



DIRECT CARE
A Heavy Lift... Get Pumped!
 IOWA CAREGIVERS • 2023 CONFERENCE

IOWA CAREGIVERS *Annual Conference*
OCTOBER 9-10, 2023

FFA ENRICHMENT CENTER • ANKENY, IA

**CONFERENCE SPONSORSHIP
 AND EXHIBIT OPTIONS**

REBUILDING THE PHYSICAL, MENTAL, EMOTIONAL, AND SPIRITUAL STRENGTH OF THOSE WHO PROVIDE DIRECT CARE

DIRECT CARE: A HEAVY LIFT... GET PUMPED!

Caregivers often feel the weight of the world on their shoulders. This conference will lift them up.. pump them up and renew their strength to stand strong in serving the needs of lowans of all ages and abilities.

Past attendees say their participation in this event fills their energy cup. It reduces their burnout and builds strength through self-care, professional and skill development, and emotional strength that comes with networking with other direct care workers and family caregivers who share the heavy lift! Please help us lift these caregivers up by supporting this important conference.

IN 2022:

- 99%** said they could use the information learned.
- 97%** rated conference excellent or very good.
- 85%** said they are more likely to remain in the field of direct care as a result of their participation.
- 82%** said they are more likely to remain with their current employer as a result of their participation.

ABOUT IOWA CAREGIVERS

Iowa CareGivers is an independent nonprofit organization that exists to ensure that all lowans receive good care and support when and where they need it. We do that by serving the needs of those who provide most of the hands-on care and support... the direct care workforce.

CONFERENCE PARTICIPANTS

Iowa CareGivers provides this vital workforce and family caregivers, with educational opportunities, recognition, and valuable resources to help them in their personal and professional lives. The conference is attended by those who work in direct care from across the state such as Certified Nurse Assistants (CNAs), Home Care Aides (HCAs), Consumer Directed Attendant Care (CDAC) Workers, Direct Support Professionals (DSPs), Patient Care Technicians (PCTs), Hospice Aides, Medication Aides, Rehabilitation Aides, other Direct Care Workers (DCWs) and family caregivers. These dedicated caregivers deliver about 80% of the hands-on care in a variety of settings. Recipients of their services are children and adults with disabilities, older lowans, those recovering from injury or illness, and those in the final stages of life. Attendees are eager to receive information on resources, services, wellness, alternative therapies, equipment/medical supplies and more to share with their employers, co-workers, and clients/residents.

Please select from the sponsorship options in the chart and complete the Sponsorship and Exhibitor Registration Form and return to Iowa CareGivers by **May 31, 2023** to receive your sponsor benefits. Only those contributing at the levels to the right will be recognized in conference materials.

SPONSOR OPPORTUNITIES - DEADLINE: MAY 31, 2023

BENEFITS	Super Sprint Sponsor \$500- \$999	Sprint Sponsor \$1,000 - \$2,999	Olympic Sponsor \$3,000 - \$4,999	Long Course Sponsor \$5,000 - \$9,999	Ironman Sponsor \$10,000 and above
Name printed inside conference brochure (commitment must be received by May 31st 2023)					
Name printed in Iowa CareGivers annual donor list					
One 6 ft. exhibit table and two chairs for both days of conference, if requested					
Name printed in pre-conference newsletter or e-newsletter					
Name displayed on Iowa CareGivers website: www.iowacaregivers.org					
Name announced in conference welcome.					
Name printed in conference news release					
Name/logo printed on cover of conference brochure (commitment must be received by May 31, 2023)					
A business card sized ad or 150 word educational feature in Iowa CareGivers newsletter, if requested					

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EXHIBIT INFORMATION
and **OPPORTUNITIES**

EXHIBIT AVAILABILITY

You will have the opportunity to exhibit either on Day 1 only, Day 2 only or both days of conference. Please see the registration form for those options. There is a maximum of 24 exhibit spaces available each day. Exhibitors will be considered on a first come, first served basis.

EXHIBIT REGISTRATION

Please complete and return the Exhibitor Registration Form by **September 8, 2023**. You will receive a confirmation of your exhibit registration via email.

