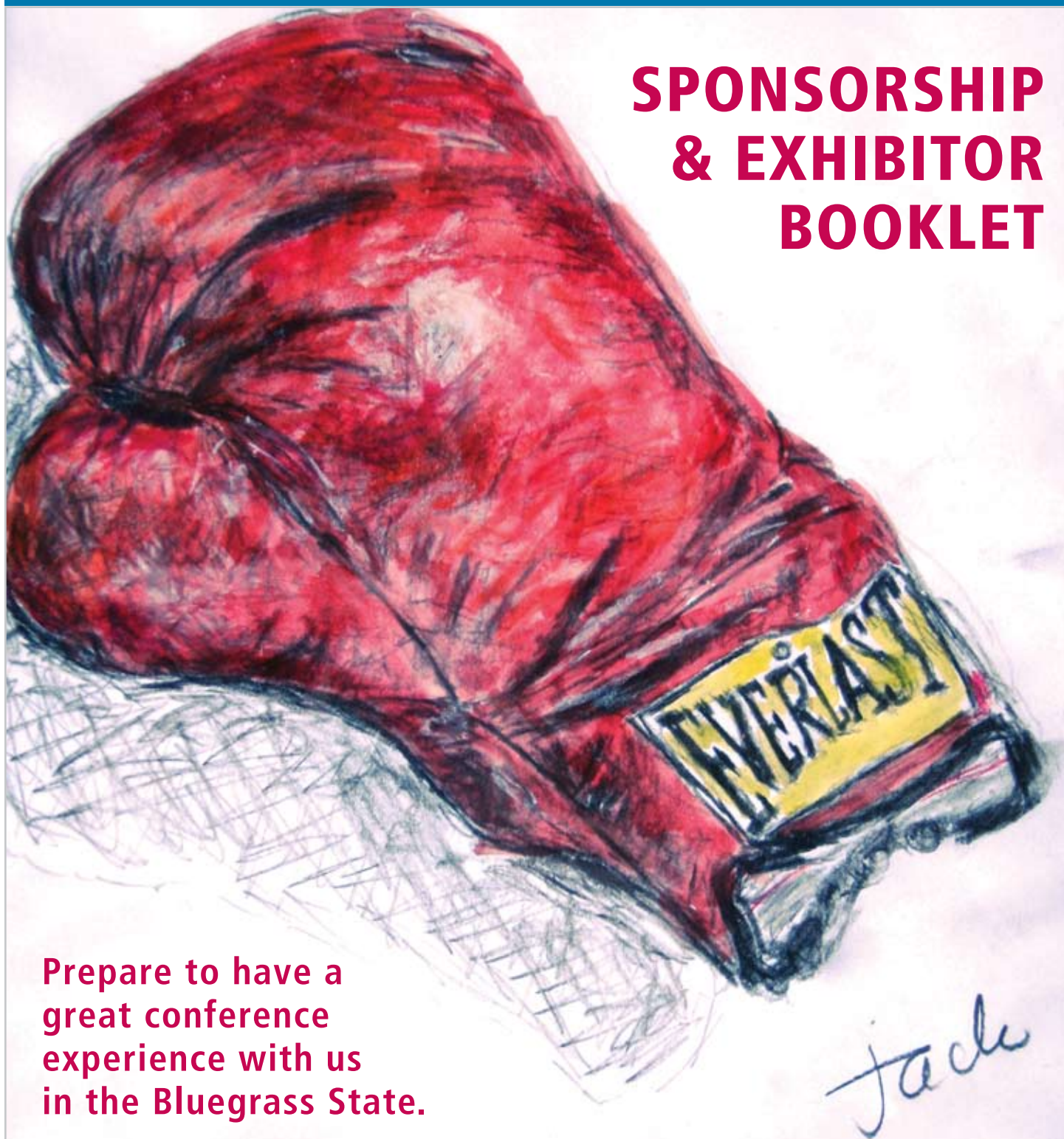


**SEAA**

Southeastern Association  
of Area Agencies

**2010 ANNUAL TRAINING CONFERENCE**

**SPONSORSHIP  
& EXHIBITOR  
BOOKLET**



**Prepare to have a  
great conference  
experience with us  
in the Bluegrass State.**

**CHAMPIONS OF AGING: FIGHTING FOR THE FUTURE**

**SEPTEMBER 26–29, 2010 | GALT HOUSE HOTEL | LOUISVILLE, KENTUCKY**

The 2010 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, 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 and 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



