



GGGS 2024

Annual Meeting & Conference

Aging Better Together

August 12-14 • LaGrange, GA



2024 SPONSORSHIP / EXHIBITOR PROSPECTUS

OUR CONFERENCE

We are excited to invite you and your organization to join us at the 69th annual GGS conference on August 12-14, 2024. This three-day conference allows attendees to hear about new and innovative practices, develop new collaborative partnerships, and network with colleagues from across Georgia and beyond. We hope everyone leaves inspired and informed to improve the lives of older adults and the communities in which they live.

OUR ATTENDEES

This conference attracts social and 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

Great Wolf Lodge
150 Tom Hall Parkway
LaGrange, GA 30240

The resort has approved a special rate of \$124 a night (plus applicable taxes and fees). The reservation deadline is July 22, 2024, to secure the discounted rate.

Reservations can be made by calling reservations at 1-844-473-9653 or booking online at www.greatwolf.com/georgia using reservation code: **2408GGS**.

WHY SPONSOR?

ALIGN WITH THE GGS COLLABORATIVE

GGS is a statewide, multidisciplinary professional network that educates, serves, and advocates for older adults and their families. Since 1955, GGS has been the 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 is 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.

NETWORKING OPPORTUNITIES

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. The GGS conference brings together professionals, experts, and thought leaders from across the state whose work is focused on serving older adults. 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 older adults;
- **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 older adults and their care partners.

GGG EXHIBIT HALL

IN-PERSON

All exhibitors will be provided with one six-foot table, two chairs, and table linen. At not additional cost, exhibitors will be able to participate in the Monday Presidential Reception, the Tuesday continental breakfast, and all breaks. Participation in all other conference events, such as our plenary and concurrent sessions, require payment of applicable registration fees.

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.

HOW WE DRIVE ATTENDANCE TO THE EXHIBIT HALL

- GGS will begin a marketing campaign prior to and during the conference that includes information about the exhibit hall and vendors;
- Planned and real-time social media postings: GGS uses Facebook, LinkedIn and other platforms to highlight activities in the exhibit hall. We encourage our exhibitors to do the same.
- Dedicated exhibit hours provide you with direct access to conference attendees during morning and afternoon breaks as well as the President's Reception.
- GGS will raffle off a prize for the attendees who visit each exhibitor and have them sign an Exhibitor Passport.

GGG ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

CHAMPION - \$5,000 - Includes:

- An invitation to present during one of the conference workshop sessions
- One full conference registration (and 10% off of additional registrations at the GGS Member Early Bird Rate)
- One in-person exhibit booth
- An invitation to address conference attendees during a plenary session (no more than 3 minutes)
- Screen projection loop before and after general sessions
- Inclusion of your promotional item in conference tote bag
- A 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

SUPPORTER - \$2,500 - Includes:

- One full conference registration (and 10% off of additional registrations at the GGS Member Early Bird Rate)
- One in-person exhibit booth
- An invitation to address conference attendees during a plenary session (no more than 3 minutes)
- Screen projection loop before and after general sessions
- Inclusion of your promotional item in conference tote bag
- A 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

CONTRIBUTOR - \$1,500 - Includes

- One full conference registration (and 10% off of additional registrations at the GGS Member Early Bird Rate)
- One in-person exhibit booth
- An invitation to address conference attendees during a plenary session (no more than 3 minutes)
- Screen projection loop before and after general sessions
- Inclusion of your promotional item in conference tote bag
- A one-year GGS organizational membership
- Recognition and signage throughout the conference, on the GGS website, on GGS social media, and in the GGS newsletter

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

- One in-person exhibit booth
- Two individual registrations can be added for 10% off at GGS Member Early Bird Rate
- Inclusion of your promotional item in conference tote bag
- Recognition on the GGS website

FRIEND - \$200

- Vj ku'ngxgnr tguwpw'j g'r effect 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. "Kpenwf gu<
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CONFERENCE BAG SPONSOR - \$ VARIES / ONLY ONE AVAILABLE

- Your name and logo featured on 250 conference bags of your choosing (must include the GGS logo and be approved by GGS)
- The logo must be in color and be no larger than 4x4 inches. The logo must be in a square format and be no larger than 4x4 inches. The logo must be in a square format and be no larger than 4x4 inches.

TAKING THE NEXT STEP

If you have any questions, want to discuss payment options, or would like to develop a customized sponsorship package, please contact us 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. 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 6/10/2024, 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 6/10/2024, a 50% refund will be provided. After 5:00 PM ET on 6/10/2024, no refunds will be provided.