42nd I&R Training and Education Conference

PROSPECTUS
FOR EXHIBITORS, SPONSORS AND ADVERTISERS

AIRS 2020
Opportunities are Brewing
Grand Rapids, Michigan
June 7-10, 2020

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June 7-10, 2020
Amway Grand Plaza Hotel
The Alliance of Information and Referral Systems (AIRS) in collaboration with the National Aging Information & Referral Symposium is pleased to announce its 42nd I&R Training and Education Conference, June 7-10, 2020 at the Amway Grand Plaza Hotel in friendly, Grand Rapids, Michigan. This year’s theme is “Opportunities are Brewing”, we hope you will join us. Reach almost 800 I&R Specialists, Managers and Administrators…your prime prospects, all under one roof, all at one time!

This is your once-a-year opportunity to showcase your products and services to an audience in search of solutions to today’s I&R issues. The AIRS annual conference draws the largest number of leaders and decision makers in the I&R field. This is the only event targeted to this unique audience. Our unique format offers you the chance to interact personally with attendees from across the United States and Canada, the prospects you want to be face-to-face with. These are the most influential leaders in I&R and you actually get to interact with them in several intimate settings. Your products and services are an integral part of our mission. We only have a limited number of booths available to provide you with exclusive access to our attendees, but you must act fast to reserve your booth before we sell out.

AIRS exhibitors receive:

- Customized 8” x 10” pipe & draped booth space
- One free registration with each exhibit booth
- Breaks, opening reception and special events held in the hall
- Affordable sponsorship program with many opportunities and benefits
- Enhanced exhibitor benefits package with the addition of a complimentary pre-conference and a complimentary post-conference attendee list for your marketing promotions
- Exhibitor promotional games to increase booth traffic
- EXTRA recognition and exposure in announcements, signage, web promotion and advertising

Who Should Exhibit?

If your company provides products and services to these or related areas, you need to exhibit at the AIRS 2020 Annual Training Conference:

- Response center telephone systems and service providers
- Office supplies and equipment providers
- Call center supplies
- Computer hardware and software
- Database systems
- Consulting services
- Packaged application software
- Legal & financial services
- Office supplies and equipment
- Phone systems
- Translating and interpreting services
- Specialized service referrals
- Publishers & distributors of books & periodicals
- Professional associations

Who Attends the AIRS Annual Training Conference?

Professionals that include:

- 211 Professionals
- Aging and Disability Specialists
- Community Services Providers
- Health & Human Services Providers
- All branches of the Military
- Community Response Center Managers
- Directors, Administrators, Managers, Supervisors, Coordinators
- Disaster Preparation and Recovery Planners
- Social Workers
- Case Managers
- Counselors
- Educators
- Data Management Professionals

Almost 800 attendees from across the world gather at the AIRS Annual Conference to participate in educational seminars, learn new techniques and solutions, network with other professionals and see new products and services. Almost every attendee has the authority to make purchase decisions or purchase recommendations.

See the Companies Who “Innovated” Last Year:

| Addiction Resource Center | National Suicide Prevention |
| Agis Network, Inc. | Lifeline |
| Commtrol | RiverStar |
| Contact USA | RTM Designs |
| iCarol | Social Security Administration |
| LanguageLine Solutions | Teletelangage |
| National Association on Area Locator | 211 Counts |
| Agencies on Aging/Eldercare | VisionLink |
| WellSky | |
Exhibitor Benefits:

Each 8’x10’ exhibit space includes the following value-added benefits:
- One 8’ deep x 10’ wide booth with 8’ green backdrop and 3’ green draped side rails, skirted 6’ table with white drape, 2 chairs, standard identification sign and a wastebasket
- One full conference registration (including meals and sessions) for each exhibit space purchased
- Carpeted exhibit space
- Security services when exhibit hall is closed
- Company name and contact information posted on the AIRS website, www.airs.org
- Complimentary emailed pre-conference and post-conference attendee mailing lists
- 100-word company description in the conference program
- Opportunity to participate in the exhibit hall games program
- Priority booth selection for the 2021 conference

