CA HUMAN SERVICES
COMMUNITY: STRONGER TOGETHER
20TH ANNUAL CONFERENCE | 2022

SPONSORSHIP GUIDE
IMPROVING THE LIVES OF VIRGINIANS WITH AUTISM AND DEVELOPMENTAL DISABILITIES

Virginia’s first and longest running conference for information on autism and evidence-based interventions is back for our 20th year.

While this year may be different in a few ways, the impact our conference has on providers, families and individuals is greater than ever.

Our mission is to impact capacity-development in human service systems through strategic public-private resource pairing, leadership, and collaboration.

Our annual conference helps us meet our mission by providing information and resources to self-advocates, families and caregivers, and service providers.

VALUE OF SPONSORSHIP

Extend your reach and maximize exposure to over 400 conference attendees and beyond. This year we are offering many exciting options for sponsorship – with additional benefits for Gold, Silver, and Bronze sponsors.

Sponsorship provides many opportunities to promote your company to an audience beyond conference attendees.

See details below.

OUR REACH

- Conference sells out every year to over 300 participants
- Over 2600 social media followers
- Over 3200 newsletter subscribers
- Over 30,000 website page views per month
- Participants include BCBA's, LSCW's, families, and more

REGISTER NOW

cahumanservices.org
**IMPORTANT DEADLINES**

Registration and payment accepted no later then **April 10, 2022!**
*Please note that after April 15th, refunds will be granted on a sliding scale by date.

**YOUR SPOT IS NOT GUARANTEED UNTIL PAYMENT IS RECEIVED.**
Exhibitor registrations will be accepted in the order they are received.

**SPACE IS LIMITED!**

**SPECIFICATIONS: SPONSORSHIP & EXHIBITOR BENEFITS**

**CONFERENCE ADVERTISING AND ARTWORK/LOGOS**

Logos and marketing/advertising/artwork (if applicable) are due **NO LATER THAN April 20, 2022**. Anything received after this date is NOT guaranteed to be published or included. Submit all items through email to: Crystal.Wolverton@cahumanservices.org.

Advertisements are subject to approval. CA reserves the right to place ads in any order throughout the program.

**RAFFLE PARTICIPATION**

All sponsors will be expected to provide an item or service which can be included in the raffle drawing during the Conference. Please see next page for more details.

**WEB /PLATFORM ADVERTISING**

Your logo and/or web advertisement will be featured on CA’s conference website and throughout the virtual platform. Images should be sized to 300px X 300px.

Questions?
Email: Crystal.Wolverton@cahumanservices.org
## PACKAGES

<table>
<thead>
<tr>
<th>Package</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Exhibitor</th>
<th>Resource Fair</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost</td>
<td>$3000</td>
<td>$2400</td>
<td>$1500</td>
<td>$700</td>
<td>$100</td>
</tr>
<tr>
<td>Availability</td>
<td>2 available</td>
<td>3 available</td>
<td>ONLY 1 LEFT</td>
<td>Multiple</td>
<td>Multiple</td>
</tr>
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</table>

### Virtual Booth with full color logo and cover

<table>
<thead>
<tr>
<th>Package</th>
<th>Top Tier</th>
<th>2nd Tier</th>
<th>3rd Tier</th>
<th>4th Tier</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Cover</td>
<td>Large cover</td>
<td>Med. cover</td>
<td>Med. cover</td>
<td>NO cover</td>
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</tr>
</tbody>
</table>

- Booth content: Embedded video, PDF, or website, company description, # of external links
  - 2 available up to 6 links
  - 1 available up to 3 links
  - Shared up to 2 links

- Private video meeting room(s)  
  - 2 - Exclusive  
  - 1 - Shared

- "Live Chat with Attendees" enabled
  - Yes

- "Request Follow Up" button
  - Yes

- Banner graphic on platform home page
  - 2 - Exclusive
  - 1 - Exclusive
  - 1 - Shared

- Game Challenges
  - 2 - Exclusive
  - 1 - Exclusive
  - 1 - Shared

- 30-second commercials broadcast during event
  - 2 - Exclusive
  - 1 - Exclusive
  - 1 - Shared

- Conference Registrations Included
  - 2

- Access to in-app "Social Wall"
  - Yes

- Company name, logo and link on conference sponsor webpage (cahumanservices.org)
  - Name, Logo, Link

- Blog article submissions on ca blog
  - 2

- Pre-Conference Sponsorship Recognition (Exclusive - across all media channels (all receive at least 1 shared))
  - 2

- Company name included in opening remarks
  - Yes

- Projection of logo during opening remarks
  - Yes

- Intro talk at beginning of session
  - 1 - Keynote

- Company name on exhibitor page and ad in DIGITAL conference program
  - Full page

- Inclusion in post-conference email to all conference participants
  - Logo and Link

