

SEAA

Southeastern Association
of Area Agencies

2011 Annual Training Conference



September 25 - 28, 2011

**Sponsorship &
Exhibitor Booklet**

The 2011 Southeastern Association of Area Agencies on Aging (SE4A) Annual Training Conference will be a great opportunity to reach aging professionals and to market your product or service. Conference attendees from across the eight-state region of Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina and Tennessee are drawn to the Exhibit hall through breaks, activities, door prizes and continental breakfasts.

Who Sponsors/Exhibits?

- Not for Profit Agencies and Organizations
- For-Profit Companies Providing Products and Services to Older Adults and People with Disabilities
- City, State and National Governmental Agencies
- Hospitals and Health Facilities
- Senior and Adult Day Centers
- Faith-based Organizations
- Service Organizations & Vendors
- Online Merchants and Web-based Businesses

Who Attends?

- Voluntary and Advocacy Organizations
- Senior Citizens
- Caregivers
- Business and Industry
- Government Agencies
- Social/Human Service Agencies
- Hospitals, Medical Centers, Healthcare Services
- Consulting Firms/Professionals in Private Practice
- Educational Institutions
- Retirement Communities/Long Term Care Facilities
- Area Agencies on Aging

Standard Booth Fees:

For Profit and Non-Profit	\$500.00
Early Bird (Paid Before February 4, 2011)	\$400.00

Both fees will provide the following:

- One eight-foot (8') table with cloth and two (2) chairs
- Two (2) continental breakfasts and breaks

If you have questions or need additional information on becoming a sponsor or exhibitor, please contact:

Cathy White
GNRC Area Agency on Aging and Disability
501 Union Street, 6th Floor
Nashville, TN 37219
(615) 862-8828



Preliminary Exhibit Hall Schedule

All exhibitors are asked to stop at the registration desk to check in and to pick up the information packet before going to the Exhibit Hall

Exhibit Schedule for Sunday, September 25, 2011

2:00 p.m. — 5:00 p.m.	Exhibitors Set up
5:30 p.m. — 7:30 p.m.	Reception in Exhibit Hall, Exhibit Hall Open

Exhibit Schedule for Monday, September 26, 2011

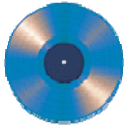
7:30 a.m. — 3:00 p.m.	Exhibit Hall Open
3:00 p.m. — 6:00 p.m.	Dismantling



Opportunity For Advertisement

The SE4A 2011 Conference Program Brochure can be utilized as a prime opportunity to advertise your business and services during and after the conference. The conference participants will utilize this program throughout the conference to review conference activities, decide on workshops to attend, complete evaluations and more; they may also use the program after the conference with staff and colleagues for a variety of purposes. Take advantage of this opportunity to receive exposure at minimal cost by placing an ad in the SE4A 2011 Conference Program Brochure. This is an excellent and cost effective marketing tool. Please see cost details for advertisement on Sponsorship/Exhibitor/Advertising Agreement.

Sponsorship Opportunities



Diamond Level - \$25,000 (Select one)

- **Opening Session and Welcome Reception Sponsor**
Sunday, September 25, 2011
You will have the opportunity to display a power point slide show about your organization on large screens for all to see in the meeting room before the session begins. Your organization will be thanked from the podium and will be recognized on signage during the Opening Session and on signage during the Welcome Reception. You may provide promotional information to be placed at each attendee seat.
- **Tuesday Evening Entertainment Co-Sponsor**
Tuesday Evening, September 27, 2011
Representatives from your organization will have the opportunity to promote your organization through participation in an evening full of entertainment and fun with the SE4A network. Your organization will be thanked from the podium and will be recognized on signage during the event. You may provide promotional information to be placed on the tables.
- **Conference Satchel Imprinted with Your Organization's Logo and Keynote Speaker Sponsor**
Your organization's logo will be displayed on the conference satchel given to all participants. Hundreds of people will continue to advertise for you when they take their satchels home!

