



NARA
The National Association of
Rehabilitation Providers and Agencies

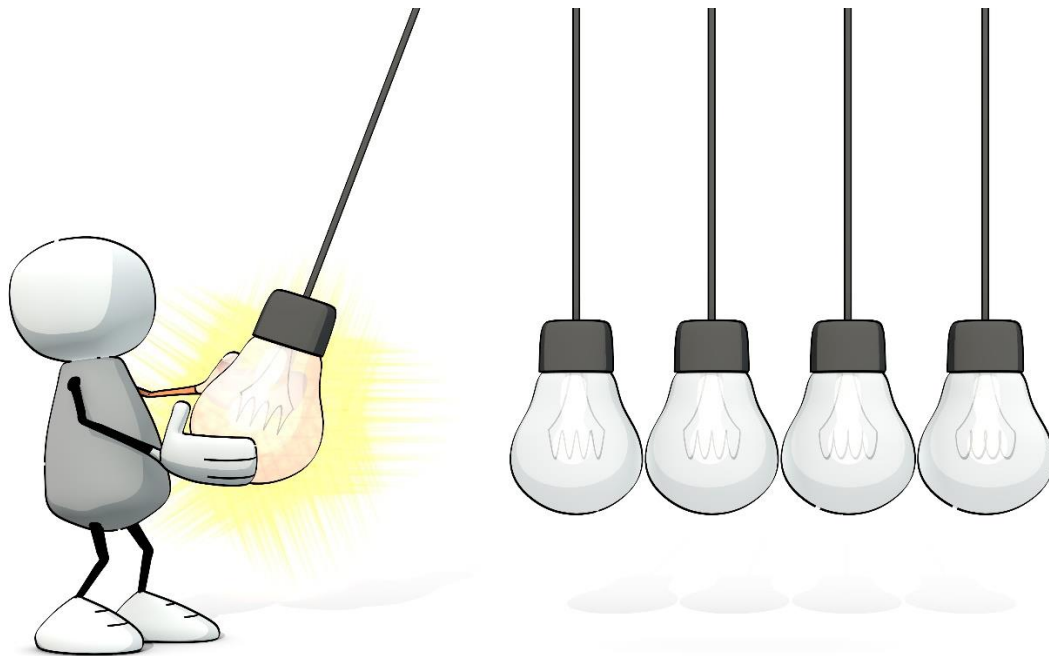
NARA Fall 2019 Conference Solution Partners & Sponsorship Prospectus

Pre-Conference: PDPM is Here! Where are You?

October 8, 2019

***Winning in an Era of Change Through Strategy,
Innovation and Partnership***

October 9-11, 2019



Scottsdale, Arizona

Hilton Scottsdale Resort & Villas

6333 N Scottsdale Road

Scottsdale, AZ 85250

PH: 480-948-7750

About Our Attendees:

The National Association of Rehab Providers & Agencies gathers leading rehab providers throughout the United States for this annual October conference. For 2018, we registered 164 unique attendees representing over 83 companies. These 164 attendees are the KEY DECISION MAKERS in their organizations or have influence over the types of products and services purchased on behalf of their organization. Most of our attendees began their careers as treating therapists and still treat patients from time to time.

2018 Attendee Demographics: 164 Attendees

29%	21%	35%	11%	4%
CEOs/Presidents/ Administrators	Other C-Suite Executives: EVPs, SVPs, RVPs, VPs	Directors	Managers	Other

Why Should You Participate at the NARA Fall Conference?

- Attendees are the Key Decision Makers of local, regional and national Rehab Providers across the United States
- Number of Solution Partners and Sponsors limited for greater exposure
- Attendees historically are very engaged with Sponsors
- You don't need an appointment to talk to the attendees!
- 8 Different Sponsorship Opportunities and Connections & Cocktail Event to Choose From

All Sponsors and Solutions Partners Receive:

- Full attendee listing 2 weeks prior to the event and post conference
- Admittance to for 2 Partners (names must be provided 2 weeks prior to conference)
- Company logo and link on conference website
- Company name listed on marketing emails
- Company logo, contact information and profile in attendee program

We encourage and expect our Partners to reach out to all attendees prior to the conference to begin the engagement process. *Admittance to Conference and its educational sessions is a separate charge.*

Past attending companies include (partial listing):

Intermountain Healthcare	Aegis Therapies	UPMC Rehab Centers	Hartford Healthcare
Mountain Land Rehabilitation	Guardian Rehab	PT Northwest	Diversicare Healthcare
Select Rehab	Therapy Specialists	Infinity Rehab	Lake Centre for Rehab
RehabCare/Kindred	Big Stone Therapies	Intergro Rehab	Creative Healthcare
Genesis Rehab	EncompassCare	Restore Therapy	Optim Healthcare
Encore Rehabilitation	Rehab Professionals	Brookdale Senior Living	MidSouth Rehab
Prairie Rehab	Independence Rehab	Community Therapy Physical	SynergyCare
Transitional Care Management	Millennium Therapy	Blue Sky Therapy	Functional Pathways

Sponsorship Opportunities

Detailed descriptions and levels

Pre-Conference Sponsor..... \$ 3,000.00

This session will be held on October 8, 2019 and is a half-day session for all attendees. We anticipate 90+ attendees to participate.

