

“Exhibiting was a great return on our investment. We reached new markets we could not have reached on our own and gave out over 200 informational pieces.”

**- Kayla Hountz, QIDP-D
Admissions & Marketing Director
Especially Kidz Health and Rehabilitation**



National Association of
Case Management

Bettering the profession and those who champion it

25th Annual Conference
SPONSORSHIP, ADVERTISEMENT, & EXHIBIT
OPPORTUNITIES

October 1-3, 2019
DoubleTree Center City
Philadelphia, PA

Co-Sponsored by



ABOUT THE ASSOCIATION

The National Association of Case Management is the premier, not-for-profit national voice for Case Manager and Service Coordinators. Members are part of a network of practicing professional who are advocates for community-based case management systems, who share ideas and work to minimize bureaucratic barriers, promote high ethical standards support career growth, and promote the vitality and the professional image of case management and service coordination.

OUR VISION

We're all about helping the helpers - a nationwide network that makes an essential difference in this tough profession through training, advocacy and resource sharing.

OUR IMPACT

Each year at our annual conference we educate 100's of individuals and scores of agencies from around the country.

CONTACT

Theresa Henning
Service Coordinator
402-441-4385
nacm@yournacm.com



National Association of Case Management

The National Association of Case Management's 25th Annual Conference is the leading networking event for Case Managers and Service Coordinators across the country.

Who attends the National Association of Case Management Conference?

- 50% are Direct Case Managers
- 42% are Supervisors or Administrators
- 41% have 3-10 years in their current position
- 46% have a bachelors degree
- 44% have advanced level degree



Should you be investing your marketing dollars at the 25th Annual Case Management conference?

If you offer any of the services on the list below the answer is **YES!**

- Accreditation
- Behavioral Health
- Care Coordination
- Community-Based Services
- Electronic Health Records
- Employee Wellness/Satisfaction
- Financial Services
- Higher Education Institutions
- Home Health Supports
- In-home Therapies
- In-Patient Services
- Insurance Plans
- Management Tools and Technologies
- Meal Services
- Medical Transport
- Nutritional Products
- Out-Patient Services
- Peer Services
- Pharmacy
- Prescription Management
- Primary Care
- Remote Monitoring Systems
- Respite Services
- Safety and Security
- Senior Services
- Software
- Training and Education for Case Managers
- Wellness/Fitness

Make an Impact by participating at the National Association of Case Management's 25th Annual Case Management Conference!

Why?

- Reach hundreds of Case Managers in a setting they trust.
- Create personal contact with attendees to advance your mission and brand identification.
- Interact with new sectors outside your typical marketing reach.
- Inform the field about your services/products.
- Generate valuable contacts with social service professional throughout the country.
- Recruit new talent to advance your workforce
- Be top of mind and stay ahead of your competition.
- Conduct targeted market research
- Show your support to the Case Management Profession.



CONFERENCE CO-SPONSOR

Committed to workers, doers, and connectors, the National Association of Case Management brings champions together from across the country to better their careers and support those who choose it.

Co-sponsoring a conference with the National Association of Case Management gives you prime exposure. Benefits for our co-sponsors include:

- Ability to market your organization, programs, and brand for a year leading up to the conference.
- Influence and offer your own unique content during the event.
- Highlight your organization and programs to each attendee with a personalized touch.
- Be recognized as a leader in case management through support of innovative continuing education for those who help others.

The National Association of Case Management recognizes the unique nature of potential co-sponsors and allows each organization to determine their level of involvement based on staff time and talents.

Co-Sponsor Levels range from \$10,000-25,000.

PROMOTIONAL AND BRANDING

Unique sponsorships that provide opportunity for branded material to be received by attendees. Looking for something that is not listed? Contact us at 402-441-4385.



SPONSORSHIP

FOCUS GROUP

\$6,000 per 2 hour session

Giving companies unique opportunities to get one-on-one contact with attendees. Room rental and set-up for 30 attendees included. Audio visual, food and beverage, and other logistics can be arranged separately if needed.

NETWORKING BREAK

\$2,000 6 available

There are breaks each day of the conference where attendees often linger for networking. Sponsorship will be noted in the Conference Program, and on-site signage on break tables.

KEYNOTE SPEAKER

\$5,000 3 available

Sponsorship will be noted in the Conference Program, and by a prominent display of the sponsor's logo.

WIFI ACCESS

\$2,000 3 available

Sponsor WiFi access for one day. Sponsorship will be noted in the Conference Program and by prominent display of the sponsor's logo.

