

VisionServe Alliance  
Sponsor and Exhibitor  
Prospectus



2024 VSA Executive Leadership Conference  
& Year-Round Events & Activation

April 14 – 17, 2024

Kansas City, MO

InterContinental Kansas City at the Plaza

# Partner with VisionServe Alliance

Dear Corporate Partners,

We offer you the opportunity to partner with us at our upcoming Executive Leadership Conference (ELC) in Kansas City, Missouri, April 14 – 17, 2024. Along with the ELC, we will have additional events in 2024 to showcase your company at virtual events and a Leadership Seminar being planned for this fall. This Sponsor and Exhibitor Prospectus has details on the ELC – offering professional development, networking opportunities and inspiration to an expected attendance of 200+ of our member leaders and their executive team leaders. Here are some reasons why you should be a Sponsor:

## **VALUABLE YEAR-ROUND ACCESS TO THE DECISION MAKERS**

Your sponsorship packages include a year-round advertising package to keep your company in front of your target audience especially the decision makers – the executive staff - giving you additional engagement opportunities throughout 2024 to interact and connect with potential customers.

## **EFFECTIVE LEAD GENERATION**

We give you access to attendee list and profiles for easy follow-up with company representatives. After the event you'll get analytics to conduct more informed follow-up.

## **IN PERSON AND ONLINE ENGAGEMENT OPPORTUNITIES**

See the table of Sponsorship benefits on page 4 to choose the right combination of in person and online benefits such as an exhibit hall table, dedicated sponsor listing on the virtual conference website and event app with instant messaging and a meeting scheduler at the click of a button.

## **GROWING ATTENDANCE AT IN PERSON EVENTS**

Our last two annual conferences had strong support - 177 attendees in Tampa, FL (2022) and 120 attendees in Austin, TX (2023), and we anticipate 2024 conference to have upwards of 200 attendees.

We will continue to offer you year-round engagement opportunities for even more return on your investment. See the table of sponsorship packages on page 4 tailor made to meet your company's goals. For additional notice, select one of the branded engagement experiences listed on page 6.

As always, VSA's staff members are here to ensure we provide you with the exposure you are looking for. There are many options listed here, but if you don't see the kind of package you're looking for, reach out to us and we'll create a custom package just for you. Branded sponsorship opportunities are available, while quantities last, so reach out to us at your earliest convenience once you've made your decision. **Registration is set to open early December.**

We thank you for your company's support of VisionServe Alliance and our members. We look forward to seeing you in Kansas City!



**Lee Nasehi**  
**President & CEO**  
**VisionServe Alliance**



**Wendy Hymes**  
**Director of Membership & Conferences**  
**VisionServe Alliance**

# Benefit Summary by Sponsorship Level

Available Benefits & Year-Round Engagements	\$15,000 Presenting Sponsor	\$7,500 Platinum Level	\$5,000 Gold Level	\$2,500 Silver Level	\$1,700 Bronze Level
Presenting Sponsor - cobranded conference with your logo embedded in conference logo	√				
Live demo of products/services	20 min	10 min	5 min		
60-minute Sponsor presented session *pending VSA approval	√	√			
Length of session intro	5 min	5 min	3 min	2 min	1 min
Exhibit Table in break area	√	√	√	√	√
Virtual Exhibit Booth	√	√	√	√	√
Branded Sponsor Opportunities (See page 5)	√	√	√	√	Not included
Banner ads on sessions, calendar, homepage	2	2	1	1	1
Provided attendees list pre-conference	√	√	√	√	√
# of full conference Registrations (admission for 1 person to the Welcome Reception, all meals and attendance at learning sessions)	4	3	2	1	1

Available Benefits & Year-Round Engagements	\$15,000 Presenting Sponsor	\$7,500 Platinum Level	\$5,000 Gold Level	\$2,500 Silver Level	\$1,700 Bronze Level
# of Booth Staff registrations (for staff access of your onsite and virtual Exhibit Booth only; NO access to the Welcome Reception, meals or attendance at learning sessions)	unlimited	unlimited	unlimited	unlimited	unlimited
# of customized email blasts before or after	3 (anytime)	2 (before & during)	1 (before or during)	Not included	Not included
Company name/logo on VSA website, event registration page and in all event emails	√	√	√	√	√
<b>Year-Round Advertising Benefits</b>					
Level 1 Advertising Package (See page 6 for details)	√	√			Not included
Level 2 Advertising Package (See page 6 for details)			√		Not included
Level 3 Advertising Package (See page 6 for details)				√	Not included

# High-Value Sponsorship Benefits

## **Presenting Sponsor Benefits - \$15,000** (limit one sponsor)

Make a big impression by becoming the title sponsor for the entire VSA ELC. Your company's logo will be incorporated into the event logo "Presented in partnership with [Your company]" on all signage. Discuss with us how you would like to see the event co-branded with your company.

### **ELC Benefits:**

- Co-branded conference with your logo embedded in the conference logo
- 20-minute Live demo of products/services
- 60-minute Sponsor presented session \*pending VSA approval
- 5-minute session intro
- Exhibit Table in break area with unlimited Booth Staff (for staff access for your onsite & virtual Exhibit Booth only; NO access to the Welcome Reception, meals or learning session attendance)
- Virtual Exhibit Booth
- Choice of Branded Sponsor Opportunities
- 2 Banner ads on sessions, calendar, homepage
- Provided attendees list pre-conference
- 4 full conference Registrations (admission for 1 person to the Welcome Reception, all meals & attendance at learning sessions)
- 3 customized email blasts (before, during and after)
- Company name/logo on VSA website, event registration page and in all event emails

### **Year-Round Benefits:**

- 6 Social Media shares \*Subject to VSA approval
- Live commercial
- 3 Audio ads on Voices of Vision Leaders podcast
- 2 video commercials at VSA virtual events – live and recording
- 2 Member-Only eNews ads & 1 Public eNews ad (1,400+ recipients)
- Logo on VSA homepage & customizable sponsor page
- 1 Ad in the VSA Member Portal

## **Platinum Sponsor - \$7,500**

Platinum Sponsors receive benefits for the Executive Leadership Conference, plus Year-Round Benefits.

### **ELC Benefits:**

- 10-minute Live demo of products/services
- 60-minute Sponsor presented session \*pending VSA approval
- 5-minute session intro
- Exhibit Table in break area with unlimited Booth Staff (for staff access for your onsite and virtual Exhibit Booth only; NO access to the Welcome Reception, meals or learning session attendance)
- Virtual Exhibit Booth
- Choice of Branded Sponsor Opportunities
- 2 Banner ads on sessions, calendar, homepage
- Provided attendees list pre-conference
- 3 full conference Registrations (admission for 1 person to the Welcome Reception, all meals & attendance at learning sessions)
- 2 customized email blasts (before, during and after conference)
- Company name/logo on VSA website, event registration page and in all event emails

### **Year-Round Benefits:**

- 6 Social Media shares \*Subject to VSA approval
- Live commercial
- 3 Audio ads on Voices of Vision Leaders podcast
- 2 video commercials at VSA virtual events – live and recording
- 2 Member-Only eNews ads & 1 Public eNews ad (1,400+ recipients)
- Logo on VSA homepage & customizable sponsor page
- 1 Ad in the VSA Member Portal

## **Gold Sponsor - \$5,000**

Gold Sponsors receive benefits for the Executive Leadership Conference, plus Year-Round Benefits.

### **ELC Benefits:**

- 5-minute Live demo of products/services
- 3-minute session intro
- Exhibit Table in break area with unlimited Booth Staff (for staff access for your onsite and virtual Exhibit Booth only; NO access to the Welcome Reception, meals or learning session attendance)
- Virtual Exhibit Booth
- Choice of Branded Sponsor Opportunities
- 1 Banner ad on sessions, calendar, homepage
- Provided attendees list pre-conference
- 2 full conference registrations (admission for 1 person to the Welcome Reception, all meals and attendance at learning sessions) Exhibitor Showcase Mon & Tues
- 1 customized email blast (before, during or after conference)
- Company name/logo on VSA website, event registration page and in all event emails

### **Year-Round Benefits:**

- 4 Social Media shares \*Subject to VSA approval
- 1 Video commercial at VSA virtual event
- 2 Audio ads on Voices of Vision Leaders podcast
- Live commercial at virtual event – 3 min
- 1 Member-Only eNews ad & 1 Public eNews ad (1,400+ recipients)



## **Silver Sponsor - \$2,500**

### **ELC Benefits:**

- 2-minute session intro
- Exhibit Table in break area with unlimited Booth Staff (for staff access for your onsite & virtual Exhibit Booth only; NO access to the Welcome Reception, meals or learning session attendance)
- Virtual Exhibit Booth
- 1 Banner ad on sessions, calendar, homepage
- Provided attendees list pre-conference
- 1 full conference registration (admission for 1 person to the Welcome Reception, all meals and attendance at learning sessions)
- Company name/logo on VSA website, event registration page and in all event emails

### **Year-Round Benefits**

- **2** Social Media shares \*Subject to VSA approval
- 1 Audio ad on a Voices of Vision Leaders podcast
- Video commercial included on recording of virtual event
- 1 Public eNews ad (700+ recipients)
- Logo on VSA homepage & customizable sponsor page
- 1 Ad in the VSA Member Portal

## **Bronze Sponsor - \$1,700**

### **ELC Benefits:**

- 1-minute session intro
- Exhibit Table in break area with unlimited Booth Staff (for staff access for your onsite and virtual Exhibit Booth only; NO access to the Welcome Reception, meals or learning session attendance)
- Virtual Exhibit Booth
- 1 Banner ad on sessions, calendar, homepage
- Provided attendees list pre-conference
- 1 Booth Staff
- Company name/logo on VSA website, event registration page and in all event emails

# Executive Leadership Conference Branded Sponsorship Opportunities

Branded sponsorship opportunities are available while quantities last, so reach out to us at your earliest convenience once you've made your decision. Registration is set to open early December. Sponsors will also be acknowledged with a clickable logo/banner ad in the event app and on the virtual event website.

## **Nametag Lanyard Sponsor - \$2,500 Exclusive**

Your company logo will be the featured logo on the Summit nametag lanyards.

## **VSA ELC Tote Bag Sponsor - \$2,500 Exclusive**

Stand out with your company logo featured on our useful tote bag given to ALL attendees when they check-in.

## **Welcome Reception - \$5,000 Exclusive; \$2,500 non-exclusive**

Make a name for your company during the premier networking event of the conference. Each year industry leaders unite at this must-attend VSA event! During this 2-hour event, you have the opportunity to create a link between your brand and attending leaders. This opportunity gives you an extra showcase for your company from the podium (5 minutes for \$5,000, 3 minutes for \$2,500) to address all attendees and branded signage.

## **Monday Keynote Session - \$5,000 Exclusive; \$2,500 non-exclusive**

Get off to a quick start to the conference by sponsoring our keynote speaker presentation. This sponsorship includes 5 minutes at the podium to address all attendees, and includes your company's logo on all signage, printed and online listings and additional branding opportunities in the event app.



**Tuesday Happy Hour/Exhibitor Showcase - \$5,000 Exclusive; \$2,500 non-exclusive\***

Use this time to demo your latest innovative products as attendees mix, mingle and grab a beverage and some snacks. Includes a spotlight for your company representative to say a few words of welcome. \*Extra catering costs to be covered by the sponsor.

**Breakfast or Lunch - \$5,000 Exclusive; \$2,500 non-exclusive**

Showcase your company during breakfast or lunch on Monday or Tuesday. The meal will feature dedicated signage for your company during a catered breakfast or lunch at our venue. Includes a spotlight for your company representative to say a few words of welcome.

**Coffee Break - \$2,500 – Exclusive**

Be the center of attention by sponsoring attendees' morning or afternoon coffee pick-me-up! Tag your company as an industry leader including your company's logo on all signage, printed and online listings and additional branding opportunities in the event app.

# Sponsor Networking Activities at the Executive Leadership Conference

## Sunday Welcome Reception



## Breaks, Meals & Happy Hour



## Two Restaurant Dine-Arounds



Photo courtesy of Visit KC

## Annual Awards Ceremony



# Online Engagement



Sponsors receive additional online engagement:

- Large logo on event landing page, during Opening Session, before a speaker, and on the app
- Virtual Exhibit Booth branded with your company's logo and signage where you can upload materials like On-Demand video content to be viewed before, during, and after the conference to highlight your product or service offerings; refresh content anytime you want.
- Make appointments with attendees and your company representatives; set up one-on-one meetings with attendees or link to a virtual room anytime to talk directly with attendees.
- Expanded access to the event platform, event app, and On-Demand video library 30 days before the event and 60 days after the event.
- Complimentary Preliminary and Post-Show Attendee List.

# Year-Round Marketing Opportunities

Many VSA ELC sponsorship packages include an additional Level 1, Level 2 or Level 3 year-round marketing package at no extra charge (see next page). These packages can also be purchased a la carte for \$500, \$750 and \$1,000. These advertising opportunities give your company additional engagement opportunities to be recognized for your support for VisionServe's national programs during the VSA Executive Leadership Conference and throughout 2024 at these events:

## **Big Data Project & Other Webinars**

VSA's most ambitious project to map out the future of data and research needed for our field; provides state-level data on the rate of blindness and low vision among people aged 65 years and older for many states with a goal to release reports for all US States.

## **Leadership Academy**

Training and mentoring program to develop future leaders in the Vision Services field as current leadership retires in record numbers

## **Voices of Vision Leaders Podcast**

Interviews with leaders in the field of blindness and visual impairment on a range of topics affecting the field including public policy, accessibility technology, and leadership development.

## **Executive Leadership Symposium**

In-person event being planned for fall of 2024 in conjunction with the NIB Training Conference or another national partner.

## **Community Regional Engagement and Professional Empowerment (C.R.E.P.E.) Events**

In-person training events presented in conjunction with partners countrywide.

# Year-Round Marketing Opportunities

## Level 1 Marketing Package - \$1,000

- 6 Social Media shares \*Subject to VSA approval
- Live commercial
- 3 Audio ads on Voices of Vision Leaders podcast
- 2 video commercials at VSA virtual events – live and recording
- 2 Member-Only eNews ads & 1 Public eNews ad (distributes to 1,500)
- Logo on VSA homepage & customizable sponsor page
- 1 Ad in the VSA Member Portal

## Level 2 Marketing Package - \$750

- 4 Social Media shares \*Subject to VSA approval
- 1 Video commercial at VSA virtual event
- 2 Audio ads on Voices of Vision Leaders podcast
- Live commercial at virtual event – 3 min
- 1 Member-Only eNews ad & 1 Public eNews ad (distributes to 1,500)

## Level 3 Marketing Package - \$500

- 2 Social Media shares \*Subject to VSA approval
- 1 Audio ad on a Voices of Vision Leaders podcast
- Video commercial included on recording of virtual event
- 1 Public eNews ad (distributes to 1,500)
- Logo on VSA homepage & customizable sponsor page
- 1 Ad in the VSA Member Portal

## Additional Advertising Opportunities

Talk to us about other customizable opportunities, including:

- Virtual Presentations \$1,250 each or \$3,250 for three
- Logo on VSA homepage & customizable sponsor page
- 1 Ad in the VSA Member Portal

# Timeline & How to Register

Branded sponsorship opportunities are available while quantities last, so reach out to us at your earliest convenience or for more information. For maximum exposure, select your sponsorship opportunity as soon as possible before Attendee registration launches in early December.

Reserve your branded sponsorship opportunities today by emailing Wendy Hymes at [wendy@VisionServeAlliance.org](mailto:wendy@VisionServeAlliance.org) or calling (314) 257-0530.

Visit our Conference page at [VisionServeAlliance.org/Conferences](https://VisionServeAlliance.org/Conferences) for the link to register and more information about next year's conference as it becomes available.



## Hotel Information

Our venue is the InterContinental Kansas City at the Plaza. The hotel is located steps away from Country Club Plaza, the nation's first suburban shopping district designed to accommodate cars, a beautiful pedestrian area and architectural and cultural treasure a few miles south of downtown.

Hotel phone is  
(816) 756-1500.

A booking link to reserve rooms at our group rate of \$189/night will be posted on our conference page this fall.



# Kansas City - The Heart of America!



**Live Jazz**



**Delicious Barbeque**



**Country Club Shopping Plaza**



# Recent Conference Attendee Testimonials



"I appreciated attending conference sessions on leadership development, including practical applications such as creating a culture that fosters innovation; a session on the importance of research to gather data on those we serve to help demonstrate where we can have impact; and tips for effective advocacy and influencing public policy. The networking opportunities helped me connect with CEOs new to the field and I brought ideas and resources back to my organization that will help propel us forward."

George Abbott  
President and CEO  
The Lighthouse for the Blind, Inc.



"I am a strong believer in the value of partnerships and collaborations. Attending the VSA conferences has been a great way to find partners and collaborators, learn new information to be a better administrator and steal good ideas from colleagues around the country. Bring along your executive team for even greater impact!"

Nancy D. Miller  
Executive Director/CEO  
VISIONS/Services for the  
Blind and Visually Impaired.

# Your Support Matters!



When you support  
VisionServe Alliance  
you support the entire  
vision loss field.

