



*Achieve with us.®*

# *Achieving Momentum*

*Sponsor & Exhibitor Opportunities  
The Arc's 2013 National Convention*

Bellevue, Washington  
on Seattle's East Side  
August 2-5, 2013

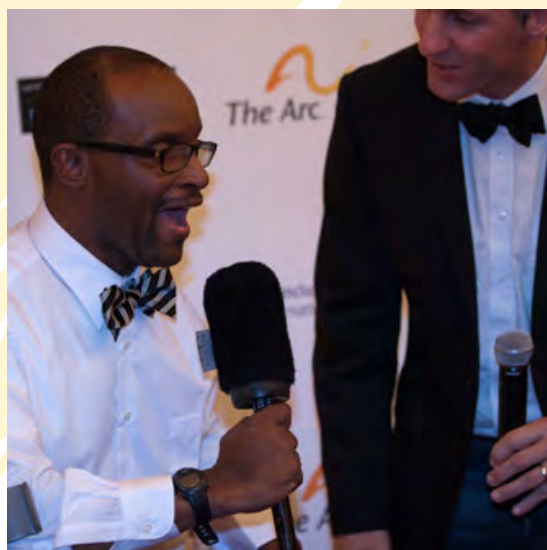


## *Join The Arc for the 2013 National Convention at the Hyatt Regency in Bellevue, Washington August 2-5, 2013.*

This is your opportunity to connect with more than 700 individuals with intellectual and developmental disabilities (I/DD), their families, and advocates, leaders and professionals in the field who are important to your business at a positive, inspiring event dedicated to promoting achievement.

This year our theme is “Achieving Momentum.” This major annual event will revolve around helping everyone connected to our movement gain and sustain the momentum necessary to achieve. Be it an individual moving from a passive to a more active role in self-advocacy, or a family moving to put the supports in place to improve their day-to-day living, or a chapter professional learning new ways to move their organization forward, everyone who attends this event will leave a few steps closer to their goals – including you, as attendees take advantage of the products and services you have to offer! We will utilize new technology, share best practices, and learn new ways to think about how to effectively achieve independence and fully participate in the near future.

We invite you to join us and achieve with us through one of the many sponsors and exhibitor opportunities available. Please review our new 2013 prospectus, and pinpoint the package that suits the investment of your organization.



## *About The Arc*

The Arc is the nation's leading and largest community-based organization for people with intellectual and developmental disabilities (I/DD) and their families. For over 60 years, The Arc has advocated for and provided services and supports for millions of individuals with I/DD and their families through a grassroots network of more than 700 affiliated, independent chapters across the country. The Arc has more than 150,000 members and ranks as one of the nation's largest charities. We work to foster respect and access for individuals with I/DD, empowering them to achieve full and satisfying lives.

## *Our Movement, Your Market:*

This annual event is the best way to reach those most deeply involved in the grassroots movement for people with intellectual and developmental disabilities (I/DD). Convention attendees typically include family members, self-advocates, caregivers, experts and professionals serving the I/DD sector, chapter staff and volunteer leaders representing 49 of the 50 states and the District of Columbia. In total, we anticipate at least 800 attendees based on past attendance. And, this year we are committed to attracting more individuals with I/DD and their families by providing support, continuing to discount registration for individuals with I/DD and their personal care attendants and focusing our programming on ways to help individuals and their families "Achieve Momentum" toward their goals. Sponsors and vendors who showcase their programs and services in The Marketplace will enjoy real opportunities to connect with Convention attendees during several high-traffic scheduled events in the exhibit hall.

## *Terms and Provisions:*

Visit [www.thearc.org](http://www.thearc.org) for a complete sponsor contract and terms and provisions for exhibiting at The Arc's Convention. All sponsorships include an exhibitor table with benefits offered to exhibitors. Sponsors have the best positions in The Marketplace exhibit hall. For sponsorship questions, please contact Trudy Jacobson, Chief Development & Marketing Officer at 202-534-3714 or [jacobson@thearc.org](mailto:jacobson@thearc.org). For advertising and exhibitor opportunities, please contact Laura Schroeder, Development Manager, at 202-534-3713 or [schroeder@thearc.org](mailto:schroeder@thearc.org).



