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 9.
- Unopposed Exhibit Hall time each day of the conference.
- Receptions, lunches and 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 Levels & Benefits**

Based on your total spend on sponsorship and advertising, you will qualify for a Platinum, Gold, Silver or Bronze level.

There are many benefits to being an Annual Meeting Sponsor— all providing maximum return on your investment. You will receive the following added benefits and increased exposure prior to and during the Annual Meeting:

<table>
<thead>
<tr>
<th>LEVEL BENEFITS</th>
<th>PLATINUM $15,000+</th>
<th>GOLD $10,000 - $14,999</th>
<th>SILVER $7,500 - $9,999</th>
<th>BRONZE $4,000 - $7,499</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speaking opportunity at Plenary Session</td>
<td>2 min</td>
<td>1 min</td>
<td></td>
<td></td>
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<tr>
<td>Marketing Literature in Conference Bags</td>
<td></td>
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<tr>
<td>Banner ad on RESNA Conference Website</td>
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<tr>
<td>Additional Full Conference Registrations</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>1</td>
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<tr>
<td>Complimentary participation in passport to prizes</td>
<td></td>
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<tr>
<td>Booth Space</td>
<td>20 x 20</td>
<td>10 x 20</td>
<td>10 x 10</td>
<td>10 x 10</td>
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</tbody>
</table>

**Core Sponsorship Benefits**

Sponsor recognition in:

- Logo and Level recognition on Conference Website
- Logo and Level recognition on Plenary Walk-In Slides
- Logo and Level recognition on Conference Signage
- Sponsor ribbons for personnel badges
- Mobile app extended listing with logo
Secure Exhibit Space
The RESNA Exhibit Hall is located at the center of this bubbling and energetic conference. Exhibitors at the RESNA Annual Conference receive such benefits as:

- The opportunity to interact and network with professionals who create, adapt and develop technology solutions for people with disabilities
- Company description and contact information listing in mobile app
- Increased brand awareness of their products or services among influential decision-makers

Pricing
Standard 10x10 Booth Space
For-profit organizations ......................... $2,600
Non-profit organizations ....................... $1,100
RERC Row ........................................ $900

Booth Information
Each exhibit space includes:

- One (1) complimentary General Conference registration
- Two (2) Exhibit Hall-only registrations
- Company description, booth number and contact information in mobile app
- Company name and hyperlink on RESNA Conference website
- Access to post-show attendee mailing list in PDF format
- One (1) company ID sign, 8’ high back drape, and 3’ high side drape

Tabletop Information
Each exhibit space includes:

- One (1) complimentary General Conference registration
- Company description, contact information in mobile app
- Company name and hyperlink on RESNA Conference website
- One (1) company ID sign, One (1) 6’ draped table (2) chairs

A limited number of tabletops are available for:

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

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

Exhibit Hall Hours
(Times are tentative and subject to change.)

Thursday, July 9
4:00pm – 9:00pm  Exhibit Hall Opening Reception
6:30pm – 9:00pm

Friday, July 10
10:00am – 11:00am  Coffee Break
12:00pm – 2:00pm  Lunch, Posters
6:30pm – 8:00pm  Developer’s Showcase

Saturday, July 11
10:00am – 11:00am  Coffee Break
12:00pm – 3:00pm  Lunch, Posters

For more information on RESNA 2020 exhibit and sponsorship opportunities, please contact:
Robb Shrader, RESNA Sales Manager  •  Tel 312-673-5581  •  Email: rshrader@smithbucklin.com
RESNA Annual Conference Sponsorship Opportunities

Conference WiFi ............................ $7,500
Attendees love to be connected and your company can make this happen for them. This sponsorship opportunity includes your company logo on signage as well as hyperlinked on the wireless launch page for attendees.

Mobile App ................................. $6,000 (Exclusive)
$2,000 (3 available)
The APP provides meeting attendees easy access to RESNA sessions, abstracts, exhibitors, events, schedule, program-at-a-glance, poster and oral sessions, and notifications of changes or meeting announcements. As an APP supporter, your banner ad or logo will appear on the landing page and signage will be displayed near the exhibit hall and registration.

Registration Bags .......................... $6,000 (Exclusive)
$2,000 (Co-Sponsored up to 3)
Let the RESNA attendees advertise for you during and long after the conference. Your company logo will be printed on the bags given to every full conference attendee at registration.

Exhibit Hall Welcome Reception ........ $5,000 (Exclusive)
$1,500 (Co-Sponsored up to 3)
Join us in welcoming attendees by sponsoring the grand opening of the exhibit hall! Sponsorship includes speaking opportunity to welcome attendees and promote booth, signage, cocktail napkins and 50 drink tickets to give to customers.

