



2009 **Building Partnerships** 2009



Connections that Count

If you're looking for a return on your investment with staying power, you've found it.

ANCOR offers its partners mutually beneficial and lasting connections with member providers. ANCOR members value this select group of affiliate suppliers for the information, networks and resources needed to assure quality support and services for people with disabilities.

As an ANCOR Partner, here's how you make connections that count.

- High visibility and awareness among a key constituency group.
- Direct access to key decision-makers. ANCOR members include the CEOs and top management staff of the nation's leading private providers.
- Entree to the field of disabilities, a significant consumer of consulting services, financial services, technology, and housing supports, such as furniture, food and appliances, and transportation, among others.
- Opportunity to meet and talk with private providers one-on-one in select, focused settings.

What do members think about the value of ANCOR?

ANCOR's members give ANCOR high praise for representing their interests on the national level. They prize ANCOR's work in actively building bridges and venues that help providers connect around common needs and shared experience.

"ANCOR's partners are great resources for my agency. I look to ANCOR when I need to find reliable, cost-effective services and products." Dave Toeniskoetter, Dungarvin, MN

"The greatest benefit of ANCOR is its ability to bring together organizations to make a greater whole; to impact public policy; to look after our issues in Washington and share our resources." Rich Carman, Mosaic, CT

ANCOR Sponsorship Opportunities—2009



“We’ve reached providers around the country in a cost effective manner. ANCOR has helped us establish relationships with customers and state associations throughout the country.”

Richard Robbins, CEO, Therap Services (Internet based national provider of information services to the MR/DD industry.)
Diamond/Platinum Partner

“ANCOR draws the largest group of decision-making executives involved in the MR/DD industry from across the country. We meet face to face with the right people at the conferences and have been very happy with the results.”

Jeff Rutledge, President of Sales and Marketing for MRDD Solutions (Accounting Software for the MR/DD field.)
Founding Gold Partner

“ANCOR is the one place where our message is heard by all the users of our products—from front line staff focused on improving lives to senior executives struggling with organizational performance. If we could have only one association partnership, it would be with ANCOR.”

George Pashel, President/CEO, Esteam (Offers Total: Impact® suite of Web-based software and services for streamlining the way work gets done.)
Silver Partner



Sponsorship

■ Diamond/Platinum ■ Diamond

ANCOR offers its partners customized packages with a variety of options

- Sponsorships tied to two annual, national conferences: spring Management Practices Conference; fall Governmental Activities Seminar in Washington, D.C.
- Advertising in publications, Website and push emails.
- Articles in ANCOR publication *LINKS*.
- Registration and exhibit space at conferences and meetings.

The ANCOR Sponsorship Policy is available on www.ancor.org Website under Resources on the Home page.

Diamond/Platinum Partner—\$50,000

As ANCOR's highest partnership level, it includes a variety of the Diamond and Platinum Partner offerings, as well as a specially tailored combination of other ANCOR opportunities. *Call Marsha Patrick at 703-535-7850 to design your Diamond/Platinum Partnership package.*

Diamond Partner—\$30,000

- **ANCOR Associate Membership** *Value: \$3,500*
- **Full sponsorship of emails from CEO** *Value: \$20,000*
- Informational profile on ANCOR's Website with hyperlink to your Website. *Value: \$1,000*
- **Quarter page horizontal ad** (7-1/2 W x 2-1/2" H) preferred position in each of *LINKS* *Value: \$4,000*
- **Two articles** on your company's area of expertise to appear in *LINKS*. *Value: \$2,000*
- **ANCOR Conferences**
Includes both of ANCOR's two annual conferences:
 - *Two complimentary registrations*
 - *Exhibit Booths (2 at each conference based on space availability)*
 - *Conference promotions:* ANCOR sends out more than 5,000 announcements for each of its conferences. Your organization's name and logo will appear and be noted as a Diamond Sponsor.
 - *Conference Program Guide:* ANCOR distributes a program guide to each registrant at the conferences. Your Diamond sponsorship includes a full-page, B/W ad in the guide.
 - *Five Minute presentation:* on your product or service to ANCOR leadership at one of the conferences.
 - *Stand up and present your company at a Plenary Session:* at both spring and fall Conferences with 3-minute video. *Value: \$11,450*

- **ANCOR Membership List**

Access to over 800 private providers that service over 400,000 individuals with disabilities. *Value: Priceless*

- **Additional Opportunities**

See list under Silver Partners. Items can be reserved at extra cost.

