35th ANNUAL
BRAIN INJURY CONFERENCE
Thursday, March 24, 2016

Opportunities for Sponsors & Exhibitors

Left-Brain Functions
- Analytic thought
- Logic
- Reasoning
- Science and math
- Written
- Numbers skills
- Right-hand control

Right-Brain Functions
- Art awareness
- Creativity
- Intuition
- Insight
- Holistic thought
- Imagination
- 3-D forms
- Left-hand control

Our Corporate Partners

[Logos for SPAULDING REHABILITATION NETWORK, MRC, and vinfen]
Increase Your Exposure

As a sponsor or exhibitor, your organization will enjoy excellent exposure at the 35th Annual BIA-MA Brain Injury Conference through the conference program, signage, and over 700 conference attendees (brain injury survivors, professionals and others whose lives have been affected by brain injury).

Attendees are encouraged to visit your booth through the BIA-MA Exhibitor Passport/Raffle and Exhibitor Business Card Raffle. The BIA-MA Exhibitor Passport/Raffle encourages conference attendees to visit your table. Each conference attendee is given a BIA-MA Exhibitor Passport with all exhibitor names on it. If the conference attendees accumulate signatures from at least 10 exhibitor tables, they are entered into a raffle with lots of great prizes such as 2017 conference registration passes and gift certificates. With the Exhibitor Business Card Raffle, exhibitors are invited to collect attendee business cards and conduct a raffle.

In addition, Sponsors and exhibitors will have premium placement on the BIA-MA website and social media. Your company will be presented on the BIA-MA website (50,000 visits/year), Blog (15,000 views/year), YouTube Channel (3,000 views/year), Facebook (2,800 likes) and Twitter (2,500 followers). Your company will also be presented in the summer 2016 issue of our quarterly newsletter, “Heads Up headlines”. This publication reaches over 3,000 committed industry professionals, brain injury survivors, caregivers, and families.

Next Steps:

- **Register as a Sponsor or Exhibitor:** Go to biama.org/annualconferencesponsor
- **IMPORTANT:** As a Sponsor and/or Exhibitor there are TWO Annual Conference Registrations you must complete online. 1) Register as a Sponsor and/or Exhibitor now 2) In January 2016, when the Annual Conference registration opens, your (2) Exhibitor Table Representatives and any additional Annual Conference Attendees from your company must EACH register SEPERATELY to select their choice of workshops, food, and CEUs. BIA-MA will contact you when Conference Registration is open.

Also Consider:

- **Submitting a Poster Presentation:** Learn more at biama.org/annualconference
- **Underwriting a Conference Sponsorship:** Contact Chesa Conrad (cconrad@biama.org)

Questions? Please contact Chesa Conrad, BIA-MA Development Manager
cconrad@biama.org or (508) 475-0032 x29
# Sponsor & Exhibitor Opportunities

Discounted rates are offered for early registration (prior to February 1, 2016.) Please submit logos and ads by February 1, 2016 to Ann Coney (aconey@biama.org). See back cover for specifications.

## $5,000 “Presenting” Sponsor ($4,500 early registration)

- Your Company logo:
  - Program cover as Presenting Sponsor
  - Conference slide deck footer as Presenting Sponsor
  - Placement on Conference website as Presenting Sponsor
  - Placement in Conference email communications
- Ads & Media:
  - Full page, back cover, Program ad
  - ½ page “Heads Up headlines” newsletter ad in the Summer 2016 Issue
  - Notice in all event press coverage & highlighted social media posts
- Conference Extras:
  - (1) Exhibitor Table (6’ table, 2 chairs, and Annual Conference registrations for 2 Exhibitor Table representatives)
  - (4) Annual Conference registrations
  - Company supplied banner placed in Ball Room (used during opening remarks, breakfast, lunch, and Keynote)

## $3,500 “Connection” Sponsor ($3,000 early registration)

- Your Company logo:
  - Placement on Conference website as Connection Sponsor
  - Placed on table tents in Ball Room (used during opening remarks, breakfast, lunch, and Keynote)
- Ads & Media:
  - Full page Program ad
  - ¼ page “Heads Up headlines” newsletter ad in the Summer 2016 Issue
  - Highlighted social media posts
- Conference Extras:
  - (1) Exhibitor Table (6’ table, 2 chairs, and Annual Conference registrations for 2 Exhibitor Table representatives)
  - (2) Annual Conference registrations

## $1,500 “Program” Sponsor ($1,000 early registration)

- Your Company logo:
  - Placement on Conference website as Program Sponsor
- Ads & Media:
  - ½ page Program ad
  - Business card “Heads Up headlines” newsletter ad in the Summer 2016 Issue
  - Highlighted social media posts
- Conference Extras:
  - (1) Exhibitor Table (6’ table, 2 chairs, and Annual Conference registrations for 2 Exhibitor Table representatives)
  - (1) Annual Conference registration
  - Second choice of speaker to sponsor – noted in the program and on presentation slides (if applicable)

## $750 Exhibitor Table ($600 early registration)

- ¼ page Program ad
- (1) Exhibitor Table (6’ table & 2 chairs, and Annual Conference registrations for 2 Exhibitor Table representatives)
- Company name listed on Conference website as Exhibitor
Advertising Specifications
Submit ads and logos to: Ann Coney (aconey@biama.org)
Submission deadline: FEBRUARY 1, 2016
Ad file formats: HIGH RESOLUTION (.pdf 300dpi .jpg; sizes below)
Ad sizes:

- 7.5 x 10
  Full Page
  vertical

- 7.5 x 5
  1/2 Page
  horizontal

- 3.5 x 5
  1/4 Page
  vertical

Exhibitor Table Map

For more information visit www.biama.org/annualconference or email cconrad@biama.org