Exhibit Fees

<table>
<thead>
<tr>
<th>Exhibit Fees</th>
<th>On or Before 3/13/20</th>
<th>After 3/13/20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial Inside 8x10</td>
<td>$1,600</td>
<td>$1,750</td>
</tr>
<tr>
<td>Corner 8x10</td>
<td>$1,750</td>
<td>$1,900</td>
</tr>
<tr>
<td>Non-Profit Inside 8x10</td>
<td>$1,000</td>
<td>$1,100</td>
</tr>
</tbody>
</table>

Note: Need 2 booths? Receive a 10% discount on your 2nd booth!

As a special benefit to our exhibitors, daily breaks, receptions and other events are held right in the exhibit area offering dedicated hours for attendees to spend quality time at your exhibit booth!

Exhibit Hall Schedule tentative

**Sunday, June 7, 2020**
- Exhibit Set Up: 12:00 pm - 4:30 pm
- Opening Reception: 5:30 pm - 6:30 pm

**Monday, June 8, 2020**
- Exhibits Open: 9:30 am - 5:30 pm
- Break in Exhibit Hall: 2:30 pm - 3:15 pm

**Tuesday, June 9, 2020**
- Exhibits Open: 9:30 am - 4:00 pm
- Break in Exhibit Hall: 10:00 am - 10:30 am
- Exhibit Hall Move Out: 4:00 pm - 6:00 pm

AIRS Annual Meeting
June 7-9, 2020
Amway Grand Plaza Hotel

AIRS Meals

Exhibit Hall
“A Grand” Blockbuster Sponsorship Program

Sponsorships are a great way to show your support of AIRS and our industry, while enhancing your sales, company visibility and image. AIRS sponsorships offer more opportunities, more exposure to our attendees, and more options designed to fit any budget. All sponsorships receive special acknowledgement before, during and after the conference. Sponsorships are not limited to exhibitors. Show your support and sign up for one of these great sponsorships today!

Conference Sponsorships

All sponsorships include:
• Company name and contact information in conference literature
• Insertion of one company giveaway in all conference registration totebags
• Listing on AIRS website and in all other conference materials
• Signage outside the exhibit area, registration desk and special sponsor ribbons for company personnel
• 100-word company description in the conference program
• First right of refusal on same sponsorship at future AIRS conferences

Registration Totebags - $4,500
These quality totebags are distributed to every registrant, promising repeat exposure during the entire conference and long afterwards. Discover “Michigander” benefits with these additional Sponsorship benefits:
• 1 exhibit booth
• Your company name and/or logo imprinted on one side of the totebag
• 1 full conference registration
• Full page ad in the conference program

Opening Welcome Reception - $4,000
Start the AIRS Conference right when you set the tone at our opening reception in the exhibit hall. “Get overflow” exposure with these additional Sponsorship benefits:
• 1 exhibit booth
• Your company name and/or logo imprinted on the napkins
• 1 full conference registration
• Full page ad in the conference program

Name Badge Lanyards - $4,000
These popular items hold the name badges during the conference and offer constant conference usage and exposure. “Drive” recognition with these additional Sponsorship benefits:
• Your company name and/or logo imprinted on the lanyard
• 1 exhibit booth
• 1 full conference registration
• Full page ad in the conference program

Hotel Room Keys - $3,000
Be in everyone’s hand by putting your company name and logo on AIRS’ attendees hotel room keys. “Bridge the way” with these additional Sponsorship benefits:
• Your company name and/or logo imprinted on the room key
• $100 discount on 1 full conference registration
• ½ page ad in the conference program

Breakfast - $2,200
Have your company name seen first thing in the morning by our attendees when you sponsor the Monday Opening Breakfast. “Pop” more exposure with these additional Sponsorship benefits:
• Your company name and/or logo imprinted on the napkins
• Display table by event entrance for company literature or giveaways
• Extra signage at the serving tables
• Full page ad in the conference program

Refreshment Breaks (2) - $850 each
Increase your exposure by sponsoring a refreshment break. Monday afternoon or Tuesday morning available. “Explore” these additional Sponsorship benefits:
• Your company name and/or logo imprinted on the napkins
• ½ page ad in the conference program
• Extra signage at the serving tables

Sponsor both for $1,500!