Platinum Partner—\$25,000

- **ANCOR Associate Membership**

Value: \$3,500

- **Full Page Ad in each issue of *LINKS***

ANCOR's highly regarded publication is published ten times per year. *LINKS* is read by an impressive 90 percent of its members with a pass-along rate equaling over 6000 readers! Your ad will be positioned far forward in the publication. *Value: \$8,000*

- **Two articles** in *LINKS* on your company's area of expertise *Value: \$2,000*

- **ANCOR Website**

- Your company's logo address/phone/email plus a link to your Website on ANCOR's home page.
- Thank you message and company logo on member sign-in page with a link to your company's Website.
- Sponsor profile page on the ANCOR Website with hyperlink to your Website.
- Every online issue of *LINKS* will include your name and logo with the message: "Brought to you with support from _____, a proud partner of ANCOR." *Value: \$7,500*

- **ANCOR Conference**

Includes **both** of ANCOR's two annual conferences:

- *Two complimentary registrations*
- *Exhibit Booths (2 at each conference based on space availability)*
- *Conference promotions:* ANCOR sends out more than 5,000 announcements for each of its conferences. Your organization's name and logo will appear and be noted as a Platinum Sponsor.
- *Conference Program Guide:* ANCOR distributes a program guide to each registrant at the conferences. Your Platinum sponsorship includes a full-page, B/W ad in the guide.
- *Conference Registration: Tote Bag Amenities:* Your personal message can be dropped inside the tote bag for each conference. Tote bags to be filled with conference handout materials distributed to each registrant. *Value: \$11,450*

- **ANCOR Membership List**

Access to over 800 private providers that service almost 500,000 individuals with disabilities. *Value: Priceless*

- **Additional Opportunities**

Items listed under Silver Partners can be reserved at extra cost.

ip Options

▪ Platinum ▪ Gold ▪ Silver

Gold Partner—\$11,000

- **ANCOR Associate Membership**
Value: \$3,500
- **Half page Ad in each issue of LINKS**
(preferred position) ANCOR's highly regarded publication is published ten times per year. *LINKS* is read by an impressive 90 percent of its members and has a pass-along rate equaling over 6000 readers! Value: \$5,000
- **ANCOR Conferences**
Includes both of ANCOR's two annual conferences:
 - *Two complimentary registrations*
 - *Exhibit*
 - *Conference promotions* ANCOR sends out more than 5,000 announcements for each of its conferences. Your organization's name and logo will appear and be noted as a Gold Sponsor.
 - *Conference Program Guide* ANCOR distributes a program guide to each registrant at the conferences. Your Gold sponsorship includes a half-page, B/W ad in the guide. Value: \$10,630
- **Coffee or Ice Cream Refreshment Break**
Co-sponsor a break during *either* the Management Practices Conference or Governmental Activities Seminar. Additional exposure will be gained from amenity and signage you provide announcing your sponsorship. One conference is included. Value: \$5,000
- **ANCOR Membership List**
Access to an impressive network of over 800 private providers that service over 400,000 individuals with disabilities.—Value: *Priceless*
- **Additional Opportunities**
Items listed under Silver Partners can be reserved at extra cost.

Silver Partner

Choose any of the following opportunities
(Note: Diamond/Platinum, Diamond, Platinum and Gold Partners can make additional selections from this list at extra cost.)

