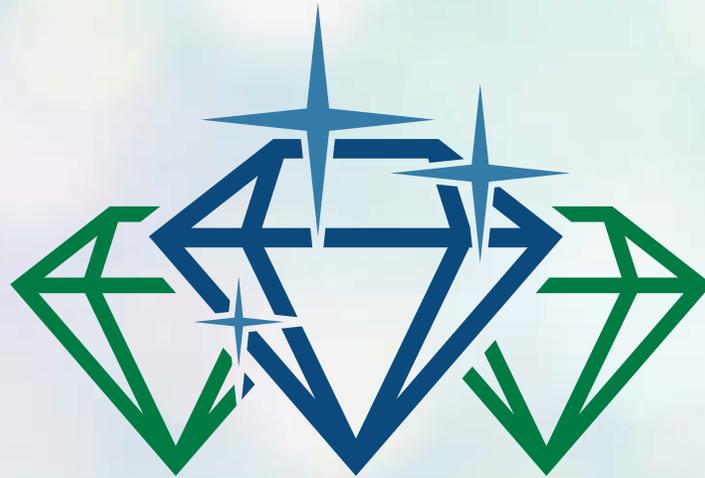


# SPONSOR & EXHIBITOR PROSPECTUS



9<sup>TH</sup> ANNUAL  
**DIAMONDS  
IN THE ROUGH**  
**C O N F E R E N C E**

April 12-13, 2019

*Parenting Children with Special Needs:  
Preparing to Launch at Every Age*

**9<sup>th</sup> Annual Diamonds In The Rough Conference**

**Friday, April 12**  
**Professional Continuing Education Workshop**

**Saturday, April 13**  
**Full-Day Conference and Exhibit Hall**

Johns Hopkins University, Montgomery County Campus  
9601 Medical Center Drive  
Rockville, Maryland

Presented by Weinfeld Education Group LLC (WEG)

**[DiamondsInTheRoughConference.com](http://DiamondsInTheRoughConference.com)**

**#WEGDiamonds**



## What is Diamonds in the Rough?

Diamonds in the Rough is WEG's annual conference in the Metro Washington D.C. and Baltimore area for families of students with special learning needs in pre-K–12, and the educators and professionals who work with them.

Diamonds in the Rough brings together national and regional researchers and practitioners in the areas of child development and special education, respected providers of educational services and products, public and private educators and administrators, therapists, social workers, and advocates to engage an audience of parents and professionals that help students with a variety of learning challenges to reach their potential.

The two day schedule features a professional training workshop with CEU credits on Friday. The full-day General Conference convenes on Saturday, offering an inspirational keynote speaker and several interactive training sessions from which to choose.

Each year, the conference is built around a theme unique to the special needs community. The 2019 theme is *Parenting Children with Special Needs: Preparing to Launch at Every Age*.

2-Day Sponsors share breakfast with Friday attendees, while Saturday lunch is offered in the Exhibit Hall with Sponsors and Exhibitors.

Sponsors help make it possible for WEG to offer lower registration fees directly to attendees.

## Who Attends Diamonds In The Rough?

The Diamonds in the Rough audience is a diverse group of parents and family members of children with special education needs, child advocates, educators and school administrators, and industry professionals such as speech pathologists, occupational therapists, paraprofessionals, psychologists, social workers, and physicians.

### 2018 Conference Demographics –

2 day total **226 attendees**

	Friday CE Workshop	Saturday General Conference
Industry Professional	50%	22%
Educator	23%	18%
Parent/Guardian	27%	60%



**300 +** attendees are anticipated in 2019



## What our attendees are saying...

*"The information presented at this conference was a game changer in terms of building a positive, empowered perspective so that I can effectively advocate for my son. The exhibit hall was great. The speakers were all very wonderful."*

## Why Participate In Diamonds In The Rough?

As an exhibitor or sponsor, you have the opportunity to showcase your products and services to a highly motivated and focused audience in a great environment.

We announce new sponsors and exhibitors on a rolling basis in the months leading up to the conference, and provide opportunities for great visibility in our e-blasts, on our conference website, in social media, and in WEG marketing materials.

Two-day Sponsors are highlighted in WEG's weekly e-blasts. This provides repeated promotion to WEG's database of more than 4,000 recipients. Sponsors are prominently featured on the Diamonds Conference website and attendee registration materials.