- Add-On 6 month newsletter ad in "Enabling Change" Monthly Newsletter with over 3200 subscribers
  - $100

- Sponsored announcement
  - 2

### Questions?
Email: Crystal.Wolverton@cahumanservices.org

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**GOLD**  
- Top Tier

**SILVER**  
- 2nd Tier

**BRONZE**  
- 3rd Tier

**EXHIBITOR**  
- 4th Tier

**RESOURCE FAIR**  
- Resource Fair

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  - Name, Logo, Link

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- Pre-Conference Sponsorship Recognition (Exclusive - across all media channels (all receive at least 1 shared))
  - 2

- Company name included in opening remarks
  - Yes

- Projection of logo during opening remarks
  - Yes

- Intro talk at beginning of session
  - 1 - Keynote

- Company name on exhibitor page and ad in DIGITAL conference program
  - Full page

- Inclusion in post-conference email to all conference participants
  - Logo and Link

- Add-On 6 month newsletter ad in "Enabling Change" Monthly Newsletter with over 3200 subscribers
  - $100

- Sponsored announcement
  - 2

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- Access to in-app "Social Wall"
  - Yes

- Company name, logo and link on conference sponsor webpage (cahumanservices.org)
  - Name, Logo, Link

- Blog article submissions on ca blog
  - 2

- Pre-Conference Sponsorship Recognition (Exclusive - across all media channels (all receive at least 1 shared))
  - 2

- Company name included in opening remarks
  - Yes

- Projection of logo during opening remarks
  - Yes

- Intro talk at beginning of session
  - 1 - Keynote

- Company name on exhibitor page and ad in DIGITAL conference program
  - Full page

- Inclusion in post-conference email to all conference participants
  - Logo and Link

- Add-On 6 month newsletter ad in "Enabling Change" Monthly Newsletter with over 3200 subscribers
  - $100

- Sponsored announcement
  - 2
GOLD AND SILVER PACKAGES

**Gold Sponsor**

$3000

2 available

- Large Interactive Virtual Booth with top tier placement
- Includes large booth cover, embedded video, PDF, or website, company description, and up to 5 external links (ie. Social media or additional websites)
- Live Text Chat with Attendees enabled
- 2 Video meeting rooms
- "Request Follow Up" Button & Custom URL Button
- 2 Exclusive Banner Graphics
- 2 game challenges featuring your company
- 2 30 second commercials broadcast during event
- 2 Sponsored announcements
- 2 Conference registrations included
- Company name, logo and link on conference sponsor webpage (cahumanservices.org)
- Up to 2 blog article submissions on cahumanservices.org/perspective blog
- 2 Pre-conference sponsorship recognition on all CA media channels
- Company name included in opening remarks
- Projection of logo during opening remarks
- Introduction with 5-minute talk at the beginning of 1 Keynote session
- Company name on Exhibitor page and Full Page ad in DIGITAL conference program
- Logo and website link included in post-conference email to all conference attendees

**Silver Sponsor**

$2400

3 available

- Medium Interactive Virtual Booth with 2nd tier placement
- Includes medium booth cover, embedded video, PDF, or website, company description, and up to 5 external links (ie. Social media or additional websites)
- Live Text Chat with Attendees enabled
- 1 Video meeting room
- "Request Follow Up" button & custom URL button
- 1 Exclusive Banner Graphics
- 2 game challenges featuring your company
- 1 30 second commercials broadcast during event
- 1 Sponsored announcements
- 2 Conference registrations included
- Company name, logo and link on conference sponsor webpage (cahumanservices.org)
- 1 blog article submission on cahumanservices.org/perspective blog
- 1 Pre-conference sponsorship recognition on all CA media channels
- Company name included in opening remarks
- Projection of logo during opening remarks
- Introduction with 5-minute talk at the beginning of 1 breakout session
- Company name on Exhibitor page and Half Page ad in DIGITAL conference program
- Logo and website link included in post-conference email to all conference attendees

Questions? Email: Crystal.Wolverton@cahumanservices.org
BRONZE, CONFERENCE EXHIBITOR, AND TRANSITION-AGE RESOURCE FAIR PACKAGES

**Bronze Sponsor**

$1500

Almost SOLD OUT

Medium Interactive Virtual Booth with 3rd tier placement
Includes medium booth cover, embedded video, PDF, or website, company description, and up to 3 external links (ie. Social media or additional websites)
Live Text Chat with Attendees enabled
“Request Follow Up” button
1 Banner Graphic - Shared banner with up to 2 other logos
Included in 2 game challenge featuring all sponsors
1 - Shared Bronze Sponsor commercial
2 Conference registrations included
Company name, logo and link on conference sponsor webpage (cahumanservices.org)
1 Pre-conference sponsorship recognition on all CA media channels
Company name included in opening remarks
Projection of logo during opening remarks
Company name on Exhibitor page and 1/4 Page ad in DIGITAL conference program
Logo and website link included in post-conference email to all conference attendees

