

# DOWN SYNDROME AFFILIATES IN ACTION

Washington, D.C.

Feb 29 - Mar 3, 2012



Conference Opportunities

Sponsorship

Exhibitor

Program Advertising

[dsaia.org](http://dsaia.org)

The goal of the Down Syndrome Affiliates in Action (DSAIA) conference is to provide Down syndrome group leaders across the country tangible networking opportunities and valuable resources they can use to improve their service delivery.

We anticipate 100 Down syndrome organizations representing over 100,000 people with Down syndrome will join us in Washington. Your support through sponsorship, exhibiting or advertising in the program provides a premiere opportunity for you to showcase your programs, services or products which will benefit our affiliates and the families and professionals they serve.

Sponsorship will provide your organization with significant nationwide visibility to key leaders in the Down syndrome movement, who will tap into your expertise. See a note from a past sponsor below:



"It seems everywhere you read, corporations gauge their annual success as a company on the number of transactions they conducted during the year. While I realize that the "perfect world" won't ever exist, wouldn't it be nice once to see an article about a company that described their growth in the number of new relationships formed?"

This concept is very important to us because a relationship is in fact what we have found with Affiliates in Action. Service to others is the underlying core value at Affiliates to Action and this attitude is clearly demonstrated throughout the membership. In each and every opportunity, the partnerships available through Affiliates in Action far exceed those found in many national organizations.

We are proud to have generated 42 client relationships via Affiliate in Action members and the number is growing every month. If your company is looking for a way to increase your visibility, increase your national presence and participate in a fantastic, feel-good marketplace we encourage you to reach out to AIA.

- Mike Springer, President, Rule 4, LLC

## Sponsorship Levels

### **TITANIUM Level—\$20,000**

- Prominent recognition in all conference materials
- Recognition from the podium
- Organization logo on totebags
- Link to website on all AIA communications
- Promotional materials placed in conference totebags
- Opportunity to present up to three breakout sessions
- Two complimentary conference registrations
- Complimentary premium exhibit booth space
- Complimentary full page program ad

### **PLATINUM Level—\$15,000**

- Prominent recognition in all conference materials
- Link to website on all AIA communications
- Promotional materials placed in conference totebags
- Opportunity to present up to two breakout sessions
- Two complimentary conference registrations
- Complimentary premium exhibit booth space
- Complimentary full page program ad

### **GOLD Level—\$10,000**

- Prominent recognition in all conference materials
- Link to website on all AIA communications
- Promotional materials placed in conference tote bags
- Opportunity to present one breakout sessions
- One complimentary conference registration
- Complimentary premium exhibit booth space
- Complimentary full page program ad

### **SILVER Level—\$5,000**

- Prominent recognition in all conference materials
- Link to website on all AIA communications
- Promotional materials placed in conference tote bags
- Complimentary premium exhibit booth space
- Complimentary half page program ad

### **BRONZE Level—\$2,500**

- Prominent recognition in all conference materials
- Link to website on all AIA communications
- Promotional materials placed in conference tote bags
- Complimentary general exhibit booth space
- Complimentary quarter page program ad

### **SUPPORTER Level—\$1,000**

- Link to website on all AIA communications
- Complimentary general exhibit booth space
- Complimentary business card program ad

# Specialty Sponsorship Opportunities

## Flashkey Sponsor—\$1,000 (one available)

- Shared visibility with AIA on every conference attendee flashkey
- Name/Logo on all pre-conference materials
- Name/Logo listed as sponsor on the conference program and at event
- 1/4 page Ad in conference program
- Link to your website from AIA conference page

## Lanyard Sponsor—\$2,500 (one available)

- Shared visibility with AIA on every conference lanyard
- Name/Logo on all pre-conference materials
- Name/Logo listed as sponsor on the conference program and at event
- 1/2 page ad in conference program
- Link to your website from AIA conference page

## Reception Sponsor—\$5,000 (three available)

- Recognition from podium during opening remarks at reception
- Name/Logo on all pre-conference materials
- Name/Logo listed as sponsor on the conference program
- Full page ad in conference program
- Link to your website from AIA conference page and all AIA conference email campaigns