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 (3) complimentary full-conference registrations, signage, and a speaking opportunity.

Badge Lanyards ............................. $2,500
Attendees, speakers, sponsors and exhibitors will wear lanyards throughout the Annual Meeting, into conference sessions, networking events, and the exhibit hall. Sponsor to provide logo. Up to ten (10) lanyards provided for company use.

Fast & Furious ............................. $1,500
Each participating company will receive 2-minutes to showcase their best idea/solution to a challenge. The winner will be promoted at the general session.

NEW! Room Drop ........................... $1,500 (3 available)
Deliver your message directly to attendees by providing marketing collateral for placement in every attendee’s hotel room at the Hyatt Regency. This is a great opportunity to invite attendees to your booth and promote a new product. Drop subject to RESNA approval and will be placed under the attendee’s door.

Bag Insert ................................. $500
Capture your target audience by interesting a product sample or literature (flyer) into the official RESNA conference bags. Bags will be distributed to all attendees at registration.

NEW! Beverage Ticket Packages ........ $300 for 25
$500 for 50
Pre-order beverage tickets to distribute to your customers during our receptions! Tickets can be purchased in packs of 25 and 50.

Mobile App Push Notifications ......... $300 each
$700 for (3) Limit 1 per day
Capture the attention of attendees directly via their mobile device. Push notifications give an instant opportunity to send a personalized message to attendees – have them visit your booth/session, let them on of a giveaway…the options are endless!

NEW! Passport to Prizes ..................... $400
Attendees must visit all exhibitors participating the Passport to Prizes program and have their card validated to be included in a prize drawing (exhibitors provide the prize). Draw attendees to your booth to get their passport stamped and gain additional exposure when the prize you provide is raffled off by a representative from your company in front of all attendees in the Exhibit Hall.

ATTENDEE GIVEAWAY ITEMS
Provide all Conference attendees with a giveaway from your company in the registration bags they receive at the start of the event. As an item sponsor, your company’s logo will be featured alongside the conference logo on the giveaway item.

Notepads & Pen ............................. $3,000
Luggage Tags .............................. $2,000
Highlighters ............................... $1,000

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For customized sponsorship opportunities or more information about sponsorship opportunities contact:
Robb Shrader, RESNA Sales Manager, 312-673-5581
rshrader@smithbucklin.com
Please complete all appropriate areas of this application based on your selected engagement options and return to Robb Shrader at rshrader@smithbucklin.com or call him at 312-673-5581.

PARTICIPATION SELECTION
Check all that apply.
☐ Sponsorship  ☐ Exhibit

SPONSORSHIP
To reserve participation as a sponsor of the 2020 RESNA Conference, please identify below your sponsorship selection(s) from the prospectus offerings. All requests will be accepted on a first-received basis.

Sponsorship 1

Sponsorship 2

EXHIBIT PACKAGE
Please select your exhibitor package:
☐ For-profit 10 x 10 .................................................. $2,600
☐ Non-profit 10 x 10 .................................................. $1,100
☐ RERC Row ............................................................ $900
☐ Tabletop for-profit organization ............................... $550
☐ Tabletop VA, DC, and MD-based non-profit ............... $350

PAYMENT
☐ Payment enclosed
☐ Request invoice (check, credit card or wire transfer payment)

Sponsorship and Exhibits payment is due in full at the time of invoicing or no more than 30 days from the time of invoicing; no cancellation refunds will be granted.
1. **Agreement**
   Please complete the online agreement, noting your company name, address, contact person, telephone and fax numbers. Upon receipt of the agreement, RESNA will review and approve your booth selection. Booths are available on a first-come, first-served basis. RESNA will forward a notice confirming the booth numbers assigned and any remaining balance due to RESNA (if applicable).

2. **Payment Terms**
   Exhibitor must include a 50 percent payment with contract submission. Final payment for booth and Sponsorship is due Friday, February 14. If any Exhibitor fails to perform any other term or condition of the contract, or fails to observe and abide by these Contract Conditions/rules & regulations, RESNA reserves the right to terminate the contract immediately without refund of any moneys previously paid.

3. **Cancellation**
   All exhibits and sponsorships are available on a first-come, first-served basis. Exhibits and sponsorships are not reserved until RESNA receives payment. Companies may not cancel exhibits or sponsorships after acceptance; RESNA will issue no refunds. Exhibitor, as a condition of being permitted by RESNA to be an Exhibitor in the Annual Conference, agrees to indemnify and hold harmless RESNA, SmithBucklin Corporation, and their respective directors, officers, employees or agents, from any and all loss, which Exhibitor may suffer as a result of show cancellation, duration, delay or other alterations or changes caused in whole or in part by any reason outside RESNA’s control.

