



**ADED**

The Association for Driver  
Rehabilitation Specialists



# 44th Annual Conference & Expo

## Invitation To Exhibit

LANSING, MI | JULY 24-28, 2020

**Saturday, July 25**

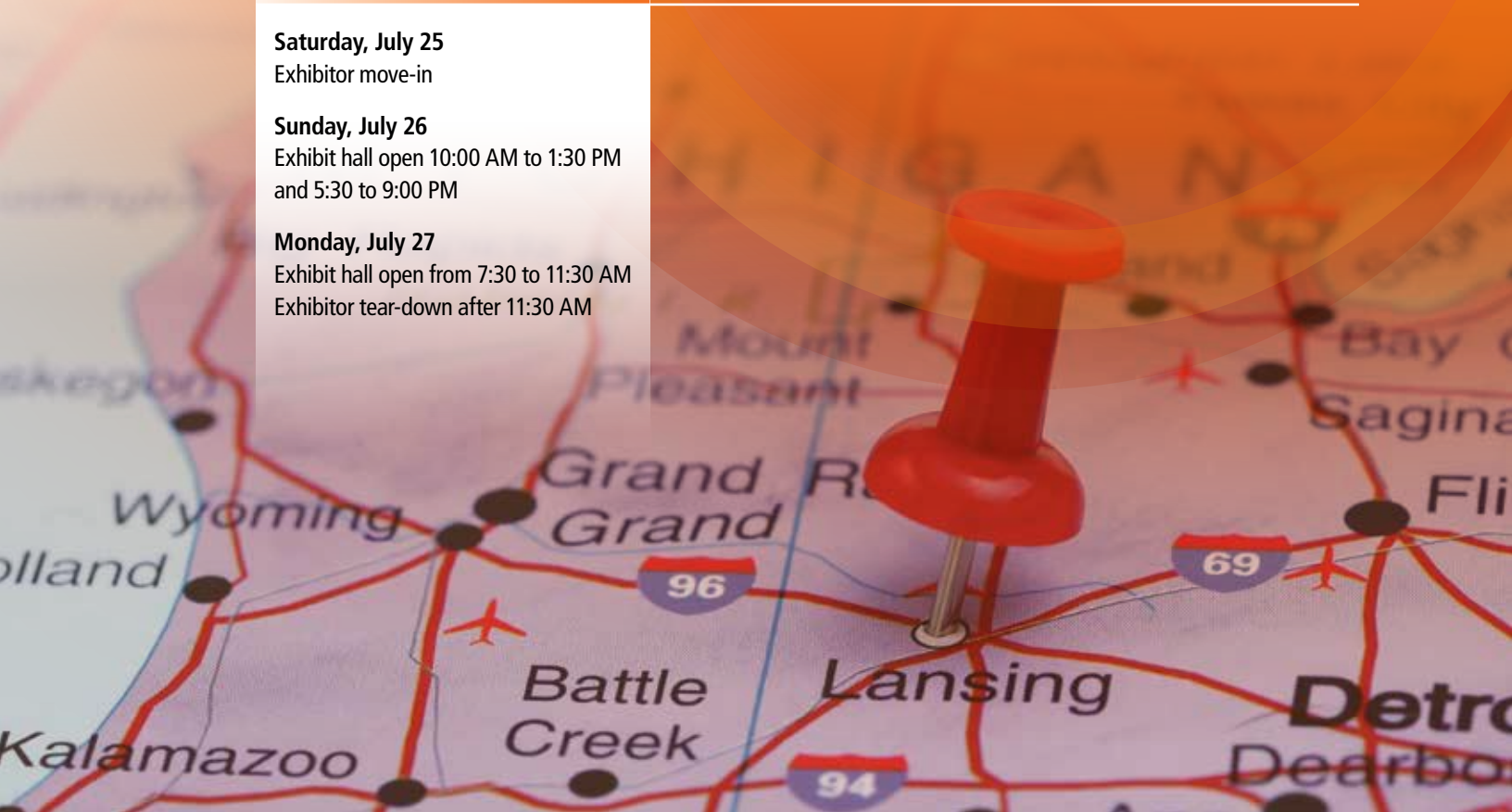
Exhibitor move-in

**Sunday, July 26**

Exhibit hall open 10:00 AM to 1:30 PM  
and 5:30 to 9:00 PM

**Monday, July 27**

Exhibit hall open from 7:30 to 11:30 AM  
Exhibitor tear-down after 11:30 AM



# Invitation to Exhibit

By exhibiting at ADED's Annual Conference & Expo, you gain access to the largest assembly of driver rehabilitation specialists and influential partners in the industry. This is the only location where driver rehabilitation specialists, health care providers, researchers, students, mobility equipment dealers, and manufacturers are gathered to advance the profession. This is your opportunity to have direct access to the evaluators who test and prescribe adaptive mobility and evaluation/treatment products. These attendees are making daily equipment and vehicle recommendations for those with disabilities and the aging. ADED members are encouraged to keep a high level of awareness of products and services that would best suit their clients or advance their professional practice.

