

2022 NARA Licensing Seminar

Exhibitor, Sponsorship & Advertising Opportunities

NARA's annual Licensing Seminar is the premier event for human care regulators and providers to 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 nearly 250 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:

Who Attends:	Adult Care, Child Care and Child Welfare Licensing and Regulatory Professionals, Supervisors and Directors.
# of Attendees:	The typical number of participants has ranged between 200-250 people.
States & Provinces:	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/2022-licensing-seminar

Questions?

Contact the NARA Events Team: events@naralicensing.org | 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:

- Exhibit page in NARA's virtual Seminar platform
- Name and company description in onsite program and virtual platform
- Name listed on Seminar website with link to organization 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:

- Exhibit page in NARA's virtual Seminar platform
- Name and company description in onsite program and virtual platform
- Name listed on Seminar website with link to organization 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:

- Exhibit page in NARA's virtual Seminar platform
- Name and company description in onsite program and virtual platform
- Name listed on Seminar website with link to organization 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 virtual platform
- Further company recognition in onsite program and virtual platform
- Name listed on Seminar website with link to organization website
- Verbal company recognition during the opening & closing sessions
- Company representative given opportunity to provide remarks during the opening welcome session & closing 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 virtual platform
- Name listed on Seminar website with link to organization website
- Verbal company recognition during the reception
- Company representative given opportunity to provide 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 signage during luncheon
- Company recognition in onsite program and virtual platform
- Name listed on Seminar website with link to organization website
- Verbal company recognition during the luncheon
- Company representative given opportunity to provide 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 virtual platform
- Name listed on Seminar website with link to organization website
- Company representative given opportunity to introduce keynote speaker



National Association for
Regulatory Administration

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 virtual platform
- Name listed on Seminar website with link to organization website

Break Sponsor

\$2,000

Multiple Sponsorships Available

Sponsorship benefits include:

- Company recognition on signage during break
- Company recognition in onsite program and virtual platform
- Name listed on Seminar website with link to organization website

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 virtual platform
- Name listed on Seminar website with link to organization website



National Association for
Regulatory Administration

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/2022-licensing-seminar