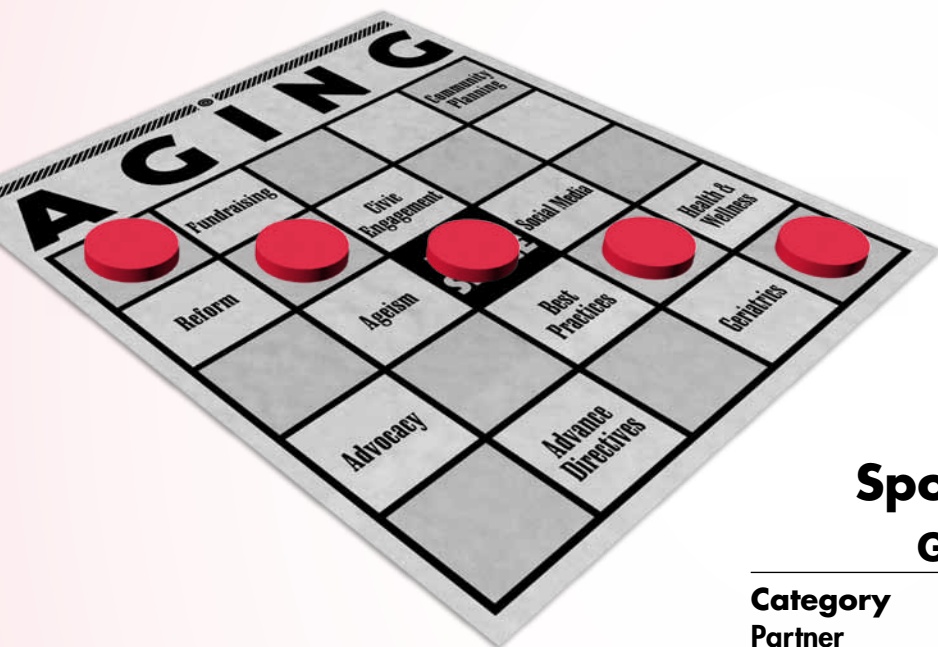


# SPONSOR AND EXHIBITOR OPPORTUNITIES

2012 FLORIDA CONFERENCE ON AGING

## AGING: NEW GAME – NEW RULES



### Sponsorships Available: GENERAL SPONSORSHIP

Category	Amount	Description
Partner	\$15,000	Overall Conference Sponsorship

### SPECIAL EVENT SPONSORSHIP

• Opening Keynote*	\$20,000
• Exhibit Hall Opening Reception*	\$20,000
• Closing Luncheon*	\$20,000
• Plenary/General Sessions*	\$15,000
• Awards Luncheon*	\$15,000
• Educational Workshops*	\$10,000
• VIP Reception	\$10,000
• Continental Breakfast*	\$9,000
• Closing Reception	\$8,000
• Networking Reception	\$6,500
• Cyber Café	\$5,000
• Focus Group / Listening Session	\$4,000
• Leadership Academy Sponsor	\$3,500
• Coffee Break (4 available)	\$3,000
• Special Event / Hospitality	\$3,000

### OTHER SPONSORSHIP OPPORTUNITIES

• Tote bags*	\$7,000
• Flash Drives	\$7,000
• Note Pads	\$4,000
• Lanyards	\$3,000
• Sticky Note Pad / Book	\$3,000
• Pens	\$2,500
• Promotional Items (3 available)	\$2,500
• Attendee Directory	\$2,000
• Conference Bag Insert	\$750

