

VISIONS2016

THE NATIONAL CONFERENCE OF THE FOUNDATION FIGHTING BLINDNESS

SPONSOR. EXHIBIT. ADVERTISE.



SPONSOR &
EXHIBITOR
PACKET

FOUNDATION
FIGHTING
BLINDNESS

www.FightBlindness.org/VISIONS

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VISIONS 2016, the national conference of the Foundation Fighting Blindness, is a one-of-a-kind event where visually impaired individuals and their families have the opportunity to hear about exciting advancements in blindness research, learn practical skills for daily living and coping with vision loss, and connect with others from across the country.

The program is designed specifically for those individuals and families who are affected by retinal degenerative diseases, such as age-related macular degeneration, retinitis pigmentosa, Usher syndrome, and related conditions. These diseases cause progressive blindness and affect more than 10 million Americans and millions more around the world.

EVENT DETAILS

Thursday, June 30, 2016 - Saturday, July 2, 2016

Baltimore Marriott Waterfront
700 Aliceanna Street
Baltimore, Maryland 21202



HOTEL ACCOMMODATIONS

The Foundation Fighting Blindness has secured a rate of \$159/night at the Baltimore Marriott Waterfront for VISIONS 2016 guests. **Please make your reservations by June 13, 2016 to receive this room rate and ensure availability.** All reservations should be made, modified or canceled by you, the conference attendee, by calling Marriott Reservations at 1-800-228-9290 and referring to the group and meeting name - **Foundation Fighting Blindness VISIONS Conference**. All attendees will be responsible for their own room, tax and incidental charges. You may also reserve your room online by visiting the "Plan Your Trip" page on the VISIONS website, www.FightBlindness.org/VISIONS, and clicking on the Accommodations link.



More than 500 individuals in the visually impaired community are expected to attend this informative and encouraging conference. VISIONS 2016 provides the perfect backdrop for organizations offering low vision products, services, and/or resources to meet with and market their brand to this targeted audience. The Foundation Fighting Blindness invites you to take advantage of this wonderful opportunity to sponsor, exhibit or advertise at VISIONS 2016.

SPONSOR PACKAGES

	Platinum	Gold	Silver	Bronze
Logo and recognition on back cover of event program	✓	✓	✓	✓
Logo and link to your company on VISIONS website	✓	✓	✓	✓
Marketing insert* in attendee conference bags (*quantity based on sponsorship level)	1	1	2	3
Booth in prominent location in Exhibit Hall	✓	✓	✓	✓
Full event registration for guests* including all meal functions (*number of guest based on sponsorship level)	2	2	4	6
Advertisement* in event program (*ad size based on sponsorship level)	½ Page Ad	½ Page Ad	1 Full-Page Ad	2 Full-Page Ads
Recognition in all Event Press Releases		✓	✓	✓
Logo Placement on All Promotional Eblast to more than 120,000 individuals		✓	✓	✓
Logo Placement on Promotional Mailing		✓	✓	✓
Logo on Official Conference Bag			✓	✓
Reserved Seating for Guests* at Opening Luncheon (*number of guests based on sponsorship level)				6
Reserved Seating for Guests* at Awards Gala (*number of guests based on sponsorship level)			4	
Sponsor one Reception/Break, which includes: recognition on event signage and acknowledgement from the podium		✓		
Recognition during Opening Luncheon to include: premiere reserved table, logo on event signage and acknowledgement from the podium			✓	
Sole Sponsor of Reception of Your Choosing				✓
One Exclusive Post-Conference Direct Mailer to all Registered Attendees (printing and postage at sponsor's expense)				✓
Recognition at Awards Gala to Include: premiere reserved table, logo on event signage and acknowledgement from the podium				✓

WHO SHOULD PARTICIPATE?

An organization that provides products, services or resources to visually impaired and blind individuals will find great value in exhibiting at VISIONS 2016, a conference that is expected to bring together more than 500 people from this specialized audience.

The VISIONS Exhibit Hall will be prominently located adjacent to the general session room. Organized breaks and receptions will take place in the Exhibit Hall to offer vendors dedicated time with conference attendees.

VISIONS 2016 exhibitors also have the opportunity to further engage this audience by advertising in the event program or by leading one of the conference's information or coping sessions. If your organization is interested in leading a session at VISIONS 2016, please indicate your proposed presentation topic on the Sponsor/Exhibitor Registration Form.

EXHIBITOR BENEFITS

- 8' x 10' exhibit booth with 8' high back wall and 3' high side wall
- 7" x 44" black and white, one-line identification sign
- 6' x 30" skirted banquet table topped in white vinyl
- 2 folding chairs and waste basket with daily trash removal
- General area security service (booth security and the protection of special valuable items are at the exhibitor's own expense)
- Two complimentary booth representative registrations that include access to all meal functions and sessions that occur during exhibit hours. Additional booth representatives must each purchase a full conference registration to attend.
- Company listing with brief description in the event program
- One copy of the event program
- Listing on the event website

EXHIBITOR RATES

Early Bird Registration deadline - Feb. 29, 2016:

Commercial	\$825
Non-Profit	\$675

Standard Registration - after Feb. 29, 2016:

Commercial	\$975
Non-Profit	\$775

CANCELLATION

Cancellations dated/postmarked by May 13, 2016 will be honored with a refund less a \$50.00 processing fee. No refunds will be issued after May 13, 2016.

PROGRAM ADVERTISING FEES**

Promotional Insert in Conference Bags	\$400
Full Page Ad	\$350
Half Page Ad	\$250
Quarter Page Ad	\$150

All ads are black and white only and should be a high resolution PDF, JPEG or TIFF file type. **NOTE: All artwork for ads is due by May 1, 2016.