### Exhibits begin on Sunday

#### Standard Booth Fees:

For-Profit and Non-Profit	\$500
Early Bird (Paid Before February 5, 2010)	\$400

#### Both fees will provide the following.

- One six-foot (6') table with skirt and two (2) chairs
- Two (2) continental breakfasts and refreshment breaks

### If you have questions or need additional information concerning exhibiting, please contact:

Vicki Polio  
KIPDA Area Agency on Aging and Independent Living  
11520 Commonwealth Drive  
Louisville, KY 40299  
(502) 266-5571

## 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 26, 2010

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 27, 2010

7:30 a.m. – 5:00 p.m. Exhibit Hall Open

### EXHIBIT SCHEDULE FOR TUESDAY, SEPTEMBER 28, 2010

7:30 a.m. – 12:00 Noon Exhibit Hall Open

12:00 Noon – 4:00 p.m. Dismantling



## Opportunity for Advertisement

The *SE4A 2010 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 excellent exposure at minimal cost by placing an ad in the *SE4A 2010 Conference Program Brochure*. This is an excellent and cost effective marketing tool. Please see cost details for advertisement on Sponsorship/Exhibitor/Advertising Application.

# Sponsorship Opportunities

## Hall of Fame Level - \$10,000 (Select one)

### Opening Session and Welcome Reception Sponsor

*Sunday, September 26, 2010*

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 28, 2010*

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.

### Key Speaker and Conference Satchel Imprinted with Your Organization's Logo

Your organization's logo will be displayed throughout the conference by all participants. Hundreds of people will continue to advertise for you when they take their satchels home!

#### Benefits for All Hall of Fame Sponsors:

- Complimentary premium exhibit booth
- Complimentary full page advertisement in the conference program
- Two 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

## World Champion Level - \$7,500 (Select one)

### General Session with Keynote Speaker Sponsor

*Monday, September 27, 2010*

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 28, 2010*

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 27, 2010*

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 World Champion Sponsors:

- Complimentary premium exhibit booth.
- Complimentary one-half page advertisement in the conference program
- One complimentary conference registration
- Listing in the conference program
- Your organization's logo on sponsor thank-you signs displayed throughout the conference.
- Opportunity for public address during conference General Sessions

# Sponsorship Opportunities

## Olympic 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 29, 2010*

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 Olympic 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.

## Golden Glove Level - \$2,500 (Select One)

### Continental Breakfast Sponsor

*Monday, September 27, 2010*

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 28, 2010*

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 27, 2010*

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 28, 2010*

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 Golden Glove Sponsors:

- Complimentary premium exhibit booth
- Listing in the conference program
- Your organization's name on sponsor thank you signs displayed throughout the conference

## Contender Level - \$1,000 Level

### Benefits for All Contender Sponsors:

- Exhibit space
- One conference registration or
- Listing in program



# Exhibit, Promotion and Sponsorship Information

## Booth Specifications and Payment:

Services include a 6 foot table with skirt 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 5, 2010 for Early Bird Fee and no later than March 5, 2010 to be included in the Conference Program. A contract will be forwarded when your agreement and payment is received.

**Make checks payable to:**  
KIPDA-SE4A Conference  
c/o KIPDA Area Agency  
on Aging and Independent  
Living  
11520 Commonwealth  
Drive  
Louisville, KY 40299

## 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 assigned at the discretion of the committee.

## Booth Installation and Dismantling

At all times, 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 hand carried. Exhibitors can move-in and set-up Sunday, September 26, 2010 from 2:00 p.m. to 5:00 p.m. and dismantle and move-out on Tuesday, September 28, 2010 from Noon to 4:00 p.m.

