

*Exhibitor Prospectus*

# Healthy Wealthy & Wise *Conference*

**Three tracks of  
programming that  
will help you serve  
veterans!**

**Take away  
actionable  
information!**  
[www.fra.org/fra/VSF/](http://www.fra.org/fra/VSF/)



*presented by*



---

**VETERANS SERVICE  
FOUNDATION**

**June 29-July 1, 2020**

**The Westin Alexandria Old Town  
400 Courthouse Square • Alexandria, Virginia 22314**



# WESTIN®

## HOTELS & RESORTS

**400 Courthouse Square  
Alexandria, Virginia 22314-5700 USA**

### Driving directions

Drive from George Washington Memorial Pkwy to Alexandria. Head southeast. Turn right toward S Smith Blvd. Continue onto S Smith Blvd. Merge onto George Washington Memorial Pkwy. Get on US-1 S/N Henry St from Slaters Ln. Turn right toward Slaters Ln (signs for Slaters Lane/ Bashford Lane/W Abingdon). Turn right at the 1st cross street onto Slaters Ln. Use the right lane to take the ramp onto US-1 S/N Henry St. Continue on US-1 S/N Henry St to John Carlyle St. Merge onto US-1 S/N Henry St. Turn right onto Duke St. Take Jamieson Ave to Courthouse Square. Turn left onto John Carlyle St. Turn right onto Jamieson Ave. Turn left onto Courthouse Square. Destination will be on the left. The Westin Alexandria, 400 Courthouse Square, Alexandria, VA 22314.

### Other Transportation

Bus Station

DASH AT 7 - Jamieson Ave

0.1 miles W from hotel

Subway Station

Eisenhower Metro

0.5 miles W from hotel

King St - Old Town Metro Station

0.4 miles SW from hotel

Train Station

Alexandria Amtrak/VRE Station

0.5 miles NW from hotel

Parking

Valet parking, fee: \$16 daily / \$36 overnight

Only Valet parking is available on-site. 6'8" is height limit.



## Letter from the Executive Director

Welcome,

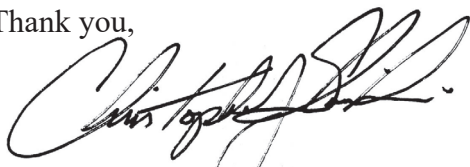
The journey facing our currently serving service members, their families and those who transitioned into the veteran community is constantly changing. Recently passed legislation, newly implemented programs as well as services will soon be provided to these heroes. But these new benefits can be confusing to both the beneficiaries and service providers.

I would like to invite you to be a part of this important conference. The Healthy Wealthy & Wise Conference will provide you a road map for navigating the newly implemented programs designed specifically for those who serve our nation.

This year's conference will be held in Alexandria, Virginia from June 29 to July 1, 2020 at the Westin Alexandria Old Town.

Our conference offers a variety of opportunities to gain knowledge. If you choose to exhibit, you will reach more than 500 professionals who constantly provide services to and interact with veterans. Sponsoring the conference will gain you visibility at a variety of events and activities. Many sponsorship levels include advertise opportunities to increase your company's profile during the conference.

Thank you,



Christopher J. Slawinski, National Executive Director

*presented by*



---

# VETERANS SERVICE FOUNDATION



## Conference Sponsorships

Don't miss your chance to reach long-term services and supports professionals at The FRA's Veteran Services Foundation's **Healthy Wealthy & Wise Conference**, held in Alexandria, Virginia, June 29-July, 2020. Our conference sponsorship options offer unique opportunities for your organization to network, brand, market, and advertise—boosting your visibility.

