43rd Annual Conference & Expo
Invitation To Exhibit
LEXINGTON KY | AUGUST 9-13, 2019

Saturday, August 10
Exhibitor move-in

Sunday, August 11
Exhibit hall open 10:00 AM to 1:30 PM and 5:30 to 9:00 PM

Monday, August 12
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 nearly 1,000 worldwide, with over 360 active CDRS professionals in the U.S. and Canada.

### Attendee profile

#### Primary professional background

- Driving Instructors
- Healthcare Providers
- Mobility Equipment Dealers
- Mobility Manufacturers
- Research/Academia
- Other

#### Certified Driver Rehabilitation Specialist (CDRS)

- CDRS
- CDRS LAPSED
- NON-CDRS

#### Attendee tenure

- 1st Time Attendee
- Returning Attendees
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 five additional exhibit hall badges.

- **Pick one**: Company branded promotional products, limited availability; first come, first served.

**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.

<table>
<thead>
<tr>
<th>Program book – Front cover</th>
<th>Program book – Back cover</th>
<th>Document holders</th>
<th>Tape measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Schedule cards</td>
<td>Notepads</td>
<td>Mini flashlights</td>
<td>Steps challenge</td>
</tr>
<tr>
<td>Cell phone accessory</td>
<td>USB car adaptor</td>
<td>Car coaster</td>
<td>Tire gauge</td>
</tr>
<tr>
<td>Hand sanitizer</td>
<td>Pens</td>
<td>Water bottles</td>
<td>Luggage tags</td>
</tr>
</tbody>
</table>
À la carte items

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elevator wraps</td>
<td>$5,000</td>
<td>Advertising in hotel elevators.</td>
</tr>
<tr>
<td>Photo booth</td>
<td>$4,000</td>
<td>Available for use all day Sunday, company branded.</td>
</tr>
<tr>
<td>Conference tote bags</td>
<td>$3,000</td>
<td>Company brand on conference tote bags.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>10% discount offered to sponsors!</td>
</tr>
<tr>
<td>Lanyards</td>
<td>$2,000</td>
<td>Company brand on badge lanyards.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>10% discount offered to sponsors!</td>
</tr>
<tr>
<td>Banquet sponsor</td>
<td>$1,500</td>
<td>Signage, program guide recognition, speaking opportunity.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>10% discount offered to sponsors!</td>
</tr>
<tr>
<td>Clipboards</td>
<td>$1,500</td>
<td>Company brand on clipboards issued to each attendee.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>10% discount offered to sponsors!</td>
</tr>
<tr>
<td>Spirit of Crescent Industries Scholarship donation</td>
<td>$1,250</td>
<td>Help an attendee get to conference!  Program guide recognition, newsletter recognition, website recognition.</td>
</tr>
<tr>
<td>Room key card envelopes</td>
<td>$1,000</td>
<td>Company brand on key card envelopes.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>10% discount offered to sponsors!</td>
</tr>
<tr>
<td>New attendee reception</td>
<td>$750</td>
<td>Welcome new attendees to conference. Signage, speaking opportunity.</td>
</tr>
<tr>
<td>Friday evening</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tote bag company promotional insert</td>
<td>$300</td>
<td>Provided and shipped by sponsor, are inserted into the conference tote bags.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Items are limited to one promotional item per company.</td>
</tr>
<tr>
<td>Seminar sponsor signage – Three opportunities available</td>
<td>$250</td>
<td>Signage and announcements recognition.</td>
</tr>
</tbody>
</table>

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 15, 2019

Rates and Specifications:

<table>
<thead>
<tr>
<th>Position</th>
<th>Rate</th>
<th>Color</th>
<th>Ad Specs (Inches)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside front cover</td>
<td>$500</td>
<td>Full color</td>
<td>7.5 x 10, PDF, no bleed</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>$500</td>
<td>Full color</td>
<td>7.5 x 10, PDF, no bleed</td>
</tr>
<tr>
<td>Full-page ad</td>
<td>$250</td>
<td>Full color</td>
<td>7.5 x 10, PDF, no bleed</td>
</tr>
<tr>
<td>Upgrade any ad above by adding pre-conference e-blast message</td>
<td>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.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>E-blast advertising</td>
<td>$250 per e-blast. High resolution JPG ad provided by company with logo and URL link inserted into to a pre-conference email message.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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.
- Sign up as a supporter for an Adaptive Driving Alliance scholarship applicant. Must be an ADA dealer.
Exhibitor details

Exhibit hours
Sunday, August 11
10:00 AM – 1:30 PM
5:30 PM – 9:00 PM
Monday, August 12
7:30 AM – 11:30 AM

Exhibit set-up
Saturday, August 10
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, August 12
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, 2018.

<table>
<thead>
<tr>
<th>Exhibit size (Feet)</th>
<th>Rate</th>
<th>Early bird rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 x 10</td>
<td>$1,500</td>
<td>$1,450</td>
</tr>
<tr>
<td>10 x 20</td>
<td>$2,700</td>
<td>$2,500</td>
</tr>
<tr>
<td>10 x 30</td>
<td>$4,050</td>
<td>$2,800</td>
</tr>
<tr>
<td>20 x 20</td>
<td>$5,400</td>
<td>$3,500</td>
</tr>
<tr>
<td>20 x 30</td>
<td>$7,200</td>
<td>$5,000</td>
</tr>
<tr>
<td>30 x 30</td>
<td>$10,800</td>
<td>$6,500</td>
</tr>
<tr>
<td>30 x 40</td>
<td>$14,400</td>
<td>$8,600</td>
</tr>
</tbody>
</table>

Deadline for fees: May 15, 2019

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 (five per exhibiting company) $250 value!
• 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: https://aded.expo-genie.com/aded2019/

For exhibitor information or questions:
Katy Greene, OTR/L, CDRS, Exhibit Coordinator
859-797-6889
exhibits@driver-ed.org

For advertising and other inquiries:
ADED Executive Office
marketing@driver-ed.org
866-672-9466