



National Consumer Voice for Quality Long-Term Care
46th Annual Conference



SHAPING THE FUTURE

SPONSOR & EXHIBITOR KIT

IN-PERSON NOV. 14-16
VIRTUAL DEC. 8-9

WELCOME SPONSORS AND EXHIBITORS!

Join us for the 2022 Consumer Voice Annual Conference, being held in-person November 14-16, 2022 in Baltimore, Maryland and virtually December 8-9, 2022.



After a challenging two years for long-term care residents, their families, and advocates, we are looking ahead and are excited to begin ***Shaping the Future!*** We are pleased to return in-person at the Lord Baltimore Hotel, and are offering a separate virtual component to include advocates who are not able to join us in-person. Conference participants have the option to access BOTH the in-person and virtual components, or virtual-only.

Our conference continues to grow in size! Last year, we had nearly 700 participants from 48 states and the District of Columbia. By joining us as a sponsor, 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 provides **TWO** easy and engaging opportunities for sponsorship, networking and interacting with attendees. With your sponsorship or exhibit, you get the following:

- An in-person AND virtual exhibit hall with designated times for you to engage with conference participants.
- Free conference registrations (at selected sponsor levels) so you can participate in all event sessions and networking opportunities.
- A skirted table and chairs in the in-person exhibit hall.
- Personalized booth branding in the virtual exhibit hall.
- The opportunity to connect with participants in-person and via your own live chat room, and the capability to incorporate your personal Zoom to host face-to-face discussions.
- The ability to upload branded digital videos, documents, links, and other resources to share with participants about your work in the virtual exhibit hall.
- The opportunity to select targeted information and resources to be sent via a daily virtual tote bag sent to all conference participants.

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

ABOUT SPONSORING & EXHIBITING IN-PERSON

Lend your support as a sponsor for the 2022 Consumer Voice Annual Conference. Sponsorship offers multiple ways to increase your visibility with our attendees and publicly promote your alignment with Consumer Voice in Shaping the Future.

Attendees will enjoy their coffee breaks, the welcome reception, and other valuable networking opportunities in the exhibit space throughout the conference.



Exhibitor Schedule

Monday, November 14

- 2:00pm – 6:00pm – Exhibitor Set-Up
- 7:00pm – 9:00pm – Welcome Reception

Tuesday, November 15

- 10:30am – 11:00am – Networking Break
- 12:30pm – 1:30pm – Networking Lunch
- 3:15pm – 3:45pm – Networking Break

Wednesday, November 16

- 10:00am – 10:15am – Networking Break
- 12:00am – 1:30pm – Luncheon (attended by all conference participants and federal officials)
- 3:00pm – 6:00pm – Exhibitor Breakdown

Hotel Reservations

Lord Baltimore Hotel
20 W Baltimore St
Baltimore, MD 21201
855-539-1928

Group ID: 2209NATION

[Online Booking Link](#)

