

**The National Association of Activity Professionals**  
**PO Box 5530**  
**Sevierville, TN 37864**

**NAAP**  
**Appreciates Our**  
**Conference Exhibitors**  
**&**  
**Sponsors!!!**

**2012 The National Association of Activity Professionals**

**“Staying in Tune with Activities”**

**In**

**Murfreesboro, Tennessee**


**NAAP 2012 Annual Conference**  
**April 25-28, 2012**

**Embassy Suites**  
**1200 Conference Center Blvd.**  
**Murfreesboro, Tennessee 37129**  
**615-890-4464**

NATIONAL ASSOCIATION OF  
ACTIVITY PROFESSIONALS

*Conference 2012*

**Embassy Suites . Murfreesboro/Nashville, Ten-**



Murfreesboro, Tennessee  
NAAP 30<sup>th</sup> Annual Conference  
April 25-28, 2012

**ACTIVITY PROFESSIONALS – “Staying in Tune With Activities”**  
**2012 NATIONAL ASSOCIATION OF ACTIVITY PROFESSIONALS’ NATIONAL CONFERENCE**  
**April 25-28, 2012– Murfreesboro, Tennessee**  
**Embassy Suites– 1200 Conference Center Blvd– Murfreesboro, TN 37129**

**EXHIBITING**

Exhibiting at the 2012 NAAP Conference will give you exposure to approximately 500+ Activity Professionals who currently purchase, or have the potential to purchase, your service or product. It is one great way to stay in touch with your local customers, attract new customers, and keep on top of what new needs and innovations are taking shape in the industry. Due to space limitations, all requests will be on a first-come, first-serve basis. Don't let any more time pass before reserving your exhibit space! The 2012 exhibit hall schedule is below. Exhibit Hall is open - except when Education Sessions are in progress.

Wednesday

April 25, 2012      1:00 pm - 5:00 pm Set-Up—MEETING @ 3:00 pm  
 6:30 pm - 7:30 pm Wine & Cheese at Managers Reception  
 6:30 pm - 9:00 pm Exhibit Hall Open

Thursday

April 26, 2012  
 7:30 am - 9:00 am Exhibit Hall Open  
 11:30 am - 1:30 pm Exhibit Hall Open  
 5:00 pm - 7:00 pm Exhibitor's Activities  
 5:00 pm - 7:00 pm Exhibit Hall Open

Friday

April 27, 2012      7:30 am - 8:30 am Exhibit Hall Open  
 11:30 am - 1:00 pm Exhibit Hall Open  
 Break Down – After 1pm

**GENERAL INFORMATION** — Every effort is being made by the Conference Committee to make the Exhibitor's portion of the 2012 Conference as successful as possible.

Thanks to all who returned their Exhibitors' evaluations. After reviewing the evaluations, we decided to have the NAAP Office control any open microphones that may be used in the Exhibit Area. There will be forms available at the NAAP Information desk for you as Exhibitors to offer your thoughts and suggestions on improving this project for future Conferences.

Our main goal is to keep the Exhibit Hall open as many hours as possible, and to focus on encouraging the attendees to spend as many hours in there when exhibiting. We also plan to continue having the Exhibitors' Activities with cash bar on Thursday evening. Many of your suggestions will be adopted to improve the games and make them more advantageous to you, the Exhibitors.

**WINE & CHEESE RECEPTION** — A Wine & Cheese Reception will be held from 5:30 pm - 7:30 pm on Wednesday, April 25, 2012, at the Managers Receptions in the Bar Area. Provided by the hotel.

POLICY & PRICES

Booth includes: One 8 x 10' booth with pipe and drape, one 6' table, 2 chairs, and one wastebasket. Any other furnishing must be purchased through the contracted drayage company by the exhibitor. Computer & Electricity hook up are purchased through the hotel. Exhibit fee does not cover registration fee for Conference.

Cancellation policy: With written notice one (1) month prior to conference (March 25, 2012) exhibitor is entitled to a refund of 1/2 of exhibit fee. No refunds will be issued after that date.