2019 Conference Sponsorship levels	Platinum \$20,000+	Diamond \$15,000+	Emerald \$10,000+	Sapphire \$5,000+
Logo in program	✓	✓	✓	✓
Logo on conference website page	Premium Location	✓		
Advertisement in program	Full Page, Premium Space	Half Page, Priority Space	Quarter Page	
Differentiated Signage on entrance to exhibit hall	✓	✓	✓	✓
Company name on tote bag	✓	✓	✓	
Screen Projection Loop before and after general sessions	✓	✓	✓	
Promotional insert in tote bag	✓	✓		
Exhibit booths	1 Premium Booth plus 2 registrations	1 Premium Booth plus 1 registrations	1 Standard Booth plus 1 registrations	1 Standard Booth

### Customize Your Sponsorship!

If you don't see an exact fit for what you're looking for in the following pages, contact us to create a custom sponsorship package.

## Conference Program Sponsorship Opportunities

All of the events, activities, and items listed in the following pages are available for sponsorship on a first-come, first-served basis.

### **Keynote Speaker: \$10,000**

(If you are interested in sponsoring the luncheon prior to the speaker, see below)

Your company receives full benefits of the Emerald Sponsorship, which includes your logo displayed during the plenary, exclusive time to highlight your organization during the speaker introduction, and being highlighted within the conference program.

### **Plenary Luncheon: \$12,000** (2 available)

Conference attendees will enjoy a luncheon prior to plenary speakers. Your company will be recognized throughout the meal at the food stations. Your company receives full benefits of the Diamond Sponsorship and will be highlighted in the program.

### **Networking and Reception Sponsorship Opportunities:**

#### **Exhibit Hall Opening Reception: \$12,500**

Attendees gather to celebrate the opening of the exhibit hall at the end of the first day to network with colleagues and browse exhibit booths. Your company will receive full benefits of the Diamond Sponsor. Additionally, your company will be recognized throughout the reception at the food stations, as well as highlighted within the conference program.

#### **Exhibit Hall Luncheon: \$15,000**

Attendees will enjoy a boxed lunch while networking and browsing exhibit booths. Your company will be recognized at the entry to the exhibit hall, as well as throughout the reception at the food stations. Your company receives the benefits of the Diamond Sponsorship and be highlighted in the program.

#### **Continental Breakfast: \$10,000** (2 available)

Attendees will enjoy a continental breakfast each morning while networking with colleagues. Your company will be recognized throughout the meal at the food stations. Your company receives the full benefits of the Emerald Sponsor and will be highlighted in the program.

### **Additional Exclusive FRA Sponsorship Opportunities:**

Promotional items can turn the conference's most used resources into valuable impressions for your company.

#### **Charging Stations: \$5,000**

These days everyone is on their smartphone or tablet, using it to take notes, and to gather contact info from other conference attendees. Sponsorship of a charging station includes a screen display, showing a 10 minute slideshow loop that can be used as advertising space, as well as your logo displayed on the kiosk. Your company will receive full benefits of the Sapphire Sponsorship level.

#### **Hotel Key Cards: \$5,000**

Be the first thing attendees see as they check-in for the conference at the Norfolk Marriott Waterfront. Your logo will be printed on over 1,000 hotel key cards. Your company will receive full benefits of the Sapphire Sponsorship level.

#### **Name Badge Lanyard: \$5,000**

Everyone will wear your company's logo or name around their necks to display their name badge for the conference. Your company's logo will be worn by more than 300 individuals! Your company will receive full benefits of the Sapphire Sponsorship level.

#### **Water Bottles: \$5,000**

Have your organization's logo on a water bottle placed in all conference attendee's tote bags. After a long day of workshops and networking, everyone will appreciate your contribution to the event. Your company will receive full benefits of the Sapphire Sponsorship level.



