You are invited to participate in the Association for Death Education and Counseling’s Annual Conference. The annual conference is a three-day educational conference that drew nearly 500 attendees in 2017—mental and medical health personnel, educators, counselors, bereavement coordinators, clergy, funeral directors and volunteers from around the world.

Increase your visibility with this key target audience and ensure your organization’s products and services play a critical part in their educational experience. Exhibit, support and sponsorship opportunities will help you capture the interest of this respected group. Reserve your opportunities early to maximize exposure and guarantee your place at this influential event.

ADEC 42nd Annual Conference

April 6–10, 2021
Pre-Conference Institute: April 6-7, 2021
LIVE VIRTUAL MULTI-DAY EVENT

#ADEC2021
You are invited to participate in the Association for Death Education and Counseling’s 42nd Annual Conference. This live virtual multi-day conference draws hundreds of attendees — from mental and medical health personnel, educators, counselors, bereavement professionals, to clergy, funeral directors and volunteers from around the world.

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This year’s virtual format will allow ADEC to offer new opportunities and further connect with professionals globally. The conference will include:

- Welcome Reception with Networking Breakout Rooms
- Opening & Closing Sessions and three Keynote Presentations, all live with Q&A
- Choice of 18 Concurrent Sessions, all live with Q&A
- All live sessions will be recorded and made available to view afterwards during the rest of April
- Access to approximately 50 on-demand session recordings for the month of April, including the week leading up to Conference
- Poster Presentation Viewing with Q&A
- Authors Fair
- Zoom meetings with Exhibitors & Sponsors to learn more about products & services
- Topic & Region Specific Guided Networking Sessions
- Interactive Activities & Get to Know ADEC Meet-ups
- Continuing Education Credits (CEUs) offered for all live sessions [at an additional cost]
- New! First 300 who register will receive a Conference “Swag Box”
- And more to be announced...!

Register online as an Exhibitor or Sponsor: adec.org/page/2021_Conference
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Exhibit Hours*
All events are listed in Eastern Standard Time

Thursday, April 8
1:00 PM—1:30 PM
4:30 PM—5:00 PM

Friday, April
1:00 PM—1:30 PM
4:30 PM—5:00 PM

Saturday, April 10
12:00 PM—12:30 PM
3:00 PM—3:30 PM

*This schedule is tentative & subject to change.

One Exhibit Booth — $775 USD
Exhibit Space includes:

- A booth within the virtual exhibit hall; exhibitors will be given a unique booth page where attendees can access information about the organization. The virtual booth includes the ability to:
  - Highlight a company video along with description and contact information
  - Link to your own Zoom room for one-on-one interaction with attendees
  - Upload handouts & brochures
  - Feature promotional offers
  - Note: A user guide & an orientation will be provided to exhibitors to assist in creating your unique company page
  - A registration list in PDF format including participants who opt to be included (excludes email addresses, per society policy)
  - One complimentary conference registration (excludes pre-conference)

Sponsorship Packages
Sponsors of the annual conference will be offered first right of refusal for the same level in which they engaged last year. Sponsorship levels released from first rights will be made available to all vendors on February 1. At that time all sponsorship opportunities will be assigned on a first-come, first-served basis. Select one of the established levels of sponsorship or contact ADEC at adec@adec.org to discuss a level customized to meet your specific outreach objectives.

All Sponsorship Packages Include:

- Acknowledgement as a Sponsor at the appropriate level at the Opening Session
- Logo included in rotating header banner on conference platform
- Acknowledgement as a Sponsor at the appropriate level on conference platform sponsor page
- Acknowledgement as a Sponsor at the appropriate level and organization web link in the ADEC Connects e-newsletter distributed to all ADEC members
- Link from ADEC annual conference web page to organization website
- A dedicated sponsorship page to feature your organization (ADEC will provide a orientation on how to create your page)
- **NEW!** Opportunity to provide an item for the conference “Swag Box,” sent out to the first 300 people who register!

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**Diamond Sponsor — $10,000 USD**

*Two available, both receive:*
- One complimentary exhibit booth in the virtual exhibit hall
- Prominently featured company logo on the home page of the conference platform
- Prime placement of company logo on sponsorship page and all pages or slide shows depicting sponsors
- One conference platform push notification *(content curated by sponsor, approved by ADEC)*
- Option to provide welcome and introductions at the Opening Session or Welcome Reception, or any other Session of your choice
- Exclusive acknowledgement as a premiere sponsor underwriting the On-Demand Session Content library for the month of April
- Social Media post featuring the company as a Diamond Sponsor of the conference
- Pre-conference email greeting attendees and welcoming them to the conference
- Six (6) complimentary registrations for the entire conference *(additional persons can register at the ADEC member rate)*

**Platinum Sponsor — $5,000 USD**

*Multiple available, each receives:*
- One complimentary exhibit booth in the virtual exhibit hall
- Featured company logo on the home page of the conference platform
- Prominent placement of company logo on sponsorship page and all pages or slide shows depicting sponsors
- One conference platform push notification *(content curated by sponsor, approved by ADEC)*
- Option to provide welcome and introductions for either a Keynote Session or a Pre-Conference Session of your choice
- Social Media post featuring the company as a Platinum Sponsor of the conference
- Four (4) complimentary registrations for the entire conference *(additional persons can register at the ADEC member rate)*

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Sponsorship Opportunities

**Gold Sponsor — $3,500 USD**

*Multiple available, each receives:*
- One complimentary exhibit booth in the virtual expo hall
- Logo will appear on conference sponsorship page and slide shows depicting sponsors
- Option to provide welcome and introductions at one Concurrent Session or facilitate a Networking Session
- Three (3) complimentary registrations for the entire conference

**Silver Sponsor — $1,500 USD**

*Multiple available, each receives:*
- One complimentary exhibit booth in the virtual expo hall
- Logo will appear on conference sponsorship page and slide shows depicting sponsors
- Two (2) complimentary registrations for the entire conference (additional persons can register at the ADEC member rate)

**Connect with the ADEC Community**

If you are looking to play a larger role in the ADEC Community, sponsoring the Annual Conference is a great way to place your organization at the forefront of participants minds and have unique opportunities to engage with attendees directly. A variety of sponsorship packages are available. Should the listed options not meet your needs, ADEC is always open to helping identify the best opportunities that will work for your organization. If you are interested in gaining exposure with the ADEC Community, contact us at adec@adec.org or register online today!