## Food and Beverage Policy:

The Galt House 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:

About 45 days prior to the show opening, SE4A 2010 Conference will mail to each exhibitor an information and service kit that provides exhibitors with complete shipping instructions, production information, and other forms for all services needed during the installation, show period, and removal of exhibits. Exhibitors needing special information before receiving the official exhibitor kit should contact Vicki Polio at: 502-266-5571.



www.kentuckytourism.com

## Signs and Displays:

Please take special note that no promotional information, signs, 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.

## Cancellations and Refunds:

If an exhibitor cancels prior to June 1, 2010, 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, 2010. Any space not claimed or occupied prior to 5:00 p.m. on the day of official opening may be reassigned without refund.

## Meals and Refreshments:

Activities in the Exhibit Hall are open to staff working the exhibits. This includes reception, continental breakfasts and all refreshment breaks. The Awards Luncheon on Monday, September 27, 2010 is open to exhibitors with purchased tickets for the event.

# Exhibit, Promotion and Sponsorship Information

## Accommodations:

### **Galt House Hotel & Suite,**

140 North Fourth Street,  
Louisville, KY 40202; 502-589-5200;  
1-800-The-Galt;  
*info@galthotel.com.*

Surround yourself in upscale, boutique-style charm in a resort-like setting in our wonderful, newly-renovated downtown Louisville hotel. Relax in style in Deluxe Rooms and Executive Suites designed with your ultimate comfort and convenience in mind. Indulge in a wide range of guest-friendly amenities, including six onsite restaurants and lounges, concierge desk, business center, spa services and outdoor pool. The hotel is located near the

waterfront and is within walking distance of many of Louisville's many famous sites.

Rates for single/double rooms are \$130 per night Revue Tower and \$160 per night Suite Tower, plus applicable taxes. Self parking is \$12.00 per day; valet parking is \$18.00 per day. All conference activities will occur at the Galt House. 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.



**Please send the completed form on the back of this booklet, with payment to:  
SE4A Conference, c/o KIPDA Area Agency on Aging and Independent Living,  
11520 Commonwealth Dr., Louisville, Kentucky, 40299.**

# Sponsorship/Exhibitor/Advertising Application

**SPONSORSHIP** (Please refer to the Sponsorship Opportunities section in this brochure. Sponsorships must be confirmed by March 1, 2010)

Sponsorship Level: \_\_\_\_\_

Event/Item Title: \_\_\_\_\_ \$ \_\_\_\_\_

**EXHIBITOR**

**Early Bird by 2/5/2010**  \$400

**After 2/5/2010 and no later than March 5, 2010**  \$500 \$ \_\_\_\_\_

**Electrical Outlet is an additional \$75.00 Charge** \$ \_\_\_\_\_

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. **Exhibitors are encouraged to bring door prizes to give away during conference.**

**ADVERTISEMENT** (Ad sales close June 1, 2010. Advertisement artwork due **June 8, 2010.**)

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 27, 2010.)

Luncheon Tickets are \$25.00 each. Number of Tickets \_\_\_\_\_ @ \$25.00 \$ \_\_\_\_\_

Enclosed please find my check payable to **SE4A Conference 2010** 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 \_\_\_\_\_

**EXHIBITORS:** Brief one or two-sentence description of services offered by your organization (for listing in Exhibitors Guide if received by Friday, June 12, 2009): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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

Submission of this application to exhibit implies consent to the items, conditions and regulations governing exhibits of the Conference published in the Prospectus. The Exhibitor agrees to abide by all rules, requirements, restrictions, and regulations as set forth in the Prospectus 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 KIPDA-SE4A Conference, c/o KIPDA Area Agency on Aging and Independent Living, 11520 Commonwealth Dr, Louisville, KY 40299; [barbara.gordon@ky.gov](mailto:barbara.gordon@ky.gov); (502) 266-5571; fax (502) 266-5047.