

RID

Registry of Interpreters for the Deaf, Inc.



2023 RID NATIONAL CONFERENCE

JULY 26-30, 2023 | BALTIMORE, MD

SPONSORSHIP PACKAGES | Recognition Levels & Benefits

Letter

The Registry of Interpreters for the Deaf, Inc. (RID, Inc.) invites you to participate in our 2023 RID National Conference, "Are You Ready?," at the Hilton Baltimore Inner Harbor in Baltimore, Maryland. This conference is face-to-face for the first time since 2019.

RID, Inc. is a national membership organization representing the professionals who facilitate communication between people who use signed language and spoken language. Interpreters serve as professional communicators in a vast array of settings such as churches, schools, courtrooms, hospitals and theaters, as well as on political grandstands and television. RID's function is to support our membership by providing the foundation to launch and sustain careers while ensuring quality service to the Deaf, DeafBlind, Hard of Hearing and DeafDisabled communities.

The founding of RID, Inc. was an unexpected outcome of a workshop held June 14-17, 1964, at Ball State Teachers College (Ball State University) in Muncie, IN. The workshop's purpose was to bring a more formal and structured foundation to the training of interpreters. Many workshop participants, including both deaf and hearing individuals, felt that the formalization of interpreting as a profession was an idea whose time had arrived. After a name change, incorporated in 1972, RID continued its evolution into its present form and will continue to evolve into a professional and membership organization.

The RID conference expects upwards of 2,000 attendees from around the world. It is an excellent opportunity to increase your visibility to the Deaf and interpreter communities. Support from entities such as yours is critical to the conference's success. In addition to connecting participants with your organization/company's valuable resources, your support enables RID to give attendees an enlightened professional development and networking conference experience.

Participation can occur in several ways. Please consider the opportunities within our 2023 RID National Conference Sponsorship/Exhibitor Package to participate in this premier interpreter event in 2023!

To discuss your marketing opportunities at the 2023 RID National Conference, please contact:



JJ Johnson

jjohnson@rid.org

Director of Communications

Registry of Interpreters for the Deaf, Inc.

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Invest
in your
customers!



Recognition Levels & Benefits

Recognition Levels & Benefits	Sapphire \$50,000	Diamond \$25,000	Platinum \$15,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500
Scrolling banner ad in the conference mobile application	●	●	●	●	●	●
Program book app sponsorship listing	●	●	●	●	●	●
IEWS Ads	See below	One page	Half-Page	Quarter-Page	1/8 Page	
Conference email announcements	●	●	●	●	●	●
Logo on RID Website	●	●	●	●	●	●
Logo on RID Facebook page	●	●	●	●	●	●
Banner at conference	●	●	●	●	●	●
Registration Bag Insert	●	●	●	●	●	●
Complimentary conference registrations and banquet tickets with sponsor badge ribbons	Ten (10)	Eight (8)	Five (5)	Three (3)	One (1)	One (1)
Complimentary job postings on the RID Web site “career page”	One Year	One Year	Six Months	Three Months		
Complimentary exhibit booths with premium placement with (#) marketing “alerts” for your booth from the Mobile application	(4) / (2)	(2) / (1)	(1) / na	(1) / na		
Podium recognition at the plenary session and an opportunity to briefly address the audience (time and location to be determined by RID at a later date)	●	●				
RID-issued press release announcing your sponsorship.	●					
One (1) complimentary full-page, 4-color ad in the conference program book app (premium placement, first choice).	●					
Two (2) complimentary full-page ads in IEWS.	●					

Recognition Levels & Benefits



Recognition Levels & Benefits	CONFERENCE BAGS \$8,500	SWAG \$5,000
Logo on the swag provided to attendees		●
Logo on the conference bag	●	
Program book app sponsorship listing	●	●
Conference email announcements	●	●
Logo on RID Website	●	●
Logo on RID Facebook page	●	●
Banner at Conference	●	●
One (1) complimentary quarter-page ad in VIEWS	●	●
4-color ad in the conference program app	●	●
Registration Bag Insert	●	
Complimentary job postings on the RID Web site "career page" for one (1) year.	●	

To include a scrolling banner ad in the conference mobile application, please add \$1,500 to your sponsorship package.



REGISTRATION BAG INSERT

RID provides companies/organizations/educational institutions with the opportunity to provide your marketing materials to our attendees through the purchase of a registration bag insert.

CUSTOMIZED SPONSORSHIP OPPORTUNITIES

The 2023 RID National Conference offers many ways for your company/organization to participate and support RID's conference through sponsorship opportunities. To customize a sponsorship package for your company/organization, please contact JJ Johnson, Director of Communications at jjohnson@rid.org

2023 RID National Conference | EXHIBITORS PACKAGE

RID invites you to exhibit at our 2023 conference! Join over 1,800 of your sign language interpreter industry colleagues for a fun-filled week packed with tremendous educational, networking and marketing opportunities. By exhibiting at the 2023 RID National Conference and Exhibition, you can display your valuable products and services to the largest gathering of sign language interpreters!