## 2020 Sponsorship Categories

Please choose your sponsorship level for this year's conference from the list below.  
Check the appropriate box:

### Conference Sponsorships:

- ☐ Platinum Level Sponsor ..... \$20,000
- ☐ Diamond Level Sponsor ..... \$15,000
- ☐ Emerald Level Sponsor ..... \$10,000
- ☐ Sapphire Level Sponsor ..... \$15,000

### Conference Program Sponsorship Opportunities:

- ☐ Plenary Speaker Sponsorship ..... \$10,000
- ☐ Plenary Luncheon Sponsorship ..... \$12,000

### Networking and Reception Sponsorship Opportunities:

- ☐ Exhibit Hall Opening Reception ..... \$12,500
- ☐ Exhibit Hall Luncheon Sponsorship ..... \$15,000
- ☐ Continental Breakfast Sponsorship ..... \$10,000

### Additional Exclusive Sponsorship Opportunities:

- ☐ Charging Station Sponsorship ..... \$5,000
- ☐ Hotel Key Card Sponsorship ..... \$5,000
- ☐ Name Badge Lanyard Sponsorship ..... \$5,000
- ☐ Water Bottle Sponsorship ..... \$5,000

### Exhibition Booth Registration

Please note: A single attendee registration is included with any exhibitor booth. Any additional exhibitors/attendees MUST register online and pay the full conference rate.

### Exhibition Day Pass

Daily passes available to the exhibit hall only \$150.

### To Reserve a Non-Sponsor Exhibit Space:

- ☐ 8 x 8 ft. exhibit booth  
(Registration by May 1, 2020)
- Non-profit ..... \$1,000
- Corporate ..... \$1,500
- (Registration after May 1, 2020)
- Non-profit ..... \$1,200
- Corporate ..... \$1,700



### Questions?

If you have any questions or need more information, please contact Kimberly Afolabi at:  
KimA@fravsf.org, or call 703-683-1400, ext.127

**WESTIN®**  
HOTELS & RESORTS

## Exhibitor Information

Parking, shipping and move in/out information is below. If you have special requirements, please contact FRAHQ to make arrangements with the hotel.

**Electrical/internet/utility service order form is on page 6 or online at: [www.fra.org/fra/VSF/](http://www.fra.org/fra/VSF/).**

### Exhibit Application Deadline:

### Exhibit Set-Up:

June 29, from 7:00 a.m. to 11:30 a.m.

### Exhibit Hours

June 29, from Noon to 6:30 p.m.

June 30, from 11:30 a.m. to 7:00 p.m.

July 1, from 9:00 a.m. to Noon

### Dates and Rates

Conference Dates:

June 29 through July 1, 2020

Exhibition Dates:

June 29 through June 30, 2020

### Hotel Reservations:

Westin Alexandria

400 Courthouse Square

Alexandria, Virginia 22314-5700 USA

### Non-Sponsor Booth Fees

8 x 8 ft. exhibit booth

*Registration by May 1, 2020*

Non-profit: \$1,000

Corporate: \$1,500

*Registration after May 1, 2020*

Non-profit: \$1,200

Corporate: \$1,7000

### Exhibitor Policy Guidelines

#### Load in / Load out

Load in and load out is only permitted at our loading dock located next to the hotel, see the picture on page 7. Parking is not allowed at the loading dock. You can use the valet service or street parking depending on the clearance of the truck.

### Box Shipping & Receiving:

In-Bound – due to limited space boxes should not be shipped to the hotel sooner than 3 days prior to your event. Crates/pallets will not be accepted due to limited space. All crates/pallets must be broken down and trash removed by delivery company.

Pricing:

0 to 5 Pounds = \$5.00

6 to 20 Pounds = \$10.00

21 to 50 Pounds = \$15.00

Over 50 Pounds = \$25.00

Outbound = \$10.00 per Box Handling Fee

### Please mark all packages for your event as:

Company Name and Your Name

Healthy Wealthy & Wise Conference

Booth Number

June 29 - July 1

400 courthouse Square

Alexandria, VA 22314

*All items that need to be shipped after the event must have a pre-paid shipping label. It is also the exhibitor's responsibility to schedule for package pick-up.*

### Security

The Westin will not assume responsibility for any damage or loss of any property, merchandise or articles brought to the event.



