



Annual Conference  
Sponsor & Exhibitor Booklet

**The Omni Grove Park Inn**  
**Asheville, North Carolina**  
**August 27-30, 2023**



The Southeastern Association of Area Agencies on Aging (SE4A) was formed in 1973 as a regional advocacy association. Member states include Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, and Virginia. SE4A was the first regional area agency on aging association in the country. The SE4A's purpose is to promote the sharing of information among members and to provide a unified voice for the expression of programmatic needs.

One of the major goals established for the Association was to coordinate an Annual Training Conference. The annual training conference has continued throughout the existence of the Association. It provides the opportunity to promote skill development, professional knowledge, best practice sharing, and information exchange.

#### **Issues of Special Interest**

- Managed Care
- Care Transitions
- Chronic Disease Self-Management
- Caregiving
- Innovations
- Technology in Aging
- Health & Wellness
- Medicare Education
- Civic Engagement
- Livable Communities
- Nutrition/Malnutrition
- Medication Management
- Evidence-Based Programs
- Patient Navigation
- Caregiver Support & Services



This event will take place August 27-30, 2023 in Asheville, North Carolina at The Omni Grove Park Inn.

Conference attendees and colleagues from across the nine-state region of Alabama, Georgia, Kentucky, Mississippi, Florida, North Carolina, South Carolina, Tennessee, and Virginia; and from across the country will join us in North Carolina as we highlight many of the innovations in the field of aging. We are pleased to offer this Sponsorship/Exhibitor packet with numerous opportunities to reach aging professionals and to market your product or service.



All sponsors and exhibitors will have access to more than 500 professionals from the field of gerontology and geriatrics. These professionals are leaders in their field and represent a cross section of our nation. All sponsors' logos will be exhibited in the conference registration information upon confirmation and will receive exhibit space.

Conference attendees will be drawn to the Exhibit Hall throughout breaks, activities, door prize drawings, and continental breakfasts.







### **Who Sponsors and/or Exhibits?**

- Not-for-Profit Agencies and Organizations
- For-Profit Agencies that provide products and services to Older Adults and People with Disabilities within the local 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
- Older Adults and Caregivers
- Business and Industry
- Government Agencies
- Social/Human Services Agencies
- Hospitals, Medical Centers, Healthcare Services
- Consulting Firms/Professionals in Private Practice
- Educational Institutions
- Retirement Communities/Long-Term Care Facilities
- Area Agencies on Aging

# SE4A 2023 Conference

## Sponsorship Levels and Benefits

### \$25,000 Mount Mitchell (*Diamond Level*)

- **Opening Session and Welcome Reception Sponsor**

- Gain early exposure and visibility at the conference in a group meeting setting. Opportunity to display a PowerPoint before the session begins
  - Recognized and thanked from the podium – Recognized on signage during the session and the Opening Reception – You may provide promotional materials to be placed at each attendee's seat.

**With each \$25,000 sponsorship, you will receive:**

- Complimentary exhibit space
- Complimentary Full-Page advertisement in prominent location of Conference Program
- Four (4) complimentary conference registrations
- Listing in Conference Program in LARGEST BOLD PRINT
- Acknowledgment and recognition during conference general session
- Organization name on sponsor thank you signage
- Logo posted on SE4A Conference Registration Website
- Premier sponsorship listing in conference app

# \$11,000 Blue Ridge Mountains (*Platinum Level*)

- **Annual Award Luncheon Sponsor**

- Opportunity to display a PowerPoint before the luncheon begins – Recognized and thanked from the podium – Recognized on signage during the luncheon – You may provide promotional materials at each attendee's seat.

- **Evening Entertainment Sponsor (2 opportunities available)**

- Two (2) representatives of your organization will have the opportunity to promote your organization through participation in an evening full of fun and entertainment with the SE4A network. Recognized and thanked from the podium and recognized on all signage – You may provide promotional materials to be given to attendees.

- **Registration Sponsor (2 opportunities available)**

- This is an opportunity to sponsor four (4) complimentary conference registrations for deserving aging professionals or senior advocates so they can attend this informative conference. You can opt to be part of the selection process or the conference committee can handle the selection. Recognized and thanked from the podium and recognized on signage in the registration area – You may provide promotional materials to be picked up by attendees during registration.