Non-profit companies must send in federal tax identification number proving non-profit status. Companies failing to provide this information will be invoiced for the for-profit fee.

The exhibitor indemnifies and agrees to hold harmless the National Association of Activity Professionals and Embassy Suites, Murfreesboro, TN 37129 and their officers, directors, employees and agents, from and against any action, losses, costs, damages, claims and expenses (including attorney's fees) arising from any damage to property or bodily injury to exhibitor, his agents, representatives, or employees by reason of the exhibitors' occupancy or use of the exhibition facilities.

PRICE PER BOOTH

For-Profit \$550.00/Non Profit \$450.00	Before March 9, 2012
For-Profit \$650.00/Non Profit \$550.00	After March 9, 2012

SPECIAL NOTE:

For 2012 the Exhibit Hall is located in a 14,400 square foot exhibit hall. The hall will be locked and secured during education sessions and after hours

For more information or questions contact:

<u>NAAP Office</u>	<u>Hotel</u>	<u>Drayage Co.</u>
PO Box 5530	Embassy Suites	Embassy Suites
Sevierville, TN 37864	1200 Conference Ctr. Blvd.	1200 Conference Ctr. Blvd
Phone (865) 429-0717	Murfreesboro, TN 37129	Murfreesboro, TN 37129
Fax (865) 453-9914	Phone:(615) 890-4464	Phone:(615) 890-4464
thenaap@aol.com	Fax (615) 216-5442	Fax: (615) 216-5442



