



## ISAAC 2012 Sponsor Information Packet

15th Biennial ISAAC Conference  
July 30<sup>th</sup> - August 2, 2012  
D. L. Lawrence Convention Center  
Pittsburgh, Pennsylvania, USA

### ISAAC 2012

Wonderful – Outstanding – Worldwide

PITTSBURGH • WOW



We are pleased to invite you to participate in the 15<sup>th</sup> Biennial Conference of the International Society for Augmentative and Alternative Communication (**ISAAC**), to be held in Pittsburgh, Pennsylvania, USA on July 30-August 2, 2012. We are planning exciting additions to the ISAAC experience to create more opportunities for sponsors to support the efforts of ISAAC and the conference and to be recognized for this support by conference attendees and others.

Meet the growing international ISAAC community, which increased from over 1,200 attendees at its 2008 biennial conference in Montreal to nearly 1,400 participants in Barcelona in 2010. ISAAC 2012 includes an expanded program for all, with offerings and activities to increase consumer participation far beyond the record attendance of 100 adult augmented communicators in Barcelona.

The AAC and assistive technology (AT) community represents a diverse group of stakeholders including commercial businesses, non-profit and educational organizations, health care practitioners, and policy makers. The ISAAC biennial conference attracts individuals with disabilities across the lifespan, family members, and direct support professionals. Consumers and families are interested in seeing state-of-the-art technology, assistive technology and disability products, services, organizations and activities that are available to improve the quality of life for individuals with various disabilities. ISAAC attendees are interested in all areas of quality of life and



communication technologies, products to improve independence and accessibility, and services that help achieve the fullest life experience.

**Conference participants include:**

advocacy and self-advocacy groups  
assistive technology specialists  
assistive and supportive living facilities  
disability organizations  
educational administrators  
government agencies  
health care providers  
funding agencies  
occupational therapists  
people who use AAC  
physical therapists  
speech-language pathologists  
teachers and special educators  
rehabilitation engineers  
rehabilitation counselors  
manufacturers  
researchers  
university faculty

**Disability interests include:**

Angelman Syndrome  
Amyotrophic Lateral Sclerosis (ALS) or Motor Neuron Disease (MND)  
Aphasia  
Apraxia of Speech  
Autism  
Cerebral Palsy  
Cornelia De Lange Syndrome  
Dementia  
Developmental disabilities  
Down Syndrome  
Huntington's Chorea  
Parkinson's disease  
Primary Progressive Aphasia



## MARKETING OPPORTUNITIES

- Be recognized by our growing worldwide audience through conference marketing campaigns.
- Reach new customers from an expanded community of participants including people with disabilities, families, educators, key decision makers.
- Inform new customers from a growing number of international participants, especially from Asia.
- Be featured on the ISAAC 2012 website via hyperlink to sponsoring companies and organizations' websites.
- Access the faculty and academic environments teaching tomorrow's stakeholders
- And more...

### Selection Options

In order to accommodate the many individuals and organizations that are interested in supporting the ISAAC Conference and receiving the recognition for this support, several sponsorship options are being made available. Sponsors may choose to share their support and recognition with others, OR, to be recognized as the sole, or only, sponsor for the events, activities and materials available. Sponsors, particularly those interested in being recognized as the sole supporter of an event or activity, should complete the application form below and return it to Morgan Ball (contact information below) *as soon as possible* to secure their selection for recognition.

### Updates and Ongoing Sponsorship Opportunities

Once a sponsorship application and deposit has been received you will be contacted by Morgan Ball to confirm your interest. You can review the available options by going to the Exhibition and Sponsors button on the ISAAC2012 homepage at [www.isaac2012.org](http://www.isaac2012.org). Also, please join us on Facebook for updates.

## SPONSORSHIP OPPORTUNITIES

The following are the sponsorship opportunities available, their costs (*in US Dollars*) and benefits:

### Special and Traditional ISAAC Evening Events

**Welcome Reception** – Monday July 30<sup>th</sup>. The first and most electrifying event of the conference is the Welcome Reception, free to all conference registrants. Friends from around the world gather to renew friendships, develop new ones and make plans for the next few days of exciting program and events. This official and traditional “welcome” to the conference will be held on the roof top of the D.L. Lawrence Convention Center providing breath taking views of the convergence of three rivers and the fantastic Pittsburgh Skyline. Light food and beverages will be served.