Inserts into Registration Totebags - $250 each
For those who are unable to exhibit or sponsor, here’s your chance to make sure your company giveaway gets into every attendee’s totebag. Items must be pre-approved.

Note: Inserts are free to all sponsors and exhibitors

Conference Mobile App - $3,800
As the exclusive sponsor of the AIRS mobile app, you showcase your company name and brand at the heart of the attendees’ experience. “Create” extra branding with these additional Sponsorship benefits:
• A banner ad on the main page of the app, including your company name and logo
• Dedicated page within the app with your company logo, 150-word text, and a “more info” weblink
• 1 exhibit booth
• 1 full conference registration
• Full page ad in the conference program

Inserts into Registration Totebags - $250 each
For those who are unable to exhibit or sponsor, here’s your chance to make sure your company giveaway gets into every attendee’s totebag. Items must be pre-approved.

Note: Inserts are free to all sponsors and exhibitors
User Group Meetings

AIRS will have 3 separate rooms available on Sunday, June 7th from 9:00am to 3:30pm for our exhibiting software vendors. AIRS will provide the room and classroom style seating for up to 40 people. AV, food and beverage, Internet, promotion and marketing of the session will be the responsibility of the vendor. User Groups will be listed in the registration brochure and conference program including a link to your registration page. Space is available on a first come, first served basis. There will be a $1,000 fee.

Exhibitor Service Kit

The official service contractor for the conference is Art Craft Display, Inc. Exhibitor service kits containing order forms and prices for services (Internet, electric, phone, etc.) will be emailed after processing of your booth payment. Services include drayage, storage, carpeting, furniture, signs, cleaning, electrical, and installation and dismantling of exhibits (if desired).

Important Dates to Remember

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 13, 2020</td>
<td>Last day to receive early bird exhibit fees</td>
</tr>
<tr>
<td>April 10, 2020</td>
<td>Last day to cancel booth space and receive a 50% refund</td>
</tr>
<tr>
<td>April 17, 2020</td>
<td>Conference program advertising space deadline</td>
</tr>
<tr>
<td>April 17, 2020</td>
<td>Sponsorship payment deadline to receive full benefits</td>
</tr>
<tr>
<td>April 24, 2020</td>
<td>100-word exhibitor listings due for the conference program</td>
</tr>
<tr>
<td>April 24, 2020</td>
<td>Last day to receive discounted booth rental equipment</td>
</tr>
<tr>
<td>April 24, 2020</td>
<td>Conference program advertising material deadline</td>
</tr>
<tr>
<td>May 4, 2020</td>
<td>Discounted hotel room pricing deadline</td>
</tr>
</tbody>
</table>

Exhibitor Registration

Each exhibiting company must name one individual as the authorized on-site representative in charge of its exhibit and who will be the primary interface with AIRS and its official service contractor. All company representatives must be registered and must wear an official exhibitor badge. You will receive your registration form and decorator’s kit after receipt of your booth payment. Paying registrants should register online by going to www.AIRS.org, click on “Conference 2020” and then click on the appropriate link.

Hotel Information:

Exhibitors (and attendees) are responsible for making their room reservations directly with the Amway Grand Plaza Hotel. Early reservations are encouraged to ensure sleeping rooms at special low rate of $179 including all taxes. For reservations, call 800.253.3590 or https://book.passkey.com/e/50048001. Reservations must be made by May 4, 2020 to receive this special pricing. Be sure to mention you are with AIRS to receive these special discounted rates.