How is RID promoting attendance in the Exhibit Hall?

We have created a program that includes an exhibit hall reception and an exhibit hall lunch that will draw attendees to your booth.

Plenary - \$3,000

Present a plenary to over 2,000 attendees about a relevant topic that aligns with your company and ASL-English interpreting. Your company's logo will be prominently displayed during the plenary session. Sessions last 1.5 hours.

Table Sponsorship - \$1,000

Reserve a table for your employees during our banquet. Your logo will be prominently displayed as the centerpiece of the table.

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Dates and Hours of Exhibition

Exhibitor Set-up: Tuesday, July 25 from Noon – 4:00 P.M.

Exhibit Hall Hours:

Wednesday, July 26	9:00 A.M. – 5:00 P.M.
Thursday, July 27	9:00 A.M. – 5:00 P.M.
Friday, July 28	9:00 A.M. – 5:00 P.M.
Saturday, July 29	9:00 A.M. – 5:00 P.M.
<i>Exhibit Hall Breakdown</i>	<i>5:00 P.M. – 9:00 P.M.</i>



Each 8' x 10' booth includes the following items, complimentary to you:

- Booth backdrop and side rails
- One six foot draped table
- Two chairs
- One 7" x 44" booth sign
- Your company listing, along with an exhibit hall map, will be available on the conference mobile application for attendees and published in the conference program book app for ease of navigation

What are my costs?

Each booth is 8'x10'. Per booth charge is for 8' x 10' space.

Member organizations: \$1,000

Non-member organizations: \$1,400

Important note! The cost of organizational membership is \$198. Thus, it is less expensive to become an organizational member of RID and pay the member rate for your booth. Become a member today at www.rid.org. To receive the member price, the organization applying for booth space must be a member; does not apply to individual memberships.

If you are a Deaf-owned business with less than 5 employees contact us for a cheaper rate.

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Additional Marketing Opportunities for Exhibitors

The 2023 RID National Conference will be providing a free mobile application for attendees. RID is offering exhibitors the opportunity to market your booth to attendees by purchasing an “alert” that we will post through the mobile app.

When an attendee is using the conference mobile app, an alert can be pushed to direct them to your booth.

Examples of an Alert

“Come visit the RID Press Booth in the exhibit hall today, Thursday, July 27th, for an additional 20% discount on your purchase.”

“Looking for career opportunities that support your professional development and growth as an interpreter? Come by XXX’s booth for more information!”

“Looking for a special gift for yourself or your loved one? Stop by XXXX’s booth for an array of unique and beautifully hand-crafted artwork.”

Cost of Alerts

Alerts will be sold \$100 per alert. There will only be two alert slots sold per day. They will be sold on a first-come, first served basis.

All copy are subject to RID’s approval.

Contact

Please email us at advertising@rid.org

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Deadline: June 1, 2023

IEWS AD Size	Size	Cost
Full Page	7.125" x 9.875"	\$1200.00
Half Page Horizontal	7.125" x 4.9375"	\$600.00
Half Page Vertical	3.5" x 9.875"	\$400.00
Quarter Page	3.5" x 4.9375"	\$300.00
Sixth Page	2.2917" x 4.9375"	\$200.00

Ad Specs

PDF files are the preferred format for advertisements. RID accepts native files in the following formats: Adobe InDesign, Adobe Photoshop (TIF or EPS with all fonts rasterized) and Adobe Illustrator EPS (with all fonts converted to outlines). All necessary fonts and graphics should be included with ads and the color setting must be 4-color/CMYK. High-resolution JPGs are also acceptable. All graphics, art, photos and logos must be at 300 dpi or better.

We will **not** accept advertisements in the following formats: Microsoft Word, Excel, PowerPoint, Adobe PageMaker, CorelDraw, GIF or similar web-quality graphics.

Important Note

Organizational members, CMP sponsors and nonprofits receive a 20% discount on all advertisement insertions.

Please note that the front cover, front inside cover, back cover and back inside cover are reserved for Sapphire and Diamond sponsors.

Advertisement placement is determined on a first-come, first-served basis.

Ad Policy

All conference program advertising is subject to approval by RID, who reserves the right to put the word "advertisement" with copy that, in their opinion, resembles editorial material. RID also reserves the right to reject advertisements. Positioning of advertisements shall be under the exclusive discretion and control of RID.

Submissions & Cancellations

Cancellation policy: Space cancellation must be received in writing. Reserved advertisement space canceled prior to June 1, 2023, will be refunded less a \$50.00 service charge. Cancellations cannot be accepted after the closing date. Failure to notify RID prior to the closing date will result in the full cost of insertion.

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