



Abilities Expo Event Program Information Packet

Thank you for your interest in sharing your knowledge and passions with Abilities Expo attendees! We look forward to the possibility of working with you. **All potential presenters must review this information packet** and the event policies (in their entirety) prior to submitting a proposal. It is understood that **all presenters will be familiar with these details** including the schedule format, audio-visual/presentation equipment provided, and the requested topics. Please let us know if you have any questions.

Thank you!

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About Abilities Expo

Abilities Expo is the leading event for 54 million Americans with disabilities and those who support them - families, caregivers and healthcare professionals. Abilities Expo is about bringing necessary products and services together under one roof for the community of people with disabilities. It's about introducing opportunities that can enrich people's lives ...especially opportunities they never knew were out there.

The show's primary focus is to connect attendees with exhibitors for access to products, resources and services. In addition, Abilities Expo offers a broad selection of free educational workshops, events, and activities to enhance the attendee experience.

We seek speakers and organizations that are interested in sharing their expertise and knowledge at Abilities Expo. If you would like to be involved, please submit a proposal. Early submission of proposals is strongly encouraged.

Abilities Expo Attendees

38% Parents / Friends /
Caregivers
36% People with
Disabilities
20% Healthcare &
Disability
Professionals
6% Other

Shows, Dates, Locations and Deadlines to Submit Proposals

Event proposals will be accepted one year in advance of each show. For the full list of shows, dates, and locations visit our website at www.abilities.com The website will always have the most up to date information about our schedule.

Events Format – Individual Activities

- *Schedule:* Events will be considered for any one or all three days of the show.
- *Length of Each Event:* Events last between 30 and 60 minutes. There will be at least 15 minutes between events to allow for set up of the next scheduled event.
- *Cost to Attendees:* Abilities Expo is a free event. Events are also free. **Attendees cannot be charged for any part of your event.**
- *Cost to Presenters:* There is no cost to present. Presenters are not required to exhibit.
- *Number of Attendees:* Attendees will not be registering for specific events. Attendance is first-come-first-served and will vary throughout the Expo. Attendance may be a small group of dedicated people or it may draw as many as 100 people.
- *Event Promotions:* Due to the large number of activities taking place at Abilities Expo, **we do not announce events over the public address system.** Events are promoted on signs at the event and online at the Abilities Expo website and via our social media channels.

Events Format – All-Day Activities

- All-day activities will take place on all three days of each show, for all hours the show is open.
- All-day activities take place in a designated area on the show floor.
- *Cost to Attendees:* Abilities Expo is a free event. Events are also free. **Attendees cannot be charged for any part of your activity.**
- Due to the large number of activities taking place at Abilities Expo, **we do not announce events over the public address system.** Events are promoted on signs at the event, in the show directory, and online in social media and the Abilities Expo website.

Audio-Visual Support and Event Spaces

- *Where:* All events take place on the show floor, **not** in separate rooms.
- *AV Equipment:* Audio-visual equipment provided includes: a sound system, two microphones (one handheld, one headset or lavalier), and two speakers.
- *Music:* Music can be played through an AV jack in the sound system. We **do not** have Bluetooth or CD playing capabilities. A music preparation checklist will be sent with more details if your proposal is accepted.
- *Chairs and Tables:* The event space will have 50 folding chairs that can be rearranged to suit the event taking place, including taking them out of the space all together. The Event space includes a table to be used as you see fit.

Goals of Events at Abilities Expo Shows

Abilities Expo shows include events with the goal of accomplishing these objectives:

1. To provide attendees with an opportunity try activities while they are at the show, connect with the presenting organizations, and continue that connection after the show has ended.
2. To broaden awareness of the types of activities available to the disability community in each show region.

Preferred Topics

The most popular events at Abilities Expo are those that include practical information, focus on living life fully with a disability and are applicable to people with many different types of disabilities. Presentations designed as marketing or promotional pitches for specific products, programs or technologies **are not permitted**. All presentations are expected to be general and unbiased, and based in education.

Sample events and activities that have been successful at past shows include:

- Sports Demonstrations
- Wheelchair Maintenance classes
- Assistance, Service, and Therapy Animal Demos
- Dancing (all styles!)
- Exercise and Fitness Classes
- Fun Activities such as face painting and juggling
- Activities for kids such as sports, crafts, and storytelling
- Gardening Demos
- Yoga
- Meet and Greets with Athletes, Celebrities and Mascots

We do not present the following event types at Abilities Expo: Musical performances (vocal or instrumental, except acoustical for children), comedians, product-specific demonstrations (unless presented by a non-profit organization), or motivational/inspirational speakers.

Remember, all events and activities must include an opportunity for attendees to try the event or activity. It could be trying a sport, learning how to greet a horse, petting a service dog, dancing, making art, or something similar.

How to Submit an Event Proposal

Submit the following information via email to slaucks@abilities.com. All information should be presented in a single document or email. If sending in a file, please send in Word or Text.

1. Event Title: Be clear and concise.
2. For each Presenter: Their Name, Job Title, Organization, any Professional Credentials, Telephone Number, Email Address, and Social Media Handles (Twitter, Instagram, Facebook).
3. Proposed Description: Descriptions must be in paragraph form and no more than 150 words. Tell us what attendees will see and experience during your event.
4. Description of Presenting Organization: Provided in paragraph form. About 150 words long.
5. Website and/or social media for the presenting organization(s).
6. Images of someone participating in the activity and logos of the presenting organization. Please send images separately (not embedded in a document) in as large of a file as you have available.
7. List the show or shows you would like to be considered for (location and dates).
8. Signed copy of Event Policies document.

Selection Criteria

Please take time with your proposal. We review ***many*** proposals and ***the quality of the proposal is a key factor in the consideration process.*** Applications must be complete. A well-defined proposal meets the following criteria:

- Includes all items listed above under “How to Submit an Event Proposal”
- Clear title and description
- Well-defined focus to your identified audience
- Value to attendees – including how they would participate
- Connection of the speaker and/or organization to the disability community

Only ***fully completed*** applications that are ***within word limitations*** can be considered.

Notification

Events are selected between three and four months prior to the date of the show. Presenters will receive confirmation in advance of show promotions to confirm your session and scheduled date and time.

Marketing and Promotion of Events

Speakers for Abilities Expo receive significant exposure via our website and promotions. Each show features an extensive marketing campaign using direct mail, email, website, media outreach and advertising. **Selected presenters are expected to promote their event to their own networks.** Abilities Expo will provide you with digital marketing tools to share on your website, via email and social media.

Questions?

Please feel free to email Sarah Galbraith Laucks, Director of Education and Events, with any questions.

Sarah Galbraith Laucks
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