



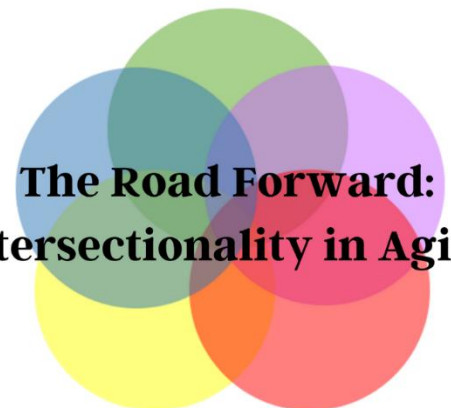
GGG 66th Annual Conference

August 9- 11, 2021

Lanier Islands, Legacy Lodge

SPONSORSHIP PROSPECTUS

**The Road Forward:
Intersectionality in Aging**

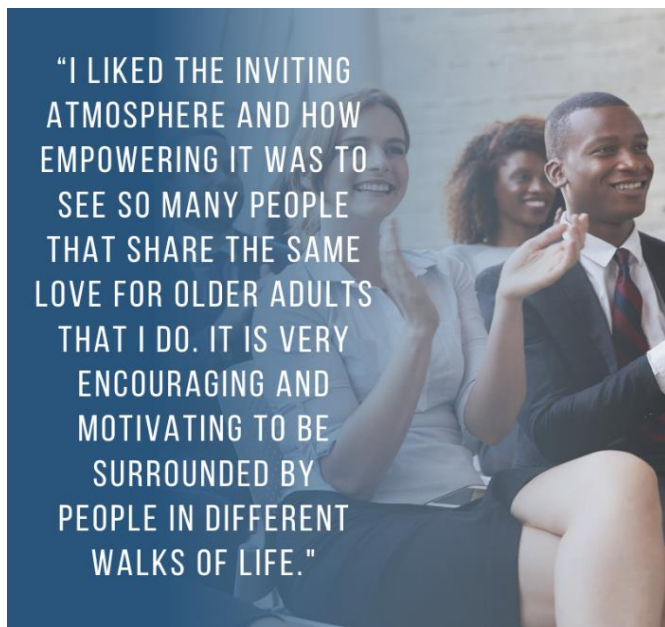




- OUR CONFERENCE -

The theme for the 66th Annual Georgia Gerontology Society (GGS) Conference is *The Road Forward: Intersectionality in Aging*. Intersectionality is a lens through which “categories of race, class, gender, sexuality, nationality, ability, ethnicity, and age – among others – [are viewed] as interrelated. Intersectionality is a way of understanding and explaining complexity in the world, in people, and in human experiences.”¹ Together we will examine how intersecting identities influence strengths and barriers that older adults experience and discuss ways to honor lived experience by acknowledging diversity.

- OUR ATTENDEES -



“I LIKED THE INVITING ATMOSPHERE AND HOW EMPOWERING IT WAS TO SEE SO MANY PEOPLE THAT SHARE THE SAME LOVE FOR OLDER ADULTS THAT I DO. IT IS VERY ENCOURAGING AND MOTIVATING TO BE SURROUNDED BY PEOPLE IN DIFFERENT WALKS OF LIFE.”

Over 200 attendees from across the state attend the GGS Conference, a multidisciplinary conference covering issues of aging. 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 Conference will be held at Lanier Islands Legacy Lodge – 7000 Lanier Islands Pkwy, Buford, GA 30518. The Legacy Lodge Double Queen Room is available for \$159.00 (plus applicable fees and taxes). For reservations information and conference updates, please visit our conference website: <https://georgiagerontologysociety.org/2021-annual-conference/>

¹ Collins, P. H., & Bilge, S. (2020). Intersectionality. John Wiley & Sons

WHY SPONSOR?

ALIGN WITH THE GGS COLLABORATIVE

The Georgia Gerontology Society (GGS) is a statewide multidisciplinary professional network that educates, serves, and advocates for older adults and their families. Since 1955, GGS has been a principal network of educators, professionals, and businesses that serve older adults in Georgia. While the majority of our members are professionals, we welcome anyone interested in aging and gerontology. Our multidisciplinary focus allows us to build partnerships across sectors and help break down silos. There's something for everyone at GGS. Our work focuses on 3 main areas:

- **INFORM** – GGS provides quality education and training opportunities to enhance professional and personal development.
- **ADVOCATE** – GGS fights to improve the lives of older Georgians through policy and legislative advocacy.
- **SUPPORT** – GGS promotes careers in gerontology through networking, mentoring, and scholarships for students and early career professionals.

