

Auto Mobility
expo 
CO-LOCATED WITH:
ADED & NMEDA **2022**
CHARLOTTE, NC | OCTOBER 1-3



Exhibitor Prospectus

Welcome!



Welcome to the second annual Auto Mobility Expo!

Held in conjunction with the annual conferences of the premiere professional and trade associations in the industry, the Association for Driver Rehabilitation Specialists ([ADED](#)) and the National Mobility Equipment Dealers Association ([NMEDA](#)), the Auto Mobility Expo offers your company an unprecedented opportunity to showcase your products & services before a comprehensive audience of auto mobility professionals.

A Unique Experience...

Auto mobility is an overarching term that includes a dynamic and diverse group of professionals all dedicated to one thing: ensuring that individuals with disabilities can drive and/or be transported safely. This is your chance to get up-close, personal quality time with the largest cross section of auto mobility decision-makers ever gathered in a single place.

So, Who Will Be There...?

Any and everybody who is interested in auto mobility. More specifically:

- ADED is an association of professionals working in the field of driver rehabilitation, evaluation, and training for persons with disabilities and the aging. Our members are diverse representing various healthcare, driver education, academia, and research professions.
- NMEDA's membership is primarily composed of mobility equipment dealers—highly specialized auto dealers that provide wheelchair accessible vehicles and the installation of adaptive equipment, such as lifts, hand controls, securements, and specialized seating.

A Schedule That Makes Sense...

The combined schedule of events for ADED, NMEDA, and the Auto Mobility Expo have been carefully crafted to maximize our busy members' times away from their businesses, while giving our exhibitors maximum exposure to the attendees; 10 unopposed hours of face-to-face time.

- Each of the three exhibit hall times (Saturday 6–9 pm, Sunday 11 am–2 pm, and Monday 8:30–11:30 am) features a meal in the expo, with food and seating nestled in amongst the booths, not in a sectioned-off area.
- Special [Soap Box Sessions](#) and [Product Presentation](#) opportunities are available (see [pg 8](#))

For more information about ADED and NMEDA, please see "About the Associations" on [pg 9](#).

ABOUT THE “COLO”



The second annual co-location of the ADED & NMEDA conferences (affectionately referred to as the “Colo”) is coming to Charlotte, North Carolina this October.

“Colo” is actually just an umbrella term for three events being held concurrently:

1. The ADED Annual Conference,
2. The NMEDA Annual Conference, and
3. The Auto Mobility Expo.

Exhibitors, sponsors, vendors, and suppliers of any kind: you will get your booths, sponsorships, and/or a la carte registrations via the Auto Mobility Expo website at www.AutoMobilityExpo.com starting May 1.

Auto Mobility Expo badges get you FULL ACCESS to everything, including all ADED* and NMEDA events: general sessions, education breakout sessions, awards banquets—the whole enchilada.

We can't wait to see you!

**Just one exception: anyone looking for ADED contact hours MUST register via the ADED website.*

INCLUDED IN THIS PACKET YOU WILL FIND:

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SPONSORSHIP OPPORTUNITIES



Joint General Session Sponsor \$10,000

Become the exclusive sponsor for the only ADED/NMEDA joint general session for the entire conference. This opportunity includes a 2-3 minute speaking opportunity in front of ADED and NMEDA's combined attendees as well as a seat drop for all individuals attending the session.



NMEDA Keynote Address \$7,500

Opportunity to address attendees for 2-3 minutes at the NMEDA Opening General Session and introduce our Keynote speaker. This sponsorship also includes a seat drop for all individuals attending the Opening General Session.



ADED Keynote Address \$7,500

Opportunity to address ADED attendees for 2-3 minutes at the ADED opening general session and introduce our keynote speaker. This sponsorship also includes a seat drop for all individuals attending the Opening General Session.



Elevator Cling \$7,500

Exclusive opportunity to showcase your company on the interior doors of all elevators at the Westin Charlotte host hotel for the duration of the conference.



Welcome Bags \$7,500

Get your company on the bag of every ADED and NMEDA attendee. No cheap totes here, we protect your brand with a quality bag. Why? To give you continued brand exposure long after the event! You're welcome.



Automatic Traffic \$5,000

Do you want to drive traffic to your booth? We have a solution. You will not only host the giveaways for the Passport and Bingo drawings right in your booth on day 3, but each attendee will have to visit your booth throughout the conference to drop off their entries for a chance to win. And remember, they must be present to win!



