

**ELEVATION: VOICES IN  
ADOPTION & FOSTER CARE**

AKA VIRTUAL CONFERENCE



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NOV. 5 & 6 2021



# SPONSOR & EXHIBITOR OVERVIEW

2021 AKA Virtual Conference

***“Elevation: Voices in Adoption and Foster Care”***

November 5 & 6, 2021 • Online

## Sponsor Exhibitor Overview

This November, Adoption Knowledge Affiliates will bring together adoption and foster care community members from around the country to receive support and skills, gain knowledge from state and national experts, and virtually network with adoption and foster care community members (birth / first families, adoptees, adoptive, prospective adoptive, kinship care & foster parents), adoption reform advocates, and professional colleagues.

As a sponsor or exhibitor, you have the opportunity to make connections with attendees who are seeking information and support about services and products that can help them in their personal journeys, as well as enhance their advocacy and professional work. You will have the opportunity to connect with:

- key consumers of all things adoption - such as books, articles, podcasts, retreats, merchandise, home studies, post adoption resources & services, and other consumer services. This is a great opportunity to gain visibility for your product or service on a state and national level directly to your target audience.
- private practitioners that need small business products and services, and other helping professionals, as they discover what's new, what's important, and how to apply the latest best practices in their daily work.

## Conference Sessions & Topics

Conference sessions will cover a broad spectrum of topics which will include:

Ethics in Adoption & Foster Care \* Transracial Adoption \* Adoption Loss & Grief \* Intergenerational Trauma \* Systems Reform \* Search & Reunion \* Economics & Adoption \* Child Welfare \* Racism \* Kinship Care \* Adoptee Rights \* Legislative Reform \* Clinical Best Practices \* Self-Care \* Human Rights \* Conversations on Identity & Sexual Development \* Disabilities \* Mental Health & Adoption \* Social Justice \* Cultural Competency \* Trauma \* LGBTQIA+ \* DNA \* Peer Support

## ATTENDEE SNAPSHOT:



<p><b>The Adoption Professional</b></p> <ul style="list-style-type: none"><li>● Licensed Social Workers</li><li>● Licensed Practicing Counselors</li><li>● Marriage &amp; Family Therapists</li><li>● Psychologists</li><li>● Adoption Placement Therapists</li><li>● Case Managers</li><li>● Adoption Reform and Child Welfare Advocates</li><li>● Peer Support Workers</li><li>● Genetic Genealogists</li><li>● Adoption Media Producers (i.e. podcastors, writers, bloggers, documentarians)</li></ul>	<p><b>Places of employment include:</b></p> <ul style="list-style-type: none"><li>● Educational Institutions</li><li>● Government/Publicly funded agencies</li><li>● Mental Health organizations</li><li>● Media Production Companies</li><li>● Private Enterprise</li><li>● Nonprofits, Non-governmental organizations</li><li>● Therapeutic Private practice</li><li>● Social services</li><li>● Adoption Agencies</li><li>● Home Study Agencies</li><li>● Adoptive and Foster Family Support Services</li></ul>
<p><b>Adoption Community Members</b></p> <ul style="list-style-type: none"><li>● Adoptee /Adopted Person</li><li>● Birth /First Parent</li><li>● Extended Birth Family</li><li>● Adoptive Parents</li><li>● Extended Adoptive Family</li><li>● Foster Parents</li><li>● Prospective Adoptive &amp; Foster Parents</li><li>● Search Angels</li><li>● Genetic Genealogists</li></ul>	<p><b>Reasons for Attending</b></p> <ul style="list-style-type: none"><li>● Peer Support</li><li>● Education</li><li>● Personal Growth &amp; Development</li><li>● Therapeutic Recommendations</li><li>● Resource Materials</li><li>● Books, Art, etc.</li><li>● Self Care</li><li>● Community</li><li>● Search &amp; Reunion Resources</li><li>● Learn Best Practices in Adoption</li><li>● Expertise and Latest Research</li></ul>

## Sponsor & Exhibitor Packages



**By co-sponsoring at the \$550 level, your organization will be an integral part of our conference with an opportunity to have:**

- Your organization listed as a co-sponsor in our promotional materials
- Your organization name and website url in our virtual exhibit hall.
- A 1/6 page advertisement in the digital conference program.
- Two complimentary conference registrations for your staff or board members.
- One complimentary yearly AKA agency membership (includes 4 members from your agency).
- A listing in our promotional conference materials.
- Recognition on our website.
- Recognition for one year in our quarterly newsletter.
- Flyers available for distribution to your clients and staff.
- Marketing materials and promotional items in our "virtual conference bags" for our attendees.
- Shout outs & "Mentions" during our opening and closing remarks at the conference & on our social media platforms (FB, IG, LinkedIn, Twitter)

**By sponsoring at the \$1,000 level, your organization will include all of the benefits above, plus:**

- Prominent placement of your organizational logo showcasing your organization as a sponsor at our virtual two-day conference.
- Two additional (four total) complimentary conference registrations.
- A Half page advertisement in the conference digital program (in place of the 1/6 page ad) with your website's hyperlink.
- Your logo on AKA's website and virtual conference platform with your website's hyperlink.
- Recognition in our sponsors section for one year in our newsletter
- An article highlighting your organization in our member newsletter newsletter, The AKA Connection.