4. **Assignment of Space**
   Space will be assigned on a first-come, first-served basis. No reservations for booth space will be accepted over the telephone or without a signed contract. Exhibit Management reserves the right to make revisions to the floor plan.

5. **Set-up and dismantle**
   Set-up and dismantle hours specified in the exhibitor service manual are subject to change, in which case all exhibitors will be notified in writing. Exhibits are to be kept intact until the close of the exhibit hall. No part of an exhibit shall be removed during the Showcase without special permission from RESNA. Any Exhibitor/Exhibitor that begins dismantling its display before the close of the show will lose priority status in future RESNA Conferences and may altogether lose the privilege to exhibit.

6. **Subletting of Exhibits and Prohibited Uses**
   Exhibitor/Exhibitors are prohibited from assigning or subletting a booth or any part of the space allotted to them. Nor shall they exhibit or permit to be exhibited in their space any merchandise or advertising materials which are not a part of their regular products, or which are not compatible with the character of RESNA, without a written request and approval from RESNA. RESNA reserves the right to terminate any portion of the exhibit that is not in accordance with these rules without prior approval.

7. **General Contractor**
   Booth furnishings such as tables, chairs, wastebaskets, carpeting, signs, flowers, and booth services (labor to setup and dismantle spotlights, etc.) may be obtained from the official general service contractor. The service contractor will be available for Exhibitor assistance during all hours of setup, exhibition, and teardown. The contact information for the service contractor along with detailed information on shipping, labor, special fees, and material handling is included in the Exhibitor Services Manual. The Exhibitor Services Manual will be emailed to each company approximately 90 days before the conference or shortly after the Exhibitor/Exhibitor Contract has been received by RESNA HQ. Without prior agreement with the RESNA Show management, the individual company is responsible for any costs incurred as a result of a failure to meet scheduled deadline dates, and will be invoiced accordingly. If you have any questions or special requirements, please contact show management.

8. **Alcoholic Beverages**
   The serving of alcoholic beverages by Exhibitors in any part of the exhibit area is strictly prohibited unless given permission by RESNA.

9. **Use of Space - General**
   All marketing activities of each Exhibitor must be confined to the Exhibitor/Exhibitor’s allotted booth space. Demonstrations in booths must be designed to take place and keep the audience within the existing booth space to allow the free flow of traffic in the aisles. Exhibitors/Exhibitors expressly agree not to hold any activity that, in the sole opinion of RESNA, creates a material adverse effect on attendance during the conference. If clarification is needed on a specific activity, please submit it to RESNA for approval.

10. **Special Effects**
    Audio-visual and other sound and attention-getting devices and effects will be permitted only in those locations and in such intensity as, in the opinion of RESNA, do not interfere with the activities of neighboring Exhibitors. Operational equipment demonstrated may not create noise levels objectionable to neighboring Exhibitors.

11. **Hotel Rooms and Meeting Rooms**
    RESNA reserves the right to control all rooms and meeting rooms in those hotels which are providing housing for RESNA. No entertainment, meetings, tours, special events, hospitality suite functions, or other private functions will be permitted during the RESNA Conference activities unless approved by RESNA. Companies who are not in accordance with the stated rules may lose their privilege of exhibiting at this and future conferences.

12. **Exhibit Construction and Layout**
    RESNA reserves the right to control the layout of the exhibit hall. Detailed regulations governing the construction, height, and layout of exhibits will be included in your Exhibitor Services Manual. These rules and regulations are to be considered an addendum to this document, and are subject to the full power and enforcement as set forth herein. If you require immediate access to these rules and regulations, please contact RESNA HQ for a copy. Each Exhibitor will be held accountable for abiding by these rules and regulations governing stand construction and height limitations. RESNA reserves the right to control the layout of the exhibit hall. Exhibitor/Exhibitor will be bound by the booth construction rules included in the Exhibitor Services Manual.

13. **Liability**
    The “Exhibitor” assumes all responsibility for any and all loss, theft, or damage to “Exhibitor’s” display, equipment, and other property while on the hotel premises, and hereby waives any claim or demand it may have against the hotel or its affiliates arising from such loss, theft, or damage. In addition, the “Exhibitor” agrees to indemnify, defend, and hold harmless RESNA and the Hotel against any liabilities, obligations,
claims, damages, suits, costs, and expenses, including, without limitation, attorneys’ fees and costs, arising out of or in connection with the “Exhibitor’s” occupancy and use of the exhibition premises or any part thereof or any negligent act, error, or omission of the “Exhibitor” or its employees or agents.

