



# Exhibitor Prospectus

# Welcome!



Welcome to the fourth annual Auto Mobility Expo!

Held in conjunction with the annual conferences of the premiere professional and trade associations in the industry, the Association for Driver Rehabilitation Specialists ([ADED](#)) and the National Mobility Equipment Dealers Association ([NMEDA](#)), the Auto Mobility Expo offers your company an unprecedented opportunity to showcase your products & services before a comprehensive audience of auto mobility professionals.

## A Unique Experience...

Auto mobility is an overarching term that includes a dynamic and diverse group of professionals all dedicated to one thing: ensuring that individuals with disabilities can drive and/or be transported safely. This is your chance to get up-close, personal quality time with the largest cross section of auto mobility decision-makers ever gathered in a single place.

## So, Who Will Be There...?

Any and everybody who is interested in auto mobility. More specifically:

- ADED is an association of professionals working in the field of driver rehabilitation, evaluation, and training for persons with disabilities and the aging. ADED members are diverse representing various healthcare, driver education, academia, and research professions.
- NMEDA's membership is primarily composed of mobility equipment dealers—highly specialized auto dealers that provide wheelchair accessible vehicles and the installation of adaptive equipment, such as lifts, hand controls, securements, and specialized seating.

## A Schedule That Makes Sense...

The combined schedule of events for ADED, NMEDA, and the Auto Mobility Expo have been carefully crafted to maximize our busy members' times away from their businesses, while giving our exhibitors maximum exposure to the attendees; nine unopposed hours of face-to-face time.

- Each of the three unopposed exhibit hall days (Saturday 6–9 pm, Sunday 10 am–2 pm, and Monday 10 am–12 pm) features a meal in the expo, with food and seating nestled in amongst the booths.
- Special [Soap Box Sessions](#) and [Product Presentation](#) educational opportunities are offered (see [pg 8](#))

*For more information about ADED and NMEDA, please see "About the Associations" on [pg 9](#).*

# ABOUT THE “COLO”



The annual co-location of the ADED & NMEDA conferences (affectionately referred to as the “COLO”) is returning to Kansas City, Missouri this fall!

“COLO” is an umbrella term for three events being held concurrently:

- The ADED Annual Conference
- The NMEDA Annual Conference
- The Auto Mobility Expo

Exhibitors, sponsors, vendors, and suppliers of any kind: you will get your booths, sponsorships, and/or a la carte registrations via the Auto Mobility Expo website at [www.AutoMobilityExpo.com](http://www.AutoMobilityExpo.com) starting May 1.

Auto Mobility Expo badges get you FULL ACCESS to everything, including all ADED\* and NMEDA events: general sessions, education breakout sessions, and your choice of award banquet tickets—the whole enchilada.

We can't wait to see you!

*\*Just one exception: anyone looking for ADED contact hours MUST register via the ADED website.*

## INCLUDED IN THIS PACKET YOU WILL FIND:

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# SPONSORSHIP OPPORTUNITIES



## NMEDA Keynote Address \$7,500

Opportunity to address NMEDA attendees for 2-3 minutes at the NMEDA Opening General Session and introduce our Keynote speaker. This sponsorship also includes a seat drop for all individuals attending the Opening General Session.



## ADED Keynote Address \$7,500

Opportunity to address ADED attendees for 2-3 minutes at the ADED Opening General Session and introduce our Keynote speaker. This sponsorship also includes a seat drop for all individuals attending the Opening General Session.



## Elevator Cling \$7,500

Exclusive opportunity to showcase your company on the interior doors of all elevators at the host hotel for the duration of the conference.



## Welcome Bags \$7,500

Get your company on the bag of every ADED and NMEDA attendee. No cheap totes here, we protect your brand with a quality bag. Why? To give you continued brand exposure long after the event! You're welcome.



## Exhibit Hall Meal Sponsor \$6,500

There are two things that bring the ADED & NMEDA conference attendees together in the Auto Mobility Expo hall; our exhibitors and food. With the exhibit hall meal sponsorship you will have sponsorship recognition and custom branding opportunities woven into all food areas within the exhibit hall for all expo hours.

2 Available



## Room Drop \$5,000

What is the only thing better than visiting with conference attendees all day? Having them return to their hotel room to find a lovely item has been magically delivered to them by one of their favorite vendors while they were just speaking with you!



## Lanyard \$5,000

Put your brand directly around the neck and in view of every ADED and NMEDA attendee at the events.



