

2017 Southeastern Association of Area Agencies on Aging (SE4A) Annual Conference



Conference will be held at the Hyatt Regency Hotel
Located in the heart of Downtown Greenville, SC



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Southeastern Association of Area Agencies on Aging

The Southeastern Association of Area Agencies on Aging (SE4A) was organized in 1973 by several Area Agencies in the Southeast Region, which included representatives from eight states and was a result of their concern over national and regional issues facing Area Agencies on Aging attempting to establish viable programs for the elderly.

The major thrust of the initiatives in establishing the Association centered around problem solving, training, and dissemination of information pertinent to assisting Area Agencies on Aging in implementing, improving, and/or expanding comprehensive and coordinated services for older people throughout the Southeast.

One of the major goals established for the Association was to coordinate an Annual Training Conference region-wide. This thrust has continued throughout the existence of the Association. It provides the mechanisms necessary 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
- Technology in Aging
- Health & Wellness
- Medicare Education
- Civic Engagement
- Livable Communities
- Nutrition/Malnutrition
- Medication Management
- Evidence-Based Programs
- Patient Navigation
- Caregiver Supports & Services





The South Carolina Association of Area Agencies on Aging (SC4A) has the privilege of hosting the 2017 Southeastern Association of Agencies on Aging (SE4A) Annual Training Conference. This event will take place September 10-13 at the Hyatt Regency Hotel in Downtown Greenville, South Carolina. We look forward to our colleagues from Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee and Virginia joining us 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.

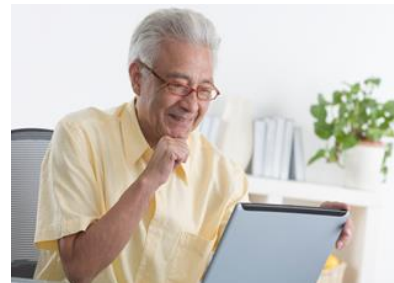
Conference attendees from across the nine-state region will be drawn to the Exhibit Hall throughout breaks, activities, door prize drawings, and continental breakfasts.

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
- ✓ Senior Citizens, 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



Preliminary Exhibit Hall Schedule

Exhibit Hall Schedule for Sunday, Sept. 10, 2017
12:00 P.M. – 3:00 P.M. – Exhibitor Set-up
5:30 P.M. – 7:30 P.M. – Reception & Exhibit Hall Open

Exhibit Hall Schedule for Monday, Sept. 11, 2017
7:30 A.M. – 5:00 P.M. Exhibit Hall Open

Exhibit Hall Schedule for Tuesday, Sept. 12, 2017
7:30 A.M. – 11:00 A.M. Exhibit Hall Open
11:00 A.M. – 3:00 P.M. Dismantling

We will make every effort to provide optimum exposure for sponsors and exhibitors through breakfasts, breaks and door prize drawings.

If exhibitors are unable to stay for the entire schedule, please let us know so we can accommodate.

Standard Booth Fees:

For Profit - \$600
Non-Profit - \$500*

Booth fees will include the following:

- One (1) six-foot (6') table
- Two (2) chairs
- Two (2) Continental breakfasts
- Scheduled breaks

*** Proof of non-profit status required and must accompany payment for this level.**

All exhibitors are asked to go directly to the exhibit hall to check in and to pick up their information. Exhibitors needing electricity must negotiate directly with the hotel. Information on this process will be sent when your participation is confirmed.

Please note that the “Exhibitor Only” level does not include conference registration or a listing in the conference program.



SE4A 2017 Conference

Sponsorship Levels and Benefits

\$10,000 Premier Level

This level offers the optimum level of interaction and exposure during the conference!

(Please select specific event sponsorship from the options listed below)

Opening Session and Welcome Reception Sponsor

Sunday, September 10, 2017

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 podium – Recognized on signage during the session and the Opening Reception – You may provide promotional materials to be placed at each attendee's seat.

Annual Award Luncheon Sponsor

SE4A Awards Luncheon on Monday, September 11, 2017

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

Tuesday, September 11, 2017

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

Registration Sponsor

This is an opportunity to sponsor four (4) complimentary conference registrations to deserving aging professional or senior advocate 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.

With each \$10,000 sponsorship, you will receive:

- Complimentary exhibit space
- Complimentary full page advertisement in Conference program
- Two (2) complimentary conference registrations AND two (2) additional SE4A Awards Luncheon tickets
- Listing in Conference Program in **LARGEST BOLD PRINT**
- Acknowledgement and recognition during conference general session
- Organization name on sponsor thank you signage
- Logo posted on SE4A Conference Registration Website (Submit in .jpeg FORMAT ONLY)

New SE4A conference App advertising available for 2017!

