

Sponsorship
Packet



disABILITIES,
HEALTHY AGING &
INDEPENDENT
LIVING



FREEDOM CONCEPTS

May
6th & 7th

WORLD OF POSSIBILITIES EXPO 2009



CARING COMMUNITIES

Presents
The largest and most
anticipated Disabilities,
Senior & Caregiver
events in the Region
Featuring
Disability & Senior
Related Products,
Equipment and
Resources.



FREEDOM CONCEPTS



Visit us online at
www.caringcommunities.org

Caring
Communities
A 501 (C) (3) NON-PROFIT ORGANIZATION

World of Possibilities Expo 2009

Presented by Caring Communities, Inc.



The Formula for a Successful Expo

Thank you for your interest in our World of Possibilities Expo. We have received an overwhelming response in just a short time. We are confident that exhibitors will experience great success and that attendees will find our Expo extremely meaningful.

WHO WE ARE

A nonprofit 501(c)3 organization with thorough knowledge of and experience in the local disabilities community, we have collaborated with hundreds of local agencies and organizations in MD, DC and VA. Expo proceeds will support families of children with disabilities. Over 50 organizations have signed endorsement forms agreeing to support our Expo, including several national organizations, and many more are signing on all the time.

In addition, the Expo has it's own Advisory Panel composed of leaders in the disability services field. Because we have a vested interest and vast experience in the disabilities community, we understand how to properly serve it.

EXPO MANAGEMENT

The Caring Communities Executive Director is also the publisher of several specialty magazines on the East Coast and has experience successfully running 2000-person showcases for families in Baltimore and the DC area.

TARGETED MARKETING

Marketing of this event will be done locally and nationally. Announcements will be made through Statewide and National disability newsletters, e-mail campaign, thousands of FREE expo passes distributed through local supermarkets, support groups, and websites.

In addition, our marketing plan includes road signs in each area, street banners, radio announcements, TV/cable coverage all offering **FREE coupons** as well as frequent submission of press releases. In addition, both of our Expos will be actively promoted throughout Expo area and surrounding states.

WEB EXPOSURE

Our web site, www.caringcommunities.org, features a World of Possibilities Expo link, high-

lighting information on the Expo exhibitors and offers a **FREE coupon** download. The website will be included on all promotional material and over 100 other websites.

ONE-STOP SHOPPING

The Expo will host a wide array of the latest products and services representing assistive and adaptive technology, automotive, mobility, durable medical equipment, personal care, travel, computer, books and many other industries. Many additional incentives will be offered to increase Expo participation including:

- Informative workshops for both direct service providers and consumers with disabilities
- Interactive demonstrations
- Clowns, magicians, entertainment for everyone!
- Celebrity book signings
- Dignitaries' visits and more!

FEATURES

Exhibitors from all around the country, local support groups, advocacy groups, self advocacy groups and other resources the expo floor. We will offer personal care assistants, sign language interpreters, wheelchair rentals and FREE wheel chair repair! Loads of Family Fun too!

EXHIBITOR BENEFITS

- Very reasonable exhibition space rates (\$13.00 per square ft. and discounted rates for larger spaces) which include a piped and draped booth, table and two chairs, exhibitor sign and waste basket!
- Your company will be listed FREE on our website promoting the Expos.
- FREE Expo passes for your customers
- FREE listing and company description in Expo program.

We invite you to join us at this world-class event in the Baltimore-Washington Corridor.



World of Possibilities Expo 2009

Presented by Caring Communities, Inc.