## How is the ADED show different?

ADED attendees are unique to any other show in that they are very hands-on, ask lots of questions, and will often bring you case studies for assistance with difficult situations. We strongly believe that the exhibit hall experience offers so much more than passive exhibits viewing as can be experienced at other shows. By hosting an exhibit booth at our show, you will have direct access to driver evaluators who are actively engaged in wanting to learn more about your products and services. The exhibit hall hours are exclusive to the conference program; no other sessions oppose your time in the hall. Meal and beverage breaks are offered in the hall to drive attendance as do our door prize activities and silent auction. We offer several exhibitor/attendee engagement activities to spark excitement, keep the conversations going throughout the event, and maintain relationships long after everyone returns home. Most importantly, education is key: exhibitors have an opportunity to partner with a specialist to present educational sessions in the hall. ADED recognizes the importance of return-on-investment and takes pride in building an unsurpassed exhibit experience.





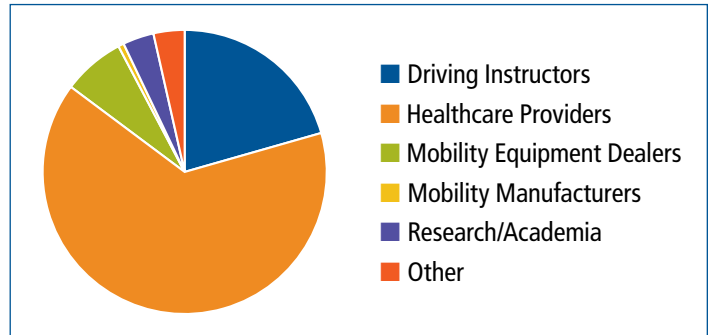
## What is ADED?

ADED: The Association for Driver Rehabilitation Specialists is a professional network that promotes excellence in the field of driver rehabilitation, thought leadership and advocacy in support of safe, independent community mobility. ADED's members work with drivers with disabilities, medical conditions, and the aging to ensure driving independence and, when necessary, a graceful retirement from driving. The organization provides education, research, and support to professionals working in the fields of driver education, driver training, and transportation equipment modifications. ADED promotes the development of those working in the field of driver rehabilitation, and is the only organization in North America to offer the Certified Driver Rehabilitation Specialist (CDRS®) credential. ADED members number over 1,000 worldwide, with over 370 active CDRS professionals in the U.S. and Canada.

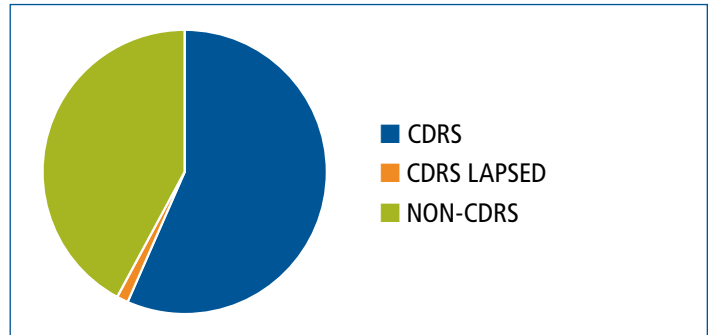


## Attendee profile

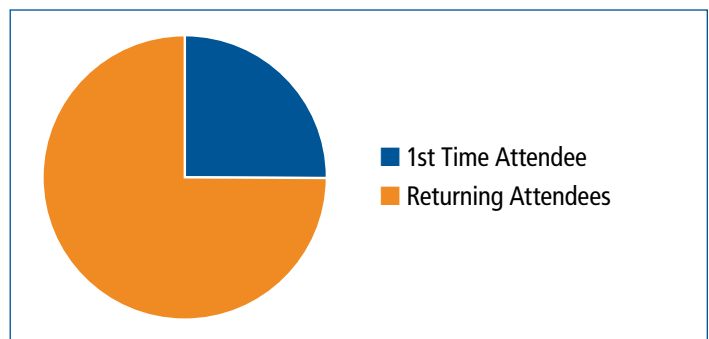
### Primary professional background



### Certified Driver Rehabilitation Specialist (CDRS)



### Attendee tenure



# Sponsor

Increase your brand recognition and maximize marketing opportunities by being a conference sponsor. Sponsor packages and à la carte items are designed with your budget in mind and offer multiple opportunities to showcase your company and meet your marketing goals.