BUILD RELATIONSHIPS

Participate in valuable networking opportunities that allow you to have one on one conversations with potential customers, build upon existing relationships, and demonstrate your leadership and innovation in aging and related fields. Our attendees are excited to learn about products, services, and resources that can help them do their jobs better.

CHANGE LIVES

Through the generosity of sponsors, our conference:

- **CONNECTS** professionals with information to improve the quality of care they provide to older Georgians and their care partners;
- **EMPOWERS** professionals to make connections and collaborations that will lead to more efficient and creative solutions to the problems facing our older population;
- **INSPIRES** students and early career professionals to pursue careers in gerontology which helps address workforce deficits in the aging field; and
- **RECOGNIZES** deserving individuals who work tirelessly for our older population and their care partners.

GGG ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

CHAMPION - \$5,000

- Invitation to participate in a Conference Panel Discussion of industry experts to discuss how intersectionality in aging affects your segment of the aging network
- 6 Full Conference Registrations (Additional registrations can be added for \$150/each)
- Exhibit Booth
- One Year GGS Organizational Membership
- Most Prominent Recognition and Signage throughout the Conference, on the GGS Website, on GGS Social Media, and in the GGS Newsletter
- Full Page Ad in the Conference Program – Location is on a first come/first served basis with choices including back cover (color), inside front cover (color), inside back cover (color), inside full page (black & white)

SUPPORTER - \$2,500

- 3 Full Conference Registrations (Additional Registrations can be added for \$150/each)
- Exhibit Booth
- One Year GGS Organizational Membership
- Prominent Recognition and Signage throughout the Conference, on the GGS Website, on GGS Social Media, and in the GGS Newsletter
- Full Page Black & White Ad in the Conference Program

CONTRIBUTOR - \$1,500

- 1 Full Conference Registration (Additional Registrations can be added for \$150/each)
- Exhibit Booth
- One Year GGS Organizational Membership
- Recognition and Signage throughout the Conference, on the GGS Website, on GGS Social Media, and in the GGS Newsletter
- ¼ Page Black & White Ad in the Conference Program

EXHIBITOR - \$600 (\$100 DISCOUNT FOR GGS ORG MEMBERS)

- Exhibit Booth
- Conference Registrations can be added for \$150/each for up to 2 individuals
- Listed in the Conference Program and on the GGS Website

FRIEND - \$100

- Perfect opportunity for individuals and small businesses to support our efforts to educate, serve, and advocate for older adults and their families.
- Listed in the Conference Program and on the GGS Website

CONFERENCE BAG SPONSOR - \$ VARIES / ONLY ONE AVAILABLE

- Your Name & Logo Featured on 300 Conference Bags of your choosing (must include the GGS Logo and be approved by GGS)
- Recognition and Signage throughout the Conference, on the GGS Website, on GGS Social Media, and in the GGS Newsletter

GGG EXHIBIT HALL

GGG 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. 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.

ADVERTISEMENTS

The conference program is distributed to all attendees. The deadline to provide your advertisement is 6/1/2021.

- 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.

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)

TAKING THE NEXT STEP

If you have any questions or would like to develop a customized sponsorship package, please contact Amanda James, GGS Executive Director, at 404-780-3380 or administrator@georgiagerontologysociety.org.

Please complete our sponsorship agreement at <https://georgiagerontologysociety.org/conference-sponsorship-agreement/>

Advertisements only: <https://georgiagerontologysociety.org/advertisement-agreement/>

You will indicate on your agreement if you prefer to pay by check or through an electronic invoice.

All Champion, Supporter, and Contributor Sponsors should email logos as soon as possible to administrator@georgiagerontologysociety.org for your organization to receive the appropriate recognition on the GGS website and other platforms. Please provide the highest resolution logo that you have available.

REFUND AND CANCELLATION POLICY

Cancellations must be received via email to administrator@georgiagerontologysociety.org by 5:00 PM ET on 6/1/2021.

- If company has not already begun receiving recognition via the GGS website, GGS social media, GGS newsletter, etc. AND the cancellation request is received on time, a refund will be provided minus a \$50 administrative fee.
- If company has already begun receiving recognition and the cancellation request is received on time, a 50% refund will be provided.

Advertisements Only – A refund minus a \$35 administrative fee will be provided if cancellations are received in writing by 5:00 PM ET on 6/1/2021.

COVID -19 CONSIDERATIONS

We know you may be hesitant to sponsor due to the uncertainties of COVID-19 and the ability to hold in-person events. If the conference is canceled or moves to a virtual format (due to COVID-19 or another circumstance beyond our control), you will receive 4 options:

1. A Full Refund
2. An opportunity to sponsor the virtual conference/other GGS events
3. An opportunity to allow GGS to keep your sponsorship as a donation
4. An opportunity to transfer your sponsorship to the following year's Annual Conference