Full Page Conference Program Ad - 9" x 11" with 1/4" bleed
1/2 Page Conference Program Ad - 8" x 5 1/4" with no bleed
1/4 Page Conference Program Ad - 4" x 5 1/4" with no bleed

RULES & REGULATIONS

Safisha Mance will handle all exhibit hall logistics. You may reach her at:

Mance & Associates, LLC
c/o Foundation Fighting Blindness
4108 New Hampshire Avenue, NW
Washington, DC 20011
Email: smance@manceandassociates.com
Phone: 202-492-8278
Fax: 202-747-2723

An exhibitor service kit will be e-mailed to exhibitors in early 2016. The kit will include: an order form, labor charges for set-up, information and rates for drayage, signage, furniture, decor, freight labor, freight forwarding, floral, photography, and empty box removal during set-up. A complete list of rules and regulations for the exhibitor company and the Baltimore Marriott Waterfront will be included in the exhibitor service kit.

Primary booth locations will be given to VISIONS 2016 sponsors. Afterward, booth assignments will be on a first-come, first-served basis according to the date of receipt of a completed paid Exhibitor Registration. Booths will be assigned by the Foundation Fighting Blindness. Previous years' exhibitors will be given preferred locations, as available.

Registration forms must be accompanied by payment in full (MasterCard, American Express, Visa, Discover, check or money order). Checks and money orders should be made payable to "Foundation Fighting Blindness." **Early bird registration fees must be paid by February 29, 2016.**

All exhibitors must be completely set up by 12:00 pm on Friday, July 1, 2016 in time for the Opening Luncheon. Break-down will begin no sooner than 4:00 pm on Saturday, July 2, 2016 and must be complete by 6:00 pm. All exhibits should have staff present during open exhibit hours.

The exhibitor assumes responsibility and agrees to indemnify and defend the Foundation Fighting Blindness, Inc. (FFB) and the Baltimore Marriott Waterfront and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises.

The exhibitor understands that neither the Foundation Fighting Blindness nor the Baltimore Marriott Waterfront maintain insurance covering the exhibitor's property, and it is the sole responsibility of the exhibitor to obtain such insurance. Each exhibitor is required to maintain adequate insurance coverage against injury to persons, fire, theft, and other damage to or loss of property. The exhibitor shall provide the Foundation, upon request, a certificate of insurance naming the Foundation Fighting Blindness, Inc. as an additional insured.

Exhibitors shall bear responsibility for compliance with all local, city, state, and federal safety, fire and health laws, statutes, ordinances, and regulations which are in force or applicable during the conference, including the Americans with Disabilities Act, regarding the installation and operation of the exhibit.

The Foundation encourages the use of contests and drawings at vendor booths to create excitement among participants and drive booth traffic. FFB cannot be tied to such activities and is not responsible for their promotion or execution. Vendors must abide by laws and regulations surrounding these activities. The Foundation reserves the right to monitor activities and limit those that diminish the conference brand or experience.

Nothing shall be posted, nailed, screwed, or otherwise attached to columns, walls, floors or other parts of the building or furniture. The subletting, assignment or appointment of the whole or any part of the exhibitor's space, by an exhibitor, is prohibited. This is a non-smoking conference. Smoking is only allowed outdoors in designated areas.

Space is limited. Registrations and payment must be received by May 1, 2016.

Please print.

COMPANY INFORMATION

Company Name: _____

Address: _____

City, State, Zip: _____

Contact Name: _____ Job Title: _____

Phone: (_____) _____

Email: _____

Website: _____

Company Description

Please enclose a description of the products or services provided by your organization in 50 words or less. This description will be included in the conference program and on the conference website.

BOOTH REPRESENTATIVES

Please fill in the information below for **two** booth representatives who will attend from your company/organization.

Name: _____ Job Title: _____

Name: _____ Job Title: _____

Please check all that apply:

By Feb. 29

After Feb. 29

Exhibitor:

Commercial

☐ \$825

☐ \$975

Non-Profit

☐ \$675

☐ \$775

Sponsor:

☐ Gold
(\$50,000)

☐ Silver
(\$25,000)

☐ Bronze
(\$10,000)

☐ Friend of the Foundation
(\$5,000)

As part of our sponsor package, you will receive a complimentary exhibitor booth in a prominent location of the Exhibit Hall. If you would like to take advantage of this opportunity, please include the name of your booth representative(s) on this form.

Ads:

☐ Promotional
Insert (\$400)

☐ Full Page
(\$350)

☐ Half Page
(\$250)

☐ Quarter Page
(\$150)

Booth space is 8' x 10'. If you need larger exhibit space, please reserve two (2) booths at the listed rate. Computer hook-ups, video equipment and/or connection, storage space for materials, etc. are available at additional costs. Exhibitors must provide proof of non-profit status.

Number of Booths: _____ at \$ _____ = \$ _____

PRESENTATIONS & RAFFLES

Check the boxes below, if applicable.

- Will your organization provide a raffle prize to be given during the conference?
☐ Yes ☐ No
- Someone from my organization is interested in giving a presentation during VISIONS 2016.
☐ Yes ☐ No

PAYMENT INFORMATION

Credit Card: ☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Card #: _____ Expiration Date: _____ CVV: _____

Cardholder's Name: _____

Signature: _____

Today's Date: _____ Total Amount of Charge: _____

If you are not paying by credit card, please attach a check or money order made payable to Foundation Fighting Blindness.

Please complete and return this form with payment by May 1, 2016 to:

Mance & Associates, LLC
c/o Foundation Fighting Blindness
4108 New Hampshire Avenue, NW
Washington, DC 20011

Or fax to: 202-747-2723

For additional information, visit: www.FightBlindness.org/VISIONS. Otherwise, contact Safisha Mance at smance@manceandassociates.com or 202-492-8278.

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