

Sponsorship  
Packet



disABILITIES,  
HEALTHY AGING &  
INDEPENDENT  
LIVING

# WORLD OF POSSIBILITIES EXPO



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



Visit us online at  
[www.caringcommunities.org](http://www.caringcommunities.org)



# World of Possibilities Expo

Presented by Caring Communities, Inc.

## The Formula for a Successful Expo

### MISSION STATEMENT

“...To offer disability-related training, education, publications, and events for the benefit of children and adults with disabilities, their families and caregivers, as well as healthcare and education professionals. Our efforts will enhance the quality of life regardless of the nature or severity of the disability; empower individuals with disabilities to achieve economic self-sufficiency and independent living and; promote inclusion to enjoy full participation in society.”

### 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. Because we have vested interested and vast experience in the disabilities community, we understand how to properly serve it and will bring this Expo back each year.

### TARGET MARKETING/ADVERTISING

Marketing of this event will be done locally and nationally with upwards of 900 local agencies and national organizations, support groups and disability related businesses. In addition, our marketing plan includes TV, radio, newspapers, all social media platforms, email campaign, frequent submission of press releases, over 500 road signs, street banners and of course Free Expo passes distributed to all of the above to include supermarkets and local community gathering areas. Web exposure will include our website, [www.caringcommunities.org](http://www.caringcommunities.org), which features a World of Possibilities Link, highlighting information on the Expo, sponsors and exhibitors and offers FREE downloadable coupons. All of our promotional partners will also be advertising on their websites and giving out FREE tickets to their customers. Our website and all information related to the Expo will be included on all promotional material.



### 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, housing, and many other industries. Many additional incentives will also be offered to increase Expo participation, including:

- Informational Workshops for both direct service providers and consumers with varying disabilities.
- Interactive Demonstrations
- Clowns, Magicians, entertainment for everyone
- Celebrity Book Signings
- Dignitaries' visits and more!

### FEATURES

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

We invite you to join us at this world-class event serving the Nation's Capital Region.





# World of Possibilities Expo

Presented by Caring Communities, Inc.

