

Sponsorship & Exhibiting Prospectus



Hilton Philadelphia at Penn's Landing

201 S. Christopher Columbus Blvd.
Philadelphia, Pennsylvania, 19106



About CQL

Since 1969, [CQL | The Council on Quality and Leadership](#) has been a leader in working with human service organizations and systems to continuously define, measure, and improve quality of life and quality of services for youth, adults, and older adults with intellectual and developmental disabilities, and psychiatric disabilities. CQL offers accreditation, training, certification, research, and consultation services to agencies that share our vision of dignity, opportunity, and community for all people.

Mission

CQL is dedicated to the definition, measurement, and improvement of personal quality of life.

Vision

CQL believes in a world of dignity, opportunity, and community for all people.



CQL Services



CQL Accreditation

CQL Accreditation provides a proven framework for quality monitoring and enhancement through person-centered, internationally-recognized approaches.



CQL Training

CQL Training will expand your professional development and build knowledge, skills, and practices through both in-person and virtual training opportunities.



CQL Certification

CQL Certification helps ensure the quality and consistency of how the Personal Outcome Measures® are implemented by organizations and agencies.



CQL Research

CQL Research provides access to studies, findings, and analysis affecting the human services field, as well as insight through CQL's PORTAL Data System.



CQL Consultation

CQL Consultation entails customized approaches tailored to your unique needs in human services, with collaboration and guidance from CQL experts.



2025 CQL Conference: Go The Distance!

On the night before the big championship bout, Rocky had a revelation. He may not win. But the important part, in his words, was to “go the distance.” The message? Never give up. Keep trying. Don’t quit.



That message resonates in the human services field. We face so many challenges, but no matter what, we go the distance. During the [2025 CQL Conference: Go The Distance](#), we’ll take on these challenges together.

From Monday, October 13th, 2025 through Thursday, October 16th, 2025, we’re gathering in-person in Philadelphia - Rocky’s hometown - to identify cutting-edge solutions for complex issues facing the disability services sector. Through keynotes that inspire, breakouts that bring big ideas, and networking that creates valuable connections, this is the knockout event of the year. During the 2025 CQL Conference: Go The Distance, attendees will learn about specific strategies, receive resources, and discover proven practices to transform services and people’s lives.

Who Attends

- Administrative Staff
- Board Members
- Case Managers
- Direct Support Professionals
- Executive Leadership
- Federal & State Employees
- Frontline Supervisors
- Management
- Nurses
- Policy Makers
- Program Directors
- Researchers
- Self-Advocates
- Support Coordinators

Who Sponsors/Exhibits

- Case Management
- EHR Solutions
- Financial Services
- Health & Well-Being
- Insurance Providers
- Managed Care
- Medication & Pharmacy
- Member Associations
- Pharmaceutical Services
- Property Management
- Publishers
- Technology Solutions
- Training & Education
- Universities

Why Sponsor/Exhibit at the 2025 CQL Conference?


CQL’s approach, which is embraced by the hundreds of human services providers we partner with, is focused on ongoing organizational transformation. Our partners are actively seeking out tools, technology, products, software, services, and resources that will support them along the way. This makes the 2025 CQL Conference the perfect event for sponsors and exhibitors to connect attendees to your company’s solutions!


- Get direct access to decision-makers
- Leverage numerous networking breaks
- Align with a nationally-recognized accreditor
- Help alleviate attendee costs for non-profits
- Increase visibility of your organization
- Take advantage of high-traffic exhibiting
- Build awareness of your brand
- Promote your products and services
- Leverage unique sponsorship opportunities
- Demonstrate your commitment to quality