## About Weinfeld Education Group

Weinfeld Education Group (WEG) is a child-centered team of special education experts. WEG works collaboratively with parents, educators and other key team members to ensure that students are getting the support they need to reach their unique potential. WEG assists students, families, and educators by offering advocacy, training and school selection services. While our offices are located in Bethesda, Maryland, the WEG team serves families in Washington, DC, Northern Virginia and Maryland (including Baltimore, Annapolis, and the Eastern Shore).

**At WEG, the success of each child is our mission.**

Please contact Mary Elizabeth (Buffy) Elliott, WEG Outreach Coordinator, at 703-298-5674 or [outreach@weinfeldeducationgroup.com](mailto:outreach@weinfeldeducationgroup.com) for more information on our marketing opportunities.

*"This weekend I had the wonderful occasion to participate at the Diamonds in the Rough Conference. It was a great conference that was rich in topics, talented speakers, and an amazing array of attendees, including parents, educators, and professionals."*

*"I will attend the next Diamonds Conference if... The conference continues to invite speakers and sponsors with the level of knowledge and expertise as they provided this year. Excellent conference, very informative and organized. I plan to attend next year and will recommend it to others."*

## TWO-DAY SPONSORSHIP

**Friday, April 12 and Saturday, April 13**  
**\$2,500**

Show your support for families and students with special needs. Be a hero for kids that learn differently by becoming a Two-Day Sponsor.

*2-Day Sponsors Receive:*

- ◆ Twice the exhibit time. Two-day sponsors are invited to an exclusive exhibit and networking session during the Friday CEU training, in addition to having a prominent spot in the Saturday exhibit hall.
- ◆ Three (3) complimentary Saturday conference registrations to be used by individuals working the exhibit table on Saturday, April 13<sup>th</sup>. Individuals must pre-register and tickets are not transferable.
- ◆ Tailored messaging to attendees through the app – complimentary use of (1) Sponsored Post, one (1) Push Notification, and one (1) Sponsored Poll.
- ◆ One 6-foot exhibitor table in prominent location on both conference days
- ◆ 1/2-page Ad in the conference program (Note: final artwork must be supplied by March 1, 2019)
- ◆ Prominent recognition in the printed program and smartphone app, including your logo featured on special Diamonds Conference emails, sent to a network of over 5,000 professionals, advocates and parents.
- ◆ Recognition in the opening session and in onsite signage
- ◆ Company logo with link to company website on the conference website
- ◆ Prominent recognition in the printed program and smartphone app
- ◆ Local and regional media exposure
- ◆ Opportunity to provide takeaways and participate in Silent Auction

**Two-day sponsors enjoy extra networking with Friday CEU workshop attendees at the 2019 Diamonds Conference.**

### Friday CE Workshop Presenter

Dr. David O. Black is a pediatric neuropsychologist and internationally recognized expert in autism spectrum and related disorders. Dr. Black's more recent work has focused on the transition to adulthood and unique challenges inherent in that transition, as well as in the role of stress and anxiety in autism and intervention that may reduce its impact.



## CONFERENCE EXHIBITORS

Diamonds Exhibitors represent a wide variety of professionals—vendors, schools and special programs, service providers, and products—all geared to supporting families and helping students with special learning needs thrive.

**General Conference Exhibitor**  
**Saturday, April 13**  
**Regular rate: \$500**

Day 2 at Diamonds offers a lively exhibit hall with interaction with the entire conference – speakers, attendees and fellow exhibitor colleagues.

**Exhibit Hall Hours: 11:30pm – 1:15pm**

*Exhibitors Receive:*

- ◆ One 6-foot exhibitor table and two chairs
- ◆ Electricity upon request
- ◆ Two (2) complimentary Saturday conference registrations to be used by individuals working the exhibit table on Saturday, April 13<sup>th</sup>. Individuals must pre-register and tickets are not transferable.
- ◆ Recognition in online conference program, website, and marketing materials
- ◆ Company listing in conference smartphone app
- ◆ Opportunities to provide giveaways and participate in the Silent Auction.

**Lunch time with the exhibitors means an exciting, business atmosphere at Diamonds in the Rough.**

### Silent Auction

WEG is asking Diamonds Conference sponsors and exhibitors to join us in a silent auction to benefit the Palo Grande Education Center, funded through WEG and International Partners. The Center, located in the El Salvadoran Community of Palo Grande, makes education a reality for hundreds of under-privileged families. Please donate a gift basket or other item for our attendees to bid on throughout the conference. Thank you!