TWO ANNUAL CONFERENCES (Governmental Activities Seminar, Management Practices Conference)

1. **List of Conference Registrants**
Each conference sponsor and exhibitor will receive a list of all conference registrants.
2. **ANCOR's "Vendor-Get-A-Vendor" program**
makes it cost effective for you to exhibit. Here's how it works: Bring in another vendor to exhibit and you'll be credited \$100 towards your exhibitor's fee; bring in 2 exhibitors and we'll credit you \$200. The maximum credit available would equal the original cost of being an exhibitor. This is your opportunity to have discussions one-on-one with the top private providers as they walk the exhibit area viewing

goods and services. Approximately 300–400 private providers attend each conference. The exhibits are located in prime traffic areas adjacent to the general session ballroom with exhibit hours scheduled to capitalize on prime traffic periods. Value for *each conference*:
\$725 For-profit organization
\$625 Non-profit organization

3. Conference Program Guides

ANCOR distributes a program guide to each registrant of the conferences. This guide is designed as a resource document for continued reference and use by member agencies throughout the year. Half page ads are available. Value: \$700 for half page for individual conference guide.

4. Conference Banners

Make your organization's presence known by getting your logo banner in front of all attendees. You provide the banner with your company information and we'll display it in the Exhibit Area if approved by hotel. Value: \$1,500

5. Conference Keynote Speaker

The sponsor of a keynote speaker is invited to introduce the speaker, be recognized from the podium, and put handout material on each chair for that session. Includes:

- Full-page ad in the Conference Handbook
- Your organization's name and logo will be recognized further by having an advertising amenity provided by your company inserted into the conference tote bags. Value: \$8,000

6. Conference Reception

Sponsor a reception at ANCOR's spring conference. Your organization will gain additional exposure from hand-out materials, signage and a banner you've supplied in the reception area. Value: \$7,000

7. Conference T-shirts

ANCOR T-shirts with your organization's name/logo are available for sale at the conference with the proceeds going to ANCOR. (You choose a slogan and submit for approval by ANCOR.) Value: \$8,000

8. Conference Site Tote Bag Amenities

Include up to two separate amenities in each registrant's tote bag. These items can include pens, calculators, retractable tape measures, etc. and/or your organization's advertising material. Got a new idea for a handout? Just let us know. Your company provides the items and ANCOR will place them in each of the registrants' tote bags at either the Management Practices Conference or the Governmental Activities Seminar. Value: \$750

Silver Exhibit Combo Partner—\$4,260

(individually priced at \$5,325—a 20% discount!)

- One (1) Exhibit Booth at each conference (total of two booths). Value: \$1,450
- Exhibitors—allowed five-minutes in presentation arena in Exhibitor Hall (based on space availability). Value: \$150
- An article on your business/profession in *LINKS*—with hyperlink to your company's web site. You provide the articles which ANCOR will review. Limited to 350 words. Value: \$475
- Corporate ID and slogan on two separate official emails to ANCOR membership. Value: \$2,500
- One amenity in tote bag for each conference (total of two amenities) Value: \$750



9. Conference Registration Lanyard

Your company's name and logo on fabric neck chains that hold each registrant's name badge (required for entrance to all conference events). Value: \$3,000

10. Conference Pocket Agendas

Sponsor this pocket sized agenda to literally fit into a shirt pocket—or a little bigger. It's an easy reference for registrants as they make their way through the conference. Text includes top local restaurants, popular attractions, list of exhibitors and more. Designed to open up into several panels. Value: \$7,000

11. Conference Amenity Delivered to Host Hotel Rooms

Have a clever amenity delivered to each registrant's conference hotel room so your company will be uppermost in their minds as they begin the session. Value: \$2,500

12. Conference Table Tents in Host Hotel Rooms

Sponsor table tents in registrants' conference hotel rooms with convention "Don't Miss Tips." Value: \$3,000

13. Hotel Key Cards

Open the door to profits by sponsoring the more than 300 Hotel Key Cards used by conference attendees. Each time attendees enter their hotel rooms, they'll see your company's name and logo on the front of the key card. This unique, branding opportunity puts you in the Provider's pocket. Value: \$5,000