#### PRESENTED IN PARTNERSHIP WITH:



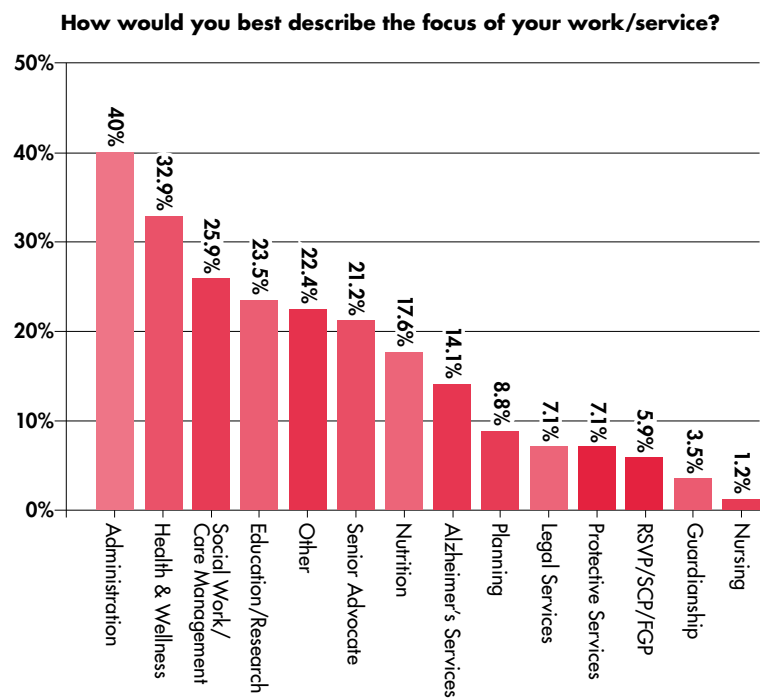
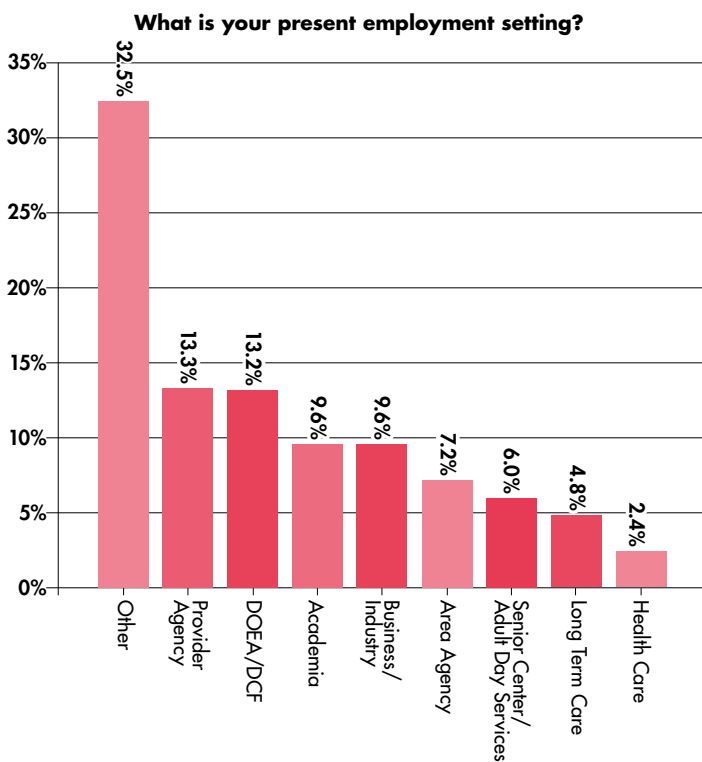
\*Co-sponsorships available. Contact FCOA to help you design a personalized sponsorship opportunity!

Events listed are available for sponsorship at the time of printing. Events are limited and sponsorships are committed on a first-come, first-served basis. Priority will be given to repeat sponsors. Contact Florida Council on Aging at 850-222-8877 or [moreinfo@fcoa.org](mailto:moreinfo@fcoa.org) for more information.

# About the Florida Conference on Aging

The Florida Council on Aging (FCOA) and the Florida Association of Aging Services Providers (FASP), in partnership with the Florida Department of Elder Affairs (DOEA), are pleased to announce the 2012 Florida Conference on Aging — Aging: New Game – New Rules. The 2012 Conference will be held August 20-22, 2012 at the Grande Lakes Ritz-Carlton in Orlando. The 2011 Conference attracted over 500 registrants, 136 presenters and over 30 volunteers. In these tough economic times, the Florida Aging Network recognizes, more than ever, the value of training and networking. We invite you to be part of a 57-year tradition by sponsoring or exhibiting at the largest aging network conference in Florida. Over the years, our sponsors and exhibitors have succeeded in building brand awareness with leaders in the field of aging. Support from our sponsors makes this Conference possible and accessible to everyone that is interested in attending – from students and professionals to caregivers and retirees. We would like to work with you to develop the right mix of benefits to enhance your visibility and networking opportunities at the Conference.

