

Hatching Ideas for Healthy Aging



2024 Annual Conference

**The Lodge at Gulf State Park
Gulf Shores, Alabama
October 20-23, 2024**

Sponsor & Exhibitor Information

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.



SE4A Conference Tracks

Human Resource Management

- Building the Workforce
- Effective Communication
- Conflict Resolutions
- Benefits and Perks

Advancing Advocacy

- Ageism
- Elder Justice
- Ombudsman
- SHIP
- Effective Networking

Healthy Aging/Nutrition

- Social Isolation
- Senior Activity Centers
- Innovative Programs
- Evidence-Based Programs

Business Acumen & Strategies/ Data Collection and Reporting

- Contracting with MAs
- ADRC
- Measurable Outcomes
- IT

Long-Term Services and Supports

- Livable Communities
- Enhancing Independent Living
- Waiver programs

Caregiving/Dementia/Special Populations

- National Caregiver Program
- Disabled Population
- VA Community
- Living with Dementia
- Caring for Someone with Dementia

Keynote Presentations

[Opening Session](#) -- Kristin Scroggin

[Monday General Session](#) -- Paul Greenwood

[Tuesday General Session](#) -- Panel with Sandy Markwood, Bob Blancato, ACL Rep, NCOA or AARP Rep, and ASA Rep

[Wednesday Closing Session](#) -- Jenny Nolen



**This event will take place October 20-23, 2024, in Gulf Shores, Alabama
at The Lodge at Gulf State Park.**



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 Alabama 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 professionals in the field of aging and to market your product or service.



All sponsors and exhibitors will have access to a diverse network of 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.



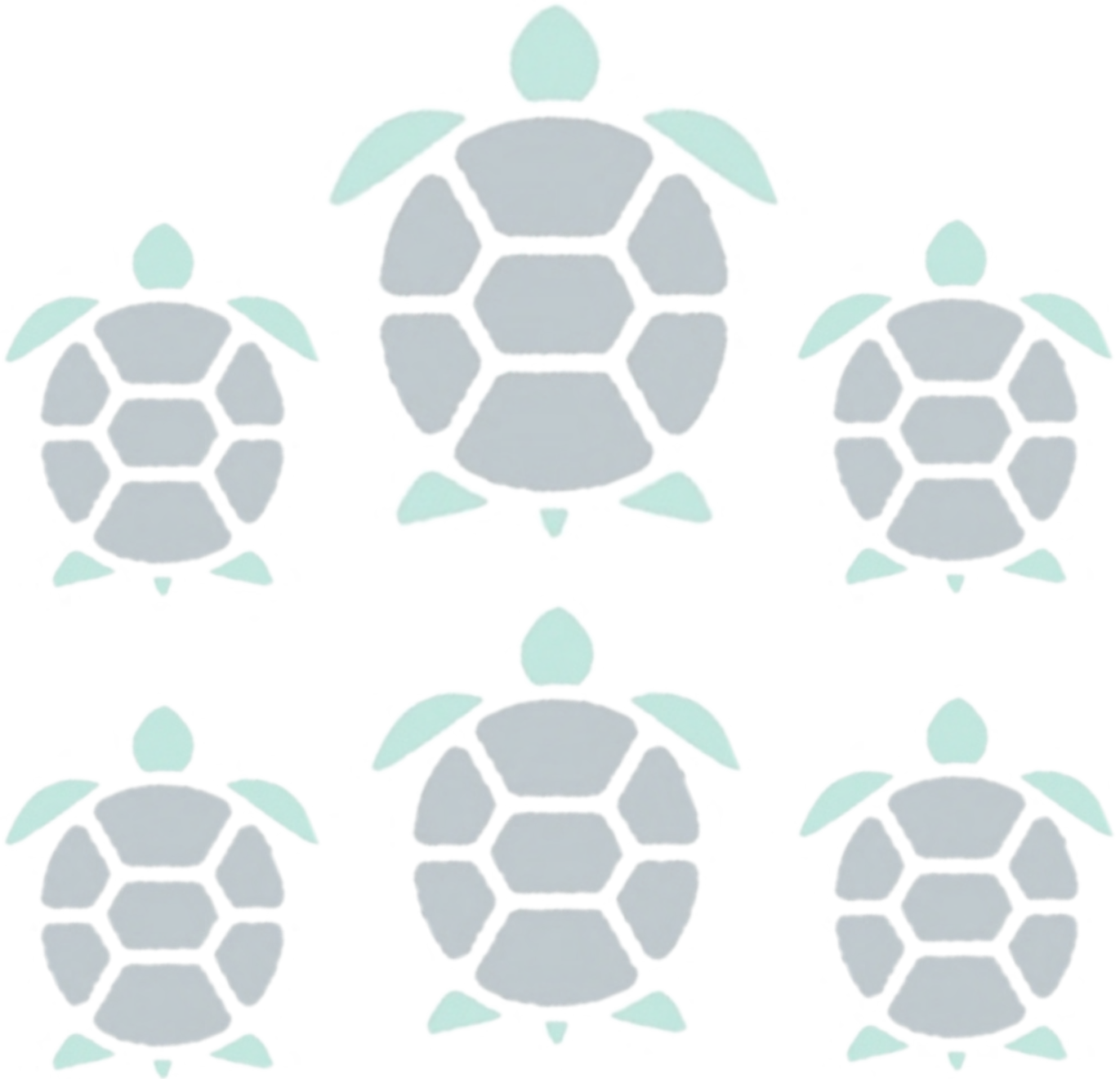
Who Sponsors and/or Exhibits?