## Voc Rehab VIP Reception Presenting Sponsor \$5,000

Do you love Vocational Rehab Professionals? Do you want them to know you love them? If so, this is the sponsorship for you. With branding opportunities throughout the reception and being noted as the Presenting Sponsor on all marketing materials, there is no doubt that they will feel the love! Open to all attendees at an unopposed timeslot, the VR Reception will be THE place to be.



## Sweatshirt Sponsor \$4,500

Deliver a custom branded sweatshirt to all ADED & NMEDA Conference attendees as they arrive at registration. With a table set up at each registration you will be able to interact with the attendees as they stop by to receive their branded merch!

INTERESTED? GREAT—CONTACT US TODAY!

# SPONSORSHIP OPPORTUNITIES



## Host Hotel Escalator Clings \$4,500

What if we told you there was a way to make sure all conference attendees could see your branding at the host hotel? With the escalator cling at the Marriott everyone will see you. With branding going up the glass of the escalator to the NMEDA Round Tables, the COLO Event: Vocational Rehabilitation Reception, the NMEDA closing general session, and the ADED Gala—no attendee will miss it. And we didn't even mention that the escalator is near the hotel bar.



## Escalator Clings NMEDA \$3,500

Do you want to make sure everyone sees your brand before heading into the expo? Do you want to make sure everyone sees your brand when they leave the expo? Then why not put your brand directly on the full-length escalator that takes all NMEDA attendees to and from the expo hall?



## Escalator Clings ADED \$2,500

Do you want to make sure everyone sees your brand before heading into the expo? Do you want to make sure everyone sees your brand when they leave the expo? Then why not put your brand directly on the full-length escalator that takes all ADED attendees to and from the expo hall?

4 Available



## Convention Center Window Cling \$3,500

Place your company directly in the path of the attendees as they make their way to the Kansas City Convention Center. With a full window cling outside of both the NMEDA and ADED entrances, no one will be able to miss your messaging.

4 Available



## ADED Massive 8' Quad Signs \$2,500

There will be no escaping your branding with this four-sided sign. Each side is 8'x3', positioned in high traffic areas specifically targeting the ADED attendees.

4 Available



## NMEDA Massive 8' Quad Signs \$2,500

There will be no escaping your branding with this four-sided sign. Each side is 8'x3', positioned in high traffic areas specifically targeting NMEDA attendees.



## Notepad & Pen \$2,500

Put your company logo front & center on a custom notepad & pen and into the bags of all ADED and NMEDA attendees of the conference. Stay top of mind as the attendees take notes throughout the education sessions during the show and after.



## Program Ad \$1,250

Single page ad in on-site Program Book for all ADED and NMEDA attendees



## Bag Insert \$750

Insert an item directly into the onsite welcome bag for all ADED and NMEDA attendees