Premier Level

Only one opportunity available!

Splash Page A full-screen ad displays when the app is launched or refreshed for excellent brand visibility. Displays up to five (5) seconds.

Push Notifications (6) Messages get sent directly to attendees' mobile devices, which can be scheduled in advance and segmented for select attendees or event-goers at-large.

Sponsorship Listings & Exhibitors (1) In-app profiles appear for each exhibitor and sponsor with potential for enhanced info, collateral, photos, and video.

Map Pins (1) Pins help users find sessions, expo halls, sponsor booths, and other landmarks. A sponsor is highlighted along with pins on the map to link to the sponsor's in-app profile.

Beacon (1) Bluetooth-enabled beacons create stopping power by triggering strategic messages to whoever passes by.

Socialwall (1) Creates a live composite of the event's social media activity for a live streaming feed within the app and online.

Banner Ads (2) Rotating banner.

\$1,000 package - Launched August 10, 2017



SE4A 2017 Conference Sponsorship Levels and Benefits

\$7,500 Platinum Level

This level is rich with quality recognition and exposure during conference! Our team has many great ideas on getting your message across to the conference attendees while having a great experience. Let us get together on this one!

(Please select specific event sponsorship from the options listed below)

General Session with Keynote Speaker Sponsor

Monday, September 11, 2017

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

General Session with Keynote Speaker Sponsor

Tuesday, September 12, 2017

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

Closing Breakfast Sponsor

Wednesday, September 13, 2017

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

With each \$7,500 sponsorship, you will receive:

- Complimentary exhibit space
- Complimentary ½ page advertisement in conference program
- Two (2) complimentary conference registrations
- Two (2) SE4A Award Luncheon tickets
- Listing in Conference Program in **LARGE BOLD PRINT**
- Acknowledgement and recognition during conference General Session
- Organization name on sponsor thank you signage
- Logo posted on SE4A Conference Registration Website (Submit in .jpeg FORMAT ONLY)

New SE4A conference App advertising available for 2017!

Platinum Level

Push Notifications (2) Messages are sent directly to attendees' mobile devices, which can be scheduled in advance and segmented for select attendees or event-goers at-large.

Sponsorship Listings & Exhibitors (1) In-app profiles appear for each exhibitor and sponsor with potential for enhanced info, collateral, photos, and video.

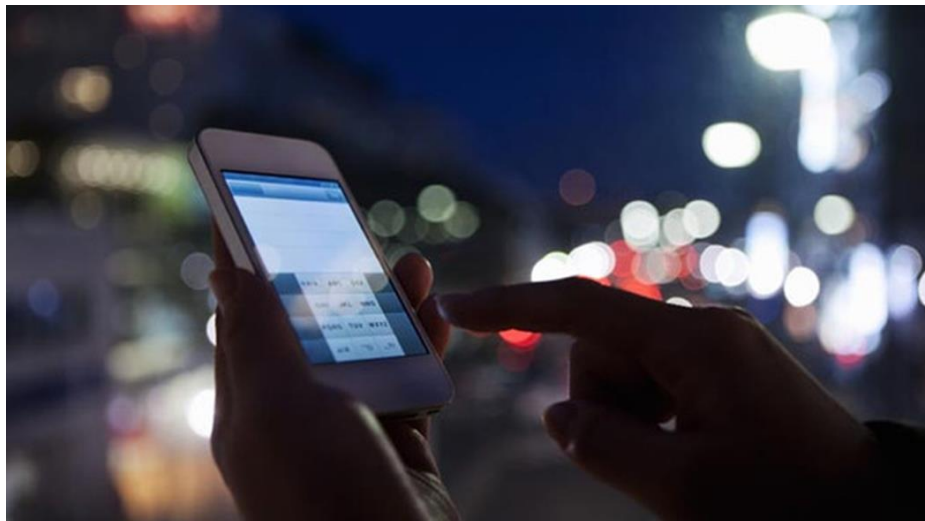
Map Pins (1) Pins help users find sessions, expo halls, sponsor booths, and other landmarks. A sponsor is highlighted along with pins on the map to link to the sponsor's in-app profile.

Beacon (1) Bluetooth-enabled beacons create stopping power by triggering strategic messages to whoever passes by.

Socialwall (1) Creates a live composite of the event's social media activity for a live streaming feed within the app and online.

Banner Ads (1) Rotating banner.