- **Hospitality Suite (2 opportunities available)**

- Open at night for a couple of hours for participants to unwind. Your organization is recognized through signage in the relaxed atmosphere of the Hospitality Suite and during the general session the morning of your sponsorship.

## **With each \$11,000 sponsorship, you will receive:**

- Two (2) complimentary conference registrations
- Complimentary exhibit space
- Complimentary 1/2 vertical page advertisement in Conference Program
- Listing in Conference Program in LARGE BOLD PRINT
- Acknowledgment and recognition during the conference general session
- Organization name on sponsor thank you signage
- Logo posted on SE4A Conference Mobile App



## \$8,500 Great Smokey Mountains (Multi-Platinum Level)

- **General Session with Keynote Speaker Sponsor**
  - Opportunity to display PowerPoint before the session begins – Thanked from the podium – Recognized on signage during the session– May provide promotional materials at each attendee's seat.
- **Closing Breakfast Sponsor**
  - Opportunity to display PowerPoint before the session begins– Thanked from the podium – Recognized on signage during the session – May provide promotional materials at each attendee's seat.
- **Continental Breakfast Sponsor (2 Available)**
  - Organization recognition through signage at the breakfast area – Recognized at beginning of the General Session on the morning you sponsor breakfast.



### **With each \$8,500 sponsorship, you will receive:**

- One (1) complimentary conference registration
- Complimentary exhibit space
- Complimentary half-page horizontal advertisement in the Conference Program
- Listing in Conference Program in LARGE BOLD PRINT
- Organization name on sponsor thank you signage
- Logo posted on SE4A Conference Mobile App



## \$6,000 Appalachian Mountains (*Gold Level*)

- **SE4A Board of Directors Dinner Sponsor (2 Available)**
  - Interact informally with approximately thirty (30) SE4A Board Members and make a five-minute verbal presentation about your organization during dinner – Recognized on signage during the dinner.
- **Conference Bag or Lanyard Sponsor**
  - Organization recognized through agency logo and name imprinted on conference bags or lanyards provided to hundreds of conference attendees.

### **With each \$6,000 sponsorship, you will receive:**

- One (1) complimentary conference registration
- Complimentary exhibit space
- Organization name on sponsor thank you signage
- Logo posted on SE4A Conference Mobile App

## \$3,500 Mount Pisgah (*Silver Level*)

- **Conference Program Sponsor**
  - Full-page advertisement on the conference program given to all attendees – Your organization becomes highly visible throughout the program and is recognized and thanked as the program sponsor.
- **Mobile App Support**
  - Organization recognition as providing support to Mobile App for the SE4A Conference with a clickable banner advertisement.

### **With each \$3,500 sponsorship, you will receive:**

- One (1) complimentary conference registration
- Complimentary exhibit space
- Thank you in Conference Program
- Organization name on sponsor thank you signage
- Logo posted on SE4A Conference Mobile App

## \$2,000 Black Mountain (*Bronze Level*)

- Complimentary exhibit space
- Thank you in Conference Program
- Organization name on sponsor thank you signage
- Logo posted on SE4A Conference Mobile App



# SE4A Advertising Opportunities

The SE4A Conference Program can be utilized as a prime opportunity to advertise your business and service during and after the conference. The conference participants will utilize this program throughout the conference to review conference activities, decide on workshops to attend, review schedules, 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 Conference Program.

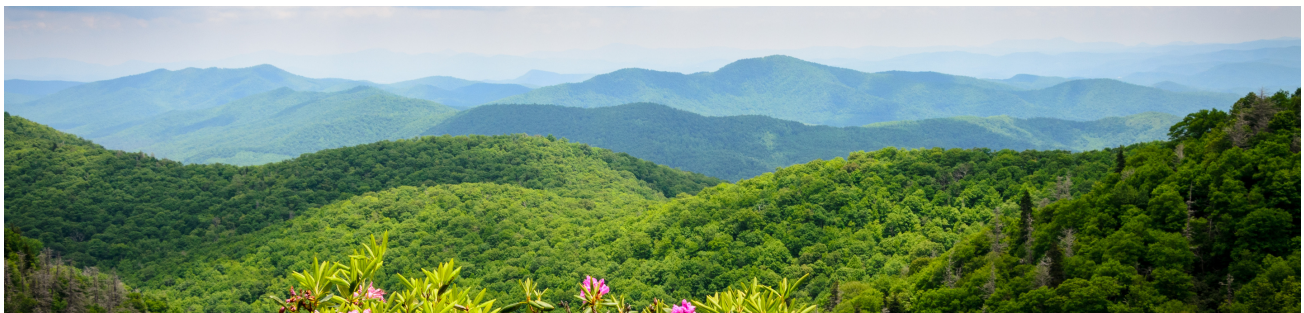
This is an excellent and cost-effective marketing tool. Choose your size of advertisement on the Sponsorship/Exhibitor/Advertising Application and remit with payment.