LUNCH

\$3,000 3 available

Sponsorship will be noted in the Conference Program, from the podium during the luncheon, and through on-site signage. Sponsors will also have the opportunity to address the group during lunch program.

MOBILE APP

\$2,000

Used by attendees to access everything related to the conference including daily schedule, speaker biographies, continuing education, workshop information, maps, exhibitor information, social networking, and photo sharing.

ADVERTISEMENTS

Camera-ready artwork or electronic advertisement format to be provided by the applicant in JPEG, TIFF, or PNG. Subject to approval of the National Association of Case Management. Program printed in full color.

Full Page

9.625 X 7.875 inches

\$1,500

Inside Front Cover

11.5 X 8.5 inches

\$2,500

Half Page

4.75 X 7.875 inches

\$1,000

Inside Back Cover

11.5 X 8.5 inches

\$2,500

Quarter Page

4.75 X 3.875 inches

\$ 500

Back Cover

11.5 X 8.5 inches

\$3,000

Business Card Size

2.375 X 3.875 inches

\$ 250

EXHIBIT AND ADVERTISEMENT PACKAGES

Case Management Supporter - \$1,300

- Half page advertisement
- One Exhibit Table

Case Management Friend - \$699

- Business card size advertisement
- One Exhibit Table

EXHIBITOR

Submit your application early exhibit space is limited and based on a first-come, first-served basis.

6-Foot Exhibit Table	\$550 per table	Each exhibit booth includes 6-foot table, chair, and entry into meals and conference events for one staff person. You may have as many people staff your booth as needed. Additional exhibitor conference passes (include meals) or meals tickets may be purchased on an a/cart basis as needed.
----------------------	-----------------	--

Why Exhibit?

- Recognition in Conference Program, increasing brand visibility.
- Scheduled exhibit breaks throughout the conference.
- Special exhibitor rate for additional staff who want to attend sessions.
- Company name and link to website listed on conference website.

Additional Exhibitor Options

Take One Exhibit- \$175

Display materials on a shared table. Our staff maintains and replenished your materials.

Meal Tickets- \$100

Additional daily meal tickets for exhibitors. Exhibitor Conference Passes include meals on all days.

Exhibitor Conference Passes- \$349

An Exhibitor Conference Pass is included with your exhibit table. Additional passes can be purchased as needed for additional staff who want to attend conference events.

Pre-Conference Mailing Labels- \$200

A set of one-time-use mailing labels for promotional contact with conference attendees prior to the conference.

Post-Conference Mailing Labels- \$225

A set of one-time-use mailing labels for promotional contact with conference attendees following the conference.

Post-Conference Email Distribution- \$225

Association staff will email a one-page promotional piece (provided by the exhibitor) to conference attendees after the event. Distribution will include all conference participants who provide a valid email address.





National Association of Case Management

Application and Contract

25th Annual Case Management Conference
October 1-3, 2019 · DoubleTree Center City · Philadelphia, PA
Mail or fax this form with payment to: National Association of Case Management
1645 'N' Street · Lincoln, NE 68508 · Phone 402-441-4385 · Fax 402-441-4335

1. Published Information: This information will be used on all published materials. Please print clearly and exactly how you want information to appear.

Company Name: _____ Website: _____ Fax: _____

Phone: _____ Contact Name/Title: _____

Mailing Address: _____ City: _____ State: _____ Zip: _____

Full name of all booth staff (may be submitted at a later date): _____

2. Description and Advertisement: Email to Theresa Henning at nacm@yournacm.com the following items as applicable.

- Description of Products and Services: 40 word description of your products and services (subject to editing). Please email document in word format. Required if purchasing an exhibit booth.
- Advertisement: E-mail a copy-ready JPEG, TIFF, or PNG file. Required if purchasing an advertisement.
- Alternate Contact Information: Attach alternate or additional contact information if different from published information above.

3. Payment: Choose the options you would like in the box to the right and total them at the bottom.

- Enclosed is my full payment.
- Please invoice me. I understand that space will be canceled if payment is not received within 60 days of submission.
- Please contact me with more details on scholarships or prizes drawings.

The undersigned do hereby apply for reservation of space at the 25th Annual Case Management Conference. We understand this application becomes a binding agreement between the National Association of Case Management and the undersigned when accepted. We agree to abide by the "Rules Governing the National Association of Case Management's 25th Annual Case Management Conference." We understand that exhibit space allocation shall be at the discretion of the National Association of Case Management. Cancellations, in whole or in part, must be made in writing, and are subject to cancellation fees as outlined.