Sponsorship Options: 2 sponsorships available @ \$15,000 each; OR, 1 (sole sponsor) available @ \$29,000

Sponsorship Recognition: Sponsors will be recognized in the program and on the website; recognition signage will be available on the event day at the conference and at the event. Acknowledgement of the event sponsor(s) will be made at the event itself and the sponsor(s) will have the opportunity to join in the official welcome to all attendees.

**President's Reception** – Tuesday, July 31<sup>st</sup>. All ISAAC attendees will have exclusive access to the entire Senator John Heinz History Center. This eclectic museum, an affiliate of the Smithsonian Institution, also houses the Western Pennsylvania Sports Museum. The History Center is an interactive environment perfect for visitors of every age. Conference attendees will pass through a receiving line of association officers and distinguished sponsors, to an exciting exploration of exhibits presented on every level of this accessible venue, with food and beverages stations located throughout the museum. Music and dancing will be an enjoyable part of this event.

Sponsorship Options: 2 sponsorships available @ \$25,000 each; OR, 1 (sole sponsor) available @ \$47,000

Sponsorship Recognition: Sponsors will be recognized in the program and on the website, recognition and signage will be available on the event day at the conference and at the event. Acknowledgement as the event sponsor(s) will be made at the event itself and the sponsor(s) will have the opportunity to address all attendees. The sponsor(s) will also join the ISAAC President and Executive Committee in a receiving line to meet and greet the attendees.

**Local Event** - Wednesday, August 1<sup>st</sup>. The “local event night” is always exciting and a conference favorite. For ISAAC 2012, the event will take advantage of all that Pittsburgh has to offer. While plans have not yet been finalized, the event will highlight activities and music that are uniquely American and especially, part of the Pittsburgh “scene”.

Sponsorship Options: 2 sponsorships available @ \$15,000 each; OR, 1 (sole sponsor) available @ \$29,000

Sponsorship Recognition: Sponsors will be recognized in the program and on the website; recognition and signage will be available on the event day. Sponsor(s) will be named on the ticket required for attendance of the event.

**Internet Café** - This special area within the Exhibit Hall will be set up with computers for participant access. Accessibility options and internet access will be available. The Internet Café will be open during Exhibit Hall hours throughout the conference.

Sponsorship Options: 1 (sole sponsor) available @ \$10,000



**Sponsorship Recognition:** Sponsors will be recognized in the program, on the website, and at the location throughout the conference. Sponsor recognition will be at each computer in this special area within the Exhibit Hall. Additionally, the background on these computers will be set with the sponsor's logo.

**Exhibit Hall Wireless Internet** – For participants with their own computers and mobile devices. The Exhibit Hall will provide the convenience needed for *no-cost* internet access. This availability will encourage attendance and gatherings in the Exhibit Hall area.

**Sponsorship Options:** 3 sponsorships available @ \$7,000 each; OR,  
1 (sole sponsor) available @ \$20,000

**Sponsorship Recognition:** Sponsors will be recognized in the program, on the website, and at the location throughout the conference. Sponsors for the internet access will be acknowledged on the home screen every time participants log on and access the internet. They will also be identified and recognized along with specific log on instructions that will be available in the program.

**Coffee Breaks – Conference Days** – The Exhibit Hall will be the location of 8 coffee breaks during the four days of the conference (July 30<sup>th</sup> – August 2<sup>nd</sup>). A morning and afternoon break in the program will bring participants to the Exhibit Hall to refresh themselves and enjoy the exhibits. Conference attendees look forward to these breaks to renew and re-energize, as well as visit the exhibitors' booths.

**Sponsorship Options:** 4 sponsorships available @ \$2,000 for each day; OR  
1 (sole sponsor) available @ \$7,000 for all 4 days

**Sponsorship Recognition:** Sponsors will be recognized in the program and on the website; recognition and signage will be available at break areas on the day of their sponsorship.