\$750 package - launched August 10, 2017



SE4A 2017 Conference Sponsorship Levels and Benefits

\$5,000 Gold Level

A great value in recognition and exposure during the conference!

(Please select specific event sponsorship from the options listed below)

SE4A Board of Directors Dinner Sponsor

Saturday, September 9, 2017

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

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 – Conference Programs will be shared and referenced throughout the year.

Hospitality Suite Sponsor

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

Break Sponsor

Two available on Monday and two available on Tuesday – Your organization is recognized through signage in break area you sponsor.
Always well attended!

With each \$5,000 sponsorship, you will receive:

- Complimentary exhibit space
- One (1) complimentary conference registration
- One (1) SE4A Awards Luncheon ticket
- Listing in Conference Program in **LARGE BOLD PRINT**
- Organization name on sponsor thank you signage
- Logo posted on SE4A Conference Registration Website (Submit in .jpeg FORMAT ONLY)

New SE4A conference App advertising available for 2017!

Gold Level

Push Notifications (1) Messages are sent directly to attendees' mobile devices, which can be scheduled in advance and segmented for select attendees or event-goers at-large.

Sponsorship Listings & Exhibitors (1) In-app profiles appear for each exhibitor and sponsor with potential for enhanced info, collateral, photos, and video.

Map Pins (1) Pins help users find sessions, expo halls, sponsor booths, and other landmarks. A sponsor is highlighted along with pins on the map to link to the sponsor's in-app profile.

Beacon (1) Bluetooth-enabled beacons create stopping power by triggering strategic messages to whoever passes by.

Socialwall (1) Creates a live composite of the event's social media activity for a live streaming feed within the app and online.

\$500 package - launched August 10, 2017



SE4A 2017 Conference Sponsorship Levels and Benefits

\$2,500 Silver Level

(Please select specific event sponsorship from the options listed below)

Continental Breakfast Sponsor (2 available)

Monday September 11, 2017 or Tuesday September 12, 2017

Organization recognition through signage at breakfast area – Recognized at beginning of the General Session on the morning you sponsor breakfast.

Conference Bag Sponsor

Organization recognized through agency logo and name imprinted on luggage tags and attached to conference bags provided to hundreds of conference attendees.

Workshop Sponsor

Organization recognition as the sponsor of the workshop of your choice through signage at the workshop location.

Intensives Sponsor

Sunday, September 10, 2017

Organization recognition as the sponsor of the Intensive of your choice through signage at the location of the Intensive. Intensives are planned to run for three (3) hours on Sunday morning.

With each \$2,500 sponsorship, you will receive:

- Complimentary exhibit space
- One (1) complimentary conference registration
- One (1) SE4A Awards Luncheon ticket
- Listing in Conference Program
- Organization name on sponsor thank you signage

New SE4A conference App advertising available for 2017! – Silver Level

Sponsorship Listings & Exhibitors (1) In-app profiles appear for each exhibitor and sponsor with potential for enhanced info, collateral, photos, and video.

Map Pins (1) Pins help users find sessions, expo halls, sponsor booths, and other landmarks. A sponsor is highlighted along with pins on the map to link to the sponsor's in-app profile.

Beacon (1) Bluetooth-enabled beacons create stopping power by triggering strategic messages to whoever passes by.

Socialwall (1) Creates a live composite of the event's social media activity for a live streaming feed within the app and online.

\$250 package - launched August 10, 2017



Opportunities for Advertisement

The 2017 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, 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 2017 Conference Program.

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

Ad sizes prices are listed below:

FULL PAGE 7.5" X 10"	\$600
1/2 PAGE 7.5" X 5"	\$300
1/4 PAGE 3.75" X 5"	\$150
Inside Front Cover 7.5" X 10"	\$1000
Inside Back Cover 7.5" X 10"	\$1000
Back Cover reserved for 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 enclosed Exhibitor's Application and return with payment by Friday April 7, 2017. All sponsor logos and advertisements must also be submitted by Friday, April 7, 2017 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, September 10, 2017 from 12:00 P.M. to 3:00 P.M. and dismantle and move-out Tuesday, September 12, 2017 from 11:00 A.M. to 3:00 P.M.

Food and Beverage Policy: The Hyatt Downtown Greenville 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.

Electrical Needs and Shipping: Information on this process will be provided once your participation is confirmed. All shipments will be sent to the Hyatt Hotel.

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 30, 2017, 50% of total contracted space cost will be retained by the conference. No cancellation of contracted space will be accepted or refunds made after this date. Any space not claimed or occupied prior to 3:00 P.M. on the day of official opening may be reassigned without refund.



