



Inform
USA
GRAND
GATHERING

**National Gathering
of the Alliance
of Information &
Referral Providers**

DeVos Place
Grand Rapids, MI
May 20-23, 2024

SPONSORSHIP PROSPECTUS



EVENT DETAILS

The Location | Grand Rapids, Michigan

This walkable downtown is near an easy-in/easy-out (and newly renovated) airport. Attendees will enjoy a wide variety of cultural experiences and dining options right outside the doors of the convention center and resort, which are connected via skywalk. It's also the microbrew capital of the U.S.!

Activities

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

COVID Safety Measures

Member safety is our top priority. At this time, we are planning for a full in-person conference. The conference is contingent upon any public health & safety conditions or government directives that may be in place during that time.

DeVos Place Convention Center

features exquisite architecture and is connected to the Amway Grand Hotel via skywalk.





WATCH PARTY

The Location | Anywhere with Internet!

We recognize that travel is impossible for everyone, so we're bringing select tracks to you through a virtual watch party.

The Intended Audience

Two tracks will be curated to provide the top-rated content from the in-person conference to watch party attendees. One track will be tailored for front-line and entry-level team members, while the other will be a mix of general sessions with more leadership-level material. Attendees can alternate between tracks.

THURSDAY, JUNE 27th

VIRTUAL EVENT DETAILS

2 Tracks | 12 Sessions + Keynote

Straight from the stage to your computer screen.

Track One: Service Delivery

This track is tailored for front-line team members working directly with the public.

Track Two: General Sessions

A mix of the best-rated sessions from the in-person conference.



A GRAND GATHERING FOR COMMUNITY CONNECTORS

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 Way, 211 programs, or disability resource centers. Collectively, these organizations serve over 20 million people each year.

What to Expect at the Inform USA Grand Gathering

The Inform USA Grand Gathering is a professional development event that is education 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 20-23, 2024

Anticipated Audience:

600+ In-Person Attendees

500+ Watch Party Attendees

THE PREMIER EVENT FOR RESOURCE NAVIGATION TRAINING

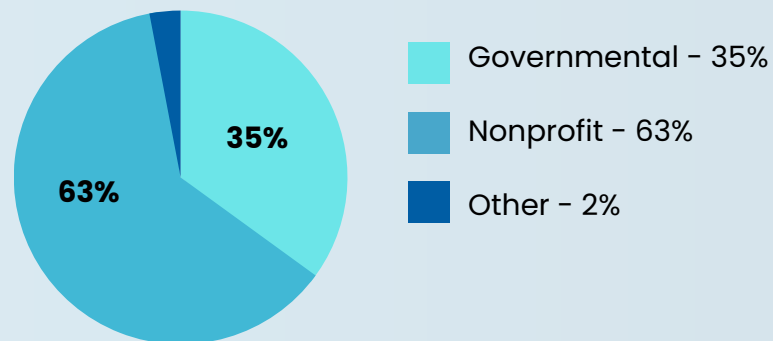
I appreciate every bit of this week - between the information we learned and the connections we made, I am really looking forward to next year!
-2023 Attendee

I believe this conference is very much needed for I&Rs and ADRCs. It will always be a professional investment for AAAs and their staff.
-2023 Attendee

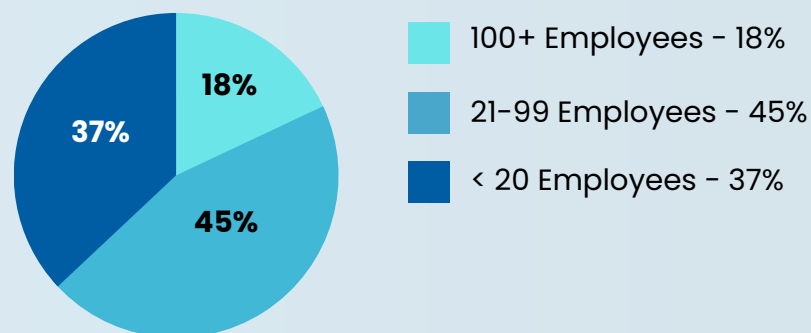
From the staff, volunteers, vendors, speakers, and participants it was truly a magical time in Baltimore for me. I met and heard so many inspiring people!
-2022 Attendee

