



**REINVENTING  
QUALITY 2020**

**Committing to Inclusive Communities**



**SPONSOR AND EXHIBITOR  
PROSPECTUS**

**August 9-11, 2020  
Renaissance Baltimore Harborplace Hotel  
Baltimore, MD**

# SPONSORING

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

The Reinventing Quality conference has been a highly anticipated and well attended event since the first conference in 1993. The last two Reinventing Quality conferences, both held in the same Baltimore Inner Harbor location as the 2016 conference, attracted over 700 decision makers, policy makers, family members, self-advocates, direct support professionals, researchers and advocates from all over the US. 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. Sponsors that exhibit have the exclusive opportunity to exhibit during the Welcome Reception Sunday evening.

All Sponsors receive:

- Prominent display of company name and logo on the Reinventing Quality Website
- Company description and link on Reinventing Quality Website
- Prominent event signage
- Authorization to use Reinventing Quality Logo on materials
- A complimentary exhibit table (based on availability, tables are committed to sponsors and exhibitors on a first come, first serve basis.)

Sponsor Level	Fee	Exhibit	Complimentary Program ad	Complimentary Registrations	Attendee List Post-conference	Include one item in the attendee bag	Other Recognition
Platinum	\$25,000+	Premiere booth open during welcome reception	Full page Back program cover	10	Unlimited	Yes	Welcome from spokesperson or video on the main platform
Gold Sponsor	\$15,000	Premiere booth open during welcome reception	Full page	8	Unlimited	Yes	Exclusive sponsor of welcome reception
Silver Sponsor	\$10,000	Open during welcome reception	1/2 page	5	Unlimited	Yes	-
Bronze Sponsor	\$5,000	Open during welcome reception	1/2 page	3	Two-time use	Yes	-
Copper Sponsor	\$2,500	Open during welcome reception	1/4 page	2	Two-time use	Yes	-

Contact Maria to discuss other options at [maria@aaid.org](mailto:maria@aaid.org) or 202-387-1968 ext 205.

# 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. Sponsors that exhibit have the exclusive opportunity to exhibit during the Welcome Reception Sunday evening.

## Exhibit Hours

Sunday, August 9: 5:30—7:00 pm (sponsors only)  
Monday, August 10: 7:45 am—6:30 pm  
Tuesday, August 11: 7:45 am—1:00 pm

## Exhibit Fee

\$650 per table and \$350 for nonprofit organizations

The fee includes:

- 1 six-foot table
- 2 chairs
- 2 free registrations

## Deadline

The signed agreement with full payment must be received no later than **June 15, 2020**. Tables are committee to sponsors and exhibitors on a **first come first serve basis**. Sending this contract by the deadline does **not** guarantee you a table.

## Electricity/Audio Visual /Internet

Each exhibitor is responsible for their own cost related to internet connections, electricity and any AV equipment. An exhibitor information sheet will be sent the week of July 7th.

## 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 the tables.

## Hotel Accommodations

We encourage you to stay at our host hotel the Renaissance Baltimore Harborplace, our discounted group rate is \$170 dollars per night.

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

# 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	\$250	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 **June 15, 2020**

## Bag Inserts

**Bag Insert Fee \$350 per insert**

Inserts are limited to lightweight items (such as, but not limited to, flyers, brochures, pens, or postcards), that will comfortably fit in a 13-inch wide bag.

### Submission Requirements

- All inserts must be approved, please send a sample (hard copy or electronic image) to [maria@aaid.org](mailto:maria@aaid.org)
- See terms and conditions below

### Deadline

Inserts must be must arrive by **August 3, 2020**. Please send them to:

RQ Conference/Attn: Maria Alfaro

8403 Colesville Road, Suite 900, Silver Spring, MD 20910

*We are not responsible for your items not arriving on time.*

### 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 Program 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 Ad and Bag Insert advertising does not imply endorsement by the conference.