## Bronze level – Most economical option

\$500.00

- **Tote bag insert** – Provided and shipped by sponsor are inserted into the conference tote bags. Items are limited to one promotional item per company.
- **Sponsor recognition** – In conference program guide and in the pre-conference member newsletter, *ADED's News Brake*.
- **Recognition at conference** – Printed company recognition at your booth and thank-you signage at breaks.
- **Sponsor booth engagement activity** – Increasing traffic to your booth.
- **Pre-conference e-blast** – Dedicated sponsor recognition message to all members pre-conference.
- **Exhibit hall badges** – One additional exhibit hall badge.

## Silver level – Captive audience

\$2,500.00

- **Product demonstration** – Address attendees to promote company products and services, offered as an educational seminar booth-side on Sunday afternoon. Only available to Silver Level Sponsors.
- **Company/product video** – Shared with all membership on our online education portal. Available to Silver and Gold Level Sponsors.
- **Tote bag insert** – Provided and shipped by sponsor are inserted into the conference tote bags. Items are limited to one promotional item per company.
- **Sponsor recognition** – in conference program guide and in the pre-conference member newsletter, *ADED's News Brake*.
- **Recognition at conference** – Printed company recognition at your booth and thank-you signage at breaks.
- **Sponsor booth engagement activity** – Increasing traffic to your booth.
- **Pre-conference e-blast** – Dedicated sponsor recognition message to all members pre-conference.
- **Exhibit hall badges** – Up to three additional exhibit hall badges.
- **Pick one:** Company branded promotional products, limited availability; first come, first served.

Mini flashlights	Steps challenge	Cell phone accessory	Car coaster
Tire gauge	Hand sanitizer	Pens	Luggage tags

## Gold level – Highest visibility

\$3,500.00

- **Product presentation** – Address attendees to promote company products and services, offered as an unopposed educational seminar Saturday evening. Only available to Gold level sponsors.
- **Company/product video** – Shared with all membership on our online education portal. Available to Silver and Gold level sponsors.
- **Tote bag insert** – Provided and shipped by sponsor, are inserted into the conference tote bags. Items are limited to one promotional item per company.
- **Sponsor recognition** – In conference program guide and in the pre-conference member newsletter, *ADED News Brake*.
- **Recognition at conference** – Printed company recognition at your booth and thank-you signage at breaks.
- **Sponsor booth engagement activity** – Increasing traffic to your booth.
- **Pre-conference e-blast** – Dedicated sponsor recognition message to all members pre-conference.
- **Exhibit hall badges** – Up to five additional exhibit hall badges.
- **Pick one:** Company branded promotional products, limited availability; first come, first served.

Program book – Front cover	Program book – Back cover	Document holders	Tape measures
Schedule cards	Water bottles	Notepads	USB car adaptor

## À la carte items

Opportunity	Amount	Description
Elevator wraps	\$5,000	Advertising in hotel elevators.
Photo booth	\$4,000	Available for use all day Sunday, company branded.
Conference tote bags	\$2,500	Company brand on conference tote bags. 10% discount offered to sponsors!
Lanyards	\$1,500	Company brand on badge lanyards. 10% discount offered to sponsors!
Banquet sponsor	\$1,500	Signage, program guide recognition, speaking opportunity.
Clipboards	\$1,500	Company brand on clipboards issued to each attendee. 10% discount offered to sponsors!
Spirit of Crescent Industries Scholarship donation	\$1,250	Help an attendee get to conference! Program guide recognition, newsletter recognition, website recognition.
Room key card envelopes	\$1,000	Company brand on key card envelopes. 10% discount offered to sponsors!
New attendee reception Friday evening	\$750	Welcome new attendees to conference. Signage, speaking opportunity.
Tote bag company promotional insert	\$300	Provided and shipped by sponsor, are inserted into the conference tote bags. Items are limited to one promotional item per company.
Seminar sponsor signage – Three opportunities available	\$250	Signage and announcements recognition.

## Advertise

Direct conference attendees to your booth by advertising in the Conference Program Guide. Attendees refer to this guide for the duration of the event and use it to plan their daily schedule.

