

# DDNA & AADMD 2010

Sponsor & Exhibitor  
Prospectus



*Preconference May 15<sup>th</sup>, Conference May 16<sup>th</sup> - 18<sup>th</sup> in Reno, Nevada*



Join us May 16<sup>th</sup> - 17<sup>th</sup> at the exciting Grand Sierra Resort in Reno, Nevada, as the Developmental Disabilities Nurses Association presents its 18<sup>th</sup> Annual Education Conference concurrently with the 7<sup>th</sup> Annual Education Conference of the American Academy of Developmental Medicine and Dentistry.

# Benefits of Exhibiting and Sponsorship



## 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 2010 National Education Conference and Exhibition at the Grand Sierra Resort in Reno, Nevada, May 15-18, 2010.

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.

We look forward to your participation!

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

## Why exhibit?

1. Direct access to and networking with hundreds of nurse, physician, and dentist attendees who are highly interested in your product information and make purchasing decisions.
2. An opportunity for immediate feedback from your target market - clinical leaders in the direct care of persons with developmental disabilities.
3. Multiple unopposed exhibit times.
4. Attendee mailing lists in advance of the conference.
5. An enhanced presence at the conference and ongoing visibility for your company in publications (newsletters and peer-reviewed journal), and on the DDNA website for sponsors.
6. Pre-show mailings to all AADMD's physicians and dentists, to DDNA's more than 2,200 national members, and to the members of DDNA's 36 Regional Nurse Networks/Chapters, as well as to other physicians and nurses who also influence purchasing decisions for your products or services.
7. Pre-show conference attendee mailing list available several weeks before the conference.
8. Additional opportunities for advertising in print in the DDNA newsletter and on the DDNA website.

## Enjoy resort hotel discounts!

DDNA invites all sponsors, exhibitors, and their families and friends to stay at the Grand Sierra Resort in Reno, Nevada. The Grand Sierra Resort contains the hotel and the conference center.

There are two room types at the Grand Sierra Resort. The discounted room rate for the luxury Summit suites is \$120 per night, while the rate for the Grand Sierra rooms is \$79. Both rates are available for sponsors and exhibitors at DDNA's 2010 conference. Call 800-648-5080 and tell the reservations clerk that you are with the DDNA 18th Annual Educational Conference. The room rates are currently available by phone reservation only, but look to [www.ddna.org](http://www.ddna.org) for future online reservation links.

## 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 1st, 2010. Regular registration deadline is May 1st, 2010. Reserving space is simple: just fill out the Exhibitor Application & Contract or the Sponsor Application & Contract and fax it to 407-426-7440.

## About DDNA & AADMD

The Developmental Disabilities Nurses Association (DDNA) is a nursing specialty organization that has been committed to advocacy, education, and care for nurses who provide services to persons with developmental disabilities since 1992. More than 2,200 DD nurses, associate members, and students nurses have united to promote national recognition and certification of this important, high-skilled area of nursing practice.

Visit [www.DDNA.org](http://www.DDNA.org) for an indepth look.



The mission of the American Academy of Developmental Medicine and Dentistry (AADMD) is to improve the quality of healthcare available to people with neurodevelopmental disorders and intellectual disabilities (ND/ID). Recognizing that systemic healthcare improvement requires interdisciplinary cooperation, the Academy encourages its members to be proactive leaders in areas of patient care, teaching, research and advocacy. Since 2002, the AADMD has played an integral role in the reform of curriculum and accreditation standards in medical and dental education.

For more information, visit [www.AADMD.org](http://www.AADMD.org)



# Sponsorship Opportunities



Each sponsorship receives recognition in the conference manual, on the DDNA website, and in the DDNA quarterly newsletter. Event Sponsors receive signage, advertising space in the conference manual, additional recognition on the website, as well as in the quarterly newsletter throughout the year. All event sponsors receive a one-time use mailing list of DDNA 2010 attendees before the conference, upon request.

## Recognition Opportunities

**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 prominently available when attendees check in and pick up their tote bags. Use this opportunity to invite attendees to your table, 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.

## Event Opportunities

**Continental Breakfast** **\$7,500**  
Start the morning right! Be a featured sponsor of a day's breakfast activity. Use this opportunity to meet with attendees and invite them to your table.

**Luncheon** **\$15,000**  
Attendees receive their boxed lunches in an attractive, insulated lunch tote imprinted with your company logo (lunch totes imprinted with logo provided by your company.) This is an item they will carry daily to work and on their travels, providing your company with continuous exposure throughout the year.