Benefits for All Diamond Sponsors:

- Complimentary premium exhibit booth
- Complimentary full page advertisement in the conference program
- Four complimentary conference registrations
- Listing in the conference program
- Opportunity for public address during conference General Sessions
- Your organization's logo on sponsor thank-you signs displayed throughout the conference
- Listing on SE4A website (Logos must be submitted no later than June 8, 2011.)



Multi-Platinum Level - \$10,000 (Select one)

- **General Session with Keynote Speaker Sponsor**
Monday, September 26, 2011
You will have the opportunity to display a power point slide show about your organization on large screens for all to see in the meeting room before the session begins. Your organization will be thanked from the podium and will be recognized on signage during the session. You may provide promotional information to be placed at each attendee's seat.
Tuesday, September 27, 2011
You will have the opportunity to display a power point slide show about your organization on large screens for all to see in the meeting room before the session begins. Your organization will be thanked from the podium and will be recognized on signage during the session. You may provide promotional information to be placed at each attendee's seat.
- **Annual Awards Luncheon Co-Sponsor**
Monday, September 26, 2011
SE4A gives the following awards each year at the annual conference: Jane Kennedy Excellence in Aging; Positive Images; Corporate Sponsorship; Outstanding Volunteer; and Aging Impact Awards. You and another co-sponsor will have the opportunity to display a power point slide show about your organizations prior to the luncheon. In addition, you will be recognized with signage and may provide promotional information to be placed on the tables.

Benefits for all Multi-Platinum Sponsors:

- Complimentary premium exhibit booth.
- Complimentary one-half page advertisement in the conference program
- Two complimentary conference registration
- Listing in the conference program
- Your organization's logo on sponsor thank-you signs displayed throughout the conference.
- Listing on SE4A website (Logos must be submitted no later than June 8, 2011.)

Sponsorship Opportunities

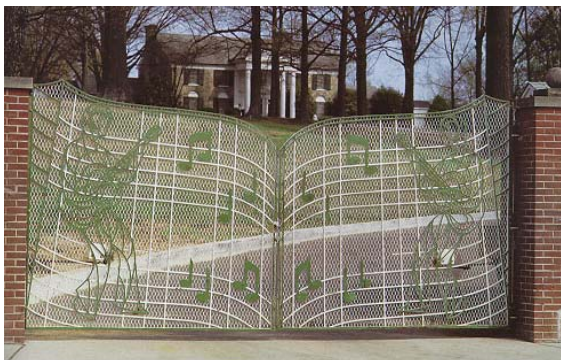


Platinum Level - \$5,000 (Select one)

- **Conference Program Book Sponsor**
Conference program will include your full-page advertisement in the conference program given to all attendees at the conference.
- **SE4A Board of Directors Dinner Sponsor**
Here's your opportunity to meet with SE4A's "movers and shakers." By sponsoring the SE4A Board of Directors dinner, you will have a unique opportunity to interact informally with approximately thirty (30) SE4A leaders and make a five-minute presentation about your organization during the dinner.
- **Closing Breakfast Sponsor**
Wednesday, September 28, 2011
You will have the opportunity to display a power point slide show about your organization on large screens for all to see in the meeting room before the session begins. Your organization will be thanked from the podium and will be recognized on signage during the session. You may provide promotional information to be placed at each attendee's seat.

Benefits for all Platinum Sponsors:

- Complimentary premium exhibit booth
- One complimentary conference registration
- Listing in the conference program
- Your organization's name on sponsor thank-you signs displayed throughout the conference.
- Listing on SE4A website (Logos must be submitted no later than June 8, 2011.)



Gold Level - \$2,500 (Select one)

- **Continental Breakfast Sponsor**
Monday, September 26, 2011
Your organization will be recognized through signage at the breakfast area and will be recognized at the beginning of the general session on the morning you sponsor breakfast.
Tuesday, September 27, 2011
Your organization will be recognized through signage at the breakfast area and will be recognized at the beginning of the general session on the morning you sponsor breakfast.
- **Workshop Sponsor**
Your organization will be recognized as the sponsor of the workshops of your choice through signage at the workshop's location.
- **Snack and Coffee Break Sponsor**
Monday, September 26, 2011
Your organization will be recognized through signage in the break area you sponsor. Breaks are highly desired by conference attendees and are well attended.
Tuesday, September 27, 2011
Your organization will be recognized through signage in the break area you sponsor. Breaks are highly desired by conference attendees and are well attended.