- 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 Organization 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 2024 Conference Sponsorship Levels & Benefits



DIAMOND LEVEL

\$25,000 Loggerhead Sea Turtle Sponsorship

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.
- ❖ 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 ad in prominent location of Conference Program.
- Four complimentary conference registrations.
- Listing in Conference Program in large 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 SE4A Conference Mobile App.



PLATINUM LEVEL

\$11,000 Green Sea Turtle Sponsorship

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.
- ❖ May provide promotional materials at each attendee's seat.

Evening Entertainment Sponsor (Two Opportunities Available)

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

General Session with Keynote Speaker Sponsor (Two Opportunities Available)

- ❖ Opportunity to display PowerPoint before session begins.
- ❖ Recognized and thanked from podium.
- ❖ Recognized on signage during session.
- ❖ May provide promotional materials at each attendee's seat.

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

- Two complimentary conference registrations.
- Complimentary exhibit space.
- Complimentary ½-page ad in Conference Program.
- Listing in Conference Program in large bold print.
- Acknowledgment and recognition during sponsored conference session.
- Organization name on sponsor thank-you signage.
- Logo posted on SE4A Conference Mobile App.



MULTI-PLATINUM LEVEL

\$8,500 Hawksbill Sea Turtle Sponsorship

Closing Breakfast Sponsor

- ❖ Opportunity to display PowerPoint before session begins.
- ❖ Recognized and thanked from the podium.
- ❖ Recognized on signage during session.
- ❖ May provide promotional materials at each attendee's seat.

SE4A Board of Directors Dinner Sponsor (Two Opportunities Available)

- ❖ Interact informally with approximately 30 SE4A Board Members and make a five-minute verbal presentation about your organization during dinner.
- ❖ Recognized on signage during the dinner.

Hospitality Suite Sponsor (Two Opportunities Available)

- ❖ Open at night for approximately two hours allowing participants to relax and unwind.
- ❖ Your organization is recognized on signage within the Hospitality Suite and during the general session on the morning of your sponsorship.

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

- One complimentary conference registration.
- Complimentary exhibit space.
- Listing in Conference Program in large bold print.
- Acknowledgment and recognition during sponsored conference session.
- Organization name on sponsor thank-you signage.
- Logo posted on SE4A Conference Mobile App.



GOLD LEVEL

\$6,000 Leatherback Sea Turtle Sponsorship

Break Sponsor (Two Opportunities Available)

- ❖ Your organization is recognized through signage in the break area you sponsor.

Continental Breakfast Sponsor (Two Opportunities Available)

- ❖ Your organization is recognized through signage in the breakfast area.
- ❖ Recognized at beginning of the General Session on the morning you sponsor breakfast.

Lanyard Sponsor

- ❖ Your organization is recognized through your logo and name imprinted on conference attendee name badge lanyard.

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

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

SILVER LEVEL

\$3,500 Olive Ridley Sea Turtle Sponsorship

Conference Program Sponsor

- ❖ Full-page ad in 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

- ❖ Your organization is recognized for providing support to the SE4A Conference Mobile App with a clickable banner ad.

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

- One 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.



BRONZE LEVEL

\$2,000 Flatback Sea Turtle Sponsorship

With each \$2,000 sponsorship, you will receive:

- Complimentary exhibit space.
 - “Thank You” in Conference Program.
 - Organization name on sponsor thank-you signage.
 - Logo posted on SE4A Conference Mobile App.
- **Please Note: Complimentary conference registration is NOT included at this level.**

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: High-resolution JPG, EPS, PNG, PDF, TIFF, AI, SVG

Advertisement Deadline: August 16, 2024

Email logo to: SE4A2024Conference@gmail.com

Ad Sizes & Pricing

- **Inside Front Cover** (Vertical)
 - \$1,200
 - 7.5" x 10"
 - **Full-Page** (Vertical)
 - \$800
 - 7.5" x 10"
 - **Half-Page** (Horizontal)
 - \$600
 - 7.5" x 5"
 - **Mobile App** (Horizontal)
 - \$500
 - Scrolling Banner/Clickable Link
- Back Cover reserved for 2025 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 August 1, 2024. All sponsor logos and advertisements must also be submitted by August 16, 2024 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 floorplan 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, October 20th. 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 Lodge at Gulf State Park 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 guests, invitees, employees, independent contractor, or other agents under their control. Nothing shall be posted, 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 by Friday, August 16th, 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, or voice, without limitation, to SE4A 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 who are working the exhibits (up to three individuals). This includes the Sunday evening reception and continental breakfasts and breaks. The Awards Luncheon on Monday, October 21st and the evening event on Tuesday, October 22nd 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. Sponsors receive early access to hotel room block for conference.

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. Exhibitors will be responsible for securing their own insurance and will hold The Lodge at Gulf State Park 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 August 1st to be included in Conference Program.

- Payment may be made by check or credit card.
- Payment by check is encouraged for sponsorships at the \$25,000, \$11,000, \$8,000, and \$6,000 levels.
- Make checks payable to **NARCOG**.
- Mail payments to P.O. Box C, Decatur, AL 35602.



Register to be a sponsor online at www.se4a.org or scan this QR code.

Questions?



Contact:

Nina Walters

nina@streamlinedbusiness.com

or

SE4A2024Conference@gmail.com