Authorized Signature _____ Date _____

Conference Co-Sponsor (page 2)	
<input type="checkbox"/> Conference Co-Sponsor - We will contact you to discuss details.	
Promotional and Branding (page 3)	
<input type="checkbox"/> Bag _____	<input type="checkbox"/> Photo Booth \$4,000
<input type="checkbox"/> Lanyard _____	<input type="checkbox"/> T-Shirt Shop \$3,000
<input type="checkbox"/> Note-Pad _____	<input type="checkbox"/> Hotel In Room Drop \$2,000
<input type="checkbox"/> Pen _____	<input type="checkbox"/> Hotel Door Drop \$1,000
<input type="checkbox"/> Registration insert _____	<input type="checkbox"/> Branded Room Key \$2,500
Sponsorship (page 4)	
<input type="checkbox"/> Focus Group \$6,000	<input type="checkbox"/> Networking Break \$2,000
<input type="checkbox"/> Keynote Speaker \$5,000	<input type="checkbox"/> WiFi Access \$2,000
<input type="checkbox"/> Lunch \$3,000	<input type="checkbox"/> Mobile App \$2,000
Advertisements (page 4)	
<input type="checkbox"/> Full Page \$1,500	<input type="checkbox"/> Inside Front Cover \$2,500
<input type="checkbox"/> Half Page \$1,000	<input type="checkbox"/> Inside Back Cover \$2,500
<input type="checkbox"/> Quarter Page \$ 500	<input type="checkbox"/> Back Cover \$3,000
<input type="checkbox"/> Business Card Size \$ 250	
Packages (page 5)	
<input type="checkbox"/> Case Management Supporter	\$1,300
<input type="checkbox"/> Case Management Friend	\$ 699
Exhibitor (page 5)	
<input type="checkbox"/> Exhibit Table ___ X \$ 550 = \$ ___	<input type="checkbox"/> Pre-Conference Labels \$ 200
<input type="checkbox"/> Take One Exhibit \$ 175	<input type="checkbox"/> Post-Conference Labels \$ 225
<input type="checkbox"/> Meal Tickets ___ X \$ 100 = \$ ___	<input type="checkbox"/> Post-Conference Email \$ 225
<input type="checkbox"/> Exhibitor Conference Pass ___ X \$ 349 = \$ ___	
Grand Total:	\$ _____



National Association of Case Management

Rules Governing The National Association of Case Management's
25th Annual Case Management Conference

October 1-3, 2019
DoubleTree Center City · 237 South Broad Street · Philadelphia, PA 19107

1. **WHO MAY SPONSOR, EXHIBIT OR ADVERTISE** – The National Association of Case Management and its sponsors reserve the right to determine eligibility of any applicant. Acceptance of an applicant is in no way to be construed or promoted as an endorsement by the National Association of Case Management or its sponsors.

2. **ASSIGNMENT OF EXHIBIT SPACE** - Assignment of space will be made on a first-come, first-serve basis. The National Association of Case Management reserves the final decision and right, in the best interest of the Exhibit Hall, to amend the floor plan or relocate selected spaces.

3. **CANCELLATION** - An applicant may cancel or withdraw from their Sponsorship/Exhibit Booth/Advertisement subject to the following conditions:

- The applicant shall file a written notice to cancel or withdrawal by July 31, 2019.
- If received on or before July 31, 2019, fees paid shall be returned minus a service fee of \$100 per sponsorship/exhibit booth/advertisement.
- If received on or after July 31, 2019, refunds will be at the discretion of the National Association of Case Management.

4. **HOLD HARMLESS CLAUSE** - The applicant assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to applicant's displays, equipment, and other property brought upon the conference premises and shall indemnify, defend, and hold harmless DoubleTree Center City, the National Association of Case Management, and its sponsors, and their respective officers, directors, employees, or agents from any and all such possible losses, damages, and claims except when the DoubleTree Center City or the National Association of Case Management have acted willfully or negligently. The terms of this provision shall survive the termination or expiration of this agreement.

5. **ARRANGEMENTS OF EXHIBITS** – Nothing shall be posted, tacked, screwed, or otherwise attached to columns, walls, floors, or other parts of the facility or furniture. Applicants shall not do, nor permit to be done, anything which may interfere with the effectiveness or accessibility of utility, heating, ventilation, or air conditioning systems or portions thereof, or to the public area.

