



Georgia Gerontology Society 2017 Annual Conference

Preparing for the Future: Prevention, Readiness & Wellbeing

July 24-26, 2017
Chateau Elan
Braselton, GA

SPONSORSHIP, EXHIBITOR & ADVERTISING
PROSPECTUS

Providing opportunities to educate, inform, and market
products and services to gerontology professionals in Georgia.

www.georgiagerontologysociety.org

About the Georgia Gerontology Society

The Georgia Gerontology Society (GGS) is the largest state organization of multidisciplinary professionals in the field of aging.

- GGS enhances public awareness of the needs, rights and continuing contributions of older persons
- GGS promotes efforts to meet the needs of older persons through innovative and state of the art approaches to service
- GGS provides student scholarships and promotes career development in gerontology.
- GGS collaborates with other organizations in expanding services, programs, education and research in aging.
- GGS serves as the focal point for Senior Advocacy relating to public and social policy within the State of Georgia.

2017 Annual Conference

The Georgia Gerontology Society (GGS) is excited to announce the sponsorship, exhibitor, and advertising options for our 2017 Annual Conference. Gain opportunities to interact with conference attendees while enjoying the fine facilities and scenic views of the newly renovated Chateau Elan. Our conference welcomes all who are interested in learning more about the exciting work in Georgia in the field of gerontology. We anticipate an attendance in excess of 250 people from across the great state of Georgia and surrounding areas. Attendees typically include: voluntary & advocacy organizations, older adults, caregivers, business industry, government agencies, social/human services agencies, hospitals, healthcare services & providers, educational institutions, retirement communities and Area Agencies on Aging.

SPONSORSHIPS

We have a range of sponsorship packages designed to suit your needs. Our hope is to create unique sponsorship opportunities while making every effort to ensure high visibility throughout the conference. In addition to the listed opportunities, GGS will work with all organizations for more specific ways to support the 2017 Annual Conference (sponsorship of the President's Reception, Awards Luncheon, Breakfast, etc.)

HOW TO RESERVE YOUR SPONSORSHIP

Sponsorships are limited and available on a first-come, first-served basis. To request your sponsorship online, click [here](#). You can also complete the included form and mail it to:

GGG
P.O. Box 7905
Atlanta, GA 30357

EXHIBIT BOOTH SELECTION

Sponsorships include a complementary exhibitor space. Prime exhibit space will be reserved for sponsors. The selection process will be based on the level of sponsorship and the order in which sponsorships were reserved.

ADVERTISEMENT

Please email administrator@georgiagerontologysociety.org with your logo to be used on the GGS website and social media. All sponsorships include advertisement in the conference program. The deadline to provide your advertisement is **5/19/2017**.

Note the following:

- All images should have a minimum resolution of 300 dpi at 100%.
- All images should be converted to CMYK.
- Fonts should be converted to outline.
- File formats accepted; high resolution PDF, eps, tif, jpg.

You also have the opportunity to provide 250-300 flyers or giveaways to be included in our conference bags.

QUESTIONS

Please contact Amanda James, GGS Executive Director, with any questions.

administrator@georgiagerontologysociety.org

404-780-3380

SPONSORSHIP LEVELS

Diamond: \$5,000 & Above

- Most Prominent Recognition at the President's Reception
- Most Prominent Recognition at Plenary Sessions
- Most Prominent Name & Logo to Appear on all Event Materials
- Prominent Sponsor Name Recognition in any Press Releases
- Complimentary **Full Page** Advertisement in the Conference Program
- Most Prominent Recognition and Special Invitation to the Awards Program
- One Year Organizational membership in GGS
- Four Complimentary Conference Registrations
- Complimentary Exhibit Space
- Spotlight on GGS Website Home Page for One Year and at least 6 Spotlights on GGS Social Media

Platinum: \$3,500 - \$4,999

- Prominent Recognition at the President's Reception
- Prominent Recognition at Plenary Sessions
- Prominent Name & Logo to Appear on all Event Materials
- Sponsor Name Recognition in any Press Releases
- Complimentary **Half-Page** Advertisement in the Conference Program
- Prominent Recognition and Special Invitation to the Awards Program
- Three Complimentary Conference Registrations
- Complimentary Exhibit Space
- Spotlight on GGS Website and at least 4 Spotlights on GGS Social Media