OUR AGENCY SUPPORTERS



- | | | | |
|--|---|--|---|
| AbleArts, Inc.
Bear, DE | Dept. of Human Services
Aging and Disabilities Services
Division
Arlington, VA | Maryland Developmental
Disabilities Administration
(DDA)
Baltimore, MD | Talbot County Public Schools
Easton, MD |
| Abilities Network/
Epilepsy Foundation of
the Chesapeake Region
Towson, MD | DC Early Intervention Program
Washington, DC | Maryland Developmental
Disabilities Council (DDC)
Baltimore, MD | TecAccess
Rockville, VA |
| Advocates for Children
and Youth (ACY)
Baltimore, MD | District of Columbia Speech-
Language-Hearing Assoc.
Washington, DC | Maryland Independent
Living Council
Silver Spring, MD | The Arc of Maryland
Annapolis, MD |
| American Academy of
Pediatrics MD Chapter | Disabled Action Committee
(DAC)
Dale City, VA | Maryland State Respite
Care Coalition (MRCC)
Silver Spring, MD | The Arc of Virginia
Richmond, VA |
| Arthritis Foundation,
Maryland Chapter
Owings Mills, MD | F. B. Gwynn Early
Childhood Center
LaPlata, MD | Medic Alert
Salisbury, MD | The Autism Program
of Virginia
Richmond, VA |
| Baltimore HealthCare Access
Baltimore, MD | Families of Children with
Autism Support Group
(FOCAS)
Westminster, MD | Montgomery County Infants
and Toddlers Program
Rockville, MD | The Coordinating Center
Millersville, MD |
| Baltimore's Special Child
Baltimore, MD | Fort Detrick-Exceptional
Family Members Program
Fort Detrick, MD | Montgomery County
Health and Human Services
Rockville, MD | The League for People
with Disabilities
Baltimore, MD |
| Best Buddies Maryland
Baltimore, MD | Governor's Office for
Individuals with Disabilities
Baltimore, MD | National MS Society
National Capital Chapter
Washington, DC | The Maryland Association of
Nonpublic Special Education
Facilities (MANSEF)
Baltimore, MD |
| Brain Injury Association
of Virginia
Richmond, VA | Independent Living
Foundation
Baltimore, MD | National Rehabilitation
Hospital
Washington, DC | The Virginia Autism
Resource Center
Midlothian, VA |
| Center for Technology
in Education (CTE)
Johns Hopkins University
Columbia, MD | Independence Now
Riverdale, MD | Parents' Place of MD
Hanover, MD | United Cerebral Palsy
of Washington and
Northern Virginia
Washington, DC |
| Charles County
Public Schools:
Early Intervention Program
LaPlata, MD | Infant & Toddler Connection
Fairfax - Falls Church
Community Services
Fairfax, VA | Partners For Success
Maryland School for the Deaf
Columbia, MD | University Legal Services
Washington, DC |
| Child Development
Resources (CDR)
Norge, VA | Infinity Nursing Services
Beltsville, MD | Partners for Success Center
Caroline County Public
Schools
Denton, MD | University of Baltimore
Baltimore, MD 21201 |
| Children's National
Medical Center
Washington, DC | Jewish Social Service Agency
Rockville, MD | Parent Educational Advocacy
Training Center (PEATC)
Springfield, VA | Woodbine House-Publisher of
the Special Needs Collection
Bethesda, MD |
| Commonwealth
Community Trust
Richmond, VA | Kennedy Krieger Institute
Baltimore, MD | REM Maryland, Inc.
Towson, MD | Yes I Can, International
Baltimore, MD |
| Community Preservation
& Development Co. (CPDC)
Washington, DC | Making Choices For
Independent Living
Baltimore, MD | Services for the
Visually Impaired
Silver Spring, MD | NATIONAL ORGANIZATIONS |
| Dance Abilities, Ltd.
Fairfax, VA | March of Dimes
Maryland/DC Chapter | Shaun Ministries
Laurel, MD | American Association of
People with Disabilities |
| D.A.T.E.S.
(Differently-abled Adolescents
Together for Emotional Support)
Denton, MD | Maryland Caregivers Support
Coordinating Council
Baltimore, MD | Special Olympics of Maryland
Columbia, MD | Council for Exceptional
Children (CEC) |
| | Maryland Department
of Aging
Baltimore, MD | St. John's
Community Services
Washington, DC | National Federation
of the Blind |
| | | | National Inclusion
Research Institute |
| | | | National Spinal Cord
Injury Association |
| | | | TASH |

Caring Communities, Inc. • 5360-E Enterprise St. • Eldersburg, MD 21784

Caring Communities, Inc. is a Non-Profit 501(c)3 organization.
A portion of your sponsorship may be considered a
tax-deductible contribution. Our tax ID number is: 52-208-9234.



YOUR SUPPORT...
 will bring needed services to the community
 and positive visibility and exposure for your organization.

**\$15,000
 COMMUNITY PARTNER**

- Logo on cover of Expo program booklet
- Logo on Expo entryway signage
- Logo on event show bag
- Banner (provided by sponsor) displayed in common area (café or entertainment area)
- Logo on all printed advertising and materials for attendees
- Sponsor listing on all press releases and newsletter articles
- Inclusion in all available newspaper, magazine, radio and television advertising
- Premier 10x20 booth package complete with pipe and drape, table and two chairs, exhibitor signage, and a waste basket
- Full page ad in Expo program booklet
- Logo and listing as a Community Partner in show program booklet
- Logo on show program plan-o-gram
- Logo and prominent listing as a Community Partner on World of Possibilities Expo website with a hot link to your site