**Coffee Breaks - Preconference/Course Days**– 4 coffee breaks will be available to the participants during the day-long course offerings, July 28<sup>th</sup> and 29<sup>th</sup>. In the past these two days before the general conference program have drawn many participants from across the world who are anxious to take full advantage of the ISAAC educational program. A morning and afternoon break during these intensive days will enable participants to refresh and rejuvenate..

**Sponsorship Options:** 2 sponsorships available @ \$1600 for each day; OR  
1 (sole sponsor) available @ 3000 for both days

**Sponsorship Recognition:** Sponsors will be recognized in the program and on the website; recognition and signage will be available at break areas on the day of their sponsorship. In addition, coffee break sponsor(s) will be named in the official program schedule provided to all participants.

**Conference Bags** - Essential to the ISAAC conference is the official conference bag that participants use to carry their programs and conference materials. Many



participants collect these bags and use them again and again after the conference. Conference bags this year will be “green” and made of materials that support this effort.

Sponsorship Options: 6 sponsorships available @ \$3,000 each; OR  
1 (sole sponsor) available @ \$15,000

Sponsorship Recognition: Sponsors will be recognized in the program and on the website. Print-ready logos and names (size to be determined by the total number of sponsors and size of bags) will appear prominently on each and every conference bag provided to all attendees. Only sponsors are allowed to insert materials in the official conference bags.

**Conference Water Bottles** – The need to stay hydrated and comfortable during the hot summer Pittsburgh days and the hectic conference schedule is important. A “green” water bottle will be provided to all conference attendees in their registration materials. As with the conference bags, these bottles will be used many times during and after the conference. Print-ready logos and names (size to be determined by the total number of sponsors and size of water bottles) will prominently appear on each and every conference water bottle provided to all attendees.

Sponsorship Options: 1 (sole sponsor) available @ \$5,000

Sponsorship Recognition: Sponsor will be recognized in the program and on the website. Print ready logos and names (size to be determined by the total number of sponsors and size of bottles) will appear prominently on each and every conference water bottle provided to all attendees.

**T-Shirts for Conference Volunteers** – Sometimes just being able to ask someone for help or guidance to a location is easier than looking it up in the program or reading materials provided, especially for attendees for whom English is not their first language. The conference committee will have approximately 100 volunteers available for this purpose who will be easily identified by the unique t-shirt that they will be wearing. This is an excellent opportunity to have your company or organization logo prominently displayed on the volunteers’ t-shirts.

Sponsorship Options: 2 sponsorships available @ \$1600 each; OR  
1 (sole sponsor) available @ \$3,000

Sponsorship Recognition: Sponsors will be recognized in the program and on the website. Print-ready logos and names (size to be determined by the total number of sponsors and size available) will prominently appear on each volunteer’s t-shirt.

**Art Gallery** – A unique Gallery where people who use AAC will display and sell their work. This Gallery will be strategically placed in a highly visible and accessible area where participants will be able to view art work on their way to and from seminar classrooms. It will be open during Exhibit Hall hours. The sponsor(s) for this event will solicit art work, manage and organize the display and staff this area as desired. Gallery location can be identified on the Exhibit Hall floor plan (Booth #513) at [www.isaac2012.org](http://www.isaac2012.org).



Sponsorship Options: 3 sponsorships available @ \$1,800 each; OR  
1 (sole sponsor) available @ 5,000

Sponsorship Recognition: Sponsors will be recognized in the program, on the Exhibit Hall floor plan and on the website; recognition and signage will be available at the Art Gallery location. Support to the artistic community of people who use AAC will be acknowledged by many for years to come as they become proud and delighted owners of works of art.

**Technical Service Center** – People who use AAC often have minor equipment issues that require the services of a rehabilitation engineer. This center will be available for resolution of technical issues and minor repairs including device mounting, wheelchair repairs, battery charging and problem solving of technology interfacing for presentations. It will be located in the Exhibit Hall and open during Exhibit Hall hours. The sponsor(s) for this event will organize and staff this service as desired, which will include an emergency cell phone number to deal with urgent needs during non Exhibit Hall hours. Technical Service Center location can be identified on the Exhibit Hall floor plan (Booth #500) at [www.isaac2012.org](http://www.isaac2012.org).