# Unique Sponsorship Packages Available

- **Exclusive Travel Sponsor** - Your organization can help self-advocates seize the opportunity to attend The Arc's Convention. We are looking for a special vendor whose business it is to provide travel planning services to individuals with intellectual or developmental disabilities. We can connect you with chapters and families who want to attend Convention but may need a little specialized help. Once they experience how effortlessly they can travel using your services, they're sure to be repeat customers.
- **National Conference of Executives of The Arc Professional Awards Lunch Sponsor** – Show our national chapter network's top leadership and up and coming stars that your organization supports professional excellence by making this year's awards lunch for outstanding professionals possible.
- **Annual Research Lunch Sponsor** – Connect with the academic community and honor the leaders who are at the forefront of cutting-edge research of intellectual and developmental disabilities. Also, this is where present our annual research awards. Past winners have included Rud Turnbull, Ashley Wolfe and Richard Hemp - leaders who are actively making a critical difference in the development of policy and direct service programs.
- **Daily Breakfast Sponsor** – Make sure nearly all of our Convention attendees know your name when you sponsor a daily breakfast session in The Marketplace exhibit hall. Everyone who attends convention looks forward to the daily meet and greet in The Marketplace over breakfast. It is a great time to network and reconnect with friends.
- **Plenary Sessions Sponsor** – Associate your organization with one of three main themes covered during the kick off and closing sessions. At each Plenary Session, we'll tackle important issues such as advocacy, education, employment, technology, etc., hear from well-known speakers on par with past speakers Temple Grandin and Dr. David Braddock and the presentation of our awards. Most event attendees will be present at one or all of our three scheduled Plenaries in the main ballroom which this year will focus on diversity, technology and the power of personal stories from families which makes it the ideal platform for introducing them to your organization's generosity.
- **Pre-Conference Sponsor** – Each year The Arc hosts a Pre-Conference to bring chapter professionals and self-advocates early for a interesting day of sessions built around a hot topic . Past pre-conferences have centered on self-advocacy and building The Arc's capacity. Find out what we have planned for this year and how you can be a part of it.

Let us work with you to maximize your exposure to a targeted audience. Contact Trudy Jacobson at [jacobson@thearc.org](mailto:jacobson@thearc.org) or 202-534-3714 for pricing and details. Listed above are some of the special sponsorships, call and we might be able to create something special just for you.

## What Are Past Convention Sponsors Saying About The Arc?

*Our sponsorship of The Arc's National Convention has provided us with a unique opportunity to develop relationships with a vast array of people with I/DD, care providers and executives. These relationships have greatly enhanced our organization's reach, visibility and viability!"*

*- Josh Senso, Hammer Travel*

*Over the past 3 years MediSked's sponsorship of The Arc's National Convention has provided valuable insight into the needs of people and families living with disabilities which has allowed MediSked to assist both individuals and The Arc on their quest for inclusion and community.*

*- Brian White, MediSked*

# Sponsorships

*Choose One of Four Sponsorship Opportunities Designed to Meet Your Needs and Budget*

## START HERE... OR TAKE IT TO THE NEXT LEVEL

### **Grassroots \$2250**

- Standard exhibit space in The Marketplace, premium location based on level of sponsorship
- Two Marketplace-only registrations
- Business-card sized ad in Program Book
- Logo recognition on Convention-specific pages of [www.thearc.org](http://www.thearc.org)
- Logo recognition on rotating slideshow during Plenary Sessions at event
- Logo recognition on signage throughout the event
- Logo recognition on promotional materials if purchased by March 31, 2013 (select your sponsorship early and you will be promoted in registration materials mailed to 175,000 supporters and members of The Arc.
- One-time access to Attendee list

**PLUS!** Choice of sponsorship of one of the following (includes signage and recognition in Program Book if applicable):