Only make your hotel reservations with the Amway Grand Plaza Hotel using the number above. If you are contacted by someone asking if you need a room at the AIRS conference, even if they say they represent AIRS, please get as much information as you can; the name of the company, the person’s name, email address and phone number; then contact AIRS’ Conference Manager, Danielle Burns, danielle@airs.org. Unless you have initiated the communication, please do not provide anyone with your personal information, especially your credit card number. You may be contacted by these “pirates” with offers for discounted hotel rooms. They try to convince you the offer is made on behalf of AIRS, even using the AIRS logo. This is not true. These pirates may tell you the hotel is sold out or rooms are limited. Other deceptive tactics include distributing emails or promotional materials that appear to be issued by AIRS.

Your patronage of this official AIRS hotel makes it possible for AIRS to secure the space needed for this event at a greatly reduced price.

Amway Grand Plaza Hotel
187 Monroe Northwest
Grand Rapids, Michigan 49503
800.253.3590 for reservations
www.amwaygrand.com
Space Application And Contract

Company Name ____________________________________________________________ Telephone ______________________________________
Address __________________________________________ City ______________________ State __________ Zip __________________________
Person officially representing Exhibitor at this meeting: Name:________________________________________ Title:__________________________
E-mail ________________________________________________    Website ___________________________________________________________
Company contact to whom information should be sent (if different from above) and Address: ___________________________________________
____________________________________________________________________________________________________________________________________________________
Authorized Signature: _______________________________________ Phone: ________ Date:_____/____/____ Verification Code: ________________

Exhibit Space Preference

1st Choice: Booth # _________________________________________   2nd Choice: Booth # _______________________________________
List any exhibitor(s) you do not wish to be near: ________________________________
Company name should appear on all promotional materials as: ________________________________

Early bird exhibit fees for commercial booths are $1,600 per inside booth and $1,750 per corner booth by March 13, 2020.  Commercial booth fees increase to $1,750 per inside booth and $1,900 per corner booth after March 13, 2020.  Early bird exhibit fees for non-profit booths are $1,000 per inside booth by March 13, 2020.  Non-profit booth fees increase to $1,100 per inside booth after March 13, 2020. Payment is required in full when this contract is submitted. Cancellations received on or before April 10, 2020 will be refunded 50% of the exhibit fee.  We apologize but no refunds will be made after April 10, 2020.

Payment Information

☐ Total Amount Enclosed: ________________ (Make check payable to AIRS)

☐ Enclosed is my artwork

☐ Credit Card Payment: _______________________ ☐ VISA  ☐ MasterCard  ☐ American Express  Charge Amount $____________
Account # ____________________________________________ CVV# ___________ Expiration Date ___________
Name on Card ____________________________________________ Signature ________________________________
Billing Address ____________________________________________ City _______________ State ________ Zip ____________

Return this form to: AIRS 2020 CONFERENCE, 11240 Waples Mill Road. Suite 200, Fairfax, VA  22030
Tel.:  703.218.AIRS (2477)    Fax: 703.359.7562
Conference Program Advertising Form

“Opportunities are Brewing”

Your Advertisement Seen Daily by 750+ Conference Attendees!
Advertising space is available in the AIRS online conference program, this useful guide and app highlights exhibit hall information including exhibitor company descriptions and booth locations. This program is the exclusive resource for educational sessions, speakers and room assignments. Advertising is not limited to exhibitors.

Reserve your space today!
Space Reservation Closes: April 17, 2020
Ad Material Deadline: April 24, 2020

Conference Program Space Reservation Order Form

Please reserve the following ad space in the conference program:

<table>
<thead>
<tr>
<th>SIZE/POSITION</th>
<th>COMMERCIAL RATE</th>
<th>NON-PROFIT RATE</th>
<th>DIMENSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$350</td>
<td>$275</td>
<td>7” x 10”</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$450</td>
<td></td>
<td>7” x 10”</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$400</td>
<td></td>
<td>7” x 10”</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$450</td>
<td></td>
<td>7” x 10”</td>
</tr>
<tr>
<td>Opposite Exhibit Hall Floor Plan</td>
<td>$450</td>
<td></td>
<td>7” x 10”</td>
</tr>
<tr>
<td>Opposite Program</td>
<td>$450</td>
<td></td>
<td>7” x 10”</td>
</tr>
<tr>
<td>Half Page</td>
<td>$250</td>
<td>$175</td>
<td>7” x 4-3/4”</td>
</tr>
</tbody>
</table>

Ad Specifications:
We accept the following ad materials: High-Resolution PDF, Adobe Photoshop files, Adobe Illustrator files with fonts converted to outline. All ads are full color.