Sponsorship Options: 2 sponsorships available @ \$1,500 each; OR,  
1 (sole sponsor) available @ \$3,000

Sponsorship Recognition: Sponsors will be recognized in the program, on the Exhibit Hall floor plan and on the website; recognition and signage will be available at the location. Individuals needing and taking advantage of this service will recognize and be grateful for this support for a long time.

**Research Symposium Sponsorship Opportunities:** August 3-4<sup>th</sup>, 2012. This symposium focuses on the research used to support the intellectual foundation and evidence-based practice of augmentative and alternative communication. It is highly regarded by researchers in the field and well attended. More information will soon be available.

### **Symposium Dinner**

Sponsorship Options: 1 (sole sponsor) available @ \$3,000

Sponsorship Recognition: Sponsors will be recognized in the program and on the website, recognition and signage will be available on the event day at the conference and at the event.

### **Symposium Lunches**

Sponsorship Options: 1 (sole sponsor) available @ \$2,000

Sponsorship Recognition: Sponsors will be recognized in the program and on the website, recognition and signage will be available on the event day at the conference and at the event.

**Coffee Breaks** – Four coffee breaks will be provided to participants who attend the Research Symposium.



Sponsorship Options: 1 (sole sponsor) available @ \$2,000

Sponsorship Recognition: Sponsors will be recognized in the program and on the website, recognition and signage will be available on the event day at the conference and at the event.

## **SPONSORSHIP APPLICATION AND CONTRACT**

### **Payment Terms**

A down payment for each desired sponsorship option will be needed along with a signed contract to confirm your interest and commitment. The amount of the down payment is listed below. Payment must be in the form of a check (payable to ISAAC 2012), credit card or PayPal. If sending a check, please mail it with this application to: *ISAAC 2012, AAC Institute, Attention: Morgan Ball, 1401 Forbes Avenue, Suite 206, Pittsburgh, PA 15219, USA*. Alternately, email the completed application form as a scanned PDF file to [isaac2012sponsorship@gmail.com](mailto:isaac2012sponsorship@gmail.com). Morgan Ball will contact you regarding credit card and PayPal options.

Payment Schedule:

Down Payment (listed below): At the time the agreement is signed and received.  
February 15, 2012: Remaining and full balance

### **Policies and Procedures**

ISAAC 2012

Pittsburgh, Pennsylvania, USA

Highest performance communication – Best life experience - WOW!

2012 Biennial ISAAC Conference Sponsorship Selection

1. A completed application and contract (see below), and payment is required to reserve your sponsorship. Once this is received, you will be contacted by Morgan Ball to confirm your contract and sponsorship selection.
2. ISAAC 2012 must have a signed contract and a down payment (deposit) for the amount indicated below to confirm sponsorship selection. If you have questions about the contract and payment, please contact Morgan Ball at [isaac2012sponsorship@gmail.com](mailto:isaac2012sponsorship@gmail.com).
3. When a sponsorship opportunity has a request for a shared sponsorship, the opportunity for sole sponsorship may no longer be available. Likewise, if a sole sponsorship is selected, it will not be available for shared sponsorship.
4. Sponsorship contracts will be handled on a first-come, first-serve basis; however, if simultaneous requests for a specific event or activity are made, priority will be given to sponsors interested in sole sponsorship versus shared sponsorship. We encourage you



to make a sole sponsorship selection and take advantage of the specific recognition given to you as the only event sponsor.

5. If two requests to be a sole sponsor for the same event arrive simultaneously, you will be contacted to discuss your preference and other possible sponsorship opportunities. If you have questions about sponsorship availability, please contact Morgan Ball at [isaac2012sponsorship@gmail.com](mailto:isaac2012sponsorship@gmail.com).