**Deadline:** Space and artwork due: May 1, 2020

### Rates and Specifications:

Position	Rate	Color	Ad Specs (Inches)
Inside front cover	\$500	Full color	7.5 x 10, PDF, no bleed
Inside back cover	\$500	Full color	7.5 x 10, PDF, no bleed
Full-page ad	\$250	Full color	7.5 x 10, PDF, no bleed
Upgrade any ad above by adding pre-conference e-blast message	Additional fee of \$100 for one e-blast message. High resolution JPG ad provided by company with logo and URL link inserted into to a pre-conference email message.		
E-blast advertising	\$250 per e-blast. High resolution JPG ad provided by company with logo and URL link inserted into to a pre-conference email message.		

## Contribute to ADED's scholarship funds for conference

- Donate items to our ADED auctions, benefiting ADED's Memorial Scholarship Fund.
- Donate funds to the Spirit of Crescent Industries Scholarship, helping attendees get to conference.

# Exhibitor details

## Exhibit hours

### Sunday, July 26

10:00 AM – 1:30 PM

5:30 PM – 9:00 PM

### Monday, July 27

7:30 AM – 11:30 AM

## Exhibit set-up

### Saturday, July 25

Registration: 8:00 AM

Orientation: 9:00 AM

Vehicle move-In: 9:30 AM – 10:30 AM

Exhibitor move-In: 9:30 AM – 4:00 PM

## Exhibit dismantle

### Monday, July 28

Move out: 11:30 AM

Enjoy 11 hours of unopposed exhibit hall time

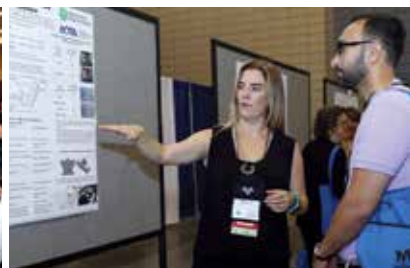
## Exhibit package cost and perks

Significant savings with early bird commitments! **Early bird rates require that a signed contract must be on file by October 31, 2019.**

Exhibit size (Feet)	Rate	Early bird rate
10 x 10	\$1,500	\$1,450
10 x 20	\$2,700	\$2,500
10 x 30	\$4,050	\$2,800
20 x 20	\$5,400	\$3,500
20 x 30	\$7,200	\$5,000
30 x 30	\$10,800	\$6,600
30 x 40	\$14,400	\$8,700

**Deadline for fees: May 1, 2020**

Verified nonprofit agencies receive 50% discounted pricing. **To qualify for nonprofit booth rates, you must supply IRS determination letter with booth registration.**





## Your exhibit booth fee includes the following complimentary amenities:

- Complimentary ADED Conference Registration (one per booth) **over \$500 value!**
- Complimentary exhibit hall badges (one per 10x10 space). Sponsors receive additional badges.
- Complimentary banquet tickets (two per exhibiting company) **\$250 value!**
- Sponsors receive up to five complimentary banquet tickets.
- Security
- Electrical Standard Connection (20 amp 110v) **\$100 value!**
- One (1) 6' draped table **\$150 value!**
- Two (2) chairs **\$120 value!**
- One (1) company booth signage
- One (1) wastebasket **\$20 value!**
- Pipe & drape (10x10 booths, or by special request)
- Soap Box Session presentation slot (**application required, firm deadline**)
- Pre- and post-conference attendee mailing lists
- Exhibitor engagement activity participation: door prizes, attendee and exhibitor challenges

## Exclusive benefits for all exhibitors

Exhibiting at ADED Annual Conference & Exhibits increases your exposure to leaders in the driver rehabilitation industry as well as access to professionals new to the field. ADED offers the following value-added exhibitor benefits:

- Access to nearly 300 driver rehabilitation specialist attendees
- 11 hours of unopposed exhibit hall time with no competing educational sessions
- Complimentary exhibit hall and conference registration passes
- Free listing in onsite conference program guide and dedicated conference webpages
- Exhibitor Media Kit – **Promote your attendance at conference before the show!**

## Contact

**For booth registration:** [www.aded.net/expo2020/](http://www.aded.net/expo2020/)

### For exhibitor information or questions:

Katy Greene, OTR/L, CDRS, Exhibit Coordinator  
859-797-6889  
[exhibits@driver-ed.org](mailto:exhibits@driver-ed.org)

### For advertising and other inquiries:

ADED Executive Office  
[marketing@driver-ed.org](mailto:marketing@driver-ed.org)  
866-672-9466





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