



National Association for Regulatory Administration

2025 ANNUAL LICENSING SEMINAR

EXHIBITOR PROSPECTUS



September 15-17, 2025 | Norfolk, VA

JOIN US IN NORFOLK, VA!

NARA's Annual Licensing Seminar is the premier event for human care regulators and providers to come together to network, share best practices, and gain new strategies for improving their regulatory practices. The Annual Licensing 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 Annual Licensing Seminar provides many opportunities for your organization to connect with 300+ industry professionals for face time, networking, prospecting, and feedback. Breaks are strategically scheduled throughout each day to provide time for valuable interactions between supporters and attendees.

This year's theme, “**Anchored in Excellence: Improving the Lives of Others,**” highlights the commitment of regulatory professionals to prioritize protection through prevention even amid waves of change.

We invite you to join us in Norfolk as an exhibitor, sponsor, and/or advertiser, and be part of the conversation and collaboration at the 2025 NARA Annual Licensing Seminar.

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 approximately 250-300 people in person, and approximately 100 virtual attendees.

States & Provinces: Most US states are represented in attendance, along with Alberta, British Columbia, and Saskatchewan provinces in Canada.

EXHIBITOR OPPORTUNITIES

Single Exhibit Space

\$1,000

This exhibit space provides an approximate 8' x 10' area to display a tabletop exhibit. Space includes one (1) 6 ft. skirted table, one (1) chair and one (1) wastebasket. One (1) pass is provided for the exhibitor representative to participate in Seminar.

Double Exhibit Space

\$1,500

This exhibit space provides an approximate 8' x 20' area to display a tabletop exhibit. Space includes two (2) 6 ft. skirted tables, two (2) chairs and one (1) wastebasket. Two (2) passes are provided for the exhibitor representatives to participate in Seminar.

Nonprofit / Municipal Exhibit Space

\$700

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 exhibit. Space includes one (1) 6 ft. skirted table, one (1) chair and one (1) wastebasket. One (1) pass is provided for the exhibitor representative to participate in Seminar.

Additional Exhibitor Staff

\$500

Companies may register additional exhibit staff starting at the early bird rate of \$500. This enables the individual to staff the exhibit booth and participate in Seminar activities. Additional information is available online.

Virtual Exhibit Space

\$500

A virtual exhibit space provides you with an exhibitor space in our online conference platform to engage with Seminar attendees who are attending both in-person and virtually.



SPONSORSHIP OPPORTUNITIES

Seminar Sponsor (1 available)

\$20,000

- Exclusive branding opportunities within the event space
- Sponsor logo to appear with NARA logo on cover of Seminar program and in main/header image on virtual platform
- Five minutes of dedicated time during the opening or closing session for a representative of your organization to speak, or you may provide a pre-recorded video
- Quarter page color ad in onsite program (organization must provide print-ready design)
- Verbal sponsor recognition during the opening & closing sessions
- Sponsor recognition on prominent signage throughout Seminar, onsite printed program, and virtual platform
- Sponsor's choice of submission to in-person attendee bag
- Sponsor name listed on Seminar website with link to sponsor website
- Exclusive pre- and post-event social media posts on NARA channels
- Double exhibit space in a premier location in the exhibition area
- Full opt-in attendee contact list
- Five complimentary registrations, with additional tickets available for purchase

State of NARA Luncheon Sponsor (1 available)

\$15,000

- Exclusive sponsor of the event's sit-down luncheon
- Five minutes of dedicated time during the luncheon for a representative of your organization to speak, or you may provide a pre-recorded video
- Sponsor may provide table centerpieces and other decorations* for the luncheon
- Sponsor may provide a sign or banner for the stage during the luncheon
- Sponsor recognition on prominent signage at the luncheon, as well as in the onsite printed program and virtual platform
- Sponsor's choice of submission to in-person attendee bag
- Sponsor name listed on Seminar website with link to sponsor website
- Exclusive pre- and post-event social media posts on NARA channels
- Double exhibit space in a premier location in the exhibition space
- Full opt-in attendee contact list
- Five complimentary registrations, with additional tickets available for purchase



SPONSORSHIP OPPORTUNITIES

Reception Sponsor (1 available)

\$10,000

- Exclusive sponsor of the event's social reception on Monday night
- Three minutes of dedicated time during the reception for a representative of your organization to speak to attendees
- Sponsor may provide table centerpieces and other decorations* for the cocktail tables and/or host games and activities* during the reception
- Sponsor recognition on prominent signage at the reception, as well as in the onsite printed program and virtual platform
- Sponsor's choice of submission to in-person attendee bag
- Sponsor name listed on Seminar website with link to sponsor website
- Exclusive pre- and post-event social media posts on NARA channels
- Double exhibit space in a premier location in the exhibition area
- Full opt-in attendee contact list
- Four complimentary registrations, with additional tickets available for purchase