# THE WESTIN

ALEXANDRIA

## EXHIBITOR FORM

Conference: \_\_\_\_\_ Exhibitor Co. Name: \_\_\_\_\_

Contact: \_\_\_\_\_ Phone #: \_\_\_\_\_ Email: \_\_\_\_\_

Meeting Room Name: \_\_\_\_\_ Setup Date: \_\_\_\_\_ Time: \_\_\_\_\_

Teardown Date: \_\_\_\_\_ Time: \_\_\_\_\_

QTY	EQUIPMENT/SERVICE	COST	Subtotal	# Days	Total
<b>PHONE</b>					
	House Telephone (inside Hotel calls only), per day	\$ 50.00*			
	Telephone with outside Line, 1 <sup>st</sup> day *(Plus Calls)	\$150.00*			
	Telephone with outside Line, additional days	\$ 50.00*			
<b>INTERNET</b>					
	Wired/Wireless Internet - 1 user, per day	\$30.00*			
	Wired/Wireless Internet up to 10 users, per day	\$300.00*			
	Wired/Wireless Internet up to 25 users, per day	\$500.00*			
	Wired/Wireless Internet up to 50 users, per day	\$1000.00*			
	Wired/Wireless Internet up to 75 users per day	\$1500.00*			
	Wired/Wireless Internet up to 100 Users	\$2000.00*			
	Static IP Address, per address	\$ 20.00*			
	Network Port Connections – Special Setups	\$ 50.00*			
	Custom Configurations – One Time Setup Fee	\$100.00*			
	8 Port Switch Rental, per day	\$ 50.00*			
	16 Port Switch Rental, per day	\$100.00*			
<b>POWER</b>					
	Power ran to Booth – One Time Setup Fee	\$45.00**			

\* plus 5% sales tax

\*\*plus 5% sales tax and 22% service charge

### Box Shipping & Receiving:

<b>In-Bound</b> – due to limited space boxes should not be shipped to the Hotel sooner than 3 days prior to your event. Crates/Pallets will not be accepted due to limited space. All Crates/Pallets must be broken down and trash removed by delivery company.	
Pricing:	
0 to 5 Pounds =	\$5.00
6 to 20 Pounds =	\$10.00
21 to 50 Pounds =	\$15.00
Over 50 Pounds =	\$25.00
<b>Outbound</b> - \$10.00 per Box Handling Fee	

All exhibitor payments **must** be made via credit card – the credit card will be charged **72 hours prior** to the event start date. Please fill out the attached credit card authorization form and return with your order form. Bills will be sent to email address above. All forms must be submitted to the group contact and sent as a group to the hotel CS Manager at least 2 weeks prior to the event. Any questions in regards to submitted forms will be addressed directly with the exhibitor contact provided on the form. FAX: To (703) 253-8625