**\$10,000
 COMMUNITY SUPPORTER**

- Sponsor name included in all printed materials for attendees, press releases, newsletter articles
- 1/2 page ad in Expo program booklet
- Logo and listing as a Community Supporter in the show program booklet
- Premier 10' x10' booth package complete with pipe and drape, table and two chairs, signage, and a waste basket
- Sponsor's name on Expo entryway signage
- Prominent listing as a Community Supporter on the World of Possibilities Expo website with a hot link to your site

**\$5,000
 COMMUNITY PATRON**

- 10x10 complete booth package complete with pipe and drape, table and two chairs, signage, and a waste basket
- 1/4 page ad in Expo program booklet
- Listing as a Community Patron in the Expo program booklet
- Listing as a Community Patron on the World of Possibilities Expo website with a hot link to your site

**\$2,000
 FRIEND OF THE EXPO**

- 1/8 page ad in Expo program booklet
- Listing as a Friend of the Expo in the Expo program booklet
- Listing as a Friend of the Expo on the World of Possibilities Expo website with a hot link to your site

Produced & Managed by
CARING COMMUNITIES, INC.
www.caringcommunities.org
 1-866-227-4644



MAXIMUM EXPOSURE FOR YOUR ORGANIZATION...
 Join with World of Possibilities as a major sponsor of one of our very important pavilions.

**\$25,000
 PAVILION PARTNER**

- Logo on cover of Expo program booklet
- Logo on Expo entryway signage
- Logo on event show bag
- Banner (provided by sponsor) displayed in common area (café or entertainment area)
- Logo on all printed advertising and materials for attendees
- Sponsor listing on all press releases and newsletter articles
- Inclusion in all available newspaper, magazine, radio and television advertising
- Premier 30x50 pavillion package (10 exhibitor spaces) complete with pipe and drape, table and two chairs, and waste baskets
- Two pavilion banners displayed
- Full page ad in Expo program booklet
- Logo and listing as a Pavilion Partner in Expo program booklet
- Logo on Expo program booklet plan-o-gram
- Logo and prominent listing as a Pavilion Partner on World of Possibilities Expo website with a hot link to your site

PAVILION SPONSORSHIP OPPORTUNITIES

SELF ADVOCACY PAVILION

Hands-on support in this pavilion is offered for individuals with disabilities. Statewide and Local organizations will be represented to assist with agency eligibility, benefits planning, transportation services, housing assistance, employment assistance, voter registration and more.

HEALTH AND WELLNESS PAVILION

Several health organizations will offer the attendees a broad range of services from screenings to insightful information regarding mental and physical health. In addition, the importance of healthy living, health/weight screenings, blood pressure screenings, disease prevention, massage, hygiene, diet, will be available.

SPORTS AND RECREATION PAVILION

This is a pavilion concerned with physical activity and disability and offers information and resources that range from popular activities, games, recreational pursuits, and sports that have been adapted to allow people with disabilities to participate as fully as they wish including camps, accessible travel, athletics, etc.

PEDIATRIC SERVICES PAVILION

This pavilion offers families, service providers, and other interested individuals information about advocacy, education, health, recreation, and technical assistance covering a broad array of developmental, physical, and emotional disabilities of children with disabilities.

ELDERLY SERVICES PAVILION

This pavilion will respond to the unique care giving needs of elderly persons with varying degrees of disability and their caregivers. Exhibitors will help identify normal changes in vision, hearing, touch, taste and smell, and assist with choosing high and low tech options.

RESPIRE SERVICES PAVILION

Agencies and organizations representing respite options for all ages will be highlighted. Information will be shared about the respite services provided in the home or in other settings such as a caregiver's home, community locations, a camp, or a respite house.

OTHER ON-SITE AREAS AVAILABLE FOR SPONSORSHIP: please inquire

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 CARING COMMUNITIES, INC.
 www.caringcommunities.org
 1-866-227-4644**



World of Possibilities Expo 2009

Presented by Caring Communities, Inc.

MARYLAND

Maryland State Fairgrounds
TIMONIUM, MARYLAND

May 6th & 7th, 2009



Yes, you can count on us.

We want to support the World of Possibilities Disabilities Expo by becoming a Sponsor.

All sponsorship requests will be considered on a first-come, first-selected basis.

Please check the box next to the Expo you wish to sponsor. If you wish to be a sole sponsor of an event, or if you have other sponsorship ideas, please give us a call! Custom sponsorship packages are available. Let us work together to find a package that's right for you.