- **The Marketplace Game** – Sponsor a fun, interactive activity that sends Convention attendees around the exhibit hall collecting information from vendors to win big prizes. The game card will be prominently branded with your name and logo.
- **Entrepreneur Alley** - Help support self-advocate entrepreneurs by sponsoring a special section of The Marketplace dedicated to their microbusiness initiatives.
- **Marketplace Demo & Announcement** - Sponsor the most exciting segment of The Marketplace activities – demonstrations of cutting edge technology for all attendees and The Marketplace Announcements when we give away big prizes for playing The Marketplace game.
- **Self-Advocate Lounge** - Be the company that provides self-advocate attendees with a much-needed break from the fast pace of Convention. Sponsor the Self-Advocate Lounge where people with I/DD can relax and mingle in between sessions and events.

## BE AN INNOVATOR... OR TAKE IT TO THE NEXT LEVEL

### **Innovators \$4000**

All of the basic benefits offered to Grassroots sponsors listed above, plus:

- Upgrade from business-card sized ad to one-quarter page ad in Program Book
- Free Attendee Tote Bag insert
- At least one mention of your sponsorship in promotional e-mails

**PLUS!** Choice of sponsorship of one of the following (includes special signage and recognition in Program Book if applicable):

- **Red Carpet Event** - sponsor a festive and popular event which allows Convention attendees to stroll the “red carpet” before heading into The Arc & Sprout National Film Festival
- **Name Badge/Lanyards** - Have your name/logo hanging around the neck of each of our more than 750 attendees! All attendees are required to wear name badges at all times
- **Registration Desk** - Be the first thing attendees see as they check in for the event
- **Sibling Meet & Greet Session OR Self-Advocate Meet & Greet Session** – Choose to sponsor one of these sessions to let self-advocates or siblings of people with I/DD know you support their unique perspectives

## A GROUNDBREAKER... OR TAKE IT TO THE NEXT LEVEL

### Groundbreakers \$5500

All basic benefits offered to Grassroots and Innovators listed above, plus:

- Logo on Convention T-shirts
- Upgrade to half page ad in Program Book
- One full Convention registration which includes admission to all plenaries and breakout sessions (excludes ticketed events)
- Upgrade to at least two mentions of your sponsorship in promotional e-mails
- Your organization highlighted in the registration brochure and the May/June Empower issue promoting event (if signed on by March 1, 2013)

**PLUS!** Choice of sponsorship of one of the following (includes special signage and recognition in Program Book if applicable):

- **Major Donor Reception** – Be featured at a reception for our most generous supporters
- **Chapter Leaders Reception** – Introduce your organization to all of our chapter executives and board leaders at an invitation-only reception
- **Key Card Sponsorship** – Have your name and logo on the souvenir key card given to all National Convention attendees who are hotel guests
- **Cyber Café Sponsorship** – Your organization can be associated with our Cyber Café, a busy hub in The Marketplace for attendees checking e-mails or going online while at the event
- **Concurrent Breakout Session Tracks** – Select from informative sessions in tracks dedicated to Technology, Family Support, Chapter Innovation, Growing the Grassroots, Public Policy or Chapter Leadership and align your organization’s goals with the interests of our attendees
- **Program Book Sponsorship** – Each day, each of our attendee’s look through this glossy event guide. Put your name and logo on the first page along with a full page ad

## A PREMIERE SPONSOR

### **Premiere Sponsor \$8750**

All basic benefits of Grassroots, Innovators and Groundbreakers packages, plus:

- Upgrade to premium sponsor booth location
- Upgrade to two full Convention registrations (excluding ticketed events)
- Upgrade to at least three mentions of your sponsorship in promotional e-mails
- Upgrade to full page ad in Program Book
- Logo recognition on attendee tote bags for a lasting impression on a reusable product

**Plus!** Choice of sponsorship of one of the following (includes special signage and recognition in Program Book if applicable):

- **The Arc & Sprout National Film Festival** – Be a part of the most popular event at the National Convention when you sponsor our film festival event featuring films by, for and about people with I/DD
- **Daily Refreshment Breaks (multiple sponsorships available)** – Be there when our hardworking attendees take a break with refreshment service between sessions. Your name and logo will be featured on special signage at the coffee stations
- **The Marketplace Opening Reception** – Welcome all of our attendees to this year's event as the sponsor of The Marketplace opening and introduce them to your business as they start to explore The Marketplace while enjoying refreshments
- **Self-Advocate Attendance Sponsorship** – Let us use your sponsorship dollars to continue to underwrite deeply discounted event registrations for self-advocates and their personal care assistants. This can often mean the difference between participating or not for an individual with I/DD.