**NOTE: All service requests made the day of the event will be assessed an on site fee of \$75.00**

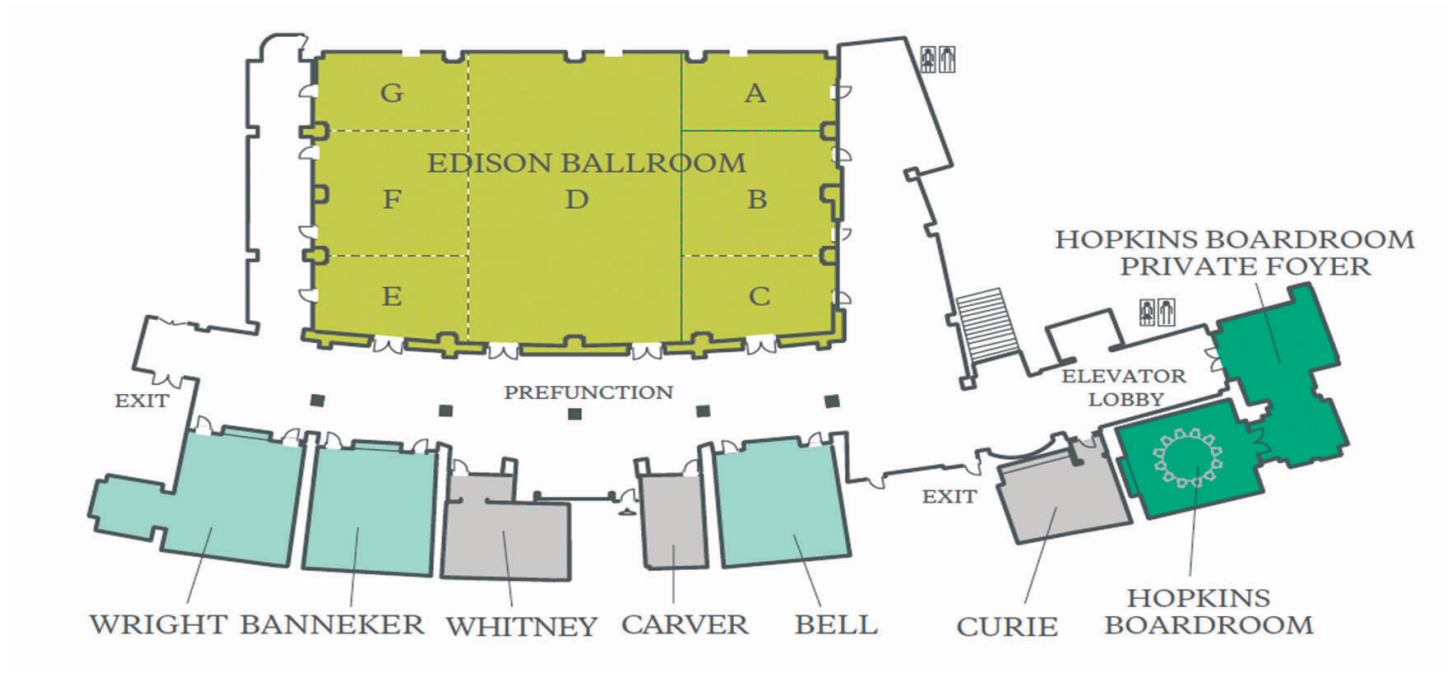
Agreed & Signed by \_\_\_\_\_

Date \_\_\_\_\_



# WESTIN®

## HOTELS & RESORTS



## 2020 Sponsor/Exhibit Form

---

COMPANY

---

OFFICE CONTACT PERSON/TITLE

---

ON-SITE CONTACT PERSON/TITLE (IF DIFFERENT FROM ABOVE)

---

ADDRESS

---

CITY

STATE

ZIP

---

PHONE

---

FAX

---

E-MAIL

### Method of Payment (please check one)

☐ Credit Card

☐ Check (personal or agency): Payable to FRA

For Credit Card Use Only:

☐ VISA

☐ MasterCard

☐ American Express

---

CREDIT CARD #

EXP. DATE

---

SIGNATURE

TODAY'S DATE

### Mail or Fax Exhibit Space Order Form to:

**Fleet Reserve Association**

**125 N. West Street**

**Alexandria, VA 22314**

**(703) 549-6610 FAX**

### Questions?

If you have any questions or need more information, please contact  
Kimberly Afolabi at: [KimA@fravsf.org](mailto:KimA@fravsf.org), or call 703-683-1400, ext. 127.

[www.fra.org/fra/VSF/](http://www.fra.org/fra/VSF/)

# FRA Exhibit Rules & Regulations

## 1. Registration.

All exhibitors and sponsors, including staff manning the booth, are required to register as participating attendees at the FRA Healthy Wealthy and Wise 2020. Conference registration entitles exhibitors and sponsors to participate fully in all open conference workshops, keynotes, and social events on the program agenda.

## 2. Exhibit Data.

Each booth area is 8 x 8 ft. and includes one 6 ft. skirted table and two chairs. All exhibitors are expected to fill out the appropriate forms with the decorating company for any additional, drapage, AV, electrical, etc. All necessary order forms and shipping information will be provided in the Exhibitor's Manual.