Please check level of sponsorship:

- \$25,000 Pavilion Partner**
- \$15,000 Community Partner**
- \$10,000 Community Supporter**
- \$5,000 Community Patron**
- \$2,000 Friend of the Expo**

For Official Use Only (Do not write in this space)

Date Rec'd: _____
 Assigned Booth: _____
 Check #: _____
 Amount: _____
 PO#: _____
 Balance Due: _____
 Balance Paid: _____

Check (made payable to: Caring Communities, Inc.) in the amount of \$_____ is enclosed.

Purchase Order number is: _____. Please invoice us immediately for our selected sponsorship. Payment is due within 30 days.

In order to recognize your company properly as a **World of Possibilities Expo** Sponsor, please provide the following information:

Company/Organization _____ Division/Section _____

Contact _____ Email _____

Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Website: <http://www.> _____

Please send form back to:

Caring Communities, Inc. • 5360-E Enterprise St. • Eldersburg, Maryland 21784

Toll Free: 1-866-227-4644 • 410-549-5707 • FAX: 410-549-6467

At a later date you will be required to fill out an exhibitor agreement.

Caring Communities, Inc. is a Non-Profit 501(c)3 organization.
 A portion of your sponsorship may be considered a tax-deductible contribution. Our tax ID number is: 52-2089234.



World of Possibilities Expo 2009

Presented by Caring Communities, Inc.

Increase Your **EXPO**sure



ONSITE PROMOTION

OFFICIAL SHOW BAG

Your company logo appears on the show bags, distributed to all attendees.

- Large Logo \$1,000 Small Logo \$650

SHOW BAG INSERTS

Your company's promotional information inserted into the official show bags. *(Exhibitor is responsible for printing costs of insert. Please contact us for size specifications.)*

- \$750 Exhibitors \$1500 Non-Exhibitors

LITERATURE CAROUSEL

Display your literature in a highly visible display carousel in the registration area near the Entrance. Every attendee passes it twice, assuring maximum exposure for your collaterals. Price includes restocking materials (provided by you) during the entire Expo!

- \$500 Exhibitors \$1000 Non-Exhibitors

PROMOTIONAL MATERIAL DISTRIBUTION AT ENTRANCE TO EXHIBIT HALL

Have your promotional material (provided by you) handed directly to each attendee as they enter the exhibit hall. A great way to ensure your message is seen!

- \$750 Exhibitors \$1000 Non-Exhibitors

PRODUCT DEMONSTRATION/ INFORMATION SESSION

Demonstrate your latest products or services to a captive audience in a 1/2 hour session conducted in a private workshop room. Advertised on the website, in the Main lobby and in the Expo Program Guide OR sponsor one our public workshop sessions with your name and logo on all signage.

- \$1000 per session Dates Preferred _____

ON-SITE BANNERS

Display your message to attendees in the common areas of the exhibit hall. *(Exhibitor is responsible for cost of production and hanging of banner).*

- Starting at \$1,000, depending on location.

PROMOTIONAL GIVE-AWAYS - EXCLUSIVE!

Sponsor Program Bookmarks, Attendee Expo pens, or Expo Notepads. Each premium is inserted into every Expo bag. They will see your name long after the Expo is over!

- 5000 Bookmarks \$5000
 5000 Pens \$5000
 5000 Notepads \$5000

ON-LINE PROMOTION

- Web-Site Banners**.....\$725
 Provide a highly visible message about your company to all www.caringcommunities.org visitors.
- Exhibitor Logo**.....\$175
 Have your logo placed with your company name on the exhibitor list.
- Web-Site Links**\$100
 Hyperlink to your website from your company name on the exhibitor list.

OTHER PROMOTIONAL OPPORTUNITIES

Call for details and pricing:

- Light Boxes-Highly visible public area display
- Shuttle Bus Sponsorship
- Wheelchair Service Sponsorship
- Personal Care Assistant Sponsorship
- Sign Language Interpreter Sponsorship
- Entertainment Sponsorship
- Your idea!

MARYLAND
Maryland State Fairgrounds
TIMONIUM, MARYLAND
May 6-7, 2009

BILLING INFORMATION

COMPANY _____

AGENCY (if applicable) _____

CONTACT PERSON _____

BILLING ADDRESS _____

PHONE _____

FAX _____

E-MAIL _____

P.O. NUMBER _____

TERMS: Payment in full due 90 days before start of event.

CARING COMMUNITIES
5360-E Enterprise St.
Eldersburg, Maryland 21784
 Phone: 410-549-5707 or 1-866-227-4644 Fax: 410-549-6467
caringcommunities.org

Signature _____ Title _____ Date _____