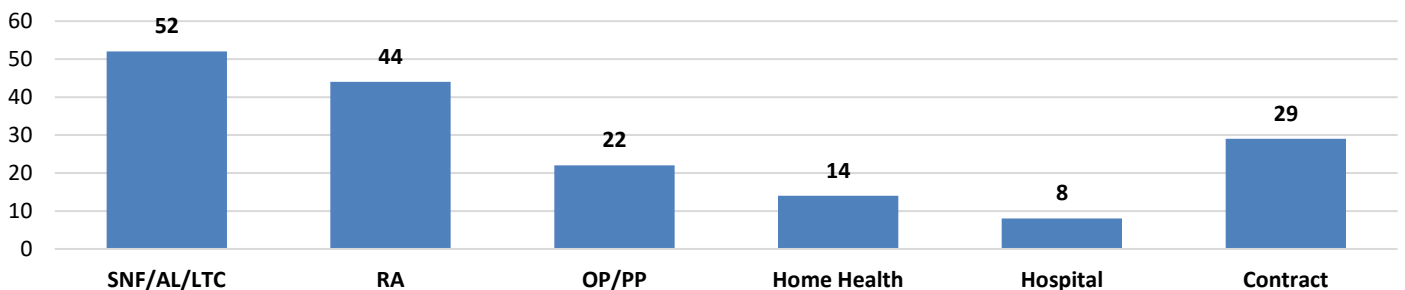
- Complimentary exhibit table in the pre-conference registration area (set up prior to and take down after pre-conference)
- Complimentary name and logo listed as official Sponsor on printed and electronic versions of conference program
- Complimentary Connections & Cocktails Participation in Round 3
- Full page color ad in printed program
- Logo and hyperlink listed on the conference website and in electronic marketing material
- May place 1-page flyer or other like printed materials on the seat/table of attendees
- Recognition on NARA social media pages indicating sponsorship
- Recognition on NARA app of sponsorship
- Company name and logo indicating level of sponsorship in the pre-conference material
- Company name recognition during general session
- One complimentary pre-conference and full conference registration
- Ribbons for all company attendees indicating sponsorship level

Keynote Speaker Sponsor \$ 3,500.00

This session will set the tone of the entire conference. Leta Beam is the author of *Own It! Building an Accountability-Rich Culture Together* and will bring her coaching and leadership skills to life during her opening of the NARA Fall Conference. This session will be held on the morning of October 9, 2019 for all attendees. We anticipate 175+ attendees to participate.

- Complimentary name and logo listed as official Sponsor on printed and electronic versions of conference program
- Complimentary Connections & Cocktails Participation in Round 2
- Full page color ad in printed program
- Logo and hyperlink listed on the conference website and in electronic marketing material
- Recognition on NARA social media pages indicating sponsorship
- Recognition on NARA app of sponsorship
- Company name and logo indicating level of sponsorship in the conference material
- Company name recognition during general session
- One complimentary conference registration
- Ribbons for all company attendees indicating sponsorship level

72 Provider Member Settings



Sponsorship Opportunities

Detailed descriptions and levels

Welcome Reception Sponsor \$ 6,000.00

The Welcome Reception will be held on October 9th from 5:00 – 6:30pm. We anticipate 175+ attendees to attend this reception.

- Complimentary Connections & Cocktails Participation in Round 1 with “pop-up” table
- Complimentary name and logo listed as official Sponsor on printed and electronic versions of conference program
- Opportunity to welcome attendees to the reception and provide a brief description of your organization (no longer than 2 minutes)
- One complimentary pre-conference and full conference registration
- Full page color ad in printed program
- Company name and logo indicating level of sponsorship in the pre-conference and conference material
- Logo and hyperlink listed on the conference website and in electronic marketing material
- May place 1-page flyer or other like printed materials on the seat/table of attendees prior to 1st session on Wednesday
- Recognition on NARA social media pages indicating sponsorship
- Recognition on NARA app of sponsorship
- Company name recognition during general session
- Ribbons for all company attendees indicating sponsorship level

Platinum Level Sponsor \$ 4,000.00

This sponsorship is for the 2 ½ day conference. We anticipate 175+ attendees to participate.