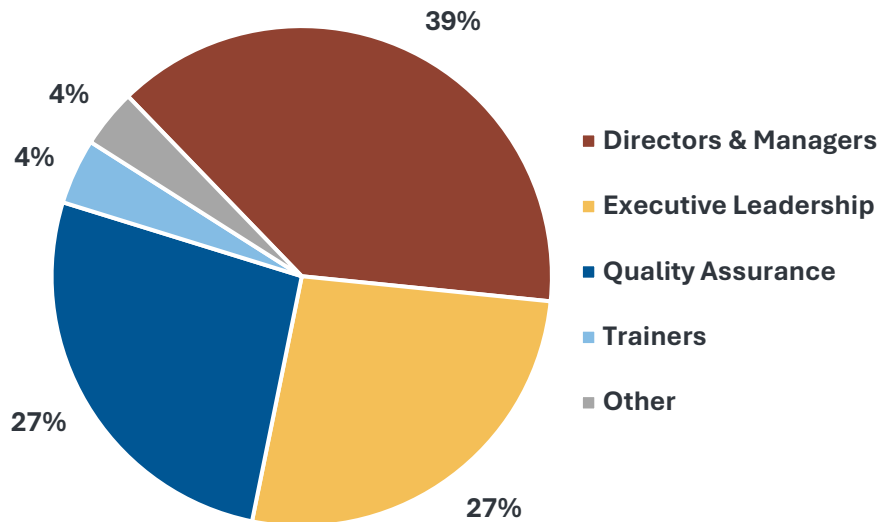
Insights Into Past Events

From provider agencies to governmental systems, state associations to national organizations, and advocacy groups to academia, our conferences welcome hundreds of leaders, change-makers, support staff, and other stakeholders with diverse expertise across the disability services sector. CQL's partners are among the most forward-thinking in the field and are constantly looking for solutions to improve the quality of their services and the quality of people's lives. That collective drive makes this conference an unparalleled opportunity for you to showcase your products, services, and other offerings.

Previous Conference Attendees


450+
 Event Attendees


41
 States / Provinces



Past Sponsors & Exhibitors

- AAIDD
- AbleLink Smart Living Technologies
- ANCOR
- Annkissam LLC
- Anthem
- CapGrow Partners
- CC&R Healthcare Solutions
- Corner Edge Solutions
- DDNA
- DirectCourse
- Focus EduSolutions
- GoodHuman
- Health Risk Screening, Inc.
- High Tide Press Publishing
- ICI at the University of Minnesota
- IntellectAbility
- Liberty Healthcare Corporation
- MediSked, LLC
- NACBHDD
- NADSP
- National Leadership Consortium
- Nationwide Insurance Co.
- NAQ
- Next Chapter Book Club
- Night Owl Support Systems, LLC
- PeopleCare
- Pharmacy Alternatives
- QBS, Inc.
- Quantum Solutions
- Reinventing Quality Conference
- Rose & Kiernan, Inc.
- SEFCU Insurance Agency
- SETWorks
- SimplyHome
- SureCheck USA
- Tarrytown Expocare Pharmacy
- Taskmaster Pro
- Technology First SHIFT
- Therap
- UIC
- Vertex Systems, Inc.
- WellStats

Sponsorship Levels

Sponsors are provided with extensive opportunities to build their brand, align with human services' premiere accrediting body, and connect with professionals not just during the event - but before and after as well. In addition to the sponsorship benefits listed here, **all sponsors receive the exhibiting benefits** listed on the following page. CQL can also help create customized sponsorship components to meet your unique needs.

Sponsorship Benefits	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,500
Exhibit booth (2 seats) with priority table selection	X	X	X	X
Logo on home screen of conference app	X			
1 promotional email to registrants (<i>pre or post event</i>)	X			
Complimentary bag insert (<i>select from options on page 9</i>)	X			
Logo on all event-specific emails (<i>8,000+ distribution list</i>)	X	X		
Social media promotion on Facebook and LinkedIn	X	X		
Conference app push notifications (<i>short text and link</i>)	3	1		
Complimentary attendee registrations	5	3	1	
Advertisement in program (<i>print and electronic</i>)	Full Page	½ Page	¼ Page	
Audio mention during welcome and awards lunch	X	X	X	
Electronic "insert" in app (<i>one electronic file</i>)	X	X	X	
Advertisement banner in app (<i>rotates with multiple sponsors</i>)	'Schedule' Section	'Updates' Section	'Social' Section	'Attendees' Section
Logo on ballroom rotating slideshow (<i>meals, breaks, etc.</i>)	X	X	X	X
Event attendee list (<i>electronic and print file</i>)	X	X	X	X
Logo/link on event webpage	X	X	X	X
Logo on app 'sponsors' page	X	X	X	X
Logo in event program (<i>print/electronic</i>)	X	X	X	X
Eligible to participate in event raffle	X	X	X	X

* Additional guidance, terms/conditions, etc. are listed at the end of the prospectus

Sign Up For Sponsorship

You can sign up for sponsorship by completing the [sponsor/exhibitor application form](#), where you will enter your company details and submit payment. If you are paying online, there is a 3% convenience fee. You can [contact CQL](#) to pay by check or via ACH, and avoid this fee.