Escalator Clings \$5,000

Do you want to make sure everyone sees your brand before heading into the expo? Do you want to make sure everyone sees your brand when they leave the expo? Then why not put your brand directly on the full-length escalator that takes all attendees to and from the expo hall?



Lanyard \$5,000

Put your brand directly around the neck and in view of every ADED and NMEDA attendee at the events.



Candy Sponsor \$4,000

You may not know this, but our conference attendees have quite the sweet tooth. For years they have been flocking to registration for free candy throughout the conference. Put your logo directly on the wrappers for the candy that will be set out at the registration desks for the attendees, and they'll have your brand in their hungry hands for three straight days.

INTERESTED? GREAT—CONTACT US TODAY!

www.AutoMobilityExpo.com • phone 813.264.2697 • e-mail conference@nmeda.org

SPONSORSHIP OPPORTUNITIES



Coffee Break \$4,000

We all know that coffee is fuel for conference attendees. Put your brand directly in the hand of every coffee drinker in the Sunday & Monday expo with these custom branded coffee cups and sleeves.

4 Available



Massive 8' Quad Sign \$3,500

There will be no escaping your branding with this four-sided sign. Each side is 8'x3', positioned in high traffic areas in the convention center.



Welcome Letter \$3,000

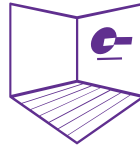
Each attendee will receive a one-page welcome letter when they check-in at the Westin Charlotte. With the welcome letter sponsorship, they will also receive a custom branded one-page promoting your company at check-in!



Notepad & Pen \$2,500

Put your company logo front & center on a custom notepad & pen and into the bags of all ADED and NMEDA attendees of the conference. Stay top of mind as the attendees take notes throughout the education sessions during the show and after.

2 Available



Conference Wall Cling \$2,500

Place your company directly in the path of the attendees as they make their way through a high-traffic hallway in the convention center with 48 square feet of custom branded real estate. OR you can take the entire wall for yourself with a REALLY big cling—just ask us about pricing.

Add-On Items

Available exclusively as an add-on for our sponsors and exhibitors.



Program Ad \$1,250

Single page ad in on-site Program Books for all ADED and NMEDA attendees.