AUDIENCE DEMOGRAPHICS

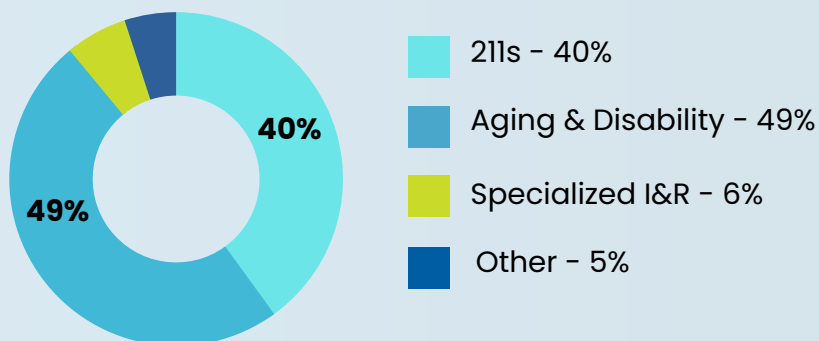
ORGANIZATION TYPE



ORGANIZATION SIZE



TYPE OF INFORMATION & REFERRAL



Inform USA GRAND GATHERING

MONDAY, MAY 20th

Board and Committee Meetings
Exhibit Hall Set up

TUESDAY, MAY 21st

Keynote
Sessions
Exhibit Hall
Opening Happy Hour Reception

WEDNESDAY, MAY 22nd

Sessions
Award Luncheon
Exhibit Hall
Excursions/Comedy Night

THURSDAY, MAY 23rd

Networking Breakfast
Exhibit Hall
Symposiums



SPONSORSHIP LEVELS

Our goal in partnering with you through sponsorship is to help you build relationships, drive brand awareness, increase brand image as well as to increase your access to the target audience.

EXHIBITOR

\$3,200

- Exhibitor Space (10x10)
- Two Conference Registrations (in-person and Watch Party)
- Does not include Partner Benefits

PARTNER BENEFITS

The following benefits are included with all sponsor opportunities, outlined on the next two pages, and included with the Champion Level Sponsorship.

- 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

CHAMPION

\$12,000

- Includes All Partner Benefits
- 2 Bonus Conference Registrations (four total) for the Grand Gathering and Watch Party.
- Ability to run a giveaway on stage during one all-attendee gathering
- Early access to upcoming conference sponsorship opportunities
- Contact list for registrants who opt-in to hear from sponsors.
- Full-page advertisement in the print program for in-person attendees.
- The event will be marketed as "Presented by [Your Company]"



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

PARTNER SPONSORSHIP OPPORTUNITIES

All sponsorship opportunities on this page, and the following page, include all Partner Benefits listed on the previous page. Any sponsor may purchase an additional sponsorship opportunity, if available.



Conference Tote Sponsor (2 Available) **\$7,500**

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.



Comedy Night Sponsor **\$9,500**

The sponsor of the comedy night will be given a 5-minute presentation time during the event, and your logo will be featured on the drink tickets.



Hydration Sponsor (2 Available) **\$7,500**

Help to 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.



Next Level Lanyard Sponsor **\$6,000**

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 (2 Available) **\$9,500**

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.



Registration Sponsor (2 Available) **\$5,750**

Be the first name that attendees see! Connect early by having your logo positioned at the first place attendees stop. Have attendees' warm welcome start with you!

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.

ADDITIONAL PARTNER SPONSOR OPPORTUNITIES

All additional sponsorship opportunities on this page, and the previous page, include all Partner Benefits. Any sponsor may purchase an additional sponsorship opportunity, if available.



Meal Sponsor (2 Available) **\$8,000**

Help ensure attendees aren't distracted by growling tummies! Your company's video or slides (silent presentation) will run on the screens during meals, and you'll be invited to warmly welcome attendees as they take their seats. Feel free to provide a brochure or promotional piece at each table or place setting!



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.



Program Sponsor (3 Available) **\$5,500**

Stay top of mind by having your logo and messaging in the printed program/notebook provided to each attendee. Each program sponsor receives their logo on the back cover and a full-page advertisement or article inside.



Add on a full-page program advertisement to any other package for \$1000.



Happy Hour Sponsor (2 Available) **\$4,750**

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.



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.

More Information:

Laura Zile, MSW, LGSW

Conference and Logistics Director

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