Benefits for All Gold Sponsors:

- Complimentary premium exhibit booth
- Listing in the conference program
- Your organization's name on sponsor thank you signs displayed throughout the conference
- One complimentary conference registration
- Listing on SE4A website (Logos must be submitted no later than June 8, 2011.)

Exhibit, Promotion and Sponsorship Information

Booth Specifications and Payment: Services include an 8 foot table with cloth and two chairs. Assignments are made on a first-paid basis. Every attempt will be made to accommodate special needs. Complete the enclosed Exhibitor's Application and return with payment by February 4, 2011 for Early Bird Fee and no later than March 5, 2011 to be included in the Conference Program.

Make checks payable to: SE4A Conference, c/o GNRC Area Agency on Aging and Disability, 501 Union Street, 6th Floor, Nashville, TN 37219.

Assignment of Space: Preference will be given to the major sponsors of the Conference. Assignment of other booth spaces will be on a first-paid basis. Every effort will be made to accommodate requests for booth assignments. The Planning Committee reserves the right to make changes to the floor plan as deemed necessary at its sole discretion. Exhibitors are selected at the discretion of the committee.

Booth Installation and Dismantling: At all time, service and/or freight elevators are to be used. Use of passenger elevators for transporting equipment, materials, etc. is not permitted. The facility requests that dollies, preferably with pneumatic tires, be used for moving equipment and freight that cannot be had carried. Exhibitors can move-in and set-up Sunday, September 25, 2011 from 2:00 p.m. to 5:00 p.m. and dismantle and move-out on Monday, September 26, 2011 from 3:00 p.m. to 6:00 p.m.

Food & Beverage Policy: The Peabody Hotel is licensed as the sole provider of all food and beverage service at this event. Exhibitors may distribute small, sample size food free of charge from their exhibit booth space.

Shipping: The Peabody offers package and box handling (incoming and outgoing) for their guests and groups at a nominal fee. Packages should arrive at the hotel no more than three days prior to the guest or group's arrival date. The Peabody has limited storage space. EXHIBITOR AND/OR TRADE SHOW SHIPMENTS MUST BE SENT THROUGH A DRAYAGE COMPANY. Your hotel contact will assist you with names of local drayage companies.

Signs and Displays: Please take special note that no promotional information, sign, etc., may be attached to walls, doors, or other parts of the building or furniture. Any charges for cleaning or removal of such materials will be at the expense of the exhibitor.

Liability: Customer agrees to be responsible for any damages done to the function room or any other part of the hotel by the customer, their guests, invitees, employees, independent contractor or other agents under the customer's control. Nothing shall be posted on, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the building or furniture. Anything in connection therewith necessary or proper for the protection of the building's equipment or furniture will be at your expense.

Cancellations and Refunds: If an exhibitor cancels prior to June 1, 2011, 50% of the total contracted space cost will be retained by the conference. No cancellation of contracted space will be accepted or refunds made after June 1, 2011. Any space not claimed or occupied prior to 3:00 p.m. on the day of official opening may be reassigned without refund.

Meals & Refreshments: The Reception during Exhibit Opening on Sunday, September 25, 2011, the Continental Breakfasts on Monday and Tuesday, and all refreshment breaks are open to staff working the exhibits. The Awards Luncheon on Monday, September 26, 2011 is open to exhibitors with purchased tickets for the event.

Accommodations: **The Peabody Hotel**, 149 Union Avenue, Memphis, TN 38103; 901-525-4000; www.peabodymemphis.com

Conveniently located in downtown Memphis just blocks from attractions like Beale Street, the Memphis Rock N Roll Museum, Gibson Guitar Factory, Fed-Ex Forum, National Civil Rights Museum, Sun Studio and the Memphis Cook Convention Center.

