



National Association for
Regulatory Administration

2020 NARA **Virtual Licensing Seminar**

Exhibitor, Sponsorship & Advertising Opportunities

NARA's annual Licensing Seminar is the premier event in which human care regulators and providers come together to network, share best practices and glean strategies for improving their regulatory practices. Seminar provides attendees – including state administrators, policymakers, program managers, field inspectors, researchers, advocates and providers – the chance to participate in educational sessions and discussions on a broad range of regulatory topics that are important to all licensing disciplines and professional positions.

NARA's Licensing Seminar provides many opportunities for your organization to engage with over 200 industry professionals for valuable networking, prospecting and feedback. Breaks are strategically scheduled throughout each day to provide valuable interactions between supporters and attendees.

This year's Seminar is virtual, but NARA is committed to continuing to provide your company with ROI opportunities and unique ways to engage with participants. This includes opportunities to arrange one-on-one times to connect virtually with interested attendees, even outside of the scheduled break times.

Your company can be involved and support NARA's 2020 Licensing Seminar in the following ways:

- **Exhibitor**
- **Sponsor**
- **Advertiser**

Seminar Attendee Demographics

Who Attends:

Adult Care, Child Care and Child Welfare licensing and regulatory professionals, supervisors and directors.

of Attendees:

The number of participants ranges between 200-250 people. With the event moving to a virtual format, and NARA offering complimentary participation for all members, an increase in the number of participants is anticipated.

States & Provinces:

Most US states are regularly represented, along with Alberta, British Columbia and Saskatchewan provinces in Canada.

Questions?

Contact events@naralicensing.org or the NARA office at 888-674-7052.



Sponsorship Opportunities

Technology Sponsor **\$5,500**

Sponsorship benefits include:

- Company recognition on Seminar platform (logo & link to website featured)
- Virtual exhibit space in online Seminar Expo Hall
- Company recognition on NARA website
- Verbal company recognition during NARA's remarks for keynotes sessions
- Opportunity to host a networking reception
- Company recognition in Seminar e-blasts
- Five (5) complimentary registrations
- Opportunity to mail giveaways to Seminar participants

Keynote Sponsor **\$2,000**

Sponsorship benefits include:

- Virtual exhibit space in online Seminar Expo Hall
- Company recognition on NARA website
- Company representative given opportunity to introduce keynote speaker
- Company logo featured on keynote title slide
- Company recognition in Seminar e-blasts
- Three (3) complimentary registrations
- Opportunity to mail giveaways to Seminar participants

Session Sponsor **\$1,000**

Sponsorship benefits include:

- Virtual exhibit space in online Seminar Expo Hall
- Company recognition on NARA website
- Company representative given opportunity to introduce selected session
- Company recognition in Seminar e-blasts
- Two (2) complimentary registrations
- Opportunity to mail giveaways to Seminar participants



Exhibitor Opportunities

Exhibitor \$500

Virtual exhibit space includes:

- Ability to create your exhibitor page
 - This can feature your logo, contact information, summary of your services, pre-recorded video promoting your organization, links to your website, and more
- Chat 1:1 with Seminar participants
- Company recognition on NARA website
- One (1) complimentary registration
- Opportunity to mail giveaways to Seminar participants

Non-Profit / Municipal Exhibitor \$400

Virtual non-profit or municipal exhibit space includes:

- Ability to create your exhibitor page
 - This can feature your logo, contact information, summary of your services, pre-recorded video promoting your organization, links to your website, and more
- Chat 1:1 with Seminar participants
- Company recognition on NARA website
- One (1) complimentary registration
- Opportunity to mail giveaways to Seminar participants

Advertising Opportunities

Sponsored Email Blast \$200

Available: 4 pre-event; 4 post-event

- Company provided design and copy for email to be sent by NARA to Seminar attendees and all NARA members either pre or post event.