- Complimentary Connections & Cocktails Participation in Round 2
- Complimentary name and logo listed as official Sponsor on printed and electronic versions of conference program
- One complimentary conference registration
- Full page color ad in printed program
- Logo and hyperlink listed on the conference website and in electronic marketing material
- May place 1-page flyer or other like printed materials on the seat/table of attendees prior to 1st session on Thursday
- Recognition on NARA social media pages indicating sponsorship
- Recognition on NARA app of sponsorship
- Company name and logo indicating level of sponsorship in the pre-conference material
- Company name recognition during general session
- Ribbons for all company attendees indicating sponsorship level

Gold Level Sponsor \$2,000.00

This sponsorship is for the 2 ½ day conference. We anticipate 175+ attendees to participate.

- Complimentary name and logo listed as sponsor on printed and electronic versions of program
- Complimentary Connections & Cocktails Participation in Round 2
- One complimentary conference registration
- Half page color ad in printed program
- Logo and hyperlink listed on the conference website and in electronic marketing material
- Recognition on NARA social media pages indicating sponsorship
- Recognition on NARA app of sponsorship
- Company name and logo indicating level of sponsorship in the pre-conference material
- Company name recognition during general session
- Ribbons for all company attendees indicating sponsorship level

Sponsorship Opportunities

Detailed descriptions and levels

Silver Level Sponsor \$1,000.00

This sponsorship is for the 2 ½ day conference. We anticipate 175+ attendees to participate.

- Complimentary name and logo listed as official Sponsor on printed and electronic versions of conference program
- One complimentary pre-conference registration
- Logo and hyperlink listed on the conference website and in electronic marketing material
- Recognition on NARA social media pages indicating sponsorship
- Recognition on NARA app of sponsorship
- Company name and logo indicating level of sponsorship in the conference material
- Company name recognition during general session
- Ribbons for all company attendees indicating sponsorship level

Bronze Level Sponsor..... \$500.00

This sponsorship is for the 2 ½ day conference. We anticipate 175+ attendees to participate.

- Complimentary name and logo listed as official Sponsor on printed and electronic versions of conference program
- Logo and hyperlink listed on the conference website and in electronic marketing material
- Recognition on NARA social media pages indicating sponsorship
- Recognition on NARA app of sponsorship
- Company name and logo indicating level of sponsorship in the conference material
- Company name recognition during general session
- Ribbons for all company attendees indicating sponsorship level

WiFi Sponsor \$3,500.00

This sponsorship is for the 2 ½ day conference. We anticipate 175+ attendees to participate.

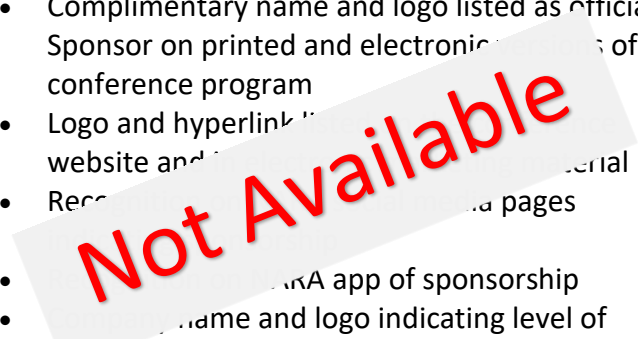
- Complimentary name and logo listed as sponsor on printed and electronic versions of program
- Complimentary Connections & Cocktails Participation in Round 2
- One complimentary conference registration
- Half page color ad in printed program
- Custom password and landing page of your organization
- Logo and hyperlink listed on the conference website and in electronic marketing material
- Recognition on NARA social media pages indicating sponsorship
- Recognition on NARA app of sponsorship
- Company name and logo indicating level of sponsorship in the pre-conference material
- Company name recognition during general session
- Ribbons for all company attendees indicating sponsorship level

Lanyard Sponsor \$1,000.00

We anticipate 175+ attendees to participate.

- Complimentary name and logo listed as official Sponsor on printed and electronic versions of conference program
- Logo and hyperlink listed on the conference website and in electronic marketing material
- Recognition on NARA social media pages indicating sponsorship
- Recognition on NARA app of sponsorship
- Company name and logo indicating level of sponsorship in the conference material
- Company name recognition during general session
- Ribbons for all company attendees indicating sponsor

****Sponsor can provide their own logoed lanyards (please provide a minimum of 250 lanyards)**



Sponsorship Opportunities

Detailed descriptions and levels

Charging Station Sponsor (per day) \$1,250.00

This sponsorship is good for 1 day of the conference – multiple sponsorships available.