14. Conference Sponsorship of Agenda on Host Hotel's TV Channel

Sponsor the agenda posted to ANCOR's closed circuit TV channel in conference hotel. This ANCOR specific, closed circuit TV channel will also have information regarding area restaurants, sightseeing tips and ANCOR's membership video and others. *Value: \$10,000*

Audio and Webinar Conferences

ANCOR holds audio and webinar conferences throughout the year designed to provide members with salient tools to use in their agencies. Sponsorship of either type of conference includes:

- Editorial commentary about your company's sponsorship.
- Your company's name and logo on all promotional material created for the specific conference.
- Your company's sponsorship will be mentioned on all CDs of the conference, if produced. *Value: \$2,000*

Advertising

1. LINKS Publication

ANCOR's highly regarded *LINKS* publication is published 10 times/year and read by an unprecedented 93 percent of ANCOR members. The majority of readers are CEOs and top management—the decision makers! Many consider *LINKS* their first source for public policy information, leading practices and what's new and who's who in the industry. Distribution—in electronic and limited hard copy format: 2,500; read by over 7,000 readers (pass-a-long rate of three readers per issue). Ad space is at a premium and on a space available basis—so it's best to get your order in early.

Advertising rates for ANCOR's renowned *LINKS* publication are:

1/4 page, B/W	\$400
1/2 page, B/W	\$500
Full page, B/W	\$800

Please call for ad specifications. Reservation/material due date for each month's publication is the 5th of the month *preceding* month of publication.

ANCOR Association Membership

Entitled to all membership benefits including a subscription to *LINKS*, but excluding voting rights. *Value: \$3,500 Company; \$1,200 consultant*

If the above conference partnerships do not meet your needs or desires, we'll be happy to tailor a special package for you.

For the exhibitor registration form as well as specific details on floor plans and booths for the spring conference, please contact Jerri McCandless at jmccandless@ancor.org or call her at ANCOR headquarters: 703-535-7850, ext. 107.

About ANCOR

ANCOR is a nonprofit, 501(c) 6 trade association. It is the only national, col-legal network of 800+ providers of community-based services who seek and share information and resources relevant to service quality and models of practices. ANCOR members employ almost 400,000 direct support staff who support about 500,000 people with disabilities. The association serves its members by ensuring continuing progress toward greater quality of life for people with disabilities and advocates on behalf of regulatory and legislative reform in the industry. For more information, visit www.ancor.org.

Exhibit Booth Space—2009

2009 Conferences	Dates*
Spring Management Practices Conference—San Francisco, CA	March 22–24
Fall Conference (Governmental Activities Seminar)—Washington, D.C.	September 13–15

*Exhibit dates and hours along with set-up and tear-down dates and hours are noted on the exhibitor registration form. Limited space available. For the exhibitor registration form as well as specific details on floor plans and booths for the spring conference, please contact Jerri McCandless at jmccandless@ancor.org or call her at ANCOR headquarters: 703-535-7850, ext. 107.

ANCOR welcomes you as a sponsor. Please check the box below to indicate your interest. We will follow-up with more specific information.

Diamond/Platinum Diamond Platinum Gold

Silver Option Title: _____

Your Name: _____ Title: _____ Date: _____

Company Name: _____

Company Address: _____

Phone: _____ FAX: _____ Email: _____



Be sure to check out the special silver exhibit combination partnership presented under the silver partners category—a great entry avenue into a relationship with ANCOR.

Details regarding partnership/sponsorships, exhibits and advertising are subject to change. Please call or email Marsha Patrick with your specific needs and questions at mpatrick@ancor.org. *ANCOR reserves the right of review and refusal for all advertising material for LINKS and/or any of its conferences. Value prices for sponsorships are subject to change.*

Please reply to Marsha Patrick, ANCOR, 1101 King Street, Suite 380, Alexandria, VA 22314-2944 **OR FAX** 703-535-7860, **Phone** 703-535-7850, ext. 110 **Email** mpatrick@ancor.org