



Sponsor & Exhibitor Prospectus

65th Annual GGS Conference
*Elect to Age Your Way:
From Vision to Action*

**August 17-19, 2020
Great Wolf Lodge**



Dear Sponsors & Exhibitors:

We are excited to invite you to sponsor and exhibit at the 65th Annual GGS Conference at the Great Wolf Lodge on August 17-19, 2020.

Over 200 attendees from across the state attend the GGS Conference, a multidisciplinary conference covering issues of aging.

Our attendees are excited to learn about products, services, and resources that can help them do their jobs better. This prospectus outlines the many opportunities available for you to reach this diverse market, including exhibits, sponsorships, and advertising.

- Share your latest products and services to attendees who engage with older adults.
- Network with your colleagues and other professionals.
- Increase your brand awareness and visibility.

What is the Georgia Gerontology Society?

The Georgia Gerontology Society (GGS) is a statewide multidisciplinary professional network that educates, serves and advocates for older adults and their families. We are the largest state organization of multidisciplinary professionals in the field of aging. GGS reaches across the state to connect, support, and educate those working with older adults and their families.

About the GGS Annual Conference

The theme for the 65th Annual GGS Conference is *Elect to Age Your Way: From Vision to Action*. Our three-day conference will give attendees the opportunity to hear about new and innovative practices, develop new collaborative partnerships, network with colleagues from across Georgia, and leave inspired and informed to improve the lives of older adults. We hope you will consider joining us!

Our Attendees

This conference attracts social/human service agencies, government entities, students, academic professionals, healthcare service providers, senior housing professionals, retirees, older adults, caregivers, and others interested in aging issues.

Accommodations

The Annual Conference will be held at the Great Wolf Lodge at 150 Tom Hall Parkway, LaGrange, GA 30240. A special rate of \$119 a night (plus applicable taxes and fees) has been approved. Reservations can be made by calling the toll-free Central Reservations Department at 1-844-473-9653 by July 27, 2020. All attendees must identify themselves as members of the Group, with Reservation #2008GEOR. All reservations must be guaranteed by the individual and accompanied by a first night room deposit or guaranteed with a major credit card.

Questions/Concerns

If you have any questions or concerns, please do not hesitate to contact the GGS Executive Director at administrator@georgiagerontologysociety.org or 404-780-3380.

SPONSORSHIP OPPORTUNITIES

A sponsorship of the Georgia Gerontology Society Annual Conference offers opportunities to highlight the resources, products, and services your organization has to offer. Your sponsorship establishes your organization as a leader in Georgia's aging field and showcases that you value the training and networking opportunities GGS offers. All opportunities are on a first-come, first-served basis. If you would like to develop a customized sponsorship package, please contact the GGS Executive Director at administrator@georgiagerontologysociety.org or 404-780-3380.

Diamond Level - \$6,000

- Monday President's Reception Sponsor
- Tuesday Awards Luncheon Sponsor
- Wednesday Closing Session Sponsor

Platinum Level - \$5,000

- Monday Opening Session Sponsor
- Tuesday Continental Breakfast Sponsor

Gold Level - \$2,500

- Monday Networking Lunch Sponsor
- Monday Afternoon Break Sponsor
- Tuesday Morning Break Sponsor
- Wednesday Coffee Break Sponsor

Silver Level - \$1,500

- Organizational Excellence Track Sponsor (2 available)
- Medical/Mental Health Track Sponsor (2 available)
- Living with Dementia Track Sponsor (2 available)
- Advocacy & Ageism Track Sponsor (2 available)
- Well-Being & Meaningful Engagement (2 available)

Bronze Level – Exhibitor (Prices Vary, See Page 7)

Conference Bag Sponsor

- Sponsor agrees to purchase 300 Conference Bags. GGS must approve bag type and design. GGS logo must be included on the bag.

SPONSORSHIP LEVELS

	Diamond	Platinum	Gold	Silver	Bronze
	\$6,000	\$5,000	\$2,500	\$1,500	Varies
Registrations to GGS Conference	5	4	2	1	Varies
Exhibit Booth	•	•	•	•	•
One - Year GGS Organizational Membership	•	•	•	•	
Prominent Recognition and Signage During Sponsored Event	•	•			
Opportunity to Make a Statement During Sponsored Event	•				
Recognition During All Sessions in Sponsored Track				•	
Social Media Posts Leading up to Conference	10	8	4	2	
Program Advertisement	Full page*	Full page	One-half page	One-quarter page	Listed in Program
Spotlight in GGS Newsletter	•	•			
Recognition on GGS website			•	•	•
Prominent recognition on GGS website	•	•			
<i>*First 2 Diamond Sponsors receive full color inside covers</i>					

EXHIBITORS

GGS provides incentives to encourage attendees to visit all exhibit tables. While we anticipate attendees engaging with exhibitors during all breaks, we understand that you may be unable to man your booth during the entire conference due to attending sessions or other commitments. Therefore, specific exhibitor breaks will be scheduled, at which time someone will be required to be present at your booth. You will be provided with the times of exhibitor breaks once the conference agenda has been confirmed.

