

# RESNA 2018

## #ingenuityATwork

Pre-Conference: July 11-12

Conference: July 13-15

AT Exhibit Hall: July 12-14

Hyatt Regency Crystal City  
Arlington, VA

## SPONSORSHIP & EXHIBIT OPPORTUNITIES





# JOIN RESNA IN ARLINGTON, VA!

**RESNA**, the Rehabilitation Engineering & Assistive Technology Society of North America, is the only professional membership society that encompasses every aspect of assistive technology.

The **RESNA Annual Conference** is an international gathering of multi-disciplinary professionals who create, adapt, and develop technology solutions for people with disabilities. Conference attendees are key decision makers who influence purchasing decisions in their universities, clinics, and private practices. They form an active international network that quickly spreads the word about products, services and new technologies.

*RESNA is where conversations happen and connections are made.*

## CONFERENCE ATTENDEES INCLUDE:

- Occupational Therapists
- Physical Therapists
- Rehabilitation Engineers
- Researchers
- Educators (K-12 and University)
- Assistive Technologists
- Speech-Language Pathologists
- Computer Scientists
- AT Manufacturers
- Developers
- Vocational Rehab Counselors
- Suppliers
- Public Policymakers

## THE AT EXHIBIT HALL

The RESNA Annual Conference is about dialogue, relationship building and interaction. In this spirit, the AT Exhibit Hall will be a dynamic, interactive space that will feature product demonstrations, exhibits, social events and other activities.

- The conference Opening Reception will be held in the AT Exhibit Hall on Thursday evening, July 12
- There is unopposed Exhibit Hall time each day.
- Several meals and coffee breaks will take place in the Exhibit Hall.
- The Exhibit Hall will be open FREE TO THE PUBLIC on both days. RESNA will promote this to local media.

# SPONSORSHIP OPPORTUNITIES

All Sponsorships include an exhibit booth, conference registrations, pre and post conference promotions, a 50-word description in the conference program, recognition at plenaries and events, and complimentary Awards Luncheon tickets.



## PLATINUM Level: \$15,000

- 20 x 20 booth in prominent location
- Four complimentary full registrations and Awards Luncheon tickets
- Two-minute speaking opportunity at a Plenary Session
- All RESNA app opportunities
- Prominent logo placement on conference bags
- Marketing literature insert in conference bags
- Acknowledgement of your support at opening reception and social functions
- Opportunity to place promotional items on Awards Luncheon tables
- Sponsor logo for use on your website
- Banner ad on the RESNA conference website
- Signage throughout conference acknowledging your sponsorship

## GOLD Level: \$10,000

- 20 x 10 booth in prominent location
- One-minute speaking opportunity at a Plenary Session
- Select any 4 RESNA app opportunities
- Two complimentary full registrations and Awards Luncheon tickets
- Logo placement on conference bags
- Marketing literature insert in conference bags

## SILVER Level: \$7,500

- 10 x 10 booth in prominent location
- One complimentary full registration and Awards Luncheon ticket
- Logo placement on conference bags
- Select any 3 RESNA app opportunities

## BRONZE Level: \$4,000

- 10 x 10 booth in highlighted sponsor row
- One complimentary full registration and Awards Luncheon ticket
- Logo placement on conference bags for all attendees
- Select any 2 RESNA app opportunities

## EVENT SPONSORSHIPS

The Sponsorships below include recognition as host of the event or service, signage, and select speaking opportunities:

### Wi-Fi ..... \$10,000

All attendees appreciate access to “free” Wi-Fi. We’ll be sure to promote sponsorship of Wi-Fi in the event program, through conference signage, and via an insert in the conference bag noting your company’s sponsorship of this benefit.

### Awards Luncheon ..... \$7,500

RESNA holds the annual Awards Luncheon, a highlight of the conference, on Saturday, July 14. Sponsorship includes your logo on cover of event program, signage at event, two free conference registrations, four tickets to the luncheon, and a speaking opportunity.

