



Website: [alda.org](http://alda.org)

## Welcome to ALDAcon 2021 Convention

### Sponsor Levels

#### Location:

[Sheraton Hotel](#) Niagara Falls  
300 3rd Street  
Niagara Falls, NY 14303, US

#### Group Name:

AL1606

#### Telephone:

716-285-3361

#### FOR MORE INFORMATION

Additional questions or concerns, please feel free to contact:

**Sponsor/Exhibit Team**

**Kathy Schlueter, Chair**

[aldaconseteam@gmail.com](mailto:aldaconseteam@gmail.com)

[www.alda.org](http://www.alda.org)



#### Platinum \$7,000 or more

- Video spot: 60-second (captioned) at the convention
- Full-Screen rotational advertising on the ALDAcon Banquet Hall screens
- Full-Page Advertisement in ALDAcon 2021 program book
- One full year ALDA Business membership
- One year of advertising on ALDA, Inc website
- Acknowledgement as sponsor on ALDAcon website links and correspondence
- One year of advertising in *ALDA News* publications.
- Up to three ALDAcon registrations (required employees and working in Exhibit Hall)
- Two full-size Exhibit Hall tables
- Free ALDAcon Tote Bag Inserts

#### Silver \$3,000 – \$4,999

- Video spot: 30-second (captioned) at the convention
- Free Rotational Advertising with business logo on the ALDAcon Banquet Hall screens
- One half-page ad in the ALDAcon 2021 program book
- Three months of free advertising on ALDA, Inc. website
- Acknowledgement as sponsor on ALDAcon website links and correspondence
- Three months of advertising with business logo in *ALDA News* publications
- Two ALDAcon registrations
- One full-size Exhibit Hall table
- Free ALDAcon Tote Bag inserts

#### Gold \$5,000 – \$6,999

- Video spot: 45-second (captioned) at the convention
- Three Quarter-Page rotational on screen advertising on the ALDAcon Banquet Hall screens
- Three Quarter-Page Advertisement in ALDAcon 2021 program book
- One full year ALDA Business membership
- Six months of advertising on ALDA, Inc website
- Acknowledgement as sponsor on ALDAcon website links and correspondence
- Six months of advertising of *ALDA News* publications.
- Two ALDAcon registrations
- One full-size Exhibit Hall table
- Free ALDAcon Tote Bag inserts

#### Bronze \$1,000 – \$2,999

- Video spot: 30-second (captioned) at the convention
- Free Rotational Advertising with business logo on the ALDAcon Banquet Hall screens
- One quarter-page ad in the ALDAcon 2021 program book
- Discounted advertising on ALDA website
- Acknowledgement as sponsor on ALDAcon website links and correspondence
- Discounted advertising in *ALDA News* publications
- Two ALDAcon registrations
- One full-size Exhibit Hall table
- Free ALDAcon Tote Bag inserts

## Activities to Sponsor

Sponsor/Exhibitor Hall, Conference Opening Night Welcome Reception, Thursday and Friday Luncheon, Friday Evening I. King Jordan Banquet, Newcomers Program, Workshops, Keynote speakers, Presenters, Program Book, CART, Interpreting Services or other extra activities – **please ask!**

**Advertisement Opportunities**  
**The ALDA News, Social Media platforms,**  
**Chapter and Support Group outreach and the ALDAcon Program Book**

## Exhibit Information

### Exhibitors Setup

#### Wednesday – October 6

1 pm – 4 pm and/or continued to

#### Thursday – October 7

9 am – 11:30 am

#### Exhibit Hours

#### Thursday – October 7

1:30 pm – 4:30 pm

#### Friday – October 8

9 am – 4:00 pm

#### Saturday – October 9

9 am – 11:30 am

Noon – Closed

Tear down will follow

#### Exhibit Fees:

**Business – \$500**

**Business Tote Inserts – \$150**

**Non Profits – \$250**

**Non Profits Tote Inserts – \$75**

**Additional Tables – \$100 per table**

**Tote Inserts Only – \$300**

**Materials must be delivered at the expense of the sender to the hotel no later than October 5, 2021.**

**Attention Kathy Schlueter**

#### Electrical and Internet Services

Services are at the exhibitor's expense and must be contracted with the hotel directly or through the SE Team.

Appropriate forms will be sent when your information is received. For options and rates, contact the SE Team chair at

[aldaconseteam@gmail.com](mailto:aldaconseteam@gmail.com).

#### Security/Liability

Neither ALDA, Inc. nor the Sheraton Niagara Falls Hotel, Niagara Falls, NY, are responsible for loss or damage to any property.

## More Opportunities....

### ALDAcon Program Book Advertising

Full Page Ad – \$100 4.5" x 7.5"

Half Page Ad – \$50 3.5" x 4.5"

*Prices are for color/black and white and camera ready by August 15, 2021. JPEG, TIFF, PDF formats*

### Donations

Support the Late-Deafened Adults and their family members and allies through your donation today!

### Silent Auction

Added product/service recognition for your business with donations to the Silent Auction to be on display October 7th through October 9th for the ALDAcon 2021 Silent Auctions. All items to be prominently displayed with your business logo/flyer.