibitors webpage
- One 2-minute video ad for the exhibitors webpage

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

## Deadline

The signed agreement with full payment must be received no later than **July 9, 2021**.

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## EXHIBITOR TERMS AND CONDITIONS

### 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 RQ. Cancellations made on or prior to July 9, 2021 will be subject to a \$75 cancellation fee. **No** refunds will be made on cancellations after July 9, 2021.

**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.

# ADVERTISING

Opportunities to reach the attendee audience are sold on a first-come, first-served basis.

## Door Drop

This year we are introducing Door Drops, a package of materials **mailed directly** to those who have registered for the conference by July 16, 2021. A great opportunity to promote your company's presence. Individuals who register after that date will not be sent a Door Drop mailing.

**Your materials are delivered directly to both virtual and in-person attendees.** Advertisers *must arrange to cover the fee and provide 600 copies of their item to AAIDD by the deadline to be included in the Door Drop mailing.* RQ reserves the right to refuse materials delivered after the deadline. To be included in the Door Drop, all proposed items must be approved by the RQ, see the Terms and Conditions on page 8.

DOOR DROP ITEM	Number of Sponsorship Opportunities	A la Cart Fee
Larger items (books, DVDs, bags, etc.)	Unlimited	negotiable
T-shirts (all XL)	One	\$4,000
Lanyards	One	\$3,000
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	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

*Have an item not listed here to include? Contact us for a rate.*

**\*\* Liquids, fragile, or bulky items cannot be included in Door Drops. \*\***

### APPROVAL AND DEADLINE

- Contact Maria Alfaro at [maria@aaidd.org](mailto:maria@aaidd.org) for item approval.
- Door Drop items must be sent to the attention of Maria Alfaro at the following address: AAIDD, 8403 Colesville Rd., Suite 900, Silver Spring, MD 20910, and they must arrive by Friday, July 16 2021. AAIDD is not responsible for your items not arriving on time.

### DOOR DROP TERMS AND CONDITIONS

Acceptability of Door Drop advertising are limited to those that the organizers deem likely to serve the interests of conference attendees. The RQ conference reserves the right to refuse, at its sole discretion, any potential advertiser's proposed items themselves or the service or product they advertise that are (a) determined by the organizers to be inconsistent with the event's goals or objectives; (b) do not comply with the size limitations provided, or (c) may not be shipped by the US Postal Service to attendees in all US states. Acceptance of Door Drop materials does not imply RQ endorsement.

# 2021 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@aaidd.org](mailto:maria@aaidd.org)

## COMPANY INFORMATION

Company/Organization Name: \_\_\_\_\_  
 Primary Contact's Name/Title: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_  
 Website: \_\_\_\_\_

### 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*

### DOOR DROPS

- T-shirts \$ 4,000
- Lanyard \$ 3,000
- 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 \$ 1,000
- Gift Card \$ 1,000

### A-LA-CARTE-SPONSORSHIP ITEMS

- Plenary Sponsor \$ 6,000

### EXHIBIT FEE

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

### A-LA-CARTE-SPONSORSHIP ITEMS

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

### EXHIBIT FEE

Sponsor package	= \$
A-la Carte Sponsorship	= \$
Door Drops	= \$
Exhibit Fee	= \$
<b>TOTAL</b>	<b>= \$</b>

### PAYMENT INFORMATION—Select a payment method

- Check Enclosed (Payable to AAIDD)     Invoice me (P.O. Attached)
- Visa     MasterCard     American Express     Discover     Diners Club

Card Number \_\_\_\_\_

Expiration Date \_\_\_/\_\_\_/\_\_\_ - \_\_\_/\_\_\_/\_\_\_    Security Code \_\_\_\_\_

*If the credit card billing address is different from the one provided above, please enter it here:*