### Saturday Conference Keynote

Debbie Reber is a New York Times bestselling author and the founder of *TiLT Parenting*, a website, top podcast, and social media company for parents who are raising differently wired children. Her most recent book, *Differently Wired: Raising an Exceptional Child in a Conventional World*, came out in June 2018.



## Marketing At Diamonds

WEG's 9<sup>th</sup> Annual Diamonds in the Rough Conference offers even more opportunities to connect with attendees. Also consider promotion through our conference smartphone app, which puts more information right into the hands of attendees.

Specialty sponsors receive two (2) complimentary Saturday General Conference registrations to be used by individuals working the exhibit table on Saturday, April 13<sup>th</sup>. Individuals must pre-register and tickets are not transferable.

### Additional Sponsorship and Marketing Opportunities

#### Tote Bag Sponsor – \$1,200

Gain great visibility at the Diamonds Conference by sponsoring the conference tote bag. Your company logo will appear exclusively on one side of the bag.

#### Saturday Keynote Sponsor – \$1,800

The Keynote Sponsor has an opportunity to say a few words about their organization while introducing the Workshop Presenter on Friday and Keynote Speaker on Saturday. WEG announces the Keynote Sponsor in special media, and highlights the sponsor on the conference website and in the conference app, as well as signage with the Keynote Sponsor logo during the keynote address. A member of your organization is invited to attend dinner with Keynote Speaker Debbie Reber on Friday, April 12.



2018 Keynote Sponsor Nedra Bradford of Lindamood Bell introducing Joyce Cooper-Kahn.

## Lunch and Breaks Sponsorships

The Diamonds Conference offers special opportunities to sponsor a wide array of meals and breaks for our attendees. Onsite signage and special recognition will be found in print, on WEG social media, and on the conference app for all our meal and break sponsors.

Consider reaching a more targeted, professional audience by making a splash during our Friday CEU training.

**Friday Coffee Sponsor – \$500**

**Friday Breakfast Sponsor – \$1,000**

Appeal to a broader audience by sponsoring lunch or coffee at the General Conference on Saturday. The General Conference lunch sponsor will also receive special signage in the exhibit hall and a premier exhibit booth spot.

**Saturday Lunch Sponsor – \$2,000**

**Saturday AM Coffee Sponsor – \$500**

**Saturday PM Coffee Sponsor – \$500**

#### Take One Table (2 days) – \$100

A big hit with attendees, the Take One Table is located in a prime spot in the Exhibit Hall. The T1T is limited to one business card and one marketing item (brochure, flyer, postcard, etc.) Please estimate 300 copies. Leftover items may be returned at advertiser's expense. Materials are approved by WEG in advance. After registration, please email a .PDF copy for review.

## Printed Program Ad Opportunities

All attendees receive a printed conference program, another great place to advertise.

**Quarter page ad (2.25 x 4 inches) – \$100**

**Half-page ad (5 x 4 inches) – \$200**

**Back cover ad (5 x 8 inches) – \$400**

### Conference Smartphone App – Marketing Options

WEG strongly encourages attendees to download the conference app as soon as they register, so your ad will reach people for several months prior to the conference. Attendees refer to their event app for session details, speaker bios, workshop evaluations, poll responses, and much more.

#### Sponsored Post – \$100

With a sponsored post, your customized information is sent out to all attendees and is saved in the Conference Activity Stream. All 2-Day Sponsors receive one complimentary Sponsored Post.



#### Push Notifications – \$50

Your message will appear as a pop up on every attendee's phone. Use this 'gentle tech push' to visit your booth or offer a discount for conference attendees only. All 2-Day Sponsors receive one complimentary Push Notification.

#### Sponsored Poll – \$75

Send out a poll, and you can gain valuable real time feedback from attendees. All 2-Day Sponsors receive one complimentary Sponsored Poll.

#### Conference Smartphone App

An email will be sent to attendees, presenters, exhibitors, and volunteers with a link, access code, and description of the process for downloading the app. Attendees will also receive information about the app when they complete the online registration process.