**Refreshment Break** **\$3,000**  
Snacks and beverages are a much appreciated afternoon refreshment. Opt to provide a can cooler or sports bottle with your company logo (provided by your company) for even more exposure.

**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. Continuing education may be awarded by the sponsor. Events must be approved in advance. Please contact DDNA for more information and required forms.

## Sponsor a Session

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

**Preconference Workshop** **\$2,000**  
**Breakout Session** **\$1,500**  
**Plenary Session** **\$2,500**

## 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 2010 conference! Your valued sponsorship will continue to reach out to conference attendees through recognition and free advertising in DDNA's newsletter and website. The newsletters and website, which will include a link to your company's or organization's website, are seen by the conference attendees AND by AADMD's and DDNA's entire memberships. A significant added bonus to your sponsorship — other people with an interest in developmental disabilities (who also may be interested in your company's products or services) read DDNA's newsletters and visit its website.

Sponsor levels available are:

Diamond Sponsor	\$10,000
Gold Sponsor	\$7,000
Silver Sponsor	\$5,000
Bronze Sponsor	\$2,500

Benefits of Sponsorship	Diamond	Gold	Silver	Bronze
<b>Exclusive sponsorship</b>	✓	✓	✓	
<b>Exhibit Space</b>				
Number of tables for exhibiting	2	2	1	1
<b>Recognition</b>				
Main conference entrance welcome sign	✓			
Name/logo in conference manual and DDNA newsletter	✓	✓	✓	✓
<b>Online Promotion/Newsletter</b>				
Ads in newsletter	4 ½ page	4 ¼ page	4 ¼ page	2 ¼ page
Line ad and logo on DDNA's home page for 1 year	✓	✓	✓	✓
Line ad and logo on one DDNA special topic web page for 1 year	✓	✓	✓	✓
<b>Print Promotion</b>				
Page size of ad in conference manual	Full	Half	Quarter	Quarter
<b>Complimentary Registrations</b>				
Number of full conference/exhibitor registrations	5	4	3	2
<b>Mailing Lists (one-time use)</b>				
Pre-conference mailing list of attendees	✓	✓	✓	✓
Post-conference mailing list of attendees	✓	✓	✓	

# Exhibit Policies & Regulations



## Application and Eligibility

Exhibitors must apply for exhibit space on the form provided by DDNA. The application must contain the information requested, and be executed by a person who has authority to act for the applicant. Please keep a copy for your files. DDNA may, at its discretion, accept or reject any application for space.

## Payment Dates

No tables will be guaranteed until DDNA receives full payment of the total exhibitor fee, along with a signed agreement form. If full payment is not received by May 1, 2010, DDNA will have the right to re-sell the assigned table space. Make all checks payable to DDNA, P.O. Box 536489, Orlando, Florida, 32853-6489. All fee payments must be made by check or draft in U.S. dollars drawn on a U.S. bank.

## Registration

Confirmed exhibitors must register each and every representative. All exhibitors receive one (1) complimentary exhibitor registration per table. Additional representatives must be registered and pay the representative registration fee of \$150 per representative. All registered representatives may sit in on sessions, but will not be awarded certificates of attendance or continuing education. In keeping with CE standards for commercial support, however, exhibitors may not actively participate in these sessions as speakers; similarly, exhibitors may not comment or ask questions from the audience, bring product or ask faculty to bring product into the session rooms; or comment on or solicit questions from the audience. All representatives must be registered and paid for by May 1, 2010, or they will not receive a badge. Persons without badges will not be permitted in the conference area, including within the exhibit space.

## General Conference Registration

Any exhibitor who desires to attend the program sessions with the intent of receiving certificates of attendance or CE must register through the regular channels as an attendee.

## Assignment of Exhibit Space

Space will be assigned beginning February 1, 2010, on a first-come, first-served basis (based on type of table selected and date of exhibitor registration) with consideration for the availability of the requested table type, the amount of space requested, and special needs. DDNA reserves the right to assign space other than the choice requested, if necessary, and the right to rearrange the floor plan and/or to relocate any exhibitor at any time.

## Cancellation of Exhibit Space

In the event that the exhibitor cancels on or before March 15, 2010, a full refund of monies received, minus a \$100 administrative fee per exhibit space, will be made. A penalty of 25% of the cost of the total exhibit space contracted will be imposed for a written cancellation received between March 16, 2010 and April 15, 2010. No refunds will be made or cancellations accepted on or after April 16, 2010.