6. A down payment as indicated in the "Total Down Payment Due" column below along with a signed contract is required to confirm your sponsorship selection(s). Payment must be in the form of a check (payable to ISAAC 2012), credit card or PayPal. If sending a check, please mail it along with this application to: *ISAAC 2012, AAC Institute, Attention: Morgan Ball, 1401 Forbes Avenue, Suite 206, Pittsburgh, PA 15219, USA*. Alternately, email the completed application form as a scanned PDF file to [isaac2012sponsorship@gmail.com](mailto:isaac2012sponsorship@gmail.com). Morgan Ball will contact you regarding credit card and PayPal options.

7. Cancellation and refund policy:

All cancellations must be made in writing and will be based on the following schedule of refunds:

Before February 15, 2011: 50 % of total payment made will be refunded

After February 15, 2012: No refund

8. Discount for "sole sponsorships":

A 5% discount of the total cost of any sole sponsorship option will be offered if full payment is made at the time the agreement is signed.



## SPONSOR APPLICATION AND CONTRACT

Isaac 2012 Pittsburgh  
July 30 – August 2, 2012  
David L. Lawrence Convention Center

### Company/Organization Information:

Company/Organization Name:

\_\_\_\_\_

Contact: \_\_\_\_\_ Contact E-mail:

\_\_\_\_\_

Company/Organization Address:

\_\_\_\_\_

City/State/Prov/Postal Code/Country:

\_\_\_\_\_

Phone: \_\_\_\_\_ Toll Free: \_\_\_\_\_ Fax:

\_\_\_\_\_

Web Site:

\_\_\_\_\_

I, the authorized representative of the above company/organization, on behalf of said company/organization subscribe and agree to all terms contained in this Contract with ISAAC. ISAAC reserves the right to determine the eligibility of any Company or Organization for participation in the ISAAC conference.

Please check one and insert the total amount. See "Total Down Payment Due" in the application below for this information.

Down Payment of \_\_\_\_\_ is enclosed.

Down Payment of \_\_\_\_\_ will be provided via Credit Card or PayPal.

Name of authorized representative:

\_\_\_\_\_



Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Acceptance – (Unsigned Contracts will not be accepted)**

*This application and agreement becomes a contract when signed by the sponsor/authorized representative and accepted by ISAAC.*

**SPONSORSHIP AGREEMENT**

**Funding Provision**

- The sponsor identified above agrees to provide ISAAC with funds designated on the agreement form for the ISAAC 2012 biennial conference.
- The sponsor identified above agrees to provide payment in the amount of the total sponsorship fee specified above and on or before the timelines defined above.
- ISAAC will provide the sponsor identified with an invoice for the sponsorship option selected on the application, not to exceed the amount defined in the information provided above.

**Terms of Agreement**

1. The term of this agreement is defined by the date that the deposit is received.
2. This agreement may be not be modified without the written mutual consent of the sponsor and ISAAC.
3. The terms of this agreement are binding on each party, and subject to contract laws of the United States of America and the State of Pennsylvania.
4. The signatories are qualified representatives for each party respectively and commit the sponsor and ISAAC to be bound by this contract.

**STEP ONE:** Please select the following sponsorship opportunities by checking the event and level of sponsorship desired. Place the amount of the down payment in the “Payment Due With Application” column to the right.

<u>EVENT</u> and <u>COST</u>	<u>PAYMENT DUE WITH APPLICATION</u>
<b>Welcome Reception</b>	
_____ One of 2 sponsorships @ \$15,000 each	
Down payment: \$4,000	_____
_____ 1 sole sponsor @ \$29,000	
Down payment: \$7,000	_____



**President's Reception**

\_\_\_\_\_ One of 2 sponsorships @ \$25,000 each  
Down payment: \$6,000 \_\_\_\_\_

\_\_\_\_\_ 1 sole sponsor @ \$47,000  
Down payment: \$12,000 \_\_\_\_\_

**Local Event**

\_\_\_\_\_ One of 2 sponsorships @ \$15,000 each  
Down payment: \$3,000 \_\_\_\_\_