All exhibitors will be provided with one six-foot table, two chairs, and table linen. Bronze Sponsors have a choice of booth space only or booth space with conference registration. All exhibitors will be able to participate in the Monday Presidential Reception, the Tuesday Continental Breakfast, and all breaks. All other conference events are reserved for conference attendees.

Prime exhibit space will be determined by level of sponsorship. The selection process within each level will be based on the order in which sponsorship payment is received.

Type of Bronze Sponsorship	Early Bird (Before 4/1/2020) GGS Org Member	Early Bird Regular Rate (Before 4/1/2020)	GGS Org Member	Regular Rate
Exhibit Booth Only	\$450	\$550	\$500	\$600
Exhibit Booth + Conference Registration	\$600	\$700	\$650	\$750

PROGRAM ADVERTISING

The conference program is distributed to all attendees. The deadline to provide your advertisement is 6/1/2020.

- 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.

Back Cover - \$1,000

Inside Front or Back Cover - \$500 (Only available if we do not have at least 2 Diamond Sponsors)

Full Page (Black & White) - \$250

Trim size - 8.5" x 11"

Bleed size - 8.75" x 11.25" (includes a 1/8" bleed)

Live area - 8" x 10.5"

Half Page (Black & White) - \$175

7" (w) x 4.74" (h)

Quarter Page (Black & White) - \$125

3.5" (w) x 5" (h)

Business Card (Black & White) - \$75

2" (w) x 3.5" (h)

SPONSORSHIP/ADVERTISEMENT RESERVATION

Sponsorships and Advertisements are limited and available on a first come, first served basis. To purchase your sponsorship, please complete the Sponsorship Agreement on Page 7 or reserve online [here](#). If you are only purchasing a conference program advertisement, please complete an Advertisement Agreement on Page 8 or reserve online [here](#). If completing manually, please email the form to administrator@georgiagerontologysociety.org and mail your check to:

GGG
P.O. Box 7905
Atlanta, GA 30357

All sponsorship logos should be provided as soon as possible for your company to receive the appropriate recognition on the GGS website and other platforms. Please provide the highest resolution logo you have available.

Refund and Cancellation Policy

Sponsors – Cancellations must be received via email to administrator@georgiagerontologysociety.org. If company has not already begun receiving recognition via the GGS website, GGS social media, GGS newsletter, etc. AND the cancellation request is received by 5:00 PM ET on 6/1/2020, a refund will be provided minus a \$50 administrative fee. If company has already begun receiving recognition and the cancellation request is received by 5:00 PM ET on 6/1/2020, a 50% refund will be provided. After 5:00 PM ET on 6/1/2020, no refunds will be provided.

Advertisement Only – A refund minus a \$35 administrative fee will be provided if cancellations are received in writing by 5:00 PM ET on 6/1/2020. After 5:00 PM ET on 6/1/2020, no refunds will be provided.

SPONSORSHIP AGREEMENT

Level and Type of Sponsorship:

Company/Organization Name:

Contact Person:

Email Address:

Phone Number:

Name of individual(s) for conference registrations (if applicable):

Name of individual(s) representing company at exhibit booth:

Brief Company Description: (200 words or less)

Do you need an electrical outlet for your exhibit booth?

Would you like to provide an item for the Silent Auction to support Scholarship recipients?

Would you like to provide an item for the Conference Bags (between 200-300 items)?

Would you like to provide a door prize?

Are you purchasing a conference advertisement? If yes, what size?

Total Amount Due:

ADVERTISEMENT AGREEMENT

Size of Advertisement:

Company/Organization Name:

Contact Person:

Email Address:

Phone Number:

Brief Company Description: (200 words or less)

Would you like to provide an item for the Silent Auction to support Scholarship recipients?

Would you like to provide an item for the Conference Bags (between 200-300 items)?

Would you like to provide a door prize?

Total Amount Due: