

INTERNATIONAL GATHERING OF INFORMATION AND REFERRAL PROVIDERS

SUN, SURF & SESSIONS

RIDE THE WAVES OF CHANGE

May 18-21, 2025

Hyatt Regency • Orange County, CA

SPONSORSHIP PROSPECTUS

Inform
— USA —

EVENT DETAILS

The Venue | Hyatt Regency Orange County
17-story atrium-style hotel, located 4 blocks from Disneyland with easy access to beaches.

The Location | Orange County, California
Orange County is a place where the year-round Mediterranean climate allows you to enjoy being outdoors every day. Take in the views of the Pacific Ocean from one of the many beaches, play some golf on one of California's famous "golf coast", or soak in the sun as you explore on of the famous theme parks nearby.

Activities

Inform USA has partnered with Visit Anaheim to offer attendees a wide variety of extra curricular options. Interested in a night out with attendees? Ask us about sponsored excursions.



A TIME FOR **COMMUNITY CONNECTORS** TO GATHER

Inform USA Info

Inform USA was previously known as the Alliance of Information and Referral Systems (AIRS). The organization is a North American association dedicated to providing standards of excellence and education to support practitioners in the field of Information and Referral (I&R), also commonly referred to as resource or community navigation.

What is Information and Referral (I&R)?

Information and Referral is the practice of connecting people with resources based on their specific needs in their community. Inform USA works with over 800 organizations supporting nearly 10,000 staff members throughout the U.S. and Canada who specialize in I&R. You may recognize these organizations as Area Agencies on Aging, United Ways, 211 programs, or disability resource centers. Collectively, these organizations serve over 20 million people each year.

What to Expect at the Inform USA Conference

The Inform USA Conference is a professional development event that is an educational and networking intensive. Attendees are expected to return to their organizations with the latest information, research, and referrals for their work. It's an ideal opportunity for vendors to connect with nonprofit decision-makers and their teams. Sponsors and exhibitors will be offered all the traditional opportunities to connect and unique engagement experiences built into the conference agenda.

Staff Contact Information

Laura Zile, MSW, LGSW
Corporate Relations and Logistics Director
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Conference Dates:

May 18–21, 2025

Anticipated Audience:

600+ In-Person Attendees

THE PREMIER EVENT FOR RESOURCE NAVIGATION TRAINING



"I appreciate every bit of this week - between the information we learned and the connections we made, I am really looking forward to next year!"
-2023 Attendee

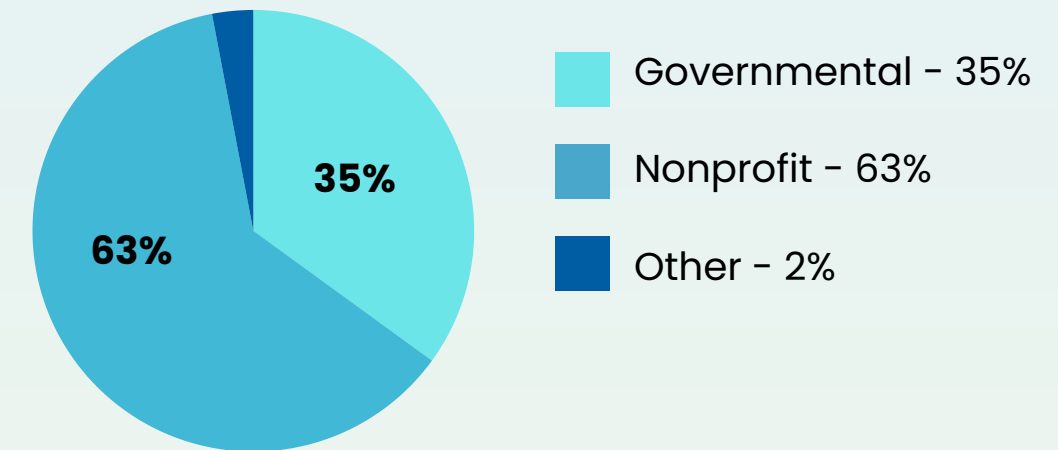
"We walked away with at least 19 good leads, plus some potential vendor partnerships. This is the sort of outcome we can ONLY get at Inform USA events."
-2024 Exhibitor



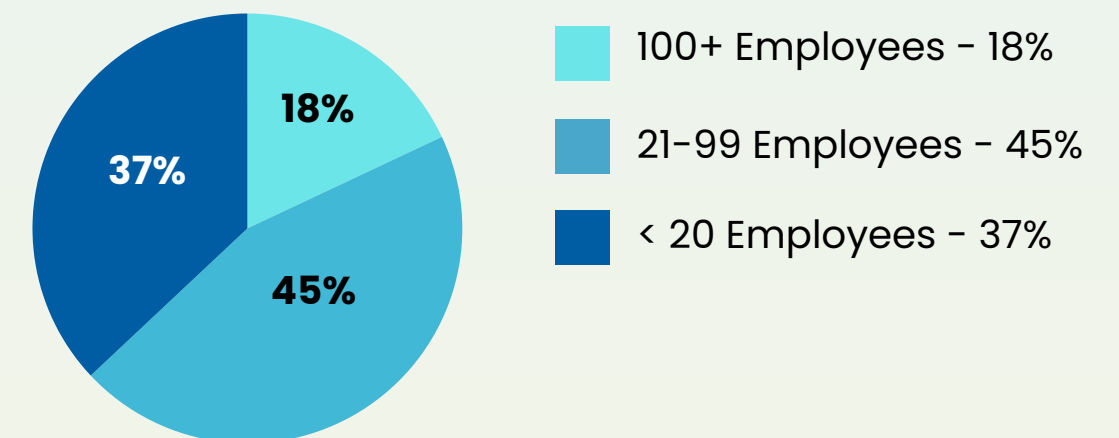
"GREAT CONFERENCE!!! Thank you so much for all the energy, effort and consideration of each detail."
-2024 Sponsor

AUDIENCE DEMOGRAPHICS

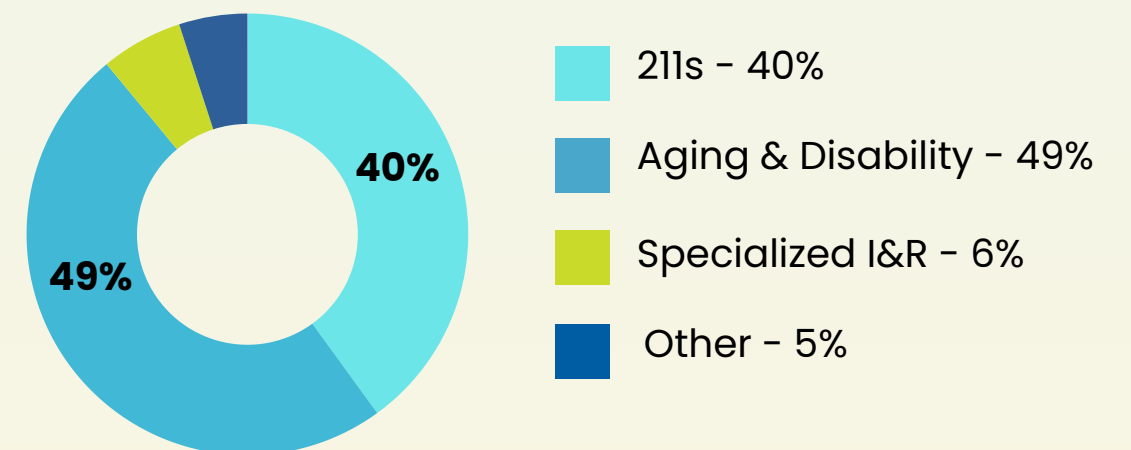
ORGANIZATION TYPE



ORGANIZATION SIZE



TYPE OF INFORMATION & REFERRAL



| |
|------------------------------|
| Sunday, May 18, 2025 |
| Board and Committee Meetings |
| Registration Opens |
| Monday, May 19, 2025 |
| Opening Keynote |
| Symposiums/Sessions |
| Exhibit Hall |
| Opening Happy Hour |
| Tuesday, May 20, 2025 |
| Exhibit Hall |
| Award Luncheon |
| Sessions |
| Wednesday, May 21, 2025 |
| Closing Keynote |
| Sessions |
| Focus Discussions |



Agenda Snapshot



THE **EXHIBITOR** SHOWCASE

INVESTMENT: \$3,800

- Exhibitor Space (10x10)
- Two Conference Registrations

Add an Advertisement to our Program for only \$500

Let attendees know your booth number and why you support them! All attendees receive a program upon arrival.

Add an Attendee Contact List for \$6,000

Take the Exhibitor experience a step further by receiving the attendee list 30 days prior to the event, so you can intentionally reach out to attendees!

Want to make a bigger splash? Check out the **Named Sponsorships** on the next page. Each includes exhibit space!



NAMED SPONSORSHIP OPPORTUNITIES



Conference Tote Sponsor (2 Available)

\$9,500

The most noteworthy conference item could have your logo on it! This sponsorship will give you the highest level of advertisement. Every attendee will receive a tote when they register at the conference.



Hydration Sponsor (1 Available)

\$7,500

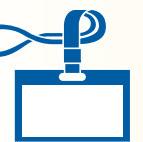
Help keep attendees hydrated during the conference! Your logo will be featured on the water bottle that will be in each attendee's tote bag upon arrival.



Bus to the Beach Sponsor (1 Available)

\$7,500

Who said fun and sun weren't part of professional development? Help attendees get to the beach by being our Bus Sponsor! You'll have a captive audience for 15-20 minutes!



Next Level Lanyard Sponsor (1 Available)

\$9,500

This is one of our most prominent sponsorships because it includes your brand on all attendee's lanyards. This is an exclusive sponsorship option with great exposure. Your logo will be seen on every attendee at the conference!



Breakout Session (3 Available)

\$12,000

Present your expertise to attendees in a 1-hour Sponsor educational workshop. Sponsors have the choice of teaching the workshop or simply providing the introduction of the workshop teacher of their choice.



Happy Hour Sponsor (2 Available)

\$7,500

Welcome attendees to an afternoon networking event! Benefits include promoting your booth (think of a fun game or giveaway!) on the Whova App. Photos of your team networking with attendees are included as part of this package.



Keynote Sponsor (2 Available)

\$6,500

We're bringing in major talent for 2025! The keynote sponsor will welcome our opening or closing keynote speaker and have a few minutes to share why they support the sector!



Sunrise Sponsor (2 Available)

\$4,750

Greet attendees each morning by having your brand's logo attached to everyone's favorite find, the coffee! Your logo will be shown on the coffee table and your support will be acknowledged on the Whova app.



Award Sponsor (3 Available)

\$5,500

Celebrate the individuals and organizations demonstrating excellence in the I & R field. During the Honors Banquet, a representative from your organization will announce the winner of one of our awards alongside the Inform USA Executive Director. Your photo will also be taken with the winner you sponsored and posted on the Inform USA website and social media outlets.

All Sponsorships Include:

- Exhibitor Space (10x10)
- Ability to add swag items to attendee bags (in-person) and a digital resource to the Watch Party library.
- Two Conference Registrations (in-person and Watch Party)
- Social Media Announcements leading up to the event.
- Listing on the Vendors & Resources page of the print program and Whova App

PREMIER SPONSORSHIP OPPORTUNITIES

PARTNER

\$11,000

- 2 Bonus Conference Registrations (four total) for the Grand Gathering.
- Contact list for registrants who opt-in to hear from sponsors.
- Full-page advertisement in the print program for in-person attendees.

CHAMPION

\$15,000

- Includes All Partner Benefits
- 2 Bonus Conference Registrations (six total) for the Grand Gathering.
- 5 minutes on stage during one all-attendee gathering
- Early access to upcoming conference sponsorship opportunities
- Opportunity to interview the "Networker of the Year" award recipient on stage (optional).

GRAND CHAMPION

\$22,000

- Includes All Partner and Champion Benefits
- 4 Bonus Conference Registrations (eight total).
- Two-5 minute sessions on stage during an all-attendee gathering.
- Opportunity to interview "Lifetime Achievement" award recipient on stage (optional).
- A second full-page advertisement in the printed program for attendees (two total).
- Separate signage emphasizing your organization as the Grand Champion at the entrance to the Exhibit Hall
- The conference will be marketed as "Presented by [Your Company]"



**Additional charges for electrical hookup and shipping/receiving may apply.*

***Content must be pre-approved and educational. Product demos are not allowed.*

SUN, SURF & SESSIONS

RIDE THE WAVES OF CHANGE

The logo for 'Sun, Surf & Sessions' is centered in the upper half of the image. It features the text 'SUN, SURF & SESSIONS' in a large, bold, white font with a thick blue outline. To the right of the text are two stylized palm trees and a blue wave graphic. Below the main text, the tagline 'RIDE THE WAVES OF CHANGE' is written in a smaller, blue, italicized font.

Cancellation Policy | There will be no sponsorship cancellations accepted once payment has been made, and benefits will not be executed until full payment is received. Sponsorship reservations are held for a maximum of 30 days. Exhibit refunds will be made at the discretion of Inform USA, less an administration fee of \$300 per booth. No refund will be given for exhibit fees within 60 days of installation.

More Information:

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