## Who Attends?



## What do attendees have to say about the Florida Conference on Aging?

- The 2011 evaluations reflect that 64.3% of attendees rated the Conference "excellent" and 27.4% rated the Conference as "good."
- 90 percent of attendees are members of the Florida Council on Aging.
- Evaluations show that 66% of the attendees have attended the Florida Conference on Aging in previous years.
- In 2011, 80 percent of attendees attended the exhibit show.
- 64.7 percent of Exhibitors rated the attendance in the Exhibit Hall as good-excellent and 60% said they would exhibit again in 2012.

"I think they [FCOA] are fantastic. Always available to answer questions. Nice job." – 2011 Exhibitor

"Exhibitors did an excellent job, good variety of exhibitors." – 2011 Conference Attendee

**Increase your visibility year round with newsletter advertising or a Membership Directory sponsorship!**

# Exhibit Information

## The Exhibit Hall

Your market is here: The 2012 Florida Conference on Aging Exhibit Show is coming to the Ritz-Carlton in Orlando, Florida. Showcase your company directly to organizations that need your business! Industry professionals and decision makers will attend this event, August 20-22, 2012. This is the Aging Network Conference you do not want to miss!

## Exhibit Schedule

Exposition hall will be closed when workshops are in session. Special accommodations may be available for vendors interested in scheduling appointments with clients during workshop hours or exhibiting in a high traffic zone.

The Ritz-Carlton has a limited number of exhibit spaces available in the area near the Conference Registration Desk. These Premium Booth Spaces can be reserved for \$850 on a first-come, first-served basis. While vendors are not required to staff these booths when workshops are in session, they are encouraged to be available to attendees that might be in the Registration area. FCOA will provide a location for vendors to secure materials overnight.

### Monday, August 20, 2012

Set-Up	8:00 am - 3:30 pm
Opening Reception	5:30 pm - 7:30 pm

### Tuesday, August 21, 2012

Continental Breakfast	7:30 am
Refreshment Break	10:00 am
Closing Reception	3:15 pm - 4:15 pm
Tear Down	4:15 pm

## Booth Fees

- \$850 Premium Booth (12 Available)
- \$750 Corporate Booth inside the Exhibit Hall
- \$600 FCOA Corporate Member Booth inside the Exhibit Hall (*call FCOA at 850-222-8877 to confirm membership*)
- \$450 Non-Profit Booth inside the Exhibit Hall

## What's Included?

- One 8' x 10' pipe/drape booth
- Identification sign
- 6' draped table, wastebasket, and two chairs
- Secure Exhibit Hall
- Company/Organization listing in the Conference Program
- Registration for two on Monday and Tuesday (\$470 value)
- Attendee Directory
- Additional Representatives can register for \$85 per person

## Space Assignment?

Space assignment is processed on a first-come, first-served basis, starting with exhibitors who are also sponsors.

## Registration

Please complete the enclosed Exhibit Reservation Form & Contract and return it to FCOA with payment or register online at [www.fcoa.org](http://www.fcoa.org).

## Exhibitor Agreement

- All exhibits are subject to the approval of the Florida Council on Aging (FCOA).
- All materials and costs for the exhibit, other than those provided by FCOA, are the responsibility of my firm/organization.
- The exhibit will be staffed during exposition hours.
- Neither FCOA nor the Ritz-Carlton assumes any liability responsibility for damage, loss or injury to an exhibit or exhibitor and/or its representatives.
- The exhibitor assures that all information provided to FCOA is accurate for publication in the conference program.
- ELECTRICITY IS NOT PROVIDED (please order from the Exposition Company). Information will be provided in exhibitor packet sent after receipt of registration.

## Cancellations / No-Show Policy:

- Deadline for Cancellations: July 2, 2012
- Cancellations received after July 2<sup>nd</sup> will be billed at 50% of the exhibit price.

### No-Shows:

- Exhibitors failing to cancel reservations and not attending the exhibit show will be charged the full rate for exhibit space.
- Reservations are final upon receipt of payment, unless prior arrangements have been made. Unpaid reservations may be subject to cancellation in the event the Exhibit Show is sold out.

## Hotel Accommodations:

### Grande Lakes Ritz-Carlton

4040 Central Florida Parkway, Orlando, FL 32837  
(800) 682-3665 or <http://tinyurl.com/FCOA-RitzCarlton>

Participants who book a room by July 14, 2012 using the information above will receive the group rate of \$139 per night. Only participants who reserve their room by calling or using the link above will receive the reduced parking rate of \$10/day for self-parking and \$22/day for valet parking. The daily parking rate for overnight guests booked outside the FCOA block is \$18/day for self parking and \$24/day for valet parking (subject to change).