## IMPORTANT INFORMATION FOR SPONSORS AND EXHIBITORS

### Exhibit Hours

**Friday, April 12, 2019**

**FOR TWO-DAY SPONSORS ONLY**

Exhibitor Set-Up - 7:30am to 8:30am

Exhibits Open - 8:30am – 9:00am,  
during breaks and at lunchtime

CEU Session ends at 1:30pm

**Saturday, April 13**

**FULL-DAY CONFERENCE**

Exhibitor set up – 9:30am – 11:00am

Exhibit Hall Open – 11:30am – 1:15pm

Exhibit Tear-Down – 1:30pm – 3:00pm

Exhibitors are asked not to dismantle their displays or begin packing before 1:30 p.m. on Saturday, April 13, 2019. Please inform those who are scheduled to perform tear-down of this policy.

## Diamonds in the Rough Conference

*Presented by Weinfeld Education Group*

4865A Cordell Ave, Suite 240

Bethesda, Maryland 20814

301.681.6233

### Sponsor and Exhibitor contact:

Mary Elliott

Outreach@WeinfeldEducationGroup.com

703.298.5674

### General Conference contact:

Diamonds@WeinfeldEducationGroup.com

301.681.6233

4865A Cordell Ave, Suite 240

Bethesda, Maryland 20814

[www.DiamondsInTheRoughConference.com](http://www.DiamondsInTheRoughConference.com)

#WEGDiamonds

Conference Attendee registration opens October 2018.  
Online Sponsor & Exhibitor registration opens September 2018.

[www.DiamondsInTheRoughConference.com/SERegistration](http://www.DiamondsInTheRoughConference.com/SERegistration)

### THE FINE PRINT – PLEASE READ THIS SECTION

1. Any products sold by sponsors and exhibitors at the 2019 Diamonds in the Rough Conference do not signify an affiliation with the Weinfeld Education Group, LLC (WEG) or Johns Hopkins University.
2. WEG and its affiliated staff members are not responsible for participating in the sales of sponsor and/or exhibitor merchandise, or for assuming fiscal responsibility for any unsold merchandise.
3. Exhibit Space: Space assignment is at the discretion of the WEG team and is conducted in accordance with the order payments are received and sponsorship level, if applicable. It is the responsibility of the exhibitor to set up, staff and dismantle displays in a timely fashion.
4. The deadline to request electricity for an exhibit booth is March 22, 2019.
5. Complimentary Saturday conference registrations for Sponsors and Exhibitors are to be used by individuals working the exhibit table on Saturday, April 13, 2019. Individuals must complete online pre-registration by April 7, 2019 to use complimentary tickets. Complimentary tickets are not transferable to other staff or individuals. Anyone who has not pre-registered and would like to attend the conference, will be asked to pay the general admission fee at the conference.
6. Exhibit merchandise left overnight is not the responsibility of WEG or Johns Hopkins University.
7. Exhibitors are generally expected to bring their materials to the event site. To make arrangements to ship any materials, please email [diamonds@weinfeldeducationgroup.com](mailto:diamonds@weinfeldeducationgroup.com)
8. Exhibitors may not tape, paste, thumbtack, nail or otherwise affix signs or posters to the walls at Johns Hopkins University, Montgomery County Campus. Any signs or posters leaning against the walls must be properly padded so as not to cause damage.
9. Exhibitors will not be allowed to dismantle their displays or begin packing before 1:30 p.m. on Saturday, April 13.
10. No refunds will be issued for cancellations after March 15, 2019. Sponsor or exhibitor cancellation prior to that date will receive a refund less a \$100 administration fee.
11. To guarantee recognition in conference materials, including the mobile app, Sponsor or Exhibitor registration payment must be received in full by March 8, 2019.
12. No exhibitor or sponsor is promoted until payment has been made.
13. Exhibit space assignment is at the discretion of the WEG team and is conducted in accordance with the order payments are received and sponsorship level, if applicable.
14. Sponsors and Exhibitors give full consent and permission to WEG and assign the irrevocable right to use for any purpose and without compensation, the use of sponsor/exhibitor image and likeness in all photographs, films, and/or text copy. Furthermore, sponsors and exhibitors understand that any event photograph, film and/or text copy is public information and may be released by WEG at any time without further permission or consent.
15. It is understood that the online registration becomes a contract between the sponsor/exhibitor and WEG, LLC. Sponsors receiving a complimentary exhibit booth as part of their sponsorship are bound by the same contract agreement.