

## 2021 NARA 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 face time, networking, prospecting, and feedback. Breaks are strategically scheduled throughout each day to provide valuable interactions between supporters and attendees.

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

- Exhibitor
- Sponsor
- Advertiser

#### **Attendee Demographics:**

<b>Who Attends:</b>	Primarily Adult Care, Child Care and Child Welfare Licensing and Regulatory Professionals, Supervisors and Directors.
<b># of Attendees:</b>	The typical number of participants has ranged between 200-250 people.
<b>States &amp; Provinces:</b>	Most US states are represented in attendance, along with Alberta, British Columbia, and Saskatchewan provinces in Canada.

**Secure your exhibit space, sponsorship and/or advertisement online:**

[naralicensing.org/2021-licensing-seminar](http://naralicensing.org/2021-licensing-seminar)

#### **Questions?**

Contact [events@naralicensing.org](mailto:events@naralicensing.org) or the NARA office at 888-674-7052.

## Exhibitor Opportunities

### **Single Exhibit Space** **\$800**

This exhibit space provides an approximate 8' x 10' area to display a tabletop display with one (1) company representative. Space includes one (1) 6 ft. skirted table, one (1) chair and one (1) wastebasket.

Additional benefits include:

- Name and company description in onsite program and mobile app
- Name listed on Seminar website
- One (1) pass for exhibit representative to participate in Seminar

### **Double Exhibit Space** **\$1,500**

This exhibit space provides an approximate 8' x 20' area to display a tabletop display with two (2) company representatives. Space includes two (2) 6 ft. skirted tables, two (2) chairs and one (1) wastebasket.

Additional benefits include:

- Name and company description in onsite program and mobile app
- Name listed on Seminar website
- Two (2) passes for exhibit representatives to participate in Seminar

### **Nonprofit / Municipal Exhibit Space** **\$600**

The exhibit space is exclusively for a federally identified non-profit or municipal service/entity. The exhibit space provides an approximate 8' x 10' area to display a tabletop display with one (1) company representative. Space includes one (1) 6 ft. skirted table, one (1) chair and one (1) wastebasket.

Additional benefits include:

- Name and company description in onsite program and mobile app
- Name listed on seminar website
- One (1) pass for exhibit representative to participate in Seminar

**Additional Exhibitor Staff:** Companies can purchase Seminar registration at the exhibitor registration level starting at the Early Bird rate of \$350. This enables this person to staff the exhibit booth and participate in Seminar activities. See website for additional details.



## Sponsorship Opportunities

### **Seminar Sponsor                    \$10,000**

*One (1) Sponsorship Available*

Sponsorship benefits include:

- Company recognition on prominent signage throughout Seminar
- Company logo to appear with NARA logo on cover of Seminar program and in main/header image on mobile app
- Further company recognition in onsite program and mobile app
- Verbal company recognition during the opening & closing sessions
- Company representative given opportunity to provide brief remarks during the opening welcome session
- Opportunity to provide branded material for attendee bags

### **Welcome Reception                \$5,000**

*One (1) Sponsorship Available*

Sponsorship benefits include:

- Company recognition on signage during Welcome Reception
- Company recognition in onsite program and mobile app
- Verbal company recognition during the reception
- Company representative given opportunity to provide brief remarks during the reception
- Opportunity to co-brand attendee giveaways for welcome reception (additional costs may apply)

### **State of NARA Luncheon        \$4,000**

*One (1) Sponsorship Available*

Sponsorship benefits include:

- Company recognition on room signage during luncheon
- Company recognition in onsite program and mobile app
- Verbal company recognition during the luncheon
- Company representative given opportunity to provide brief remarks during the luncheon

### **Keynote Session                    \$3,500**

*Three (3) Sponsorships Available*

Sponsorship benefits include:

- Company recognition on room signage outside of keynote session space
- Company recognition in onsite program and mobile app
- Company representative given opportunity to introduce keynote speaker

### **Tote Bags                                \$3,000**

*One (1) Sponsorship Available*

Sponsorship benefits include:

- Company logo printed on each bag (along with NARA's logo)
- Opportunity to provide collateral to be placed in each attendee bag
- Company recognition in onsite program and mobile app



**Break Sponsor \$2,000**

*Multiple Sponsorships Available*

Sponsorship benefits include:

- Company recognition on signage during break
- Company recognition in onsite program and mobile app

**Lanyards \$1,000**

*One (1) Sponsorship Available*

Sponsorship benefits include:

- Company name or logo printed on lanyard that each attendee receives with their name badge
- Company recognition in onsite program and mobile app

### **Advertising Opportunities**

Availability for any advertising opportunity is not limited.

**Full Page Program Ad \$1,250**

- Full page color ad in onsite program
  - Company provided print-ready design

**Half-Page Program Ad \$750**

- Half page color ad in onsite program
  - Company provided print-ready design

**Quarter Page Program Ad \$450**

- Quarter page color ad in onsite program
  - Company provided print-ready design

**Company Collateral in Tote Bag \$200**

- Company provided printed flyer or company sponsored collateral (pen, notebook, etc.) to be distributed in attendee bags.
  - Quantity estimates ~250-300; subject to change.

**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.

**Visit NARA's website to sign-up to exhibit, sponsor or advertise:**

[naralicensing.org/2021-licensing-seminar](http://naralicensing.org/2021-licensing-seminar)