## Benefits of Each Sponsor Level

	<b>Platinum \$15,000</b>	<b>Gold \$10,000</b>	<b>Silver \$5,000</b>	<b>Bronze \$2,000</b>	<b>Friend \$500</b>
Recognition on all Conference print materials	x	x	x	x	x
Signage recognition at sponsored event	x	x	x	x	x
Attendee Directory	x	x	x	x	x
Sponsor Ribbons to wear on site	x	x	x	x	
Recognition on FCOA Conference Webpage including hyperlink to sponsor web site	Logo	Logo	Listing	Listing	
Full Conference Registrations	4	3	2		
Exhibit Booth (2 Representatives)	x	x	x		
Invitation(s) to the VIP Reception	3	2	1		
FCOA Membership	1 year	1 year	6 months	3 months	
Conference Program Advertisement	Full Page	Half Page			
Bag Insert	x	x			
Podium recognition at a plenary or luncheon event	x	x			
Opportunity to conduct a workshop	x	x			

### Don't see what you're looking for?

Custom sponsorship packages can be tailored to a company's needs according to markets served and branding objectives with an appropriate sponsorship fee. Contact FCOA at 850-222-8877 to build a sponsorship package that provides the visibility that works best for you.

## THE 2012 FLORIDA CONFERENCE ON AGING IS PROUDLY PRESENTED BY:

### **Florida Council on Aging**

FCOA is a membership association representing over 800 individuals, non-profit organizations and for profit corporations who work in and around the field of aging. The members of FCOA are administrators and policy planners, nurses and physicians, hospital administrators, long-term care facilities, retirement communities, assisted living facilities, financial planners and insurers, hospice organizations, home health care agencies and health care professionals. FCOA celebrated their 55<sup>th</sup> Anniversary in 2010.

<http://www.fcoa.org>

### **Florida Department of Elder Affairs**

DOEA is the state unit on aging constitutionally designated by Florida voters to "serve as the primary state agency" responsible for administering human services programs for the elderly. Its purpose is to serve elders in all possible ways to help them keep their self-sufficiency and self-determination.

<http://elderaffairs.state.fl.us/>

### **Florida Association of Aging Services Providers**

FASP is a membership association specifically representing the full array of direct service providers in aging, including case management, nutrition, senior centers, day care and volunteers. The over 100 members of FASP are organizations, businesses, project directors, case managers, other personnel and support staff involved in the provision of direct services to Florida's elderly. <http://www.fasp.net>

# Sponsorship & Exhibit Reservation Contract

## Sponsorship Selection

- Exclusive Sponsorship  
 Co-Sponsorship  
 General Donation/Sponsorship  
Event Sponsored \_\_\_\_\_

Total Sponsorship \$ \_\_\_\_\_

- I confirm my commitment of a sponsorship of \$ \_\_\_\_\_, and hereby remit 50% of that amount, \$ \_\_\_\_\_. I agree to pay the remaining 50% by July 2, 2012. I understand that if full payment of my sponsorship commitment has not been made by July 2, 2012, my sponsorship benefits may be canceled.

### Booth Selection

- \$850 Premium Exhibit Booth (12 Available)  
 \$750 Corporate  
 \$450 Non-Profit  
 \$85 Add. Reps x \_\_\_\_\_  
(Total Number Additional Reps)

- I confirm my commitment to pay all exhibit fees prior to July 2, 2012. I will contact FCOA at 850-222-8877 if I cannot meet this timeframe to discuss my options. I understand that exhibit space will not be assigned until payment is received in full.