## LAST YEARS EXHIBITORS — 2011

Activity Connection  
818 SW 3rd Ave #222  
Portland, OR 97204

Gary Grimm & Associates  
Po Box 378  
Carthage, IL 62321

NAAP Ways & Means  
PO Box 5530  
Sevierville, TN 37864

Seniors In Touch  
227 E. Edgewood Dr  
Friendswood, TX 77546

Activity Directors Network, LLC  
2010 Hwy 190 W. Ste 120  
Livingston, TX 77351

Gray Matters Books  
4414 Hulon Dr  
Durham, NC 27705

Nasco  
901 Janesville Ave  
Fort Atkinson, WI 53538

Sentimental Productions  
PO Box 14716  
Cincinnati, OH 45250

Attainment Company  
1650 Lake Dr  
Braham, MN 55006

Guided Angels Ministry  
2437 Fruitville Pike  
Lancaster, PA 17601

Networx Companion Radio  
1 Fishers Rd  
Pittsford, NY 14534

Signature HealthCARE, LLC  
12201 Bluegrass Pkwy  
Louisville, KY 40299

Calendar Company.com  
PO Box 67  
Greenville, TN 37744

Heads Up Puzzles  
227 Bellevue Way NE #439  
Bellevue, WA 98004

Positive Promotions  
15 Gilpin Ave  
Hauppaugua, NY 11788

Silvert's Adaptive Clothing  
3280 Steeles Ave W  
Concord, Ontario L4K 2Y2

Corwin Design & Graphics  
107 N 11th St Ste 1  
Tampa, FL 33602

Healthquest Pharmacy  
457 A Jessen Ln  
Charleston, SC 29492

Quick Witts  
110 Coley Way  
Greenville, SC 29615

T.R.T.I.P.S., Inc  
3203 Avenue A  
Council Bluffs, IA 51501

Creating Together Journal  
7952 NE Berwick Dr  
Ankeny, IA 50021

Idyll Arbor  
39129 264th Ave SE  
Enumclaw, WA 98022

R.O.S. Therapy Systems  
3317 Watauga Dr  
Greensboro, NC 27410

Tennessee LAC  
PO Box 5530  
Sevierville, TN 37864

Creative Forecasting  
PO Box 7789  
Colorado Springs, CO 80933

It's Never 2 Late  
7344 S. Alton Way Ste D  
Centennial, CO 80112

Recreation Therapy Consultants  
6115 Syracuse Ln  
San Diego, CA 92112

Elder Source Senior Ministries  
PO Box 4848  
Greenville, SC 29608

Mike Upright Enterprises  
138 Old Mill Rd  
Penrose, NC 28766

S&S Worldwide  
PO Box 513  
Colchester, CT 06415

Flaghouse  
601 Flaghouse Dr  
Hasbrouk Heights, NJ 07604

NAAPCC  
PO Box 2108  
Carlsbad, CA 92018

Sea Bay Game Company  
77 Cliffwood Ave Ste 1 D  
Cliffwood, NJ 07721

# SPONSORING

Becoming a sponsor of the 2012 NAAP Conference is the strongest and most influential effort you can make to reinforce your commitment to the Activity Professional. It lets our members know that you are a true supporter of their continuing educational and professional development.

Because NAAP diligently keeps registration fees to a minimum, it is difficult to cover extra expenses such as food and entertainment for attendees. It is for this reason that we seek your assistance. The following sponsorship fees are based on anticipated costs and are not set in stone. If you can offer assistance in any way (even other than what is listed here), please call The NAAP Office. They will be more than happy to discuss any options with you.

All sponsors will be listed in the Conference program book, next year's promotional mailer and in the NAAP News. Sponsors will be recognized and will receive a certificate at the opening or closing session. If you are interested in sponsoring a particular function (food, education, entertainment, etc.), please call the NAAP office (865) 429-0717 or at [TheNAAP@aol.com](mailto:TheNAAP@aol.com).

## CONFERENCE PROGRAM BOOK ADVERTISING

Our Conference program book is distributed to each of the Conference attendees and is a great resource for advertising your product or services. The program book contains the conference schedule, session descriptions, speaker biographies, etc. and is in constant use as guidance by attendees throughout the conference.

Please follow size specification and include camera-ready artwork, or laser-printed quality ads when payment is sent. Xerox or faxed copies of ads will not be accepted. NAAP reserves the right to reject submitted ads that are judged not to meet standards of size or quality. Price and specifications listed below.

AD Needs to be in NAAP Office by 012/28/2011, in order to be placed in Program Book.

Full Page	8" (w) x 10.5" (h)	\$400.00
Half Page	8" (w) x 5.25" (h)	\$300.00
Quarter Page	4" (w) x 5.25" (h)	\$200.00
Business Card	3.5"(w) x 2" (h)	\$ 50.00
Yellow Page AD	3.5"(w) x 2" (h)	\$ 10.00

DEADLINE FOR PROGRAM BOOK AD — JANUARY 02, 2012

## DONATION BENEFITS

- \$5000+ Companies/individuals sponsoring these events are given two complimentary Prime booth locations at the entrance of the show, one complimentary full-page ad in the Conference Program Book, a half-page ad in the NAAP News, and an individual sponsorship sign at the event. Also, companies/individuals sponsoring these events are listed as a sponsor in the Conference Brochure for the following year's Conference and will be recognized and receive a certificate at the opening session.
- \$3000+ Companies/individuals sponsoring these events are given one complimentary prime booth location near the entrance of the Trade Show, one complimentary full-page ad in the Conference Program Book, one complimentary 5" x 2.5" ad in the NAAP News, and an individual sponsorship sign at the event. Also, companies/individuals sponsoring these events are listed as a sponsor in the Conference Brochure for the following year's Conference and will be recognized and receive a certificate at the opening session.
- \$500+ Companies/individuals sponsoring these events are listed as a sponsor in the Conference Program Book, Conference Brochure for the following year's Conference, and receive an individual sponsorship sign outside the door of the event. Also will be recognized and receive a certificate at the opening session.

## ADDITIONAL PROMOTIONS

For those of you who may not be able to make it to the Conference in Murfreesboro, TN, we offer other ways in which you can take advantage of this excellent marketing opportunity. These include:

### REGISTRATION PACKET FLYER

Your one-page flyer can be inserted in each conference registration packet. Flyers and payment for flyers need to be sent to the NAAP office by March 15, 2012.