### Developers Showcase ..... \$3,000

This annual event is an interactive mini-exhibit hall of technologies in development. It also features the RESNA Student Design Competition finalists. Sponsorship includes two free conference registrations and awards luncheon tickets, prominent logo signage, and speaking opportunity.

### Networking Social Event ..... \$3,000

Held on Friday, July 13, the local host committee organizes this evening networking event. Past social events have included a baseball ballgame, a trivia contest, a riverboat cruise, and a disco dance party. Sponsorship includes two free conference registrations and awards luncheon tickets, prominent logo signage, and a speaking opportunity.

## SUPPORTER SPONSORSHIPS

Choose the sponsorship that best fits your company’s marketing objectives.

- Badge Lanyards ..... \$2,500
- Coffee Breaks ..... \$1,500 each
- Pens/Highlighters ..... \$1,500
- Notepads ..... \$1,500
- Logo on Conference Bag ..... \$1,500

# RESNA 2018 DIGITAL ADVERTISING

## RESNA 2018 APP ADVERTISING



**eCommerce** ..... \$2,000

Offer attendees a discount code or access to your online store to take action on the offer right away.

**Gallery** ..... \$1,250

Introduce a new product or share a visual experience with attendees in a photo gallery on the timeline.

**Social Ad** ..... \$750

A sponsored, 5-second post on the homescreen, with an action button to any destination.

**Sponsored Session** ..... \$500

Introduce your sponsors' speaking slot(s) at the event or want to promote one of your sessions on the timeline.

**App Download** ..... \$300

Direct attendees to your mobile app in the App Store or Google Play to download it directly.

**Helpful Tip** ..... \$200

Feature a splash screen while the app loads. Great real estate to have your logo featured.



## ADVERTISING OPPORTUNITIES

**Deadline to reserve ad space:** Friday, April 27

**Deadline for PDF artwork (high resolution):** Friday, May 11

**E-MAIL AD ART TO:** [conference@resna.org](mailto:conference@resna.org)

## DIGITAL REQUIREMENTS

High resolution 300 dpi images are preferred (can be emailed). InDesign files are acceptable and must include fonts, links, etc. If sending application files, please submit hard copy with files.

## CONFERENCE WEBSITE

**Banner ads (May 11 - July 15)** ..... \$2,000

Based on availability – sponsors have priority. Advertising space must be reserved by Friday, April 27.

### RESNA Web Banner Ad

- 360 x 300 pixels
- JPEG preferred
- File size should be under 40kb
- For accessibility reasons, the color contrast ratio between text and background should be at least 4.5 to 1
- No Flash



*Please provide the following information:*

- URL link for the ad
- Alternative text description for the ad (for accessibility reasons)

**QUESTIONS:** Contact Julien Williams, Manager, Membership, Marketing, & Communications at [conference@resna.org](mailto:conference@resna.org) or (703) 524-6686 x306.

# AT EXHIBITORS



## BOOTHS

Exhibitors may purchase a standard 10 x10 booth at the following prices:

- For-profit organizations .....\$2,600
- Non-profit organizations .....\$1,100
- RERC Row ..... \$900

Exhibitors receive a 50-word description in the digital conference program, and a website link. All exhibitors receive one complimentary conference registration and one Awards Luncheon ticket.

All booths include 8' back drape, 3' side drape, and a booth sign.

## TABLETOPS

A limited number of tabletops are available for:

- Developers of emerging technologies
- Small businesses with less than 5 products
- Researchers
- Non-profit organizations from D.C., Maryland, or Virginia

All tabletops include one 6' draped table. Tabletop exhibitors may purchase conference registrations at the RESNA member rate and purchase an Awards Luncheon ticket on a first-come, first-served basis at the registration desk.