1<sup>st</sup> Booth Representative: \_\_\_\_\_

2<sup>nd</sup> Booth Representative: \_\_\_\_\_

Additional Representatives: \_\_\_\_\_

Total Exhibit \$ \_\_\_\_\_

- Company will donate a gift to the Silent Auction

## Payment Method

Company: \_\_\_\_\_  
(Print name exactly as you want it listed in printed materials)

Contact Person: \_\_\_\_\_

Contact Attending Conference?  Yes  No

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City/St/Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_

Fax: (\_\_\_\_) \_\_\_\_\_

E-mail: \_\_\_\_\_

Total \$ \_\_\_\_\_ Enclosed \$ \_\_\_\_\_

Check # \_\_\_\_\_

Credit Card # \_\_\_\_\_  
(Visa or Mastercard Only)

- Please send me a PayPal invoice to pay by American Express

Print Name As It  
Appears on Credit Card \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CV # \_\_\_\_\_  
3-digit code on back of card

Authorized  
Signature: \_\_\_\_\_

By submitting this form you acknowledge that you have read and accept the terms of the Sponsor and/or Exhibitor Agreement and Cancellation Policy.

## Increase Your Visibility

### Advertising

#### Conference Program / Membership Directory

- Back Cover \$2,500  
 Inside (Front or Back Cover) \$2,000  
 Full Page \$1,500  
 Half Page \$1,125  
 Quarter Page \$600  
 Business Card \$300  
 Membership Directory 2013  
EXCLUSIVE Sponsor \$12,000

#### AgeWise Newsletter (Bi-Monthly)

- Exclusive Sponsor (6 issues) \$7,000/yr  
 Full Page \$500  
 Half Page \$375  
 Quarter Page \$200

### FCOA Network Alerts

- Sponsorship of (4) general alerts \$200  
 Employment Announcement/Event Alert (1) \$125

### FCOA Website Advertisement

- \$75/month (April – August)  
 \$50/month (September – March)

### General Sponsorship Opportunities

- FCOA Board of Trustees Meeting Sponsor (address the FCOA Board for 20 minutes and attend networking luncheon) \$3,500  
 FCOA Webinar Sponsor Package (up to 6 webinars over the course of 12 months w/CEUs for participants) \$20,000  
 Individual webinar sponsorship \$4,500

Total Advertising \$ \_\_\_\_\_

Complete and mail this form to:

FLORIDA COUNCIL ON AGING, 1018 Thomasville Road, Ste. 110, Tallahassee, Florida 32303

PHONE: 850.222.8877 FAX: 850.222.2575 E-MAIL: [moreinfo@fcoa.org](mailto:moreinfo@fcoa.org)

**Exhibit Show Only: August 20 - 21, 2012**

## Sponsorship Levels

### **Platinum** (\$15,000 or more)

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- Listing on the Conference Registration Brochure cover, distributed to over 20,000 organizations and individuals.
- Full-page ad in conference program.
- Conference registration for four people.
- One free exhibit booth.
- One year free FCOA corporate membership (Aug. 1 - Jul. 31).
- Logo displayed on conference homepage throughout the year.
- Name listed in all Conference-Related emails to members and stakeholders.
- Attendee Directory.
- Name listed on signage and conference program.
- Three of your company representatives invited to attend the exclusive VIP Reception with leaders in the field of aging.

### **Silver** (\$5,000 – \$9,999)

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- Listing on Conference Registration Brochure cover, distributed to over 20,000 organizations and individuals.
- Conference registration for two people.
- One free exhibit booth.
- Six months free FCOA corporate membership (Aug. 1 - Jan. 31).
- Attendee Directory.
- Name listed on signage and conference program.
- Listing displayed on conference homepage throughout the year.
- One representative from your company may attend the exclusive VIP Reception with leaders in the field of aging.

### **Gold** (\$10,000 – \$14,999)

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- Listing on the Conference Registration Brochure cover, distributed to over 20,000 organizations and individuals.
- Half-page ad in conference program.
- Conference registration for three people.
- One free exhibit booth.
- One year free FCOA corporate membership (Aug. 1 - Jul. 31).
- Logo displayed on conference homepage throughout the year.
- Attendee Directory.
- Name listed on signage and conference program.
- Two of your company representatives invited to attend the exclusive VIP Reception with leaders in the field of aging.

### **Bronze** (\$2,000 – \$4,999)

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- Listing on Conference Registration Brochure cover, distributed to over 20,000 organizations and individuals.
- Three months free FCOA corporate membership (Aug. 1 - Oct. 31).
- Name listed on signage and Conference Program.
- Listing displayed on conference homepage throughout the year.
- Attendee Directory.

### **Friend of FCOA** (\$500 – \$1,999)

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- Listing on Conference Registration Brochure cover, distributed to over 20,000 organizations and individuals.
- Name listed on signage and Conference Program.
- Attendee Directory.