14. Insurance
Each “Exhibitor” shall carry and maintain all liability insurance. Participating “Exhibitors” assume the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to “Exhibitor’s” displays, equipment, and other property brought upon the premises of the hotel or convention center and shall indemnify and hold harmless RESNA, the management firm, agents, servants, and employees from any and all damages, claims, and/or destruction including theft or mysterious disappearance to any and all equipment owned by, leased to, or utilized by “Exhibitors.”

15. Promotions, Contests, Printed Material, Etc.
All giveaway items with the exception of pens, pencils, luggage tags, pocket calendars, and similar items must be submitted for approval to RESNA prior to the conference. Sideshow tactics, or other methods, including marketing material, considered by RESNA to be objectionable, are expressly prohibited at the RESNA conference. Prizes, awards, drawings, raffles, lotteries, or contests may be permitted in accordance with applicable state laws. Requests for approval of such activities must be submitted in writing to RESNA three weeks prior to the opening of the exhibition. Distribution of promotional material to RESNA conference attendees’ hotel sleeping rooms, public areas, or in technical sessions is strictly prohibited without the prior approval from RESNA. Use of RESNA hotel and conference-related facility communication systems to promote vendors or their products is also prohibited.

16. Use of RESNA Name
Participation by an Exhibitor in the RESNA conference does not entitle the Exhibitor to use the RESNA name other than with reference to the Exhibitor’s participation as an Exhibitor in the RESNA conference without permission from RESNA. Participation in RESNA does not imply endorsement or approval by RESNA of any product, service, or participant, and none shall be claimed by any participant.

17. Security
Although RESNA will provide security service for the exhibit hall during the length of the conference, neither RESNA nor the management firm will accept the responsibility for “Exhibitor’s” valuables, tools, or personal items. It is suggested that small carry-type items of value be secured each evening.

18. Cleaning
RESNA will arrange daily cleaning of the aisle carpets and common areas. “Exhibitors” are responsible for maintaining the cleanliness of their respective exhibit space.

19. Press
RESNA reserves the right to control all media access and press activity during the RESNA conference.

20. Name Badges
In an attempt to better secure your investments, all representatives from an exhibiting company must wear an Exhibitor’s name badge to gain entrance to, and while in the exhibit hall. Name badges must be authorized in writing by the designated company contact person. All badges included in any sponsorship package or booth purchase may only be used by an employee of the Exhibitor or exhibiting company.

21. On-site Name Badges
If additional badges are required on site, an on-site registration form must be completed at the registration desk by the exhibiting company’s contact noted on the agreement.

22. Americans with Disabilities Act/Similar Non-U.S. Statutes
Exhibitors shall be responsible for making their exhibits accessible to persons with disabilities, as required by the Americans with Disabilities Act or similar statutes as may apply outside of the United States and shall hold RESNA harmless from any consequences of failing to do so.

23. Enforcement
The Exhibitor acknowledges that its failure to comply with the rules & regulations set forth herein will cause harm to RESNA. The Exhibitor agrees that, if RESNA determines that a material violation has occurred, the Exhibitor will lose the privilege of exhibiting at this and future RESNA conferences. In addition, RESNA reserves the right to immediately remove all exhibit materials if a violation occurs during the conference without issuing a refund.

24. General
All matters and questions not covered by the regulations are subject to the decision of ABA. These regulations may be amended at any time by RESNA and all amendments that may be so made shall be equally binding on all parties affected by them, as are the original regulations. In the event of any amendment or additions to these regulations, written notice will be given by RESNA to such Exhibitors as may be affected by them.

25. Canons of Conduct
In order that RESNA may better achieve its purposes, the following Canons of Conduct are adopted and shall govern the conduct of all RESNA members, member representatives, and attendees. All such members, member representatives, and attendees in connection with all RESNA matters and activities:
A. Must conduct themselves and their activities in a professional manner marked by integrity and spirit of fair play.
B. Must refrain from engaging in any activity which would violate proprietary rights of their employers, RESNA, or any other RESNA member organization (including their representatives).
C. Must abide by the bylaws and policies of RESNA.
D. Must properly register and display appropriate credentials at RESNA activities.
E. Must not engage in sales activities, including direct or indirect solicitation, or conduct any other activity contrary to purpose or policies of RESNA at a RESNA-Exhibitor activity without the express consent of the RESNA Board of Directors.
F. Must not distribute any materials or post displays of any kind at RESNA activities without prior approval of an officer of RESNA.
G. Must not engage in any form of personnel recruitment or use of RESNA facilities or resources to do so.
H. Must not use the RESNA name, other than in the conduct of RESNA business, as determined by the RESNA Board of Directors.
I. Must not use the RESNA membership list or any part thereof, except in the conduct of RESNA business, as determined by the RESNA Board of Directors.
J. Must restrict the use of RESNA documents and other data for the purpose defined by the RESNA Board of Directors or RESNA policies.