SIGN UP >

Exhibiting

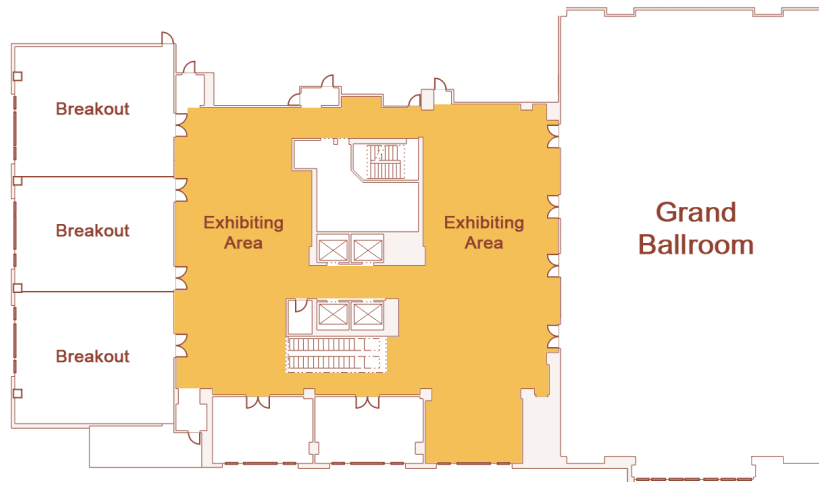
Fee: \$650

Exhibitors will connect with hundreds of attendees during morning breakfasts, numerous 30-minute breaks, and an all-conference evening reception on Tuesday, 10/14/25.

Exhibiting Includes

- 6-foot table with 2 chairs (not for general attendance)
- Attendee listing – full contact details (**print file only**)
- Company name on event webpage, program, app
- Meal included during Awards of Excellence lunch
- Eligible to participate in conference raffle

Exhibiting is located in high-traffic foyers immediately outside of the grand ballroom and the majority of breakout rooms. Breakfast buffets and breaktime food/beverages are also both served in the exhibiting areas.



* Additional guidance, terms/conditions, etc. are listed at the end of the prospectus

Exhibiting Schedule

MON 10/13

6:00pm - 8:00pm
Setup

TUES. 10/14

7:00am - 8:00am
Setup

8:00am - 5:00pm
Exhibiting Open

Dedicated Exhibiting Time

8:00am – 9:00am
10:15am - 10:45am
2:30pm - 3:00pm

4:00pm – 5:00pm
Reception

WED. 10/15

8:00am - 3:15pm
Exhibiting Open

Dedicated Exhibiting Time

8:00am – 9:00am
10:00am - 10:30am
11:30am - 12:00pm
1:15pm - 1:45pm
2:45pm - 3:15pm

3:15pm - 4:15pm
Teardown

Sign Up For Exhibiting

You can sign up for exhibiting by completing the [sponsor/exhibitor application form](#), where you will enter your company details and submit payment. If you are paying online, there is a 3% convenience fee.

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Additional Sponsorship Opportunities

CQL is offering a variety of alternate options to support the conference as a sponsor.

Help us continue to keep conference registration affordable and accessible to attendees, by sponsoring this networking event! Along with **complimentary exhibiting** and its benefits, you will receive:

Reception
\$10,000
1 available

- Signage at reception displaying your company logo (with QR code)
- Logo in event program next to reception details (print/electronic)
- 1 promotional email to registrants (pre or post event)
- Full page program advertisement (print and electronic)
- Complimentary bag insert (select from options on page 9)
- 5 complimentary attendee registrations
- Event attendee list (electronic and print file)
- Social media promotion on Facebook and LinkedIn
- Text mention in conference app push notification
- Audio mention during welcome
- Electronic “insert” in app (one electronic file)
- Logo/link on event webpage
- Eligible to participate in event raffle

Help us continue to keep conference registration affordable and accessible to attendees, by sponsoring a breakfast! Along with **complimentary exhibiting** and its benefits, you will receive:

Breakfasts
\$4,000
3 available

- Signage at breakfast displaying your company logo (with QR code)
- Event attendee list (electronic and print file)
- Company name and hyperlink listed within full agenda on CQL’s website
- 2 complimentary attendee registrations
- Text mention in conference program
- Text mention in conference app push notification
- Audio mention during the day’s welcome
- Logo/link on event webpage
- Eligible to participate in event raffle

Align your organization with an amazing keynote! Sponsorship benefits:

Keynote Sponsor
\$3,000
5 available

- Introduce the keynote speaker
- Share a brief, approximately :30 company overview
- Company logo displayed on-screen during introduction / company overview
- Company name and hyperlink listed within full agenda on CQL’s website
- 2 complimentary attendee registration
- Text mention in conference program
- Text mention in conference app push notification
- Logo/link on event webpage
- Eligible to participate in event raffle

Keynote selections are determined on a first-come, first-served basis.

Tote Bag
\$2,000
1 available

You can make a lasting impression during the event and beyond. Your full-color logo will be displayed on a tote bag that is given to every attendee, who will likely use it even after the conference ends.

Lanyards
\$1,500
SOLD OUT

Attendees will be a billboard for your brand and help promote your company through a sponsored lanyard, featuring your 1-color imprint logo. Every single conference attendee interaction is an advertisement for your company.

Sponsor all breaks for a full day of the conference. Sponsorship benefits:

Breaks
\$1,500
2 available

- Signage at break stations displaying your company logo (with a QR code)
 - 1 complimentary attendee registration
 - Text mention in conference app push notifications
 - Audio mention during the day's welcome
 - Logo/link on event webpage
 - Eligible to participate in event raffle
-

"What's the Wi-Fi password?" ... Your company! Sponsorship benefits:

Wi-Fi
\$1,500
1 available

- Choose a customized Wi-Fi password
 - Text mention in conference app push notifications
 - Audio mention during welcome
 - Logo/link on event webpage
 - Eligible to participate in event raffle
-

Keep attendee devices, and your brand awareness, at 100%. Sponsorship benefits:

Charging Station
\$1,500
1 available

- Signage at charging station displaying your company logo (with a QR code)
- Text mention in conference app push notifications
- Audio mention during welcome
- Logo/link on event webpage
- Eligible to participate in event raffle

Sign Up For Additional Sponsorships

You can sign up by completing the [sponsor/exhibitor application form](#), where you will enter your company details and submit payment. If you are paying online, there is a 3% convenience fee.

You can [contact CQL](#) to pay by check or via ACH, and avoid this fee.

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Program Advertisements

Showcase your company through a program advertisement! The printed program is the attendees' go-to guide throughout the event, making for a high-visibility opportunity to feature your products and services. In addition, it's available electronically for participants before and after the conference. The full-color program is 8.5" x 11".

Size	Width	Height	Rate
Full Page	7.5"	10"	\$900
Half Page (<i>horizontal</i>)	7.5"	4.75"	\$600
Quarter Page (<i>vertical</i>)	3.5"	4.75"	\$400

Advertisement Specifications

- PDFs (high-resolution) accepted
- EPS (100% vector, 300 dpi) accepted
- Full-color or Black/White accepted
- No bleeds

Advertisement Submissions

- Advertisements must be approved by CQL
- Please send your advertisement to: spetre@thecouncil.org.
- Advertisements are due by/before 8/29/25

Conference Bag Inserts

Become a memorable and lasting part of the event by sponsoring a bag insert! There is only **one opportunity available** for each item below. The fees **include the printing/shipping cost** of the item.

Item	Fee
Pens - A stylus metal pen with a 1-color logo barrel imprint	\$1,000
Highlighters - Cap-off chisel-tip highlighter with a black or white logo barrel imprint	\$1,000
Lip Balm - .15 oz. beeswax lip balm with full-color label imprint	\$1,000
Folders - 14.25" x 9" foil stamped glossy pocket folder with 1-color logo imprint	\$1,500
Notepads - 30-sheet lined 8"x5" pad with 1-color logo imprint on each page	\$1,500
Reusable Water Bottles - 20 oz. flip-top plastic bottle with 1-color logo imprint	\$1,500
Hand Sanitizer - 1 oz clip-and-go hand sanitizer with 1-color logo imprint	\$1,500
Band-Aid Dispenser - Case of 5 bandages and first aid cream with 1-color logo imprint	\$1,500
Fidget Spinner - Translucent fidget spinner with 1-color center-button logo imprint	\$1,500

Sign Up For Ads/Inserts

You can sign up for an advertisements and/or an insert by completing the [sponsor/exhibitor application form](#), where you will enter your company details and submit payment. If you are paying online, there is a 3% convenience fee. You can [contact CQL](#) to pay by check or via ACH, and avoid this fee.