# Sponsor Engagement Contract

Send this form Attn: Maria Alfaro at AAIDD, 8403 Colesville Road, Suite 900, Silver Spring, MD 20910  
Fax 202-387-2193, or [maria@aaidd.org](mailto:maria@aaidd.org)

Organization Name: \_\_\_\_\_

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

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

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

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

Website: \_\_\_\_\_

**Product/Service Description (50-word limit) This information will be published in conference program.**

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**Sponsor Level:**

- |  |   |
|--|---|
| <input type="checkbox"/> <b>Platinum Sponsor</b> \$ 25,000 + | <input type="checkbox"/> <b>Gold Sponsor</b> \$ 15,000  |
| <input type="checkbox"/> <b>Silver Sponsor</b> \$ 10,000     | <input type="checkbox"/> <b>Bronze Sponsor</b> \$ 5,000 |
| <input type="checkbox"/> <b>Copper Sponsor</b> \$ 2,500      |   |

**COMPLIMENTARY REGISTRATIONS:** Your sponsorship allows some people from your organization to attend the conference at no cost. The number of registrants is based on the level of sponsorship. (Platinum-10 free registrations; Gold-8 free registrations; Silver-5 free registrations; Bronze-3 free registrations; Copper-2 free registrations).

Please list the names of the people attending from your organization at no charge:

Name	E-mail	Name	E-mail
1.		6.	
2.		7.	
3.		8.	
4.		9.	
5.		10.	

**EXHIBITING:** Would you be using your complimentary table?  YES  NO  
*(Based on availability, tables are committed to sponsors and exhibitors on a first come, first serve basis.)*

**Exhibit Hours:**

Sunday, August 9: 5:30—7:00 pm (sponsors only)  
Monday, August 10: 7:45 am—6:30 pm  
Tuesday, August 11: 7:45 am—1:00 pm

**PAYMENT METHOD—Select a payment method**

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

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

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

Name of Authorized Signature \_\_\_\_\_

By signing you are accepting all terms and conditions set forth in this contract (see page 7)

Billing Address (If different from the one above) \_\_\_\_\_

**PAYMENT AND CANCELLATION** – The exhibit fee must accompany the agreement. Vendors may cancel this agreement by written notice to AAIDD Cancellations made prior to June 15, 2020 will be subject to a \$100 cancellation fee. **No** refunds will be made on cancellations after June 15, 2020.

## Exhibitor Application & Advertiser Form

Send this form Attn: Maria Alfaro at AAIDD, 8403 Colesville Road, Suite 900, Silver Spring, MD 20910  
Fax 202-387-2193, or [maria@aaidd.org](mailto:maria@aaidd.org)

Organization Name: \_\_\_\_\_

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

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

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

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

Website: \_\_\_\_\_

### FOR EXHIBITORS ONLY

Please choose your rate:  \$ 650.00  \$ 350.00 for nonprofits only

*The rate entitles you to 1 six-foot draped table, seating for 2, and 2 free registrations*

**Product/Service Description (50-word limit) This information will be published in conference program.**

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**COMPLIMENTARY REGISTRATIONS:** Your exhibit fee allows 2 people from your organization to attend the conference at no cost. Please list the names of the people attending from your organization at no charge:

Name	E-mail
1.	
2.	

### ADVERTISING

Program Ad:

Please choose one:  Full page ad \$ 500  Half-page \$ 300  Quarter-page \$ 250

Bag Insert \$350

### PAYMENT METHOD—Select a payment method

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

Visa  MasterCard  American Express  Discover  Diners Club

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

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

Name of Authorized Signature \_\_\_\_\_

By signing you are accepting all terms and conditions set forth in this contract (see page 7)

Billing Address (If different from the one above) \_\_\_\_\_

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## EXHIBITOR TERMS AND CONDITIONS

**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 hours will not be permitted.

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

Set up: Sunday, August 9 from 1-4:30 pm

Dismantle: Tuesday, August 11 from 1-4 pm

**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. The rental fee must accompany applications for space. Table assignments will not be made until payment is received in full.

**EXHIBITS** - A standard 6-foot table and identification sign is provided. Audiovisual aids or equipment may not be played at a level that would interfere with adjacent exhibits.

**CANCELLATION OF EXHIBITS** – In the event that fire, strike, or other circumstances beyond the control of conference organizers cause the meeting to be cancelled, a full refund of exhibit rental 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 prior to June 15, 2020 will be subject to a \$100 cancellation fee. **No** refunds will be made on cancellations after June 15, 2020.

**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.

**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.

**ACCEPTABILITY OF EXHIBITS** - All exhibits shall serve the interests of the members of conference organizers and its affiliates and shall be operated in a way that will not detract from other exhibits or the convention as a whole. Conference organizers 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.

**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 services or materials advertised or exhibited.