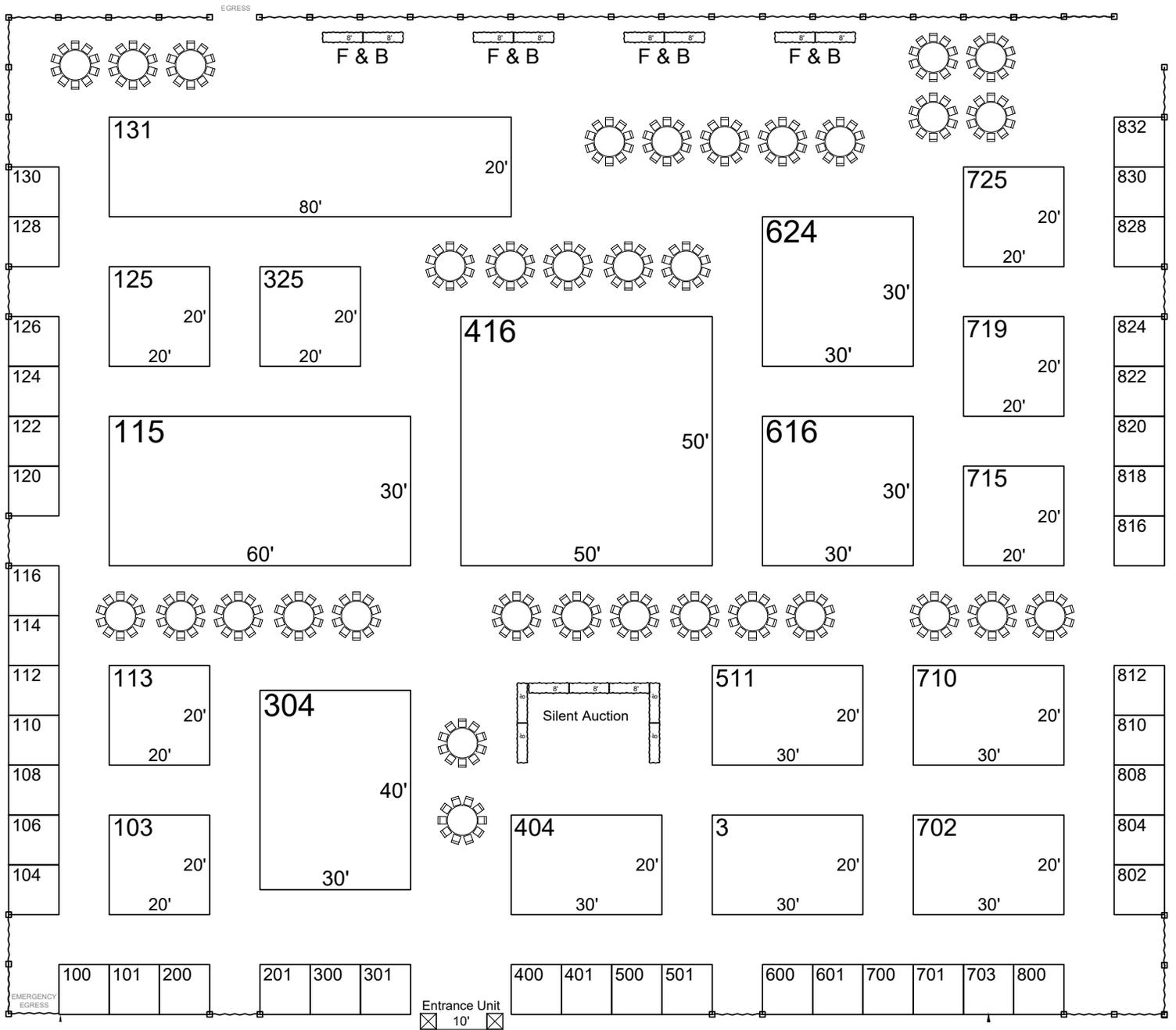
### Add-On Items

*Available exclusively as an add-on for our sponsors and exhibitors.*

INTERESTED? GREAT—CONTACT US TODAY!

www.AutoMobilityExpo.com • phone 813.264.2697 • e-mail conference@nmeda.org

# EXHIBIT HALL LAYOUT



ENTRANCE

# BOOTH PRICING

Booth Size	Member Price	Non-Member Price
10x10	\$3,795	\$5,895
10x20	\$7,590	\$11,790
10x30	\$10,247	\$15,917
20x20	\$13,662	\$21,222
20x30	\$17,078	\$26,528
30x30	\$25,616	\$39,791
20x50	\$26,565	\$41,265
30x40	\$31,878	\$49,518
30x50	\$34,155	\$53,055
40x40	\$36,432	\$56,592
50x50	\$46,489	\$72,214

To purchase a booth, visit [www.AutoMobilityExpo.com](http://www.AutoMobilityExpo.com).

**Questions?** Contact Trevor Jennings at [Trevor.Jennings@nmeda.org](mailto:Trevor.Jennings@nmeda.org).

To qualify for the member rate, the exhibitor must be an ADED or NMEDA member in good standing from the time of submission of the Exhibitor Booth Selection through the conclusion of the show.

## INVESTMENT LEVELS & BENEFITS

	TIER 4	TIER 3	TIER 2	TIER 1
	\$1-\$9,999	\$10,000-\$19,999	\$20,000-\$44,999	\$45,000+
LOGO IN ALL PROMOTIONAL MATERIALS	TEXT ONLY	SMALL	MEDIUM	LARGE
VERBAL ACKNOWLEDGEMENT AT OPENING GENERAL SESSIONS			✓	✓
RECOGNITION THROUGHOUT EVENT		GROUP RECOGNITION	GROUP RECOGNITION	INDIVIDUAL RECOGNITION
BAG INSERT & PROGRAM AD			CHOICE OF ONE	COMPLIMENTARY
ELIGIBLE TO APPLY FOR ADED PRODUCT PRESENTATIONS		✓	✓	✓
ELIGIBLE TO APPLY FOR ADED SOAP BOX SESSIONS	✓	✓	✓	✓
ONE POST ON NMEDA & ADED FACEBOOK & INSTAGRAM				✓
PRE- AND POST-EVENT ATTENDEE LIST	✓	✓	✓	✓
INCLUSION ON EXPO PASSPORT			✓	✓
INCLUSION IN EXPO BINGO	✓	✓	✓	✓

INVESTMENT LEVEL = VALUE OF YOUR EXHIBIT SPACE + VALUE OF YOUR SPONSORSHIP + ADDITIONAL PAID EXHIBITOR REGISTRANTS

## ADDITIONAL OPPORTUNITIES

### PRODUCT PRESENTATIONS

#### Sunday, October 6 | 2:00—5:15 PM

Tier 1, Tier 2, & Tier 3 investors are eligible to participate. Product Presentations are offered as a 3-hour continuing education session in the exhibit hall for ADED registered attendees. Exhibitors will present a 15–20-minute presentation in their booth multiple times to groups that are attending the session.