## Tote bag Insert Sponsor—\$1,000 (five available)

- High visibility for your promotional items or materials with AIA Conference attendees
- Name/Logo on all pre-conference materials
- Name/Logo listed as sponsor on the conference program and at event
- 1/4 page Ad in conference program
- Link to your website from AIA conference page

## Break Sponsor—\$2,500 (three available)

- Branding and Logo displayed during break
- Name/Logo on all pre-conference materials
- Name/Logo listed as sponsor on the conference program and at event
- 1/2 page ad in conference program
- Link to your website from AIA conference page

## Scholarship Sponsor—\$5,000 (five available)

- Recognition from podium during opening remarks at reception
- Name/Logo on all pre-conference materials
- Name/Logo listed as sponsor on the conference program
- Full page ad in conference program
- Link to your website from AIA conference page and all AIA conference email campaigns



**For more information  
regarding sponsorships  
please contact  
info@dsaia.org  
or phone Deanna Tharpe at  
701-425-7129.**

# Deadlines & Information

- All sponsorship commitments/payment must be received by January 10, 2012.
- Logos should be sent electronically as 300 DPI JPEG's or TIFF's.
- Deadline for program ad submissions/payment is January 10, 2012 (limited space available).
- Deadline for exhibit space requests/payment is January 10, 2012 (limited number of spaces available).
- Non-sponsoring organizations and companies may purchase exhibit space, program ads, or tote bag insert privileges. Please contact Deanna Tharpe at [info@dsaia.org](mailto:info@dsaia.org) or via phone at 701-425-7129.

## Program Advertising Options:

### Full Page Ads

#### Bleed Size

8.75" x 11.25"

#### Non-Bleed Size

8" x 10.5"

#### Trim Size

8.5" x 11"

**\$750**

The Down Syndrome Affiliates in Action Conference Program is printed in full color using four-color process inks. Full page ads may be either bleed or non-bleed; half page, quarter page and business card ads are non-bleed only.

Ads may be set up in any of the following formats:

- Adobe Acrobat PDF
- EPS, TIFF, or JPEG files 300 DPI

### Half Page Ads

#### Horizontal

8" x 5.15"

#### Vertical

3.9" x 10.5"

**\$500**

**\$500**

### Quarter Page Ads

3.9" x 5.15"

**\$250**

### Business Card Ads

3.9" x 2.5"

**\$100**

## Exhibit Space Options:

### Premium Exhibitor

**\$500**

- Two skirted six foot tables
- 1/4 page ad in AIA Program

### General Exhibitor

**\$250**

- One skirted six foot table
- Business Card ad in AIA Program



Remit digital artwork to  
[info@dsaia.org](mailto:info@dsaia.org) by  
January 10, 2012.

See you in DC!

# Down Syndrome Affiliates in Action Conference

Feb 29-Mar 3, 2012

Washington, D.C.

## 1 SELECT A SPONSORSHIP OPTION

Titanium Sponsor	\$20,000	___	Reception Sponsor	\$5,000	___
Platinum Sponsor	\$15,000	___	Scholarship Sponsor	\$5,000	___
Gold Sponsor	\$10,000	___	Break Sponsor	\$2,500	___
Silver Sponsor	\$5,000	___	Lanyard Sponsor	\$2,500	___
Bronze Sponsor	\$2,500	___	Tote bag Insert Sponsor	\$1,000	___
Supporting Sponsor	\$1,000	___	Flashkey Sponsor	\$1,000	___

## 2 SELECT A PROGRAM AD OPTION (cost may already be included in your sponsorship option)

Full Page Ad	\$750	___
Half Page Ad	\$500	___
Quarter Page Ad	\$250	___
Business Card Ad	\$100	___



Over 300 leaders from 83 Down syndrome organizations joined us at the 2009 AIA Conference in Washington DC.

## 3 SELECT AN EXHIBITOR OPTION (cost may already be included in your sponsorship option)

Premium Exhibitor	\$500	___
General Exhibitor	\$250	___

## 4 COMPLETE YOUR CONTACT INFORMATION

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization/Company: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

## 5

### Down Syndrome Affiliates in Action

P.O. Box 2122  
Bismarck, ND  
Phone: 701-425-7129  
Fax: 612-777-0065

We'll follow up with you regarding  
invoicing and sending payment

Questions?? [info@dsaia.org](mailto:info@dsaia.org)

[www.dsaia.org](http://www.dsaia.org)