Gold: \$2,500 - \$3,499

- Special Recognition at Plenary Sessions
- Name & Logo to Appear on all Event Materials
- Sponsor Name Recognition in any Press Releases
- Complimentary **Quarter-Page** Advertisement in the Conference Program
- Two Complimentary Conference Registrations
- Complimentary Exhibit Space
- Spotlight on GGS Website and at least 2 Spotlights on GGS Social Media

Silver: \$1,500 - \$2,499

- Name & Logo to Appear on all Event Materials
- Sponsor Name Recognition in any Press Releases
- Complimentary **Business Card** Advertisement in the Conference Program
- One Complimentary Conference Registration
- Complimentary Exhibit Space
- Spotlight on GGS Website and at least 1 Spotlight on GGS Social Media

SPONSORSHIP AGREEMENT

Company/Organization Name	
Name of individual(s) attending conference events (if applicable)	
Billing Address	
City	
State	
ZIP Code	
Telephone (business)	
E-Mail	
Brief Company Description	

Exhibit space is made available at all sponsorship levels.

Do you need an electrical outlet? ____ Y ____ N Do you need Internet access? ____ Y ____ N

Do you need extra space around your table for extra equipment? ____ Y ____ N If so, how much?

Sponsorship Level (Check One):

_____ Diamond: \$5,000 & Above

_____ Platinum: \$3,500 - \$4,999

_____ Gold: \$2,500 - \$3,499

_____ Silver: \$1,500 - \$2,499

Sponsorship Amount: _____

EXHIBITOR

Our exhibits will begin on Monday, July 24th, during the President's Reception continuing to Wednesday, July 26th. You are welcome to set up earlier on Monday the 24th if you choose. We acknowledge that your time is valuable and we can work with all exhibitor schedules if you are not able to attend the full conference. Exhibit tables will be placed immediately next to the breakout rooms and conference refreshments. We will provide incentives to encourage attendees to visit all exhibit tables. Don't miss this great opportunity to reach professionals in the field of aging and to market your product and/or services.

EXHIBIT BOOTH OPTIONS & BENEFITS

- Regular Booth Rental will provide the Following: One six-foot (6') table, two (2) chairs, one continental breakfast, one ticket to the President's Reception and all breaks along with a conference program. We strongly encourage you to attend the President's Reception and stay until the closing session.
- Booth Space + Conference Events will provide the Following: This option allows for all of the benefits of the Regular Booth Rental plus access all the conference events for **one individual**.

EXHIBIT BOOTH SELECTION

Prime exhibit space will be reserved for sponsors. The selection process for the remaining tables will be based on the order in which exhibit booths were reserved.

HOW TO RESERVE YOUR EXHIBIT BOOTH

Exhibit spaces are limited and available on a first-come, first-served basis. To request your exhibit space online, click [here](#). You can also complete the included form and mail it to:

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Check Here	Type of Booth Rental	Early Bird (Before February 24, 2017) GGS Org Member	Early Bird (Before February 24, 2017)	Regular Rental GGS Org Member	Regular Rental
	Regular Booth Rental	\$450	\$550	\$500	\$600
	Booth Space + All Conference Events	\$600	\$700	\$650	\$750
Advertisement Add On					
	<input type="checkbox"/> Full Page \$250 <input type="checkbox"/> Half Page \$175 <input type="checkbox"/> Quarter Page \$125 <input type="checkbox"/> Business Card \$50			Total	

- Do you need an electrical outlet? ____ Y ____ N
- Will you provide an item for the Silent Auction? Note: all proceeds from Silent Auction go to GGS Student Scholarships. ____ Y ____ N
- Will you need extra space around your table for extra equipment? ____ Y ____ N

PROGRAM ADVERTISING

The conference program is distributed to all attendees. This is your opportunity to display your company's advertisement to gerontology professionals. The deadline to provide your advertisement is 5/19/2017.

Note the following:

- All images should have a minimum resolution of 300 dpi at 100%.
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State	
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Telephone (business)	
E-Mail	
Brief Company Description	

Check Here	Type of Advertisement	Rate
	Back Cover	\$1000
	Inside Front or Back Cover	\$500
	Full Page - Black & White Trim size - 8.5" x 11" Bleed size - 8.75" x 11.25" (includes a 1/8" bleed) Live area - 8" x 10.5"	\$250
	Half Page - Black & White 7"(w) x 4.74"(h)	\$175
	Quarter Page - Black & White 3.5" (w) x 5" (h)	\$125
	Business Card Size - Black & White 2" (w) x 3.5" (h)	\$ 50