Sleeping Room Rate

Room rate is \$175/night

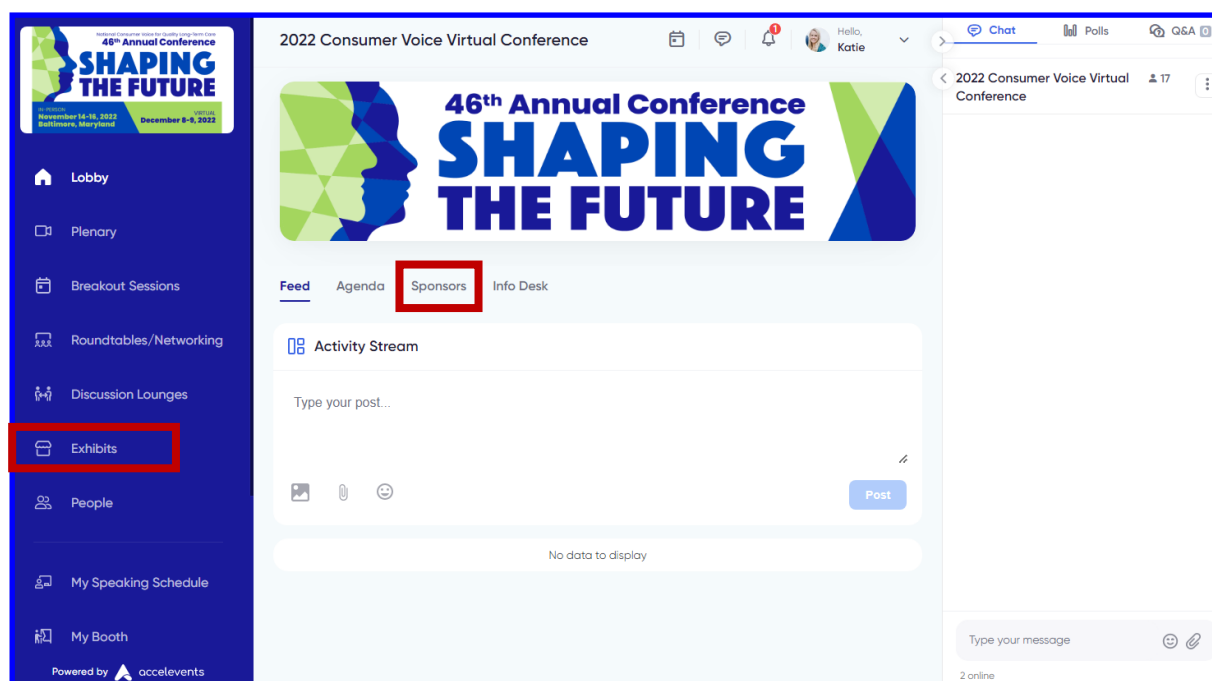
In-Person Conference Dates

November 14–16, 2022

WHAT DOES THE VIRTUAL CONFERENCE LOOK LIKE?

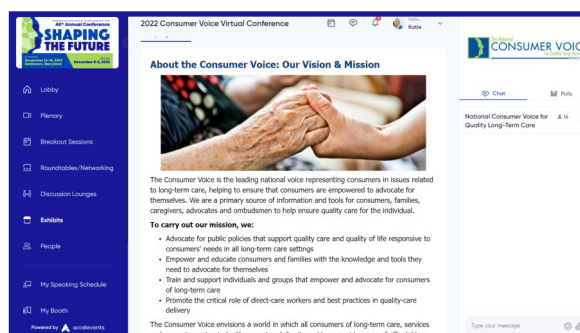
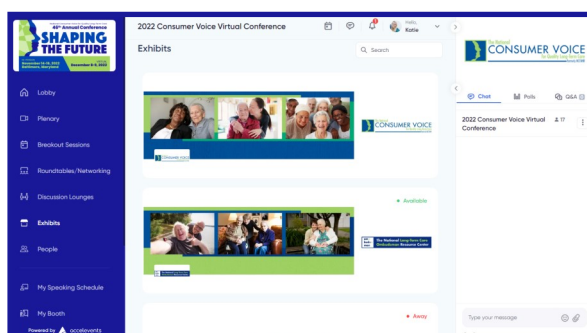
The Virtual Consumer Voice Conference will again be hosted on Acelevents. Acelevents is an engaging virtual event platform that allows us to stream live sessions, offer opportunities for questions via chat or audio, and time for networking. The online platform also provides several possible opportunities 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).

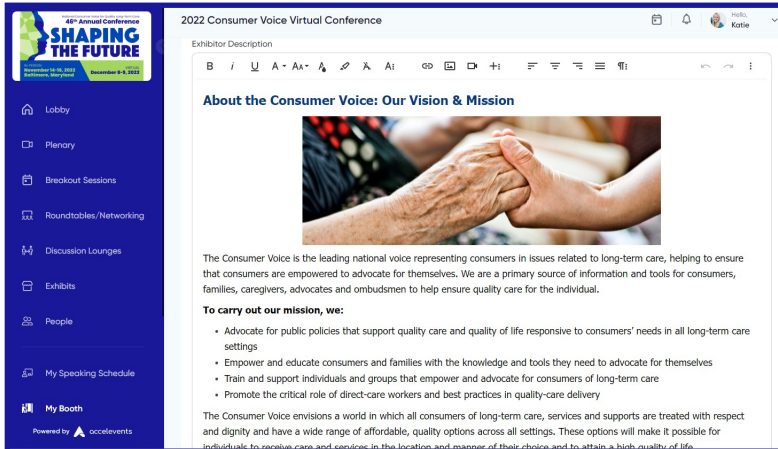


Engage with attendees and share the story of your organization in your Exhibitor Booth.

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.