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Venue Information

The 2025 CQL Conference is being held at the Hilton Philadelphia at Penn's Landing. The venue is Philadelphia's only waterfront hotel, featuring beautiful views of either Philadelphia's Center City or the Delaware River. CQL has essentially the entire hotel booked for our event, creating an immersive experience for engaging with attendees. CQL has reserved a hotel block with discounted room rates at **\$259 per night**. If you are joining us as a sponsor/exhibitor, please be sure to [book your room](#) as soon as possible, so you can secure your room at the discounted rate.



Hilton Philadelphia at Penn's Landing
201 S. Christopher Columbus Blvd.
Philadelphia, PA 19106

Hotel Amenities

- 15-Minute Drive From PHL Airport
- Complimentary Shuttle To Area Attractions
- On-Site Restaurants
- Indoor Pool
- 24-Hour Business Center
- 24-Hour Fitness Center
- Connecting Rooms
- Pet-Friendly Rooms
- Self-Parking And Valet Parking
- Digital Key

Sign Up As A Sponsor/Exhibitor

To join us as a sponsor/exhibitor, please complete our [online application form](#), where you will enter your company details and submit payment. The deadline to submit your sponsor/exhibitor application is 8/29/25.

SIGN UP >

Any Questions?

If you have any questions about sponsorship/exhibiting, or are interested in a customized package, please contact Seth Petre, CQL's Director of Marketing: spetre@thecouncil.org / 414.775.7454

Additional Guidance

Application Deadline

Sponsor/Exhibitor applications must be submitted through the [online registration site](#) by or before 8/29/25.

Sponsorship & Exhibiting Approval

CQL reserves the right to reject any sponsorship/exhibiting application for any reason. If a company has already submitted payment online, yet sponsorship/exhibiting has been denied, a full refund will be issued.

Table Assignments

Table assignments are first determined by Sponsor/Exhibitor level, then by the date when payment was received. Considerations will be made to account for companies with competing products and/or services.

Exhibiting Areas

Exhibitors are provided with a 6-foot table and two chairs. No large pipe/drape setups are allowed. For requests like AV support, electricity, etc. please contact Seth Petre, CQL's Director of Marketing, via email: spetre@thecouncil.org.

Conference App Electronic 'Inserts'

Electronic "inserts" in the conference app (for eligible Sponsors) must be submitted to spetre@thecouncil.org before 9/30/25.

Detailed Exhibitor Instructions

Detailed instructions and guidance regarding shipping, handling, storage, electricity use, etc. will be distributed to sponsors/exhibitors approximately one (1) month prior to the event.

Terms & Conditions

Conference Cancellation

If the 2025 CQL Conference is fully cancelled, sponsors/exhibitors will be notified as soon as possible, and a full refund will be issued to sponsors/exhibitors.

Sponsor/Exhibitor Refunds

Refunds will be allowed for cancellations requests made by sponsors/exhibitors before 8/29/25, but are subject to a cancellation charge of 20% of the original fee. No refunds will be made after 8/29/25.

Travel & Lodging

Sponsors/Exhibitors are strongly advised to make travel arrangements (hotel, airfare, etc.) that are refundable. If you elect to purchase non-refundable arrangements, it is at your own risk. CQL is not liable for costs or fees.

Security

Exhibiting occurs in an unlocked, open area. Security is not provided. Exhibitors should not leave valuables unattended. Neither CQL nor the hotel is liable for any costs related to damaged/missing/stolen property.

Damage

Sponsors/Exhibitors should not attach (nail, screw, tape, tack, etc.) any materials to venue property or cause any damage to venue property. If damage occurs, the sponsor/exhibitor will be liable for associated repair fees.