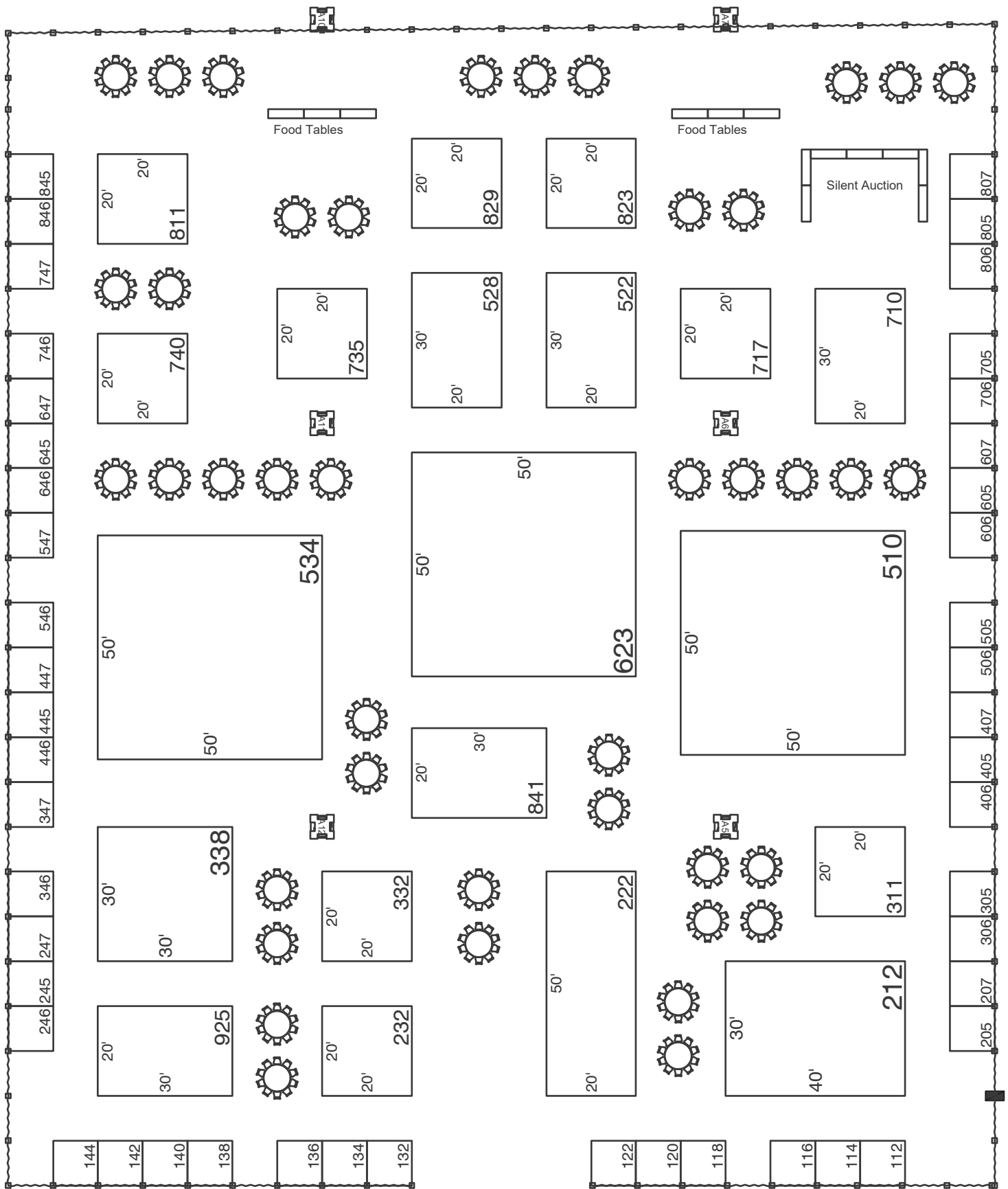
Bag Insert \$750

Insert single advert/collateral into onsite welcome bag for all ADED and NMEDA attendees.

INTERESTED? GREAT—CONTACT US TODAY!

www.AutoMobilityExpo.com • **phone** 813.264.2697 • **e-mail** conference@nmeda.org

EXHIBIT HALL LAYOUT



ENTRANCE

BOOTH PRICING

Booth Size	Member Price	Non-Member Price
10x10	\$3,795	\$5,895
10x20	\$7,590	\$11,790
10x30	\$10,247	\$15,917
20x20	\$13,662	\$21,222
20x30	\$17,078	\$26,528
30x30	\$25,616	\$39,791
20x50	\$26,565	\$41,265
30x40	\$31,878	\$49,518
30x50	\$34,155	\$53,055
40x40	\$36,432	\$56,592
50x50	\$46,489	\$72,214

To purchase a booth, visit www.AutoMobilityExpo.com.

Questions? Contact Trevor Jennings at Trevor.Jennings@nmeda.org.

INVESTMENT LEVELS & BENEFITS

	TIER 4	TIER 3	TIER 2	TIER 1
	\$1-\$9,999	\$10,000-\$19,999	\$20,000-\$44,999	\$45,000+
LOGO IN ALL PROMOTIONAL MATERIALS	TEXT ONLY	SMALL	MEDIUM	LARGE
VERBAL ACKNOWLEDGEMENT AT OPENING GENERAL SESSIONS			✓	✓
DIGITAL RECOGNITION THROUGHOUT EVENT		GROUP RECOGNITION	GROUP RECOGNITION	INDIVIDUAL RECOGNITION
BAG INSERT & PROGRAM AD			CHOICE OF ONE	COMPLIMENTARY
ELIGIBLE TO APPLY FOR ADED PRODUCT PRESENTATIONS		✓	✓	✓
ELIGIBLE TO APPLY FOR ADED SOAP BOX SESSIONS	✓	✓	✓	✓
1 POST ON NMEDA & ADED FACEBOOK & TWITTER				✓
PRE- AND POST-EVENT ATTENDEE LIST	✓	✓	✓	✓
INCLUSION ON EXPO PASSPORT			✓	✓
INCLUSION IN EXPO BINGO	✓	✓	✓	✓

INVESTMENT LEVEL = VALUE OF YOUR EXHIBIT SPACE + VALUE OF YOUR SPONSORSHIP + ADDITIONAL PAID EXHIBITOR REGISTRANTS

ADDITIONAL OPPORTUNITIES

PRODUCT PRESENTATIONS

Sunday, October 2 | 2:00—5:15 PM

Tier 1, Tier 2, & Tier 3 investors are eligible to participate. Product Presentations are offered as a 3-hour continuing education session in the exhibit hall for ADED registered attendees. The presentations are held in the exhibitor's booth and conducted by the exhibitor. The hall is closed to all other traffic during this time.