We look forward to connecting virtually!

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<table>
<thead>
<tr>
<th>Sponsorship Option Overview</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acknowledgement (by sponsor level)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>At the Opening Session</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Logo in the rotating header banner on the conference platform</td>
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<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>On the conference platform sponsor page</td>
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<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>In ADEC Connects e-newsletter distributed to all ADEC members pre-conference</td>
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<td>X</td>
<td>X</td>
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<tr>
<td>Organizational link from ADEC website</td>
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<td>X</td>
<td>X</td>
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<tr>
<td>Prime featured logo on conference home page</td>
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<td>ADEC social media post featuring company</td>
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<td>Exclusive acknowledgement for underwriting the On-Demand Session Content library open in April</td>
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<tr>
<td>Visibility</td>
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<td>Dedicated sponsorship page on conference platform</td>
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<td>Option to add item to mailed “swag box”</td>
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<td>One conference platform push notification (content curated by sponsor, approved by ADEC)</td>
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<tr>
<td>Pre-conference email greeting</td>
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<td>Engagement</td>
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<tr>
<td>Option to welcome/introduce Opening Session or Welcome Reception</td>
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<tr>
<td>Option to welcome/introduce Keynote Session or Pre-Conference Session</td>
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<td>Option to welcome/introduce Concurrent Session or facilitate Networking Session</td>
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<td>Included complimentary conference registrations</td>
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</tbody>
</table>

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Special Optional Promotional Opportunities

**Email Advertising — $750 USD**
Send a promotional email to the ADEC community of approximately 8,000 individuals (content to be approved by ADEC). Your email advertisement will be part of an email template that contains a header message explaining that it is a paid advertisement being sent to all ADEC members with permission of ADEC. By law, this email will contain an opt-out message from receiving further emails of commercial nature. The exact date of the blast will be determined based on the timing of other scheduled blasts. ADEC will accommodate as close to your request date as possible.

**Mailing List Rental — $500 USD**
Reach out to ADEC’s 1,500 plus members or attendees of the ADEC 42nd Annual Conference with your printed material. Mailing lists can be “rented” for one-time use only, which includes all ADEC members who opt to be included or all 42nd Annual Conference attendees who opt to be included. Organization would provide mailer content that would be distributed through a third party approved vendor. Postage fees would apply.

**Webinar Program Sponsorship: $275+ USD**
Take advantage of year-round promotional opportunities and increase your visibility with ADEC members and customers by sponsoring ADEC’s webinar programming. Your sponsorship will help ADEC continue to develop quality programming, expand its educational offerings and demonstrate your support for its mission. Sponsorship packages begin at $275.

**Social Media Upgrade: $150 USD**
Increase traffic to your booth using social media. ADEC will mention your organization as a featured exhibitor/supporter once on Facebook and once on Twitter leading up to the annual conference. *This option is an add-on option to any sponsorship/exhibitor package. This cannot be purchased as a standalone option.*

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Tuesday, April 6, 2021
10:00 AM – 4:30 PM  Professional Development Courses

Wednesday, April 7, 2021
10:00 AM – 4:30 PM  Professional Development Courses
10:00 AM – 4:30 PM  Specialty Workshops
6:00 PM – 7:00 PM  Welcome Reception/Attendee Networking

Thursday, April 8, 2021
12:00 PM – 1:00 PM  Opening Session Panel
1:00 PM – 1:30 PM  Meet with Exhibitors & Poster Presenters
1:30 PM – 2:30 PM  Concurrent Sessions I
2:30 PM – 3:00 PM  Recorded Presenters Q/A
3:00 PM – 4:30 PM  Keynote Session (Randy Fritz) & Awards Presentations
4:30 PM – 5:00 PM  Meet with Exhibitors & Authors
5:00 PM – 6:00 PM  Concurrent Sessions II

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Register online as an Exhibitor or Sponsor: adec.org/page/2021_Conference
Schedule at a Glance* — Continued

Friday, April 9, 2021

12:00 PM – 1:00 PM  Concurrent Session III
1:00 PM – 1:30 PM  Meet with Exhibitors & Poster Presenters
1:30 PM – 2:30 PM  Concurrent Sessions IV
2:30 PM – 3:00 PM  Recorded Presenters Q/A
3:00 PM – 4:30 PM  Keynote Session (Thomas & Daniela) & Awards Presentations
4:30 PM – 5:00 PM  Meet with Exhibitors & Authors
5:00 PM – 6:00 PM  Guided Discussion/Networking Opportunities

Saturday, April 10, 2021

10:15 AM - 10:45 AM  ADEC Update & Leadership Recognition
11:00 AM –12:00 PM  Concurrent Sessions V
12:00 AM –12:30 PM  Meet with Exhibitors & Poster Presenters
12:30 PM – 1:30 PM  Keynote Session (Ted Rynearson)
1:30 PM – 2:00 PM  Recorded Presenters Q/A
2:00 PM – 3:00 PM  Concurrent Sessions VI
3:00 PM – 3:30 PM  Meet with Exhibitors & Poster Presenters
3:30 PM – 4:30 PM  Closing Session

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