SPONSOR & EXHIBITOR KIT

45th Annual Conference
Moving Forward Together

National Consumer Voice for Quality Long-Term Care

Virtual Event
November 3-5, 2021
We would like to invite you to join us for the 2021 Consumer Voice Annual Conference, being held virtually November 3-5, 2021. After a challenging year for long-term care residents, their families, and advocates, we are looking ahead and are excited to begin Moving Forward Together!

We are pleased to be using the same virtual conference platform we used last year to resume the momentum, relationships, and advocacy found at all of our annual conferences that continue to attract national advocates for quality long-term care.

Last year, our conference doubled in size! We had nearly 700 participants from 45 states and the District of Columbia. By joining us virtually you will have the opportunity to reach more people than ever before. Attendees represented long-term care Ombudsman programs, citizen advocates, long-term care residents, family members, government officials, policy experts, attorneys, direct care staff, and others who came together for the latest information on national policy issues, skills-based training, best practices, and advocacy strategies. Our numbers have been rising every year, and we expect the same this year.

Our conference platform provides easy and engaging networking occasions and interactive sessions. These benefits will offer you the following opportunities:

- A virtual exhibit hall with designated times for you to engage with conference participants.
- The opportunity to connect with participants via your own live chat room, and the capability to incorporate your personal Zoom to host face-to-face discussions.
- Personalized booth branding.
- The ability to upload branded digital videos, documents, links, and other resources to share with participants about your work.
- The opportunity to select targeted information and resources to be sent via a daily virtual tote bag sent to all conference participants.
- Free conference registrations (at selected sponsor levels) so you can participate in all event sessions and networking opportunities.
- Access to analytical data on every visitor’s behavior at your booth. You will be able to collect hard numbers on which attendees interacted with a particular asset allowing you to tailor future offerings to better suit your audience.
- Technical support from a Consumer Voice staff member.

Thank you for considering supporting this exciting conference, interacting with leading advocates and policy experts from around the country, and contributing to their advocacy by sharing information and resources about your own important work!

Direct all questions and sponsor/exhibit forms to:
Lori Smetanka | lsmetanka@theconsumervoice.org | 202-332-2275 x206
The Consumer Voice Conference will be hosted on Accelevents. Accelevents is an engaging virtual event platform that allows us to stream live sessions, offer opportunities for questions via chat or audio, and time for networking. The online platform also provides several possible opportunities for exhibitors and sponsors to share information and interact with and direct attendees to resources, videos, and websites.

The lobby provides a “town square” for the conference where Consumer Voice will share information, and attendees can chat and connect. Sponsors and exhibitors can be featured in two areas (highlighted in red boxes below).

Engage with attendees and share the story of your organization in your Exhibitor Booth.

Dedicated time in the conference agenda provides attendees an opportunity (and encouragement) to visit the Expo. Each exhibitor booth allows for organizations to share company details, provide contact information, add a video, and share resources. Plus, the booths easily facilitate interaction with attendees via the live chat area for just your booth, live video/audio conversations (via your own Zoom account), and the ability to connect one-on-one through messaging.
Exhibitor booths are easily edited yourself, giving your organization full control over what attendees see in your booth.

Exhibitors can manage interactions with and interest from attendees using the Leads List, chat function, and direct messages. Hold booth hours or staff the booth throughout the conference to interact directly with attendees.

Other Opportunities for Sponsors and Exhibitors include:

- **Sponsoring a session** - an opportunity for remarks at the beginning of a session and logo and branding within the session
- **Virtual tote bag** - Add your materials to one of our daily “virtual tote bags” which will be sent to attendees each day of the conference directing them to sponsors, exhibitors, and their resources
**SPONSORSHIP AND EXHIBITOR OPPORTUNITIES**

### Platinum

**$20,000+**

- Opportunity for brief remarks (up to 5 minutes) at a general plenary session, with name and brand recognition at the beginning of the session and visibility for 30-days post event.
- Logo recognition on the conference webpage, event lobby, and event landing page.
- Information included in daily virtual tote bags sent to all attendees.
- A booth in the exhibit hall with designated hours where you can virtually connect with attendees. You can make the booth your own by adding videos, links, and resources.
- 5 conference registrations

### Diamond

**$10,000+**

- Sponsorship of one of the general or concurrent sessions with name and brand recognition at the beginning of the session and visibility for 30-days post event.
- Logo recognition on the conference webpage, event lobby, and event landing page.
- Information included in daily virtual tote bags sent to all attendees.
- A booth in the exhibit hall with designated hours where you can virtually connect with attendees. You can make the booth your own by adding videos, links, and resources.
- 4 conference registrations

### Pearl

**$5,000+**

- Sponsorship of one of the concurrent workshop or networking sessions with name and brand recognition at the beginning of the session and visibility for 30-days post event.
- Logo recognition on the conference webpage, event lobby, and event landing page.
- Information included in at least one of the daily virtual tote bags sent to all attendees.
- A booth in the exhibit hall with designated hours where you can virtually connect with attendees. You can make the booth your own by adding videos, links, and resources.
- 3 conference registrations
SPONSORSHIP AND EXHIBITOR OPPORTUNITIES

Emerald
$2,500+

- Sponsorship of one of the concurrent workshop sessions with name and brand recognition at the beginning of the session and visibility for 30-days post event.
- Logo recognition on the conference webpage, event lobby, and event landing page.
- Information included in one of the daily virtual tote bags sent to all attendees.
- A booth in the exhibit hall with designated hours where you can virtually connect with attendees. You can make the booth your own by adding videos, links, and resources.
- 2 conference registrations

Sapphire
$1,000+

- Logo recognition on the conference webpage, event lobby, and event landing page.
- A booth in the exhibit hall with designated hours where you can virtually connect with attendees. You can make the booth your own by adding videos, links, and resources.
- Information included in one of the daily virtual tote bags sent to all attendees.
- 1 conference registration

Ruby
Up to $900

- Logo recognition on the conference webpage, event lobby, and event landing page.
- Information included in one of the daily virtual tote bags sent to all attendees.
**SPONSOR PLEDGE**

### Select Your Sponsorship Level

<table>
<thead>
<tr>
<th>Level</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum</td>
<td>$20,000+</td>
</tr>
<tr>
<td>Diamond</td>
<td>$10,000+</td>
</tr>
<tr>
<td>Pearl</td>
<td>$5,000+</td>
</tr>
<tr>
<td>Emerald</td>
<td>$2,500+</td>
</tr>
<tr>
<td>Sapphire</td>
<td>$1,000+</td>
</tr>
<tr>
<td>Ruby</td>
<td>Up to $999</td>
</tr>
</tbody>
</table>

**COMPANY:**

__________________________________________________________

**OFFICE CONTACT PERSON/TITLE:**

__________________________________________________________

**ADDRESS:**

__________________________________________________________

**CITY:** ____________________________ **STATE:** __________ **ZIP:** __________

**PHONE:** ____________________________ **FAX:** ____________________________

**EMAIL:**

__________________________________________________________

### Method of Payment

- [ ] Credit Card
- [ ] Check (personal or agency): Payable to the Consumer Voice

For Credit Card Use Only: 

- [ ] VISA
- [ ] MasterCard
- [ ] American Express

**CREDIT CARD NUMBER:** ____________________________ **EXP. DATE:** __________

**SIGNATURE:** ____________________________ **TODAY’S DATE:** __________

**Email Sponsor Pledge Order Form to:**

Lori Smetanka
lsmetanka@theconsumervoice.org

202-332-2275 ext. 206