The costs are:

- For-profit organizations ..... \$550
- VA, DC, and MD-based Non-profits ..... \$350

## AT EXHIBIT HALL SCHEDULE\*

### THURSDAY, July 12

7:00am – 11:30am	Decorator Setup
12:00pm – 5:30pm	Exhibitor Move-In
7:00 pm – 9:00 pm	Exhibit Hall Opening Reception

### FRIDAY, July 13

10:00 am – 5:00 pm	Exhibit Hall Open
12:15 pm – 1:15 pm	Walkabout Lunch in Exhibit Hall
2:30 pm – 4:00 pm	Unopposed Exhibit Hall Time

### SATURDAY, July 14

10:00 am – 5:00 pm	Exhibit Hall Open
12:00 pm – 1:30 pm	Awards Luncheon Unopposed (Exhibit Hall Closed)
3:30 pm – 5:00 pm	Unopposed Exhibit Hall Time
5:00 pm	Exhibit Hall closes
5:15 pm	Teardown begins

*\*Subject to updates*

## HOTEL ACCOMMODATIONS

RESNA has negotiated rates starting at \$179/night plus tax for single rooms, with double rooms and executive suites available, in our block at the Hyatt Regency Crystal City. You may reserve rooms on-line by visiting [www.resna.org/conference](http://www.resna.org/conference). If you require accessible accommodations, please mention this when making your reservation.



# RESNA 2018 Rules And Regulations

1. All exhibiting companies shall be responsible for making its exhibit accessible to people with disabilities as required by the Americans with Disabilities Act, and shall hold RESNA harmless for any consequences of exhibiting company's failure in this regard.
2. RESNA acts for sponsors, exhibitors and their representatives in the capacity of agents, not as principal. RESNA assumes no liability for any act of omission or commission in connection with this agency. Sponsors, exhibitors and their representatives shall indemnify and hold harmless RESNA, the Hotel, and their affiliated agents and employees from any and all liabilities for loss, damage, or injury ensuing from any cause whatsoever.
3. The RESNA Meetings Committee determines eligibility of any company or product for exhibit or sponsorship. The committee may forbid installation or request removal or discontinuance of any exhibit or promotion, wholly or in part, that in its opinion is not in keeping with the RESNA's character or purpose.
4. Preference of space assignment will be given to previous exhibitors. All others will be assigned in the order of receipt of application with consideration given to exhibitors wishing to avoid assignment of space adjacent to competitors.
5. All sponsor and space cancellations must be in writing. If a cancellation is received on or before April 27, 2018, 25% of the sponsorship or total booth cost will be forfeited. There will be no refunds for exhibit space cancelled after April 27, 2018.
6. RESNA reserves the right to assign labor to set-up any exhibit that is not in the process of being erected at least one hour prior to the official opening of the AT Exhibit Hall. The exhibitor will pay the charge for this labor at the published rates.
7. RESNA cannot guarantee against loss or damage of any kind, but will endeavor to protect exhibitors by providing security in the exhibit hall during the time exhibits are closed. Exhibitors wishing to insure their exhibit materials against theft, damage, fire, accident or loss of any kind must do so at their own expense.
8. Exhibits should be constructed so that no copy appears higher than 8 feet from the floor and should not project beyond the space allotted. They should not obstruct the view of, or interfere with, traffic to the other exhibits. The wings of an exhibit should not come out more than 4 feet from the back wall.
9. Subletting space is not permitted. Two or more companies may not exhibit in a single space unless approved by RESNA.
10. Interviews, demonstrations, distribution of literature, samples, and detailing should take place inside the company's booth in order to avoid infringement of the rights and privileges of other exhibitors.
11. RESNA may withhold or withdraw permission to distribute souvenirs, advertising or other materials it considers objectionable.
12. Exhibitors with audio visual and other sound attention-getting devices and effects will be permitted only if it does not interfere with the activities of neighboring exhibitors. Exhibitors with these devices may be asked to accept booth assignments that diminish reasonable objections.
13. All exhibit materials, including decorations, exhibit display, audio visual equipment and apparatus must conform to fire regulations and electrical codes of the AT Pavilion.
14. Exhibitors are required to have their exhibit space neat and orderly at all times.
15. During Main Stage presentations, exhibitors agree not to deliberately interfere or distract from the stage, and will comply with requests to lower and/or turn off any sound or other attention-getting devices and effects if deemed necessary by RESNA staff.
16. No booth may be dismantled until closing of the show on the final day.
17. Exhibitors must be aware that attendees may photograph products on display in the AT Exhibit Hall. Exhibitors also give RESNA permission to photograph the exhibits for use in promotional material for RESNA.
18. Sponsors, exhibitors or their representatives who fail to observe these conditions of contract, or who, in RESNA's opinion, conduct themselves unethically, may be dismissed from the AT Exhibit Hall without refund or appeal for redress.
19. No educational or social programs, including hospitality suites, may be scheduled during the RESNA conference program, social functions or exhibit hours. Sponsors and exhibitors must notify RESNA of all functions scheduled to ensure minimal conflict.
20. RESNA reserves the right to request a Certificate of Liability from any exhibiting organization.