## 3. Booth Blocks.

In the event an organization would like to purchase multiple booth space or if two exhibitors would like adjoining space, this request **MUST** be indicated on the Booth Application forms and must be received at the same time as spaces are assigned on a first-come, first-served basis. Every effort will be made to accommodate adjoining booth requests, but final assignment is at the discretion of the Conference Coordinator.

## 4. Exhibit Installation.

Exhibit installation hours are June 29, 2020 from 7:00am to 11:30 am. Exhibitors agree that all booths will be operational and staffed during all continental breakfasts, receptions, and breaks.

## 5. Dismantling Exhibits.

Exhibits may be dismantled on July 1, 2020 at Noon.

## 6. Canceled Booths.

Cancellations made by May 1, 2020 will receive a refund, less the \$200.00 conference cancellation fee. There will be no refunds after May 1, 2020. All cancellations and requests for refunds must be in writing and sent to the attention of Kimberly Afolabi: KimA@fravsf.org

## 7. No Shows.

If an Exhibitor fails to install or display in assigned space or fails to comply with any other provision of this agreement, FRA shall have the right, without notice to Exhibitor, to take possession of said space and lease said space, or any part thereof, to such parties, and upon such terms and conditions, as it may deem proper.

Any exhibitors who do not show up will not get a refund. If you e-mail, fax, or mail your cancellation notice, please call to confirm receipt.

## 8. Fees.

Full payment must accompany the application for booth space. Exhibitor Information Packets and booth assignments will be mailed after confirmation and payment of full conference registration. All materials, services, and products represented must be wholly owned or managed by the exhibitor on record.

## 9. Indemnification & Hold Harmless.

The exhibitor shall indemnify, defend, and hold harmless the FRA and its officers, directors, partners, agents, members, and employees from and against any and all demands, claims, damages to person or property, losses and liability, including reasonable attorney fees (collectively "claims") arising out of or caused by the exhibitor's negligence in connection with the provision of services of the The Westin Alexandria Old Town. The exhibitor shall not have waived or be deemed to have waived, by reason of this paragraph, any defense, which it may have with respect to such claims.

FRA shall indemnify, defend, and hold harmless the exhibitor and its officers, directors, partners, agents, members, and employees from and against any and all demands, claims, damages to person or property, losses and liabilities, including reasonable attorney fees (collectively "claims") arising out of or caused by the FRA's negligence. FRA shall not have waived or be deemed to have waived, by reason of this paragraph, any defense that it may have with respect to such claims.

Exhibitors assume the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to their displays, equipment, and other property brought upon the premises of the hotel and shall indemnify and hold harmless the FRA and The Westin Alexandria Old Town, their officers, directors, partners, agents, members, and employees from any and all such losses, damages, and claims.

In all cases, occupants wishing to insure their property must do so at their own expense. It is especially recommended that all occupants have representatives in attendance at all times when the exhibits are open and especially when exhibits are being set up or dismantled, to protect against loss.

## 10. Rules.

The FRA reserves the right to make changes to these rules. Any matters not specifically covered herein are subject to decision by FRA. The FRA reserves the right to make such changes, amendments, and additions to these rules as considered advisable for the proper conduct of the exhibit, with the provision the exhibitors will be advised of any such changes.

## 11. Rights of Termination.

This agreement is subject to termination for cause, upon written notice, without liability to the terminating party due to acts of God, war, government regulation, terrorism, disaster, strikes, civil disorder, curtailment of transportation facilities, or any other emergency beyond the party's control making it illegal or impossible to provide the facilities or to hold the meeting. The phrase "without liability" wherever used in this agreement shall be deemed to include a refund by the FRA of all deposits and repayment made within thirty (30) days of the notice of termination.



**Fleet Reserve Association**  
125 N. West Street  
Alexandria, VA 22314-2754

800-FRA-1924 • 703-683-1400 703-549-6610 (fax)  
[www.fra.org](http://www.fra.org) / [www.fra.org/fra/VSF](http://www.fra.org/fra/VSF)