Experience the historic opulence, gracious southern hospitality and distinctive accommodations at this Mobile Four-Star, AAA Four-Diamond luxury Memphis hotel. Indulge in a wide range of guest-friendly amenities, including award winning restaurants, concierge desk, business center, access to The Peabody Athletic Club, complimentary newspaper, shoeshine and coffee in lobby.

Rates for single/double rooms are \$155 per night and \$175 per night triple/quad, plus applicable taxes. Self parking is \$16.00 per day; valet parking is \$21.00 per day. All conference activities will occur at The Peabody Memphis Hotel. When making your reservations, indicate that you are attending the SE4A Training Conference.



Security: Exhibitors should exercise reasonable precaution when leaving their exhibits unattended. Security will be provided during overnight hours, however SE4A will not assume responsibility for theft, damage, or loss of personal or exhibit items left unattended. Each exhibitor will be responsible for securing their own insurance and hold The Peabody Memphis harmless from any losses, insured or uninsured. You are also prohibited from obstructing fire exits or creating a hazard to the conference.

**Please send the completed form on the back of this booklet, with payment to
SE4A Conference, c/o GNRC Area Agency on Aging and Disability,
501 Union Street, 6th Floor, Nashville, TN, 37219.**

Sponsorship / Exhibitor / Advertising Agreement

SPONSORSHIP (Please refer to the Sponsorship Opportunities section in this brochure. Sponsorships must be **confirmed by March 1, 2011**)

Sponsorship Level: _____

Event/Item Title: _____ \$ _____

EXHIBITOR

Early Bird by 2/4/2011 **\$400**

After 2/5/2011 and no later than March 5, 2011 **\$500** \$ _____

Please check if you need an electrical outlet **additional charge of \$75** \$ _____

Organization(s) you wish to be near away from: _____

Submission of this application to exhibit implies consent to the items, conditions and regulations governing exhibits of the Conference published in the Sponsor, Exhibitor, and Advertising brochure. The exhibitor agrees to abide by all rules, requirements, restrictions, and regulations as set forth in the Sponsor, Exhibitor, and Advertising brochure and as may be specially designated by Conference Management. Failure to abide by such rules and regulations results in forfeiture of all monies paid by or due from exhibitor.

ADVERTISEMENT (Ad sales close June 1, 2011. Ad artwork due June 8, 2011.)

Full page — \$500 1/2 page — \$250 1/4 page — \$125

Inside Front Cover — \$1,000 Inside Back Cover — \$1,000 Back Cover — \$1,500 \$ _____

AWARDS LUNCHEON OPTION (Exhibitors desiring to attend can purchase tickets for the SE4A Awards Luncheon which will occur on September 26, 2011.)

Luncheon Tickets are \$45.00 each. Number of Tickets _____ @ \$45.00 \$ _____

Enclosed please find my check payable to **SE4A Conference 2011** in the amount as listed in the total: **TOTAL** \$ _____

CONTACT PERSON: *Please print or type.*

First Name _____ Last Name _____ Email _____

Organization _____ Phone _____

Name of organization for listing and signage, if different _____

Address _____ Fax _____

City _____ State _____ Zip/Postal _____

Website _____

Door prize of at least a \$25 value requested from each exhibitor.

EXHIBITORS: Brief one or two-sentence description of services offered by your organization (for listing in Exhibitors Guide if received by Friday, June 17, 2011): _____

ALL EXHIBITORS AND SPONSORS MUST CHECK THE BOX AND SIGN BELOW TO COMPLETE THE AGREEMENT.

Submission of this agreement to exhibit implies consent to the items, conditions and regulations governing exhibits of the Conference published in this booklet. The Exhibitor agrees to abide by all rules, requirements, restrictions, and regulations as set forth in this booklet and as may be specifically designated by Conference Management. Failure to abide by such rules and regulations results in forfeiture of all monies paid by or due from Exhibitor.

Signature _____ Date _____

Please send this completed form with payment to SE4A Conference, c/o GNRC Area Agency on Aging and Disability, 501 Union Street, 6th Floor, Nashville, TN 37219; cwhite@gnrc.org; 615-862-8828; fax – 615-862-8840.