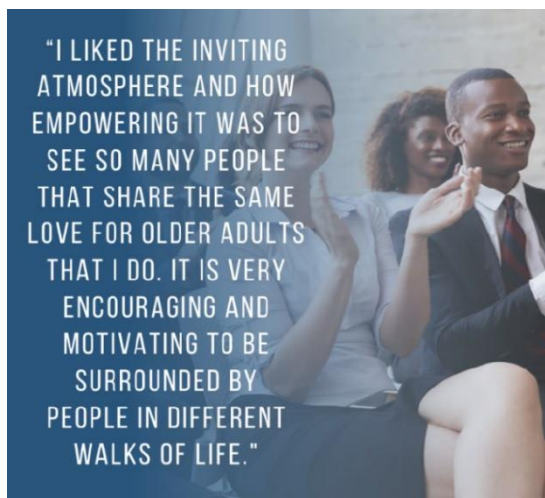


SPONSORSHIP PROSPECTUS



OUR CONFERENCE

The 67th Annual GGS Conference theme is *The Power of Our Stories: Using Experience as a Catalyst for Growth*. The three-day conference provides attendees with 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. The tracks offer a platform for exploring one's stories through the Older Americans Act at 50+, Diversity, Equity, & Inclusion (DEI) and Ageism, The Caregiving Journey, Advocacy & Stories, and Innovation During COVID-19. Hearing stories from those who have provided OAA programs, care partners, advocates, and those that have experienced ageism will engender an open dialogue for personal and professional growth.



"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."

OUR ATTENDEES

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

ACCOMMODATIONS

The location of the Annual Conference is Callaway Resort & Gardens (100 Meadow View Lane, Pine Mountain, GA 31822). The resort has approved a special rate of \$159 a night (plus applicable taxes and fees). The reservations deadline is July 18, 2022, to secure the discounted rate. Please visit <https://georgiagerontologysociety.org/2022-annual-conference> for reservation information.

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 the 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 panel of industry experts to discuss how intersectionality in aging affects your segment of the aging network
- Includes 6 Full Conference Registrations (Additional registrations can be added for \$150/each)
- Includes an in-person Exhibit Booth and the Whova app exhibitor section
- Includes a One Year GGS Organizational Membership
- Most Prominent Recognition and Signage throughout the Conference, on the Whova app, on the GGS Website, on GGS Social Media, and in the GGS Newsletter

SUPPORTER - \$2,500

- Includes 3 Full Conference Registrations (Additional Registrations can be added for \$150/each)
- Includes an in-person Exhibit Booth and the Whova app exhibitor section
- Includes a One Year GGS Organizational Membership
- Prominent Recognition and Signage throughout the Conference, on the Whova app, on the GGS Website, on GGS Social Media, and in the GGS Newsletter

CONTRIBUTOR - \$1,500

- Includes 1 Full Conference Registration (Additional Registrations can be added for \$150/each)
- Includes an in-person Exhibit Booth and the Whova app exhibitor section
- Includes a One Year GGS Organizational Membership
- Recognition and Signage throughout the Conference, on the Whova app, on the GGS Website, on GGS Social Media, and in the GGS Newsletter

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

- Includes an Exhibit Booth in-person and the Whova app exhibitor section
- Conference Registrations can be added for \$150/each for up to 2 individuals
- Listed in the Whova app and on the GGS Website

FRIEND - \$100

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

CONFERENCE BAG SPONSOR - \$ VARIES / ONLY ONE AVAILABLE

- Your Name & Logo are 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 Whova app, on the Website, Social Media, and on 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

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

ANNUAL CONFERENCE ATTENDANCE and COVID-19

We are making every effort to ensure that you receive a fun, interactive, and quality experience. As the COVID-19 Global Pandemic continues, GGS is cautiously optimistic about holding our 67th Annual Meeting & Conference in beautiful Callaway Resort and Gardens, Pine Mountain, GA. We have heard from many of you regarding your excitement at being in person. The health, safety, and well-being of our attendees, presenters, exhibitors, and sponsors are of extreme importance to us as we plan this year's event. Please visit our [2022 Conference Webpage](#) to view the precautions we are taking to mitigate the risk of exposure to COVID-19.

TAKING THE NEXT STEP

If you have any questions or would like to develop a customized sponsorship package, please contact Sarah Jones, GGS Executive Director, at 210-698-2074 or administrator@georgiagerontologysociety.org. Please list the **2022 GGS Conference** in the subject line. To discuss payment options for Members, Sponsors, and Exhibitors contact Sarah Jones at administrator@georgiagerontologysociety.org and list **2022 Conference Payment** in the subject line.

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. If your organization 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 6/1/2022, a refund will be provided minus a \$50 administrative fee. If the company has already begun receiving recognition and the cancellation request is received by 5:00 PM ET on 6/1/2022, a 50% refund will be provided. After 5:00 PM ET on 6/1/2022, no refunds will be provided.

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 membership to the following year