**Conference Exhibitor**

$700

Multiple Available

Small Interactive Virtual Booth with 4th tier placement
Includes embedded video, PDF, or website, company description, and up to 3 external links (ie. Social media or additional websites)
Live Text Chat with Attendees enabled
“Request Follow Up” button
1 Banner graphic - shared banner with up to 3 other logos
Included in game challenge featuring all sponsors
1 Conference registration included
Company name and link on conference sponsor webpage (cahumanservices.org)
1 Shared pre-conference sponsorship recognition on all CA media channels
Projection of name and logo during opening remarks
Company name on Exhibitor page and business card ad in DIGITAL conference program
Name and website link included in post-conference email to all conference attendees

**Transition-Age Resource Fair Exhibitor**

$75

Multiple Available

Small Interactive Virtual Booth - available during the Transition-Age Resource Fair Day - June 15 3pm - 6pm
Includes embedded video, PDF, or website, company description, and up to 2 external links (ie. Social media or additional websites)
*Schedule a Meeting* button
“Request Follow Up” button
1 Banner graphic - shared banner with up to 3 other logos
1 Conference Registration
Logo and link on Transition-Age Resource Fair Exhibitor webpage (cahumanservices.org)
Up to 2 Shared pre-conference sponsorship recognition on all CA media channels
Company name on Exhibitor page in DIGITAL conference program
Name and website link included in post-conference email to all conference attendees

Questions? Email: Crystal.Wolverton@cahumanservices.org
DETAILS & ADDITIONAL OPPORTUNITIES

VIRTUAL BOOTH & GUESTBOOK
- All exhibitors and sponsors will have access to a virtual booth with guestbook to capture booth visitor information during the conference. You will need to provide:
  - Preferred exhibitor(s) contact name, email, and phone
  - Business introduction/overview statements
  - Preferred URLs (website, social media, videos, etc.)
  - Preferred files (PDFs) and images (PNGs/JPGs)
  - Special offer or Raffle item
  - Full color ad to be included in digital conference program
- 15 or 30 Second Welcome Video or Commercial (example)
  - You must provide a link or mp4 file
- All items must be submitted by April 20th

SPECIFICATIONS
15 - 30 Second Video - MP4 file or link to a public view video (such as youtube, facebook, googledrive, etc.)

Booth Cover (Gold)
Size: 1200px by 300px
File Types: jpg, jpeg, png

Booth Cover (Bronze and Silver)
Size: 800px by 400px
File Types: jpg, jpeg, png

RAFFLE REQUIREMENTS
- All exhibitors and sponsors should provide an item or service to encourage conference attendees to sign your guestbook
- You/your organization will be responsible for randomly selecting a winner from your guestbook and coordinating delivery (your organization’s guestbook will be delivered via email after conclusion of the conference)

ADVERTISING ADD ONS

Newsletter
- 6 month, full color ad included in CA’s Monthly Newsletter: $500 - 2 Available
  - Ad run will begin July 2022 and end December 2022
  - Ad due by the 2nd Tuesday of month (unless using the same ad each month)

Blog Article
- Opportunity to post 1 blog article of 300 - 500 words (up to two per company)
  - Article must relate to autism or other developmental disability and can promote your company with links and 1 image
  - CA reserves the right to refuse submissions which promote harmful or non-evidence based information
  - Blog posting schedule based on availability per month
**SPONSOR/EXHIBITOR REGISTRATION FORM**

Complete form and submit with payment to: Crystal.Wolverton@cahumanservices.org

YOUR SPOT IS NOT GUARANTEED UNTIL PAYMENT IS RECEIVED

<table>
<thead>
<tr>
<th><strong>Organization:</strong></th>
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<table>
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<tr>
<th><strong>Contact Person:</strong></th>
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<tr>
<th><strong>Mailing Address:</strong></th>
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<table>
<thead>
<tr>
<th><strong>Exhibitor Name(s) if different than contact:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Name:</strong></td>
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<td><strong>Email:</strong></td>
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| **Name:**                                      |
| **Email:**                                     |

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<tr>
<th><strong>Signature of Contact Person</strong></th>
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<td><strong>Date</strong></td>
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<th><strong>Total Purchase:</strong></th>
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<tr>
<th><strong>Mail check made payable to:</strong></th>
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CA Human Services  
4801 E. Parham Rd.  
Richmond, VA 23228  

**Fed Tax ID:** 54-1927904

<table>
<thead>
<tr>
<th><strong>Credit Card:</strong></th>
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<tbody>
<tr>
<td><strong>Name on Card:</strong></td>
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<tr>
<td><strong>Billing Address:</strong></td>
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<td><strong>Account Number:</strong></td>
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<th><strong>Security Code:</strong></th>
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*If paying by credit card, additional processing fees apply*