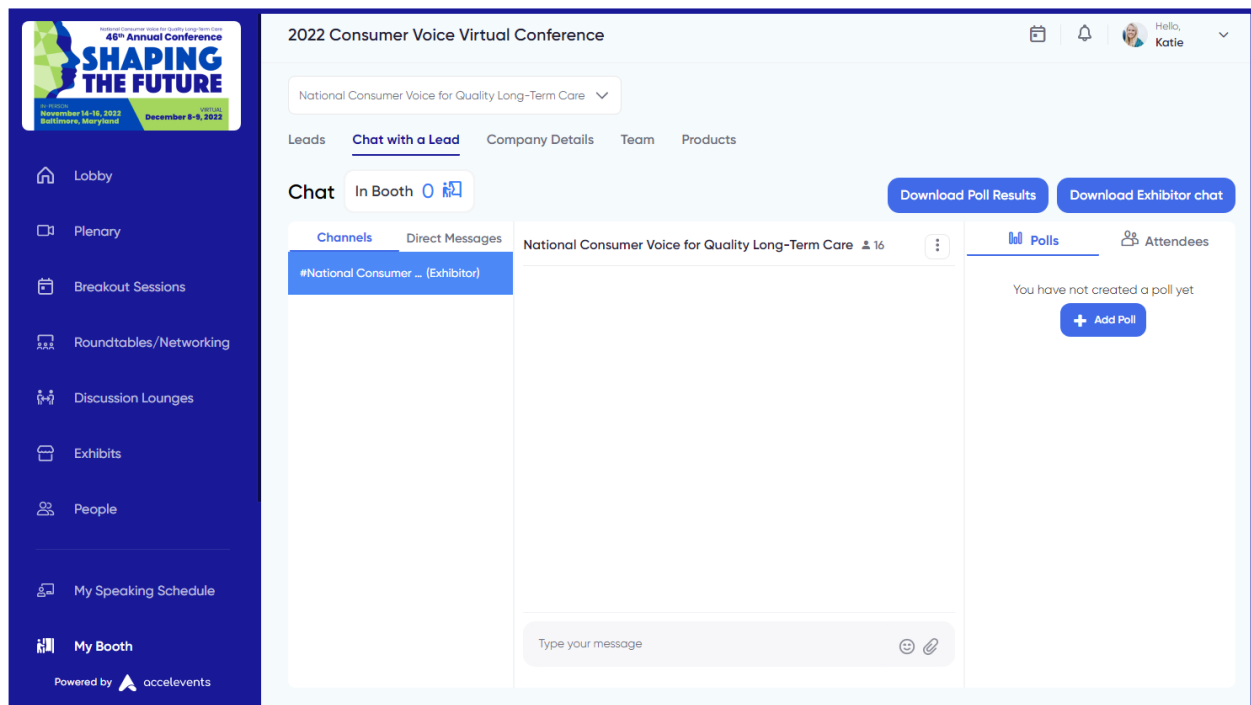


WHAT DOES THE VIRTUAL CONFERENCE LOOK LIKE?



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

SPONSORSHIP AND EXHIBITOR OPPORTUNITIES



Platinum

\$20,000+

Both Conferences

- 5 conference registrations
- Opportunity for brief remarks (up to 5 minutes) at a general plenary session, with name and brand recognition at the beginning of the session.
- Logo recognition in the conference program, conference website, screen projection loop before and after general sessions and in the virtual event hub.

In-Person Conference

- “Sponsor” designation on name badge
- A booth in the exhibit hall with a skirted table and two chairs.

Virtual Conference

- 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.



Diamond

\$10,000+

Both Conferences

- 4 conference registrations
- Logo recognition in the conference program, conference website, screen projection loop before and after general sessions and in the virtual event hub.
- Sponsorship of one of the general or concurrent sessions with name and brand recognition at the beginning of the session.

In-Person Conference

- “Sponsor” designation on name badge
- Opportunity for brief remarks during a general session or reception with recognition signage
- A booth in the exhibit hall with a skirted table and two chairs.

Virtual

- 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.



Pearl

\$5,000+

Both Conferences

- 3 conference registrations
- Logo recognition in the conference program, conference website, screen projection loop before and after general sessions and in the virtual event hub.

In-Person Conference

- “Sponsor” designation on name badge
- A booth in the exhibit hall with a skirted table and two chairs.

Virtual

- Sponsorship of one of the concurrent workshop or networking sessions with name and brand recognition.
- 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.

SPONSORSHIP AND EXHIBITOR OPPORTUNITIES



Emerald

\$2,500+

Both Conferences

- 2 conference registrations
- Logo recognition in the conference program, conference website, screen projection loop before and after general session, and in the virtual event hub.

In-Person Conference

- “Sponsor” designation on name badge
- A booth in the exhibit hall with a skirted table and two chairs.

Virtual Conference

- 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.



Sapphire

\$1,000+

Both Conferences

- 1 conference registration
- Logo recognition in the conference program, conference website, and in the virtual event hub.

In-Person Conference

- “Sponsor” designation on name badge
- A booth in the exhibit hall with a skirted table and two chairs.

Virtual Conference

- 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.



Ruby

Up to \$900

Both Conferences

- Logo recognition on the conference program, webpage, and in the virtual event hub.

In-Person Conference

- Shared Resource Table for material placement

Virtual Conference

- Information included in one of the daily virtual tote bags sent to all attendees.





SPONSOR PLEDGE

Select Your Sponsorship Level

| | | | | | |
|------------------------------|-----------------------------|--------------------------|----------------------------|-----------------------------|----------------------------|
| Platinum \$20,000+ | Diamond \$10,000+ | Pearl \$5,000+ | Emerald \$2,500+ | Sapphire \$1,000+ | Ruby Up to \$999 |
|------------------------------|-----------------------------|--------------------------|----------------------------|-----------------------------|----------------------------|

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