## **Exhibitor, Advertising and Marketing Opportunities**

### **National Convention Program Book Advertising:**

Please note that many sponsorship levels include advertising space. The rates below are for additional advertising or for advertisers who are not already receiving ad space via a sponsorship. Advertising artwork must be received no later than close-of-business on June 1, 2013. Upon purchasing an ad, you will be sent more detailed ad specifications (size and acceptable file formats). Questions? Contact Laura Schroeder at 202-534-3713 or [schroeder@thearc.org](mailto:schroeder@thearc.org).

Full Page (Color)	\$1500
Half Page (Color)	\$900
Quarter Page (Color)	\$600
Business Card-Size (Color)	\$110

[Sign up here](#) to have a promotional item, giveaway or literature inserted in the tote bag given to all registered attendees at the National Convention. Please note that Innovators to Change Agents sponsorship levels include tote bag inserts. The rate below is for additional inserts or for organizations who are not already receiving an insert via their sponsorship. Plan to have 1,000 pieces of any item to be inserted in tote bag delivered to the Hyatt Regency Bellevue prior to event. You will be sent more details and shipping instructions after signing up.

Tote Bag Inserts:	\$550
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## Exhibit Space in The Marketplace:

Get Answers to  
FAQs [here!](#)

### Standard Marketplace Booth:

Early Bird \$550

After April 1 \$615

Includes:

- One 6" draped table with two chairs and a wastebasket
- Identification sign with company name and booth number
- Two Marketplace-only registrations
- Logo on our website
- 50-word description in convention program (distributed to all attendees)
- Participate in The Marketplace Game



Add a business-card sized ad in the program book for only \$100 (\$110 after April 1)

### Premium Marketplace Booth:

Early Bird \$1,200

After April 1 \$1,265

Includes:

- All benefits of Standard Marketplace Booth
- Business card-sized ad in Program Book
- Upgrade to premium location
- The opportunity to have The Arc send out a pre-event email which will promote all premium booth exhibitors with a link to their company website.

### Entrepreneur Alley Booth:

Early Bird \$100

After April 1 \$110

Entrepreneur Alley is a unique part of The Marketplace devoted to self-advocate entrepreneurs with microbusiness initiatives. The Arc offers highly reduced rates to encourage individuals with intellectual and developmental disabilities to showcase their special talents alongside other businesses in The Marketplace. Contact [Laura Schroeder](#) for more information.

Includes:

- One 6" draped table with two chairs and a wastebasket
- Identification sign with company name
- Participation in Marketplace game
- Two Marketplace-only registrations
- Logo on our website
- 25-word description in convention program (distributed to all attendees)

### The Market:

Marketing Materials Only \$35

Merchandise Sales \$50

For those self-advocate entrepreneurs who can't attend the National Convention in person, The Arc offers The Market as an affordable, convenient option to sell merchandise or otherwise promote a microbusiness. The Market is a space set up inside The Marketplace and staffed by The Arc to allow self-advocates to ship in merchandise or promotional materials for sale or as take-aways. As part of The Market, you will be responsible for packaging, pricing and shipping your goods and The Arc will take a small portion of your sales for administrative purposes. Find out more about how to participate in The Market [here](#).

*Thank you for your consideration and support for The Arc's National Convention. Check out our organizational membership options online at [www.thearc.org](http://www.thearc.org). The Arc's organizational members are entitled to discounts on event sponsorships and participation. To learn more about this and other ways to get involved, visit [www.thearc.org](http://www.thearc.org).*

*And don't forget to follow us on Facebook or Twitter!*