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I certify that I am an authorized agent of this company and therefore I agree to abide by all of the rules and regulations set forth by RESNA. It is my responsibility to ensure that all representatives of my organization exhibiting at RESNA have read and understand these rules and regulations.

Signature: \_\_\_\_\_

Organization: \_\_\_\_\_ Date: \_\_\_\_\_

**Send with completed contract and payment or purchase order to:**

Attn: RESNA Exhibits, 1560 Wilson Blvd, Ste. 850, Arlington, VA 22209

Phone: (703) 524-6686 • Fax: (703) 524-6630 • Email: [conference@resna.org](mailto:conference@resna.org)



# SPONSOR & EXHIBITOR CONTRACT

**July 11-15, 2018**  
**Hyatt Regency Crystal City**  
**Arlington, VA**

Company Name

Company Website

**Company Contact** (All information will be sent to this individual.)

Name \_\_\_\_\_ Title \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

### PREMIUM LEVEL SPONSORSHIPS

- Platinum..... \$15,000
- Gold..... \$10,000
- Silver..... \$7,500
- Bronze..... \$4,000

### EVENT SPONSORSHIPS

- Wi-Fi..... \$10,000
- Awards Luncheon..... \$7,500
- Developers Showcase..... \$3,000
- Networking Social Event..... \$3,000

### SUPPORTER LEVEL SPONSORSHIPS

- Badge Lanyards..... \$2,000
- Coffee Breaks..... \$1,500 each
- Pens/Highlighters..... \$1,500
- Notepads..... \$1,500
- Logo on Conference Bag..... \$1,000

### BOOTH SPACE (per 10x10 space)

- For-profit Organizations..... \$2,600
- Non-Profit Organizations..... \$1,100
- RERC Row..... \$900

### TABLE TOPS (6' draped table)

- Non-profit organizations..... \$550
- DMV-based non-profits..... \$350

### PAYMENT

**\*Contracts received after April 20 must include an additional \$200.**

**50% of fee must be submitted with contract.** You will be invoiced for the remaining balance in April. After April 20, 2018, all contracts must be submitted with full payment. Contracts received without appropriate payment will not be processed. Fees will be adjusted to correct calculation errors.

\$ \_\_\_\_\_ U.S. total enclosed (or charge authorized)

Check Enclosed (Remit in U.S.\$ drawn on a U.S. bank, payable to RESNA)

Charge:  VISA  MasterCard  American Express  Discover

Card Number \_\_\_\_\_

Exp Date (Month/Year) \_\_\_\_\_ Security Code \_\_\_\_\_

Name On Card \_\_\_\_\_

Signature \_\_\_\_\_

Billing Address (if different than company address) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Zip \_\_\_\_\_ Country \_\_\_\_\_

### CONTRACT SUBMISSION AND AUTHORIZATION

By signing and submitting this contract, your company agrees with the exhibit rules and regulations posted on the RESNA website.

**RETURN TO: Julien Williams**  
E-mail: [conference@resna.org](mailto:conference@resna.org)  
Fax: (703) 524-6630

Signature \_\_\_\_\_ Date \_\_\_\_\_





# ADVERTISING CONTRACT

July 11-15, 2018

Hyatt Regency Crystal City

Arlington, VA

### COMPANY CONTACT

Company Name

Company Address

City, State, Zip

Company Phone

Company Fax

Company Website

Contact Person

Title

Contact Person's Email

Contact Person's Phone

Ext.