EXHIBIT REGISTRATION INCLUDES:

- One 6-foot table and two chairs.
- Electricity: Is very limited in the Exhibit Hall. So please plan accordingly. Please let Pam (pam.biklen@iowacaregivers.org) know if you require electricity.
- Two lunches on each day that you are registered.
- Additional Lunches: Available for \$20 per person per day.
- Listing in the conference participant packets.
- Attendance at any of the sessions, as space permits.

EXHIBITOR SET UP AND REMOVAL

Exhibits can be set up as early as 6:30 a.m., and must be set up by the exhibit opening at 7:30 a.m. on your scheduled display day. If you are displaying on Day 1 only, your exhibit must be removed by 4:30 p.m. Day 2 and two-day exhibits must be removed by the end of the last program.

RESTRICTIONS

Employee recruitment is not allowed.

Refunds: Sorry, we are unable to offer any refunds for cancellations. Iowa CareGivers and the FFA Enrichment Center are not responsible for items associated with exhibits in the exhibit area. Limited space: Reservations for exhibit space will be on a first come, first served basis. Iowa CareGivers reserves the right to refuse any exhibitor.

EXHIBITOR OPPORTUNITIES

EXHIBIT OPTION	FOR PROFIT	NOT FOR PROFIT/STATE AGENCIES
2 Day Exhibit	\$450	\$300
Day 1 Only (Oct. 9)	\$350	\$225
Day 2 Only (Oct. 10)	\$300	\$200
Additional Lunches	\$20/person/day	\$20/person/day



FOR MORE INFORMATION

To view a full conference agenda, please check the Iowa CareGivers website at **IowaCareGivers.org** (Available in July).

CONTACT

Pam Biklen, Iowa CareGivers,
 with any questions:
 515.729.9729 or
 pam.biklen@iowacaregivers.org

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SPONSORSHIP and
EXHIBIT REGISTRATION FORM

SPONSORSHIPS (Submit by May 31, 2023)

- Ironman Sponsor** \$10,000 and above
- Long Course Sponsor** \$5,000 - \$9,999
- Olympic Sponsor** \$3,000 - \$4,999
- Sprint Sponsor** \$1,000 - \$2,999
- Super Sprint Sponsor** \$500-\$999

- We plan to have an exhibit as part of the benefits of our sponsor level.
- Oct. 9 only Oct. 10 only Both Days

ADDITIONAL INFORMATION

- We plan to have a door prize available at our exhibit.
(Exhibitors are encouraged to provide a door prize at a suggested value of between \$25 and \$100. Door prizes will be announced during the event and sponsorship by the exhibitor will be acknowledged.)

EXHIBITOR FEES (Submit by September 8, 2023)

EXHIBIT OPTION	FOR PROFIT	NOT FOR PROFIT/STATE AGENCIES	TOTAL
2 Day Exhibit	\$450	\$300	
Day 1 Only (Oct. 9)	\$350	\$225	
Day 2 Only (Oct. 10)	\$300	\$200	
Additional Lunches	\$20/person/day	\$20/person/day	
		TOTAL	

PAYMENT

- Full payment is enclosed.
 \$ _____
(checks made payable to Iowa CareGivers (TAX ID 42-1457592))
- Please invoice my organization.

COMPLETE REGISTRATION FORM AND SUBMIT TO:

Iowa CareGivers
 939 Office Park Rd., Ste. 332 • West Des Moines, IA 50265
PHONE: 515.223.2805 **FAX:** 515.226.3214
EMAIL: pam.biklen@iowacaregivers.org
IowaCareGivers.org



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PRIMARY CONTACT
information

Organization Name: _____
(print as you want to be listed in conference materials and signage)

Name of Primary Contact: _____
(all correspondence will be sent to this individual)

Title of Primary Contact: _____

Organization Mailing Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Fax:** _____

Email (required): _____

Exhibitor Representative(s):

1. _____ 2. _____

Organization Description (25 words or less):

Iowa CareGivers
939 Office Park Rd., Ste. 332 • West Des Moines, IA 50265
PHONE: 515.223.2805 **EMAIL:** pam.biklen@iowacaregivers.org
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