## OUR AGENCY SUPPORTERS



**AbleArts, Inc.**  
Bear, DE

**Abilities Network/  
Epilepsy Foundation of  
the Chesapeake Region**  
Towson, MD

**Advocates for Children  
and Youth (ACY)**  
Baltimore, MD

**American Academy of  
Pediatrics MD Chapter**

**Arthritis Foundation,  
Maryland Chapter**  
Owings Mills, MD

**Baltimore HealthCare Access**  
Baltimore, MD

**Baltimore's Special Child**  
Baltimore, MD

**Best Buddies Maryland**  
Baltimore, MD

**Brain Injury Association  
of Virginia**  
Richmond, VA

**Center for Technology  
in Education (CTE)**  
Johns Hopkins University  
Columbia, MD

**Charles County  
Public Schools:**  
Early Intervention Program  
LaPlata, MD

**Child Development  
Resources (CDR)**  
Norge, VA

**Children's National  
Medical Center**  
Washington, DC

**Commonwealth  
Community Trust**  
Richmond, VA

**Community Preservation  
& Development Co. (CPDC)**  
Washington, DC

**Dance Abilities, Ltd.**  
Fairfax, VA

**D.A.T.E.S.**  
(Differently-abled Adolescents  
Together for Emotional Support)  
Denton, MD

**Dept. of Human Services  
Aging and Disabilities Services  
Division**  
Arlington, VA

**DC Early Intervention Program**  
Washington, DC

**District of Columbia Speech-  
Language-Hearing Assoc.**  
Washington, DC

**Disabled Action Committee  
(DAC)**  
Dale City, VA

**F. B. Gwynn Early  
Childhood Center**  
LaPlata, MD

**Fort Detrick-Exceptional  
Family Members Program**  
Fort Detrick, MD

**Independence Now**  
Riverdale, MD

**Infant & Toddler Connection  
Fairfax - Falls Church  
Community Services**  
Fairfax, VA

**Infinity Nursing Services**  
Beltsville, MD

**Jewish Social Service Agency**  
Rockville, MD

**Kennedy Krieger Institute**  
Baltimore, MD

**Making Choices For  
Independent Living**  
Baltimore, MD

**March of Dimes**  
Maryland/DC Chapter

**Maryland Caregivers Support  
Coordinating Council**  
Baltimore, MD

**Maryland Department  
of Aging**  
Baltimore, MD

**Maryland Developmental  
Disabilities Administration  
(DDA)**  
Baltimore, MD

**Maryland Developmental  
Disabilities Council (DDC)**  
Baltimore, MD

**Maryland Independent  
Living Council**  
Silver Spring, MD

**Maryland State Respite  
Care Coalition (MRCC)**  
Silver Spring, MD

**Medic Alert**  
Salisbury, MD

**Montgomery County Infants  
and Toddlers Program**  
Rockville, MD

**Montgomery County  
Health and Human Services**  
Rockville, MD

**National MS Society  
National Capital Chapter**  
Washington, DC

**National Rehabilitation  
Hospital**  
Washington, DC

**Partners For Success  
Maryland School for the Deaf**  
Columbia, MD

**Partners for Success Center  
Caroline County Public  
Schools**  
Denton, MD

**Parent Educational Advocacy  
Training Center (PEATC)**  
Springfield, VA

**REM Maryland, Inc.**  
Towson, MD

**Services for the  
Visually Impaired**  
Silver Spring, MD

**Special Olympics of Maryland**  
Columbia, MD

**St. John's  
Community Services**  
Washington, DC

**Talbot County Public Schools**  
Easton, MD

**TecAccess**  
Rockville, VA

**The Arc of Maryland**  
Annapolis, MD

**The Arc of Virginia**  
Richmond, VA

**The Autism Program  
of Virginia**  
Richmond, VA

**The Coordinating Center**  
Millersville, MD

**The League for People  
with Disabilities**  
Baltimore, MD

**The Maryland Association of  
Nonpublic Special Education  
Facilities (MANSEF)**  
Baltimore, MD

**The Virginia Autism  
Resource Center**  
Midlothian, VA

**United Cerebral Palsy  
of Washington and  
Northern Virginia**  
Washington, DC

**University Legal Services**  
Washington, DC

**University of Baltimore**  
Baltimore, MD 21201

**Woodbine House-Publisher of  
the Special Needs Collection**  
Bethesda, MD

**Yes I Can, International**  
Baltimore, MD

### NATIONAL ORGANIZATIONS

**American Association of  
People with Disabilities**

**Council for Exceptional  
Children (CEC)**

**National Federation  
of the Blind**

**National Inclusion  
Research Institute**

**National Spinal Cord  
Injury Association**

**TASH**

**Caring Communities, Inc. • 1341 W. Liberty Road • Sykesville, 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.

**\$7,500  
COMMUNITY CHAMPION**

- Logo on cover of Expo program booklet
- Brochure/Flyer insert in all attendees bags
- Logo on Expo Entry Way
- Logo on event show bag
- Full page ad in Expo program booklet with Logo and listing as Community Champion
- Sponsor Listing on all press releases and newsletter articles
- Inclusion in all available newspaper, magazine, radio, and television advertising
- Brochure/Flyer insert in all attendees bags
- Two 30 second ads looped continually on large screens throughout the Expo
- 2 Premier 8x10 spaces in the rotunda with table, two chairs and signage
- Banner (provided by sponsor) displayed in common area
- Logo on all printed advertising and materials for attendees
- Logo and prominent listing as a Community Champion on World of Possibilities Expo website with hot link to your site and on all Digital Exposure
- 3 Boosted posts on all Social Media Platforms

**\$5,000  
COMMUNITY IMPACT PARTNER**

- Sponsor name included in all printed materials for attendees, press releases, newsletter articles
- 1 Premium 8x10 Space in the rotunda with table, two chairs, and signage
- Sponsor's name on Expo entryway signage
- 2 Boosted Posts on all social media platforms
- One 30 Second Ad looped continually on large screens throughout time of Expo
- Brochure/Flyer insert in all attendee's bags
- Full Page Ad in Expo program booklet
- Logo and listing as a Community Impact Partner in Expo program booklet
- Logo and prominent listing as a Community Champion on World of Possibilities Expo website with hotlink to your website on all digital exposure locations

**\$2,500  
COMMUNITY SUPPORTER**

- 1 Premium 8x10 Space in the Expo Hall with table, two chairs, and signage
- Listing as a Community Supporter on World of Possibilities Expo website with hotlink to your site on all digital exposure locations
- Brochure/Flyer insert in all attendees bags
- 1/2 Page Ad in Expo program booklet
- Listing as Community Supporter in program booklet
- 1 Boosted Post on all Social Media Platforms
- One 30 Second Ad looped continually on large screens throughout time of Expo

**\$1,000  
FRIEND OF THE EXPO**

- Half-page Ad in Expo program booklet
- Listing as Friend of the Expo on World of Possibilities Expo website with hotlink to your site
- Listing as Friend of the Expo in Expo program booklet

Produced & Managed by  
**CARING COMMUNITIES, INC.**  
[www.caringcommunities.org](http://www.caringcommunities.org)  
410-549-5707



# World of Possibilities Expos 2024

## Nation's Capital Region



Exhibitor Name (Note: Name listed here will be used for your booth sign, sponsorship acknowledgement, website and directory listings)

Contact \_\_\_\_\_ Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Billing Name & Address (If different) \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

**APPROVAL**  
(FOR OFFICE USE ONLY)

Date \_\_\_\_\_

Booth # \_\_\_\_\_

**SPONSORSHIP LEVELS: (PLEASE CHECK ONE)** 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.

Expo	Friend Of The Expo	Community Impact Partner	Community Supporter	Community Champion
<b>Nation's Capital Region April 13, 2024</b>	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$2500	<input type="checkbox"/> \$5000	<input type="checkbox"/> \$7500

Total \$ \_\_\_\_\_

**Payment Options: (Please Check One)**

**TERMS:** A 33% deposit must accompany this contract. Booth space cannot be reserved without a deposit. Balance is due 60 days prior to the start of each event. Failure to pay the balance when due may result in cancellation, relocation, or forfeiture.