Applicants agree to maintain exhibit space during open Exhibit Hall hours. In the event the applicant fails to set-up before 9:00 a.m. on Tuesday, October 1, 2019 the National Association of Case Management reserves the right to reassign booth space to another organization. The exhibit area is accessible to the public and not secured overnight. The National Association of Case Management and its sponsors are not responsible for loss or damage to property or person. Booths are to be dismantled and removed by 5:00 p.m. on Thursday, October 3, 2019.

6. **REGISTRATION** - All visitors to the National Association of Case Management conference must register in accordance with the rules of the Conference. Depending on your choice of package, registration may be included in your fees or can be purchased on an à la carte basis.

7. **OBJECTIONABLE CONDUCT** – The National Association of Case Management reserve the right to reject or terminate exhibit privileges of any applicant including personnel in whole or in part, which because of notice, conduct of personnel, method of operation, selling outside of the booth, materials, or for other causes the National Association of Case Management believes is not compatible with the purpose of the Conference and Exhibition, or any other reason in the opinion of the National Association of Case Management, without liability for any refunds.

8. **COMPLIANCE WITH LAWS** - Applicants shall bear responsibility for the compliance with any and all local, city, state, and federal safety, fire, and health laws, ordinances and regulations, including the policies, rules, and regulations of the DoubleTree Center City. No flammable

liquids are allowed in the building, and smoking is prohibited in all indoor areas.

9. **AMERICANS WITH DISABILITIES ACT** - Applicant represents and warrants that its exhibit and product/services information shall comply with the Americans with Disability Act, its regulations and guidelines (collectively "ADA"). Applicants shall indemnify, defend, and hold harmless the National Association of Case Management and its sponsors, and their respective directors, officers, employees, and agents against any and all claims and expenses, including attorney's fees and costs, arising out of or related to applicants' breach of this provision or noncompliance with any provision of the ADA.

10. **EXHIBIT HOURS** - In their own best interest, and for security, applicants are encouraged to keep an attendant at their exhibit table during all open hours. It is agreed that no applicant will dismantle or remove any part of their exhibit prior to conference ending. If an applicant violates this provision, the applicant will be fined up to \$200. Each applicant shall name one individual to act as its authorized representative at the exhibit. All applicant representatives need to check in at the conference registration desk, and are required to wear the conference name tag.

11. **FORCE MAJEURE** - Should events beyond the reasonable control of the National Association of Case Management, its sponsors, or the DoubleTree Center City, such as acts of God, war, curtailment or interruption of transportation facilities, unavailability of facilities, threats or acts of terrorism or similar acts, diseases, epidemic, State Department or other federal, state, or local government agency travel advisory, civil disturbance, or any other cause beyond the party's control, which, in the party's reasonable judgment, would tend to make it commercially unreasonable, illegal, or impossible for either party to perform its or their obligations under this Agreement as they relate to the Conference and Exhibit Hall, such party may cancel the Agreement upon written or email notice to the applicant without liability including return of fees in whole or part at the National Association of Case Management's discretion.

12. **PHOTOGRAPHS/VIDEOTAPING** – The National Association of Case Management and its sponsors reserve the right to record, videotape, and take photographs.

13. **COPYRIGHTED WORKS** - Applicant acknowledges and agrees that it shall be solely responsible for obtaining any licenses, permits, etc. which may be required for it to broadcast, perform, or display any copyrighted materials including, but not limited to, music, video, and software. Applicant shall indemnify, defend, and hold harmless the National Association of Case Management and its partners, and their directors, officers, employees, and agents from and against any and all claims and expenses, including attorney's fees and costs, arising out of or related to applicants' breach of this provision.

14. **CHANGES** – The National Association of Case Management reserves the right to make any changes in the rules necessary to ensure the health and safety of those in attendance, the significance of the exhibition, and harmony of operation. Applicants will be advised of any such changes by bulletin or e-mail.

15. **COMMUNICATION** - All conference correspondence will be made through e-mail. A valid e-mail address is required.

16. **VIOLATIONS** - Violation of any of these rules and regulations on the part of the applicant, its employees, or agents shall, at the discretion of the National Association of Case Management, constitute cause for the National Association of Case Management to terminate this Agreement, expel applicant from the Exhibit Hall, and applicant shall forfeit all fees paid to the National Association of Case Management. All decisions of the National Association of Case Management are final.