Prepayment is Required to Reserve Space

- Payment by Check: Total Amount Enclosed: _______________ (Make check payable to AIRS)
- Enclosed is my artwork
- Credit Card Payment: 
  - VISA
  - MasterCard
  - American Express
  Charge amount $______________
  Account # ___________________________ CVV#: ______________ Expiration Date __________
  Name on Card ________________________________________________
  Signature __________________________________________________
  Company Name ______________________________________________
  Telephone __________________ Fax __________________________
  Contact Name ______________________________________________
  Title ______________________________________________________
  Billing Address _____________________________________________
  City __________________________________ State _____ Zip ______
  E-mail _____________________________________________________
  Website ____________________________________________________

Return this form to: AIRS 2020 CONFERENCE, 11240 Waples Mill Road. Suite 200, Fairfax, VA 22030
Tel.: 703.218.AIRS (2477) Fax: 703.359.7562
**Sponsorship Order Form**

"Opportunities are Brewing"

- Yes! We want to show our support of AIRS with the following sponsorship(s):
  - Registration Totebags  $4,500
  - Name Badge Lanyards  $4,000
  - Opening Reception  $4,000
  - Conference Mobile App  $3,800
  - Hotel Room Keys  $3,000
  - Opening Breakfast  $2,200
  - Monday Break  $850
  - Tuesday Break  $850
  - Inserts into Registration Totebags  $250

Please refer to the exhibitor prospectus for specific sponsorship benefits.

**Sponsor Information**

Company Name _______________________________________________________ Telephone ______________ Fax ______________

Contact Name _____________________________________________________ Title ________________________________________

Address _______________________________________________________________________ City ______________ State _______ Zip __

E-mail ________________________________________________________________________________

Full sponsorship payment must accompany this form.

**Payment Information**

- Payment by Check: Total Amount Enclosed: ______________ (Make check payable to: AIRS)
- Credit Card Payment: □ VISA □ MasterCard □ American Express Charge amount $______________

Account # ____________________________ CVV#: __________ Expiration Date ______________

Name on Card __________________________________________ Signature __________________________

Billing Address _______________________________________________________________________ City ______________ State _______ Zip __________

Contact Name __________________________________________ Title ________________________________________

Billing Address _______________________________________________________________________ City ______________ State _______ Zip __________

This form must be received by AIRS no later than April 30, 2020, in order to receive full recognition at the AIRS I&R Annual Training Conference.

Return this form to: AIRS 2020 CONFERENCE, 11240 Waples Mill Road. Suite 200, Fairfax, VA 22030
Tel.: 703.218.AIRS (2477) Fax: 703.359.7562
Important Contact Information

Exhibits and Sponsorship Information:
Sharon R. Galler, CMP, Conference Director
Phone: 703.218.AIRS (2477) x 5
Email: Sharong@AIRS.org

Danielle Burns, Conference Manager
Phone: 703.218.AIRS (2477) x 1
Email: Danielle@AIRS.org

Conference Decorator:
Art Craft Display, Inc.
Jeff Hook
800.292.2033
www.artcraftdisplay.com

The Alliance of Information and Referral Systems

The Alliance of Information and Referral Systems (AIRS) is the international professional association of information and referral providers throughout the United States, Canada and around the world. Incorporated in 1973, the mission of AIRS is to provide leadership and support to its members and affiliates to advance the capacity of a Standards-driven Information and Referral industry that brings people and services together. For more information about AIRS contact 703.218.AIRS (2477) or www.airs.org.