



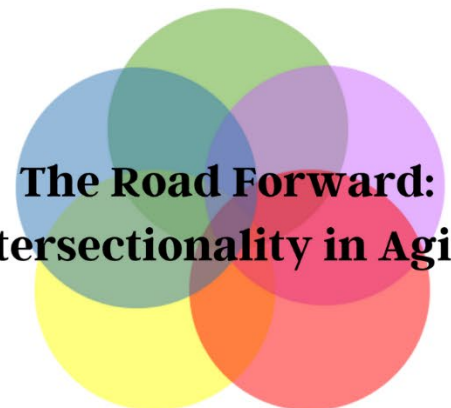
GGG 66th Annual Conference

August 9- 11, 2021

Lanier Islands, Legacy Lodge

SPONSORSHIP PROSPECTUS

**The Road Forward:
Intersectionality in Aging**



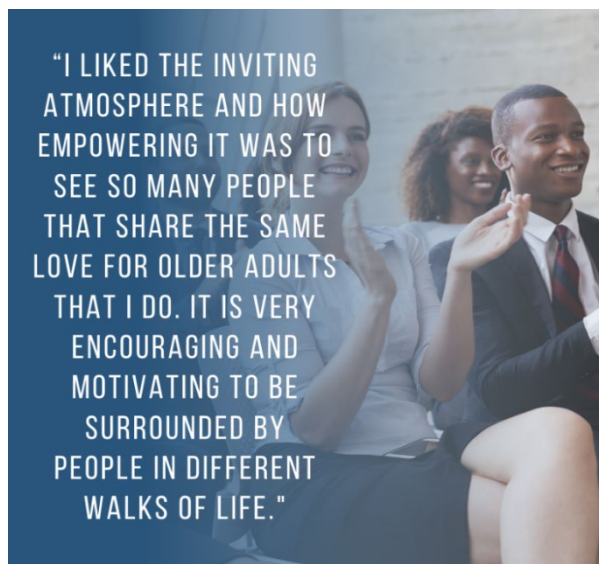


- OUR CONFERENCE -

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.

We will provide a hybrid conference this year which means attendees will be able to attend in-person or virtually. All attendees will access virtual content through our Whova conference platform. All of our sponsorship opportunities will include virtual opportunities.

- OUR ATTENDEES -



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. While we will be limiting in-person attendance based on the ability to socially distance, our virtual component provides the opportunity to attract an unlimited number of attendees!

- 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

- 6 Full Conference Registrations (Additional registrations can be added for \$125/each)
- Exhibit Booth – You will have the option of an in-person exhibit booth as well as a virtual presence
- One Year GGS Organizational Membership
- Most Prominent Recognition and Signage throughout the Conference (both in-person and virtually through the online Whova platform), on the Website, Social Media, and our Newsletter

SUPPORTER - \$2,500

- 3 Full Conference Registrations (Additional Registrations can be added for \$125/each)
- Exhibit Booth – You will have the option of an in-person exhibit booth as well as a virtual presence
- One Year GGS Organizational Membership
- Prominent Recognition and Signage throughout the Conference (both in-person and virtually through the online Whova platform), on the Website, Social Media, and our Newsletter

CONTRIBUTOR - \$1,500

- 1 Full Conference Registration (Additional Registrations can be added for \$125/each)
- Exhibit Booth – virtual only
- One Year GGS Organizational Membership
- Recognition and Signage throughout the Conference (both in-person and virtually through the online Whova platform), on the Website, Social Media, and our Newsletter
- ¼ Page Black & White Ad in the Conference Program

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

- Exhibit Booth – virtual only
- Listed on the GGS Website

FRIEND - \$100

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

CONFERENCE BAG SPONSOR - \$ VARIES / ONLY ONE AVAILABLE

- Your Name & Logo Featured on 150 Conference Bags of your choosing (must include the GGS Logo and be approved by GGS)
- Recognition and Signage throughout the Conference, on the Website, Social Media, and our Newsletter

PPE Sponsor - \$ VARIES / ONE PER OPTION

- Your Name & Logo Featured on 150 Face Masks
- Your Name & Logo Featured on 150 Hand Sanitizers
- Both options will receive recognition on the Website, Social Media, and our Newsletter

GGG EXHIBIT HALL

IN-PERSON

In-Person exhibit booths are reserved for Champion and Supporter Sponsors. If you are not comfortable attending in-person, you are not required to attend.

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.

VIRTUAL

All conference attendees will be utilizing our Whova conference platform so virtual exhibits will reach our in-person attendees as well.

A virtual exhibit booth through Whova will provide options to share handouts, videos, and schedule a live showcase to interact with conference attendees.

TAKING THE NEXT STEP

If you have any questions or would like to develop a customized sponsorship package, please contact Andrea Valdez, GGS Executive Director, at 910-977-7812 or administrator@georgiagerontologysociety.org.

Payments for Members, Sponsors, and Exhibitors can also be made directly on the Whova Conference platform at:

https://whova.com/portal/registration/ggsac_202108/

If alternative payment methods need to be made, contact Andrea Valdez at administrator@georgiagerontologysociety.org.

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 during the GGS Conference. 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 7/1/2021.

- If company has not already begun receiving recognition and promotion via the Whova Platform , GGS marketing media 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 promotion and the cancellation request is received on time, a 50% refund will be provided.