Flyers Inserted in Registration Packets — \$450.00

### TABLE DISPLAY

All information tables located in the exhibit hall, can display your complimentary catalogues, brochures, or flyers. Payment must be sent to the NAAP Office by March 15, 2012

Display Promotional Material on Table — \$450.00

### DOOR PRIZES

Your complimentary products and services can be given out to door prize winners during the time trade show is open, and after the Auction on Friday, April 01, 2011 We ask that donations have a value of \$25 or more. Items need to be sent or brought to the Embassy Suites, 1200 Conference Center Blvd, Murfreesboro, TN 37129.

# NAAP 2012 CONFERENCE PROMOTION APPLICATION

# ACTIVITY PROFESSIONALS

## *“Staying in Tune With Activities”*

**2012 NATIONAL ASSOCIATION OF ACTIVITY PROFESSIONALS’ NATIONAL CONFERENCE**

**April 25-28, 2012– Murfreesboro, Tennessee**

**Embassy Suites, 1200 Conference Center Blvd, Murfreesboro, Tennessee 37129**

### ABOUT THE CONFERENCE

We invite you to participate in the 30th National Conference of the National Association of Activity Professionals (NAAP), being held at Embassy Suites, 1200 Conference Center Blvd., Murfreesboro, TN 37129. This Conference will be in celebration of our 30th anniversary and will be the single most important event of the year for Activity Professionals as it provides them with peer net-working opportunities, continuing education, professional growth opportunities, and exhibitors’ interaction. Enclosed in this brochure is all of the information you need to participate. Plans are shaping up now and we hope that you will take advantage of this excellent marketing opportunity. Should you have any questions, please call The NAAP Office at (865) 429-0717 or email, [thenaap@aol.com](mailto:thenaap@aol.com).

### ABOUT THE ATTENDEES

This year we are anticipating a turnout of over 500 attendees. Reflecting our membership, attendees come from a variety of backgrounds but are all involved in the field of activities for residents living in a primarily geriatric setting. They are the purchasers of activity and recreation products for nursing homes, retirement communities, assisted living, and adult day care centers. This conference will be the most concentrated gathering of a specific, targeted market of this type.

### ABOUT NAAP

The National Association of Activity Professionals is a non-profit professional organization dedicated to the continuing education and national representation of Activity Professionals across the United States, Canada and Bermuda. We are the only national association whose membership consists exclusively of individuals who provide activity programming in geriatric settings such as nursing homes, retirement communities, assisted living, and adult day care centers. Our membership consists primarily of, but is not limited to, Activity Directors, Activity Assistants, Coordinators, and Consultants who come from a variety of different disciplines including Gerontology, Social Work, Nursing, Activity Therapy, Recreation Therapy, Music Therapy, Art Therapy, Administrators, and CEO’s, etc.

### WHO SHOULD PARTICIPATE?

*Consultants / Unique Food Vendors  
Writers / Publishers / Arts and Crafts Suppliers  
Clothing Retailers / Vendors of Activity Forms  
Medical Suppliers / Party Supply Retailers  
Alzheimer’s Products / Music Suppliers  
Vendors of Therapeutic Equipment  
Hospitals / Long Term Care Corporations  
Computer Software Vendors*

### LAST YEARS SPONSORS—2011

Activities Directors of Missouri  
Arizona Association of Activity Professionals  
Association of New Mexico Activity Professionals  
Colorado Activity Professionals’ Association  
Connecticut Association of Therapeutic Recreation  
Corwin Design & Graphics Corporation  
Creative Forecasting  
Florida Healthcare Activity Coordinators’ Assoc.  
Gary Grimm & Associates  
Massachusetts Council of Activity Professionals  
Michigan Association of Activity Professionals  
Nasco  
NCCAP  
Resident Activity Personnel in Ohio  
Sea Bay Game Company  
Signature HealthCARE, LLC  
South Carolina Activity Professionals Association  
Southern Nevada Activity Professional Association  
Tennessee Association of Activity Professionals  
Washington State Assoc. of Activity Professionals  
Wisconsin Representatives of Activity Professionals