## Conduct of Exhibits

Advertising or displaying goods or services other than those manufactured, distributed, or sold by the exhibitor in the regular course of business and identified in this contract is prohibited. An exhibitor may not assign, sublet, or apportion all or any part of the contracted table, nor may an exhibitor permit the display, promotion, sales, or marketing of non-exhibitor products or services. Interviews, demonstrations, and distribution of literature or samples must be made within the exhibit area assigned to the exhibitor. Canvassing or distributing of advertising outside the exhibitor's own exhibit area will not be permitted. There is no restriction on selling within the exhibit area. However, exhibitors are responsible for the collection and submission of any applicable federal, state, or local sales taxes for all sales that occur in the exhibit area. Exhibitors may not serve or dispense food or beverages of any type from their tables or in the exhibit area without consent of DDNA. No part of the display, including products or signage, is permitted outside the exhibit space. Products and furnishings should be arranged with the safety of the exhibitors and attendees in mind.

Educational presentations may be conducted in the exhibit area if headphones are used and if no session lasts more than 10 minutes at a time. Such educational sessions may not be advertised outside the exhibit area. No contact hours may be given and the education shall not interfere with other exhibitors. DDNA 2010 Conference Management shall be the sole arbiter of what constitutes "interference." Speakers on risers with microphones and scheduled presentations or demonstrations are not allowed in the exhibit area.

The character of the exhibits is subject to the approval of DDNA. The right is reserved to refuse the applications of companies not meeting the standards required or expected, as is the right to curtail exhibits or parts of exhibits that are not in accord with the character of the meeting. This applies to displays, literature, advertising novelties, souvenirs, conduct of persons, etc.

Additional rules and regulation will apply per the exhibition services company.

## Installation

The exhibit area of the Grand Sierra will be available to exhibitors on Saturday, May 15th from 4pm to 7pm, unless otherwise instructed. All exhibits are required to be in position and ready for attendee visits Sunday, May 16, 2010 at 8am. Assembly of exhibits during regularly scheduled exhibit hours will not be permitted.

## Dismantling

The official closing time of the exhibits is Monday, May 17, 2010 at 3:30pm. All exhibit material must be packed and ready for removal from exhibit area by 7pm. No packing of equipment or literature or dismantling of the exhibits is permitted until closing time.

## Special Visual and Sound Effects

Audiovisual and other sound and attention-getting devices and effects will be permitted only in those locations and in such intensity as in the sole opinion of DDNA does not interfere with the activities of neighboring exhibitors. Operation of equipment being demonstrated may not create noise levels objectionable to neighboring exhibitors.

## Music Licensing

Exhibitors' use of music or other sound is not permitted to interfere with other exhibitors. License agreements for music protected by ASCAP, BMI or other organization are the sole responsibility of the exhibitor, and each exhibitor is required to indemnify and hold DDNA harmless from any liability arising out of use of music covered by these organizations.

## Liability for Damages or Loss of Property

DDNA will undertake all reasonable measures to assure the general security of the exhibit area. The exhibitor shall protect, indemnify, and hold harmless DDNA, the exhibiting facility, and the Official Contractor from any and all liability, loss, damage, or expense by reason of any injury or injuries sustained by any persons or property or loss of property or income that might be derived therefrom occurring in or about the exposition premises or entrances thereto or exits therefrom, including that caused by or resulting from the negligence of DDNA. The exhibiting facility shall not be responsible or liable for any injury, loss, or damage to any property or person brought in by the exhibitor or otherwise located in the exposition premises.

## Failure to Occupy Space

Any space not occupied in the exhibit area on Sunday, May 16, 2010 at 7am, shall be forfeited by the exhibitor, and space may be resold, reassigned, or used by DDNA without refund, unless a request for delayed occupancy has received prior approval by DDNA.

## Fire Regulations

No exhibitor shall use any flammable decoration or coverings, and all fabrics or other materials used shall be flameproof.

## Hotel Accommodations

Accommodations may be made at the Grand Sierra Resort. Exhibitors are reminded that hotel rooms are reserved on a first-come, first-served basis and should plan to make arrangements as early as possible. Exhibitors are encouraged to register for the discounted hotel rooms that have been reserved for the conference.

## Hospitality and Entertainment

Hospitality suites or events sponsored by exhibitors must be approved in advance by DDNA. No entertainment or educational events may be scheduled to conflict with DDNA's program hours, activity hours, or exhibit hours.

## Miscellaneous

The exhibitor expressly agrees to be bound by all the terms, conditions, and specifications herein listed and by the rules and regulations established by DDNA from time to time thereafter modified, and expressly agrees that this contract and such rules and regulations contain the entire agreement between the parties hereto and supersedes any prior agreement, written or oral. This contract shall be interpreted under the law of the United States and of the State of Florida.