Application is required; only complete applications will be accepted. Space is limited to 12 exhibitors, first come, first served. Application link provided after exhibitor signup with deposit.

Deadline to Apply: June 1, 2022

Questions? Contact ADED at exhibits@driver-ed.org or 866.672.9466

SOAP BOX SESSIONS

Monday, October 3 | 9:00—11:00 AM

All exhibitors are eligible to participate. Soap Box Sessions are mini presentations held at the exhibitor's booth, conducted by a CDRS, DRP, or ADED Ambassador and offered for continuing education hours to ADED registered attendees.

Space is limited to 18 exhibitors, first come, first served. Application is required; only complete applications will be accepted. Application link provided after exhibitor signup with deposit.

Deadline to Apply: June 1, 2022

Questions? Contact ADED at exhibits@driver-ed.org or 866.672.9466

ENGAGEMENT ACTIVITIES

EXPO PASSPORT

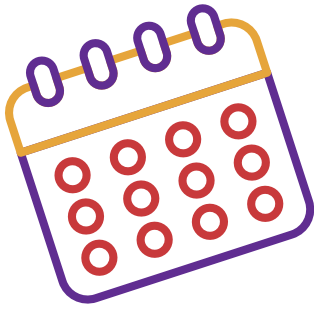
All Tier 1 & Tier 2 investment level (see grid on [pg 7](#)) exhibitors and sponsors can participate in the Auto Mobility Expo Passport. Attendees will visit your booth and present their passport to be stamped for a chance to win cash prizes. Always a huge engagement opportunity.

EXPO BINGO

All exhibitors will have the opportunity to participate in this engagement activity. New this year, **EXPO BINGO** encourages attendees to visit ALL booths for a chance to win prizes.

Participation is complimentary to all exhibitors and free for attendees to participate. Compete information will be given onsite so exhibitors can participate.

IMPORTANT DATES



ADED Conference	September 30–October 4
NMEDA Conference	October 1–3
Auto Mobility Expo	October 1–3
Exhibitor Move In	October 1
Exhibitor Move Out	October 3
Final Payment Balance Due	July 1

Cancellations will be accepted in writing for a full refund until June 1. Cancellations received between June 1 and July 1 will receive a 50% refund. No refunds will be issued after July 1.

ABOUT THE ASSOCIATIONS

ABOUT ADED



ADED is the professional association for driver rehabilitation specialists and is comprised of professionals who work with persons with disabilities, the aging, and medically at-risk drivers to facilitate driving independence and, when necessary, a graceful retirement from driving. The organization provides education, research, and support to its members working in the allied health, driver education, driver training, and automotive mobility fields; promotes professional excellence and thought leadership; and advocates for safe processes and solutions through the development of guidance documents and best practices for the delivery of driver rehabilitation services. With over 1,000 members worldwide and over 400 active Certified Driver Rehabilitation Specialists (CDRS®) in the US and Canada, ADED is the only organization in North America to offer the CDRS credential. ADED also offers additional credentials that recognize specialty services within driver rehabilitation (Older Driver Badge, for example), and a microcredential (Driver Rehabilitation Professional) to recognize those who have achieved the skills necessary to offer basic and low technical services.

ADED can be reached at 866.672.9466, info@aded.net, or www.aded.net.

ABOUT NMEDA



NMEDA is a non-profit trade association of mobility equipment manufacturers, dealers, driver rehabilitation specialists, and other mobility professionals in the US and Canada dedicated to improving the lives of people with disabilities and driving independence through the use of wheelchair accessible vehicles. NMEDA is the certifying body for the nationally recognized Quality Assurance Program (QAP) accreditation. The association provides education & training to our members and partners, and advocates for our industry before Congress, state legislatures, and federal regulatory agencies.

www.NMEDA.org