**Check:** Make Check Payable To: **Caring Communities, Inc.**

**Credit Card:**  VISA  MC  AMEX  DISC

Card # \_\_\_\_\_

Name on Card \_\_\_\_\_ Exp. Date \_\_\_\_\_

Security Code # (on back of card) \_\_\_\_\_

Billing address of credit card:  Same as above

Different Billing Address: \_\_\_\_\_

**Pay Online:** Please provide me a payment link.

Billing email: \_\_\_\_\_

**SPACE PREFERENCES**

I would prefer **NOT** to be located near the following companies:

\_\_\_\_\_

\_\_\_\_\_

Describe your display \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**FREE 25-Word Company Description for Expo Program Guide:**

\_\_\_\_\_

\_\_\_\_\_

Return Form To:

**CARING COMMUNITIES**  
1341 West Liberty Rd.  
Sykesville, Maryland 21784  
accounts@caringcommunities.org

Phone: 410-549-5707  
Fax: 410-549-6467

The undersigned ("Exhibitor"), as a duly authorized representative, enters into an agreement with Caring Communities, the Exposition Manager, to rent exhibit space at the expositions indicated above. Space will be assigned by Caring Communities at its sole discretion and may be changed for the benefit of the exposition. Exhibitor agrees to abide by official Exhibitor Regulations (see other side of this agreement) and by the following **Cancellation Policy:** If Exhibitor desires to cancel all or part of the exhibit space, the Exhibitor acknowledges that the **Producer** would be harmed and suffer loss, but that the precise value of that harm would be difficult to calculate. Therefore any payment required herein shall be considered reasonable pre-agreed liquidated damages and not a penalty. **All cancellations, withdrawals, or reductions in space by Exhibitor must be in**

**writing, by certified mail, return receipt requested.** Requests for cancellation made up to 90 days prior to the start of the event are subject to a fee equal to 33% of the total booth space fee; from 89 days or less prior to the start of the event, Exhibitor is subject to a fee equal to 100% of the total booth space fee. If Exhibitor defaults in payment, Exhibitor is liable to Caring Communities for collection costs, including reasonable attorney's fees. Caring Communities reserves the right to accept or reject exhibitor space applications and to cancel any previously accepted exhibitor space applications or contracts, at any time in its sole discretion, for any reason, or no reason, without liability to the applicant, exhibitor or any other third party. This contract is not valid until said contract is fully executed by an authorized representative for the Exhibitor and Exposition Manager.

Exhibitor \_\_\_\_\_

Date \_\_\_\_\_

# World of Possibilities Expos 2024

Nation's Capital Region

## Increase Your EXPOsure



### ONSITE PROMOTION

#### PROMOTIONAL VIDEO SHOWN CONTINUOUSLY IN HALLWAY AND EXHIBIT HALL

Your 30-second video run continuously on monitors in the Hallway and Main Exhibit Hall. With sound, although captions are highly recommended. Customer provides finished video in mp4 format.

- \$249 Exhibitors  \$499 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; or have a promotional giveaway (bookmark, pen, notepad) inserted into every Expo bag. A great way to ensure your message is seen!

- \$100 Exhibitors  \$395 Non-Exhibitors

#### PRODUCT DEMONSTRATION/ INFORMATION SESSION

Demonstrate your latest products or services to a captive audience in a 20 minute session conducted in a private workshop room. Advertised on the website, in the Main lobby and in the Expo Program Guide. (Note: Space limited to 4 presenters).

- \$150 per session

#### ON-SITE SIGNAGE

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

- Starting at \$200, depending on location.

#### OTHER PROMOTIONAL OPPORTUNITIES

Call for details and pricing:

- Wheelchair Service Sponsorship
- Personal Care Assistant Sponsorship
- Sign Language Interpreter Sponsorship
- Entertainment Sponsorship
- Your idea!

Nation's Capital Region  
Samuel Riggs IV Alumni Center  
COLLEGE PARK, MARYLAND  
APRIL 13, 2024

### BILLING INFORMATION

COMPANY \_\_\_\_\_

AGENCY (if applicable) \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

PHONE \_\_\_\_\_

FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

P.O. NUMBER \_\_\_\_\_

TERMS: Payment in full due 30 days before start of event.

Total \$ \_\_\_\_\_

#### Payment Options: (Please Check One)

Check: Make Check Payable To: **Caring Communities, Inc.**

Credit Card:  VISA  MC  AMEX  DISC

Card # \_\_\_\_\_

Name on Card \_\_\_\_\_ Exp. Date \_\_\_\_\_

Security Code # (on back of card) \_\_\_\_\_

Billing address of credit card:  Same as above

Different Billing Address: \_\_\_\_\_

\_\_\_\_\_

Pay Online: Please provide me a payment link.

Billing email: \_\_\_\_\_

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Sykesville, Maryland 21784  
accounts@caringcommunities.org  
Phone: 410-549-5707  
Fax: 410-549-6467  
caringcommunities.org

Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_