**Logo Specs:** High-resolution (300dpi) or vector files required

**File Types Accepted:** JPG, EPS, PNG, High-Resolution PDF, TIFF, AI, SVG, PSD

**Advertisement Deadline:** June 16, 2023

**Email logo to:** [SE4A2023Conference@wpcog.org](mailto:SE4A2023Conference@wpcog.org)



# SE4A Advertising Opportunities

## Ad Sizes

- Front Inside Cover Ad [Vertical]
  - \$1,000
  - 7.5" x 10"
- Full-Page Ad [Vertical]
  - \$750
  - 7.5" x 10"
- Half-Page Ad [Horizontal]
  - \$500
  - 7.5" x 5"
- Mobile App [Horizontal]
  - \$500
  - Scrolling Banner/Clickable Link

Back Cover reserved for 2024 Call for Conference

# Exhibit, Promotion and Sponsorship Information

**Booth Specifications and Payment:** Services include a six-foot table with skirt and two chairs. Complete the online sponsorship registration. Payment must be received by June 16. All sponsor logos and advertisements must also be submitted by June 16 to be included in the conference program.

**Assignment of Space:** Preference will be given to the major level 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 and special needs; however, sponsors purchasing more expensive levels will be given highest considerations. The Planning Committee reserves the right to make changes to the floor plan as deemed necessary at its sole discretion.

**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, August 27. Detailed instructions will be emailed with your confirmation. Exhibitors will have the opportunity during online registration to select booth dismantling time that best accommodates them.

**Food and Beverage Policy:** The Omni Resort Hotel is 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. These samples must be wrapped and cannot be anything that appears to have been prepared in the exhibit hall.



# Exhibit, Promotion and Sponsorship Information

**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:** Sponsor/Exhibitor agrees to be responsible for any damages done to the function room or any other part of the hotel by the sponsor/exhibitor, their guest, invitees, employees, independent contractor or other agents under their 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 Friday, June 16, 2023, 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 this date.

**Media Release:** SE4A will capture photographs and video of this event for use in promotional material, in print, electronic and other media, including the SE4A website. By participating in this event, sponsor agrees to release rights of any image, photograph, voice, without limitation, in its promotional materials and publicity efforts without compensation. All media captured at the event will be held by SE4A for potential future use.

# Exhibit, Promotion and Sponsorship Information



**Meals and Refreshments:** Activities in the Exhibit Hall are open to staff working the exhibits. This includes the Sunday evening reception and continental breakfasts. The Awards Luncheon on Monday, August 28, and the evening event on Tuesday, August 29 are open to exhibitors with full conference registration or with purchased tickets for the event.

**Accommodations:** Hotel block rates will be available on [www.se4a.org](http://www.se4a.org) on April 6.

**Dining:** Grab a bite to eat at one of the resort's restaurants, or stay in and take advantage of room service as available. Reference the Dining Guide in Conference Program for nearby restaurant options.

**Security:** Exhibitors should exercise reasonable precautions when leaving their exhibits unattended. 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 Omni Grove Park Inn Hotel harmless from any losses, insured or uninsured. You are also prohibited from obstructing fire exits or creating a hazard to the conference attendees, facility, or staff.

# Sponsorship/Exhibitor Agreement

**Sponsorships must be confirmed by June 16 to be included in Conference Program.**

Payment is available by check or credit card. Payment for sponsorships at the \$25,000, \$11,000, \$8,000, and \$6,000 are encouraged to pay by check.

- Make checks payable to **Western Piedmont Council of Governments.**
- Mail payment to **PO Box 9026, Hickory, NC 28603.**

**Register to be a sponsor online at [www.se4a.org](http://www.se4a.org) or scan the QR code!**



**Questions? Contact Nina Walters at  
[nina@streamlinedbusiness.com](mailto:nina@streamlinedbusiness.com)**