- Signage with Company name or logo top of station and tagline or logo on bottom of station (see photo)
- Complimentary name and logo listed as official Sponsor on printed and electronic versions of conference program
- Logo and hyperlink listed on the conference website and in electronic marketing material
- Recognition on NARA social media pages indicating sponsorship
- Recognition on NARA app of sponsorship
- Company name and logo indicating level of sponsorship in the conference material
- Company name recognition during general session
- Ribbons for all company attendees indicating sponsorship level



Speaker Sponsor (other than keynote) \$750.00

Multiple sponsorships available.

- Complimentary name and logo listed as official Sponsor on printed and electronic conference program
- Logo and hyperlink listed on the conference website and in electronic marketing material
- Recognition on NARA social media pages indicating sponsorship
- Recognition on NARA app of sponsorship
- Company name and logo indicating level of sponsorship in the conference material
- Company name recognition during general session
- Ribbons for all company attendees indicating sponsor

Connections & Cocktails Event

Wednesday, October 9, 2019

5:00 – 6:30pm

Connections & Cocktails Event

This event connects Solution Partners (aka suppliers/vendors) with attending Rehab Providers who have a current or future unresolved need. How does this work?

- Held in conjunction with Welcome Reception
- Rehab Providers register for conference and complete a profile sheet
- Solution Partners (SP) register based on Tiers (1st Selection, 2nd Selection, or 3rd selection)
- Profile sheets are shared with Solution Partners to make their selection – process of when SP picked is based on the tier they selected
- Mini meetings (6 – 8 lasting approximately 8 – 10 minutes each) are set up between the Provider and the Partner
- Meetings take place following the educational sessions on Wednesday, October 9th
- NEW THIS YEAR – SP can sponsor a high boy table at the Welcome Reception as a pop-up meeting spot. SP can place their own table covering on this table and table will be identified so attendees without meetings can meet with the SP

Solution Partner Set Up and Expectations

- SP is provided a small table with 2 chairs – any additional needs i.e. electric, monitors, move in/out services etc. must be arranged directly with the hotel
- SP Set up for this event will begin at 10:00am – SP is responsible for set up and tear down of table on the same day of event
- SP is responsible for all shipping in and out of the event
- SP will be provided 2 badges for the event for members of their organization
- This is not a booth but rather a pre-arranged meeting with conference attendees. No table top displays are allowed.

Tier	Tier Description	NARA Member	Non-Member
1	Connection matching with attendees (9/16/19)	<input type="checkbox"/> \$ 1,000.00	<input type="checkbox"/> \$ 1,500.00
2	Connection matching with attendees (9/23/19)	<input type="checkbox"/> \$ 750.00	<input type="checkbox"/> \$ 1,250.00
3	Connection matching with attendees (9/30/19)	<input type="checkbox"/> \$ 500.00	<input type="checkbox"/> \$ 1,000.00
	High boy table sponsor	<input type="checkbox"/> \$ 100.00	<input type="checkbox"/> \$ 150.00

- ✓ Logos are due to nara.admin@naranet.org with registration for posting on websites
- ✓ All ads for the attendee program are due no later than September 20, 2019
- ✓ Names of Connections & Cocktails representatives are due no later than September 27, 2019
- ✓ All shipments to the hotel should be in Solution Partners name

Sponsorship Opportunities Levels Summary

<i>Sponsorship</i>	<i>Amount</i>	<i>Status of Sponsorship</i>
Welcome Reception Sponsor	\$ 6,000.00	Available
Platinum Level Sponsors	\$ 4,000.00	Multiple Available
Keynote Speaker Sponsor	\$ 3,500.00	Available
WiFi Sponsor	\$ 3,500.00	Available
Pre-Conference Sponsor	\$ 3,000.00	Available
Gold Level Sponsor	\$ 2,000.00	Multiple Available
Charging Station Sponsor (1 per day)	\$ 1,250.00	Multiple Available
Silver Level Sponsor	\$ 1,000.00	Multiple Available
Lanyard Sponsor	\$ 1,000.00	SOLD
Speaker Sponsors (not keynote)	\$ 750.00	Multiple Available
Bronze Level Sponsor	\$ 500.00	Multiple Available

Solution Partner FAQs

1. **How do I register for one of the sponsorships?** Register directly at the conference website: <https://www.eventsquid.com/event/7057>
2. **When will I receive the attendee list?** A full attendee lists will be provided to all sponsors and event participants 2 weeks prior to the event (no earlier than September 25, 2019).
3. **As a sponsor, can I attend the educational sessions?** Sponsors can only attend if they are registered for the educational sessions. We encourage Solutions Partners to register for the sessions so they can learn more about their customers are faced with and how they may be able to assist. Participating in the sessions also allows you greater access to attendees during breaks.
4. **How do I register for the conference?** Register directly at the conference website: <https://www.eventsquid.com/event/7057>