### ADVERTISING RATES

DIGITAL PROGRAM: Please select desired advertisement.

- eCommerce ..... \$2,000
- Gallery ..... \$1,250
- Social Ad..... \$750
- Sponsored Session ..... \$500
- App Download ..... \$500
- Helpful Tip (splashscreen) ..... \$250

### ADVERTISING DUE DATES

Advertising contract and payment is due by April 27, 2018. Fax to RESNA at (703) 524-6630, or e-mail conference@resna.org. Ad art is due by May 11, 2018.

E-mail ad art to: conference@resna.org

### DIGITAL REQUIREMENTS

High resolution 300 dpi images are preferred (can be emailed). InDesign files are acceptable and must include fonts, links, etc. If sending application files, please submit hard copy with files.

### PAYMENT METHOD

- A check for \$\_\_\_\_\_ is enclosed (payable to RESNA).
- Bill my credit card
  - VISA     MasterCard
  - AMEX     Discover

Card Number

Security Code (3 digit code on back of card)      Exp. Date

Name on Card

Billing Address

City, State, Zip

Signature

Mail or fax completed Insert Order by April 27, 2018 with payment or purchase order to:



1560 Wilson Blvd, Ste. 850  
Arlington, VA 22209  
Fax: (703) 524-6630  
Phone: (703) 524-6686  
Email: conference@resna.org



# Exhibitor Badge Registration

# RESNA 2018

Complete this form and return to conference@resna.org or fax to 703-524-6630.

Please submit your form **by June 22, 2018** to register in advance and avoid lines at on-site registration.

- **All badges will be picked up on site.**
- **Complimentary Exhibitor Full Conference Registrations** allow access to the exhibits, Thursday evening's opening reception, plenary sessions, workshops, walkabout lunch, Saturday's Awards Luncheon, and Friday evening's networking event. You may purchase additional Full Conference Registrations at the Early Bird member rate of \$475.
- **Booth Only Exhibitor Registrations** allow access to items listed above, with the exception of workshops, plenary sessions and the Awards Luncheon, may be purchased for \$160. Awards Luncheon tickets may be purchased for \$50.
- **Tabletop Exhibitors** do not receive complimentary registrations. You must purchase either a Full Conference registration or Booth Only registration for any and all staff working at your table.
- **Complimentary Registrations are Allotted as Follows:**

Platinum Sponsor	(4) Full Conference Registrations
Gold Sponsor	(2) Full Conference Registrations
Silver Sponsor	(2) Full Conference Registrations
Bronze Sponsor	(1) Full Conference Registrations
10x10 Booth	(1) Full Conference Registration
Tabletop	Does not receive complimentary registrations.

Exhibiting Company \_\_\_\_\_

Your Name \_\_\_\_\_ Your Email \_\_\_\_\_

(You must list your name below if you need a badge)

First Name	Last Name	Email Address	Registration Type	
			Complimentary Full Registration	Booth Only (\$160)
			Additional Full Registration (\$475)	Awards Luncheon (\$50)
			Complimentary Full Registration	Booth Only (\$160)
			Additional Full Registration (\$475)	Awards Luncheon (\$50)
			Complimentary Full Registration	Booth Only (\$160)
			Additional Full Registration (\$475)	Awards Luncheon (\$50)
			Complimentary Full Registration	Booth Only (\$160)
			Additional Full Registration (\$475)	Awards Luncheon (\$50)
			Complimentary Full Registration	Booth Only (\$160)
			Additional Full Registration (\$475)	Awards Luncheon (\$50)
			Complimentary Full Registration	Booth Only (\$160)
			Additional Full Registration (\$475)	Awards Luncheon (\$50)

**PAYMENT** Amount Due: \_\_\_\_\_  Check # \_\_\_\_\_ or Charge:  AMEX  M/C  Visa

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_ Security Code: \_\_\_\_\_

Billing Address: \_\_\_\_\_