Exhibit, Promotion and Sponsorship Information - *continued*

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 11, 2017 and the evening event on Tuesday, September 12, 2017 are open to exhibitors with purchased tickets for the event.

Accommodations: Artfully stylish, contemporary and urbane, the Hyatt Regency Greenville is a luxury hotel ideally located on Main Street in downtown Greenville. The award-winning hotel offers a refreshing blend of Southern hospitality and modern, urban convenience.

Hyatt Regency Greenville is an inviting destination where you can experience the city's rich heritage, from arts to outdoor adventures. Tee off on beautiful Greenville golf courses, catch a concert or sporting event at the Bon Secours Wellness Arena just minutes from our hotel, be an ultimate driver at the BMW Performance Driving Center, or walk to over 60 restaurants and shops in downtown Greenville. Escape from your schedule and discover lush parks and the majestic Blue Ridge Mountains just minutes away from one of the most refreshing Greenville hotels.

Conference rates for Hyatt Regency Greenville Guest Rooms are \$169-189 per night, plus applicable taxes and lodging fees. When making your reservations, indicate that you are attending the SE4A Conference. To make your reservations, please use the hotel's passkey link <https://resweb.passkey.com/go/SE4A> or call 1-864-235-1234 if you need further assistance.

Security: Exhibitors should exercise reasonable precaution 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 Hyatt Regency 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.

Please complete the "2017 SE4A Conference Sponsorship/Exhibitor/Advertising Agreement" form of this packet and send to :

Tim Womack
SC Appalachian Council of Governments
c/o 2017 SE4A Conference
30 Century Circle
Greenville, SC 29607

Email Address: twomack@scacog.org



2017 SE4A Conference Sponsorship / Exhibitor / Advertising Agreement

SPONSORSHIP – must be confirmed by Friday, April 7, 2017
(Please refer to the sponsorship opportunities section in this brochure)

Sponsorship Level: _____ Sponsorship Amount: \$ _____

Specific Event Sponsorship Title: _____ (specific event options are based on the sponsor level)

EXHIBITOR – must be confirmed by Friday, April 7, 2017

For Profit \$600

Non Profit \$500 (proof of non-profit status MUST accompany payment)

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

PROGRAM ADVERTISEMENT

(AD artwork is due Friday, April 7, 2017 and must be in .jpeg, PDF or similar format that can be resized to fit)

Full Page \$ _____ 7.5" X 10" (\$600) ½ Page \$ _____ 7.5" X 5" (\$300)

¼ Page \$ _____ 3.75" X 5" (\$150) Inside Front Cover \$ _____ 7.5" X 10" (\$1000)

Inside Back Cover \$ _____ 7.5" X 10" (\$1000)

New SE4A CONFERENCE APP ADVERTISEMENT

Premier (one opportunity) \$ _____ (\$1,000) Platinum \$ _____ (\$750)

Gold \$ _____ (\$500) Silver \$ _____ (\$250)

TOTAL AMOUNT \$ _____

ENCLOSED CHECK PAYABLE TO:
SC Association of Area Agencies on Aging
2017 SE4A Conference on the memo line

PLEASE MAIL PAYMENT TO:
Tim Womack
SC Appalachian Council of Governments
c/o 2017 SE4A Conference
30 Century Circle
Greenville, SC 29607

(Please complete the following page and send with payment)



CONTACT PERSON: Please print or type.

First Name _____ Last Name _____

Email _____ Phone _____

Organization _____

Name(s) and emails of attendees who will be representing your company/organization at the conference

Name of Organization for listing and signage, if different _____

Address _____

City _____ State _____ Zip _____

Website _____

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

Submission of this agreement implies consent to the items, conditions and regulations governing sponsors and exhibits of the conference published in this packet. The Sponsor and/or Exhibitor agrees to abide by all rules, requirements, restrictions, and regulations as set forth in this Sponsorship and Exhibitor Packet. Failure to abide by such rules and regulations results in forfeiture of all monies paid by or due from the sponsor and/ or exhibitor.

Signature _____ Date _____

Please complete the “**2017 SE4A Conference Sponsorship/Exhibitor/Advertising Agreement**” form of this packet and send to :

Tim Womack
SC Appalachian Council of Governments
c/o 2017 SE4A Conference
30 Century Circle
Greenville, SC 29607
Email Address: twomack@scacog.org

Questions? Please Contact Cindy Curtis at 803-744-5134 Office (direct), 803-376-5390 (main) or ccurtis@centralmidlands.org.

**Thank you for your participation in our 2017 SE4A Conference!
We look forward to seeing you in Greenville, South Carolina.**