\_\_\_\_\_ 1 sole sponsor @ \$29,000  
Down payment: \$7,000 \_\_\_\_\_

**Internet Café**

\_\_\_\_\_ 1 sole sponsor @ \$10,000  
Down payment: \$3,000 \_\_\_\_\_

**Exhibit Hall Wireless Internet**

\_\_\_\_\_ One of 3 sponsorships @ \$7,000 each  
Down payment: \$2,000 \_\_\_\_\_

\_\_\_\_\_ 1 sole sponsor @ \$20,000  
Down payment: \$5,000 \_\_\_\_\_

**Coffee Breaks – Conference Days**

\_\_\_\_\_ One of 4 sponsorships @ \$2,000 for each day  
Down payment: \$500 \_\_\_\_\_

\_\_\_\_\_ 1 sole sponsor @ \$7,000 for all 4 days  
Down payment: \$2,000 \_\_\_\_\_

**Coffee Breaks - Preconference/Course Days**

\_\_\_\_\_ One of 2 sponsorships @ \$1600 for each day  
Down payment: \$400.00 \_\_\_\_\_

\_\_\_\_\_ 1 sole sponsor @ 3,000 for both days  
Down payment: \$800 \_\_\_\_\_

**Conference Bags**

\_\_\_\_\_ 1-6 sponsorships @ \$3,000 each  
(indicate number)  
Down payment: \$800 \_\_\_\_\_

\_\_\_\_\_ 1 sole sponsor @ \$15,000  
Down payment: \$3,000 \_\_\_\_\_

**Conference Water Bottles**



\_\_\_\_\_ One of 2 sponsorships @ \$3,000 each  
 Down payment: \$800.00 \_\_\_\_\_  
 \_\_\_\_\_ 1 sole sponsor @ \$5,000  
 Down payment: \$1,500 **TAKEN**

**T-Shirts for Conference Volunteers**

\_\_\_\_\_ One of 2 sponsorships @ \$1,600 each  
 Down payment: \$400 \_\_\_\_\_  
 \_\_\_\_\_ 1 sole sponsor @ \$3,000  
 Down payment: \$800 \_\_\_\_\_

**Art Gallery**

\_\_\_\_\_ One of 3 sponsorships @ \$1,800 each  
 Down payment: \$400 \_\_\_\_\_  
 \_\_\_\_\_ 1 sole sponsor @ 5,000  
 Down payment: \$1,000 \_\_\_\_\_

**Technical Service Center**

\_\_\_\_\_ One of 2 sponsorships @ \$1,500 each  
 Down payment: \$400 \_\_\_\_\_  
 \_\_\_\_\_ 1 sole sponsor @ \$3,000  
 Down payment: \$1500 **TAKEN**

**Research Symposium Dinner**

\_\_\_\_\_ 1 sole sponsor @ \$3,000  
 Down payment: \$1,500 **TAKEN**

**Research Symposium Luncheon**

\_\_\_\_\_ 1 sole sponsor @ \$2,000  
 Down payment: \$1,000 \_\_\_\_\_

**Research Symposium Breaks**

\_\_\_\_\_ 1 sole sponsor @ \$2,000  
 Down payment: \$1,000 \_\_\_\_\_

**TOTAL DOWN PAYMENT DUE:** \_\_\_\_\_

**STEP TWO:** Please remit this application and the “Total Down Payment Due” in the form of a check (payable to ISAAC 2012). If sending a check, please mail this application to ISAAC 2012, AAC Institute, Attention: Morgan Ball, 1401 Forbes Avenue, Suite 206, Pittsburgh, PA, 15219, USA.



Otherwise, email completed application form as a scanned .PDF file to: [isaac2012sponsorship@gmail.com](mailto:isaac2012sponsorship@gmail.com). Morgan Ball will be contact you with more information regarding credit card or Pay Pal payment.

**STEP THREE:** You will be contacted to confirm your sponsorship request. Total balances are due on or before February 15<sup>th</sup>, 2012.

**CONGRATULATIONS!** You will receive acknowledgement and recognition for your generosity and support to the ISAAC 2012 Conference and community. THANK YOU!