### **Virtual Exhibitor Booth:**

- Exhibitor Hall “virtual booths” can be purchased for \$175.
  - Includes Organizational listing with your website hyperlink on the conference program section of the website
  - Listing on AKA Website as a 2021 conference supporter for 1 full year
  - “Mentions” during our opening and closing remarks at the conference & on Social Media
- Add \$25 to all sponsorship levels after September 15th

### **Advertise in the Conference Online Digital Program:**

- Full Page Ad: \$300
- Half Page Ad: \$188
- Promo material in virtual conference bag: \$75
- Sixth Page Ad: \$75
- Business Card Ad: \$40
- Personal Tribute Ad: \$38

*To expedite registration, reserve and pay for your sponsorship or exhibit booth online! Go to:*

<https://www.adoptionknowledge.org/showcase-your-organization--tribute.html>.

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# Regulations & Cancellation Policy

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The following rules and regulations are a part of the agreement between *AKA and the Sponsor/Exhibitor*. Exhibit management subcommittee reserves the right to render all reasonable interpretations and decisions, should questions arise, and to establish further regulations as may be deemed necessary to the general success and well-being of the conference. Exhibit management subcommittee’s decisions and interpretations shall be accepted as final in all cases.

**1. CONTRACT & PAYMENT FOR SPACE: Reservations must be accompanied by a deposit of at least 1/2 of the payment for the total amount of the sponsorship or advertisement. Checks should be made payable to AKA, if not submitting payment online. Complimentary registrations must be used for employees of the exhibitor, unless express permission from AKA is granted for transfer. If agreement is submitted after September 15 2021, a \$50 late fee will be charged.**

**2. CANCELLATION POLICY: To process a refund, AKA must receive a written notice of cancellation. If AKA receives notice of cancellation more than 45 days prior to the Conference dates, AKA will refund the sponsorship / exhibitor fee(s) minus a 25% processing fee; if cancellation occurs less than 45 days prior to the Conference dates, the processing fee will be 50%. No refunds will be made for cancellations less than 30 days prior to the Conference dates. If an installment plan was approved and a cancellation is requested at any time, a 50% processing fee will apply. Complimentary registrations will be invalid if qualifying sponsorship is cancelled.**

**3. ACCEPTABILITY OF EXHIBITS: All exhibitor content must serve the interests of the members of AKA and 2021 conference attendees and shall be operated in a way that will not detract from other exhibits or the conference. AKA reserves the right to refuse any exhibitor, which it deems objectionable to its purpose. AKA also reserves the right to require the withdrawal of any exhibit, which it believes to be injurious to the purpose of the organization. This agreement shall be construed under and in accordance with the laws of the State of Texas. All obligations of the parties created hereunder are performable via email or mail to PO Box 4082, Austin, TX 78765.**

**4. This agreement shall be binding upon and inure to the benefit of the parties hereto and their**

respective heirs, executors, administrators, and legal representatives. This contract cannot be assigned by either party. In case any one or more of the provisions contained in this agreement shall for any reason be held to be invalid, illegal, or unenforceable in any respect, such invalidity, or unenforceability shall not affect any other provision thereof and this agreement shall be construed as if such invalid, illegal, or unenforceable provision had never been contained herein, if the essential terms and conditions for both parties remain valid, legal, and enforceable. This agreement constitutes the sole and only agreement of the parties hereto and supersedes any prior understandings or written or oral agreements between the parties respecting the within subject matter.

5. **DISPUTE RESOLUTION:** Association and sponsor/exhibitor agree to use its best efforts to resolve any disputes under this Agreement through informal means. In the unlikely event that formal action must be taken, this Agreement will be interpreted in accordance with the laws of the State in which the association is situated and notwithstanding the foregoing, two parties must comply with Chapter 2260 of the Texas Gov't Code.

6. **NON-DISCRIMINATION:** The Exhibitor has a policy of no illegal discrimination based on race, gender, identity & expression, ethnicity, sexual orientation, disability, immigration status, religion, and age.