Application is required; only complete applications will be accepted. Space is limited to 12 exhibitors, first come, first served. Application link provided after exhibitor signup with deposit.

**Deadline to Apply:** August 1, 2024

**Questions?** Contact ADED at [exhibits@driver-ed.org](mailto:exhibits@driver-ed.org) or 866.672.9466

### SOAP BOX SESSIONS

#### Monday, October 7 | 8:00—10:00 AM

All exhibitors are eligible to participate. Soap Box Sessions are mini presentations held at the exhibitor's booth, conducted by a CDRS, DRP, or ADED Ambassador and offered for continuing education hours to ADED registered attendees.

Space is limited to 18 exhibitors, first come, first served. Application is required; only complete applications will be accepted. Application link provided after exhibitor signup with deposit.

**Deadline to Apply:** August 13, 2024

**Questions?** Contact ADED at [exhibits@driver-ed.org](mailto:exhibits@driver-ed.org) or 866.672.9466

## ENGAGEMENT ACTIVITIES

### EXPO PASSPORT

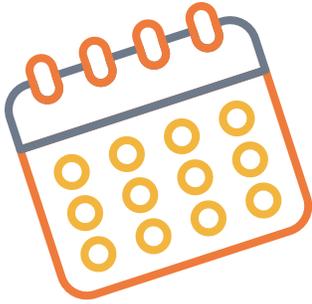
All Tier 1 & Tier 2 investment level (see grid on [pg 7](#)) exhibitors and sponsors can participate in the Auto Mobility Expo Passport. Attendees will visit your booth and present their passport to be stamped for a chance to win cash prizes. Always a huge engagement opportunity.

### EXPO BINGO

All exhibitors will have the opportunity to participate in this engagement activity. Returning this year, **EXPO BINGO** encourages attendees to visit ALL booths for a chance to win prizes.

Participation is complimentary to all exhibitors and free for attendees to participate. Compete information will be given onsite so exhibitors can participate.

# IMPORTANT DATES



<b>ADED Conference</b>	<b>October 4–October 8</b>
<b>NMEDA Conference</b>	<b>October 5–October 7</b>
<b>Auto Mobility Expo</b>	<b>October 5</b> <b>6–9pm</b>
	<b>October 6</b> <b>10am–2pm</b>
	<b>October 7</b> <b>10am–12pm</b>
<b>Exhibitor Move In</b>	<b>October 5</b>
<b>Exhibitor Move Out</b>	<b>October 7</b>
<b>Final Payment Balance Due</b>	<b>July 1</b>

*Cancellations will be accepted in writing for a full refund until June 1. Cancellations received between June 1 and July 1 will receive a 50% refund. No refunds will be issued after July 1.*

## ABOUT THE ASSOCIATIONS

### ABOUT ADED



ADED is the professional association for driver rehabilitation specialists and is comprised of professionals who work with persons with disabilities, the aging, and medically at-risk drivers to facilitate driving independence and, when necessary, a graceful retirement from driving. The organization provides education, research, and support to its members working in the allied health, driver education, driver training, and automotive mobility fields; promotes professional excellence and thought leadership; and advocates for safe processes and solutions through the development of guidance documents and best practices for the delivery of driver rehabilitation services. ADED is the world's largest provider of driver rehabilitation education and is globally recognized as the standard-bearer for driver rehabilitation best practices and professional ethics. The CDRS® is nationally recognized as the highest standard of practice in the field. And you can only achieve it through ADED.

ADED can be reached at 866.672.9466, [info@aded.net](mailto:info@aded.net), or [www.aded.net](http://www.aded.net).

### ABOUT NMEDA



NMEDA is a non-profit trade association of mobility equipment manufacturers, dealers, driver rehabilitation specialists, and other mobility professionals in the US and Canada dedicated to improving the lives of people with disabilities and driving independence through the use of wheelchair accessible vehicles. NMEDA is the certifying body for the nationally recognized Quality Assurance Program (QAP) accreditation. The association provides education & training to our members and partners, and advocates for our industry before Congress, state legislatures, and federal regulatory agencies.

[www.NMEDA.org](http://www.NMEDA.org)