Keynote Sponsor (3 available)

\$5000

- Exclusive sponsor of a keynote session on a single day of the event
- Company representative given opportunity to introduce keynote speaker
- Sponsor recognition on signage during the designated keynote, as well as in the onsite printed program and virtual platform
- Sponsor's choice of submission to in-person attendee bag
- Sponsor name listed on Seminar website with link to sponsor website
- Non-exclusive pre- and post-event social media posts on NARA
- Single exhibit space in a preferred location in the exhibition area
- Full opt-in attendee contact list
- Three complimentary registrations, with additional tickets available for purchase

**Any centerpieces, decorations, games, or activities must be pre-approved by NARA at least two weeks prior to the start of the Annual Licensing Seminar.*

RESERVE YOUR SPOT TODAY!

naralicensing.org/2025-licensing-seminar

A LA CARTE SPONSORSHIPS

Please note, the sponsorships below do not include an exhibit space or exhibitor representative ticket to the Annual Licensing Seminar.

Tote Bags (1 available) **\$4,000**

- Company logo printed on each bag (along with NARA's logo)
- Sponsor's choice of submission to in-person attendee bag
- Company recognition in onsite program and virtual platform
- Name listed on Seminar website with link to Sponsor website
- One complimentary registration

Break Sponsor (4 available) **\$2,000**

- Sponsor recognition on signage during a hosted event break
- Sponsor recognition in onsite program and virtual platform
- Sponsor name listed on Seminar website with link to Sponsor website

Relaxation Station Sponsor (1 available) **\$2,000**

- Sponsor recognition on signage at the Relaxation Station (Monday - Wednesday)
- Sponsor recognition in onsite program and virtual platform
- Sponsor name listed on Seminar website with link to Sponsor website

Badging Sponsor (1 available) **\$1,500**

- Sponsor name or logo printed on a lanyard that each attendee receives with their name badge
- Sponsor recognition in onsite program and virtual platform
- Sponsor name listed on Seminar website with link to Sponsor website





ADVERTISING OPPORTUNITIES

Full Page* Program Back Cover (1 available) **\$1,750**

- Full page color ad on the back cover of onsite printed program
- Sponsor must provide print-ready design

Full Page* Program Ad **\$1,350**

- Full page color ad in onsite program
- Sponsor must provide print-ready design

Half Page* Program Ad **\$800**

- Half page color ad in onsite program
- Sponsor must provide print-ready design

Quarter Page* Program Ad **\$475**

- Quarter page color ad in onsite program
- Sponsor must provide print-ready design

Sponsor Collateral in Attendee Tote Bag **\$500**

- Sponsor provided printed flyer or collateral (pen, notebook, etc.) to be included in attendee tote bags (quantity estimates approximately 250-300; subject to change)

Sponsored Email Blast (Limited quantities available) **\$250**

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

**The NARA onsite program book is 8.5" x 5.5" in size.*

IMPORTANT DATES AND DEADLINES

Mid-July

- Deadline for logos for sponsored lanyards and tote bags

Late July

- Registered exhibitors receive information regarding onsite logistics and shipping
- Deadline for program book ads and logos
- Exhibitor registration deadline to be included in printed materials including program book and signage

Late August - Early September

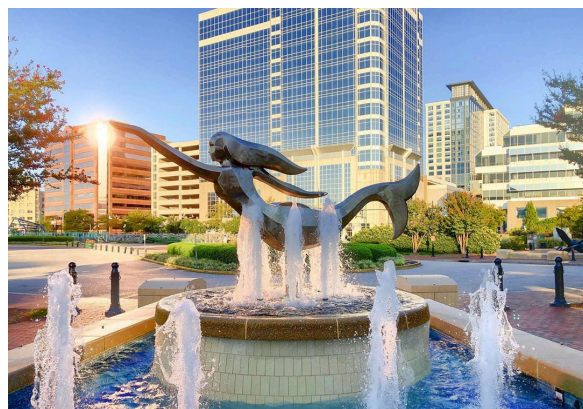
- Registered exhibitors receive access to virtual exhibit booth

August 22

- Deadline for group rate hotel reservations at the Norfolk Waterside Marriott, based on availability

CONTACT US

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SEE YOU IN NORFOLK!

The logo for nara, featuring a red curved line above the lowercase text "nara".