



SPONSORSHIP PACKAGE

2008 Conference on Aging

Tuesday, October 28 –
Thursday, October 30, 2008

Water's Edge
Resort & Spa
Westbrook, Connecticut

★
EARLY BIRD SPECIAL★
★ ENDS 4-4-08 ★
Secure your sponsorship early for extra promotion! Put your organization before thousands of contacts in the aging network.
★

aging
is
CHANGING!

presented by:



In collaboration with National, Regional, State and Local Partners:

- Administration on Aging / United States Department of Health and Human Services
- Centers for Medicare and Medicaid Services
- Connecticut Department of Social Services
- National Association of Area Agencies on Aging
- National Association of Social Workers-CT



The aging network serves over 45 million older adults in America. Let us give you unparalleled access to the buying power of the regional aging network, serving seniors, their families and care providers.

Aging is Changing! is the region's premiere event for elder services specialists. This three-day event will draw elder services professionals eager for information, products and services geared for the aging network. Your sponsorship guarantees immediate connection to this targeted audience.

Connect with hundreds of stakeholders:

Adult Day Centers
Area Agencies on Aging
Assisted Living Facilities
Attorneys
Businesses
Care Facility Managers
Caregivers
Chambers of Commerce
Consumers
Educational Institutions
Elder Services Providers
Faith-Based Entities
Government Agencies
Health Care Providers
Health Insurance Counselors
Housing Specialists
Nursing Home Administrators
Retirement Community Personnel
Senior Center Staff
Social Services Providers
Social Workers
Students
Volunteer Organizations



EARLY BIRD SPECIAL -
Secure your sponsorship by April 4, 2008.
See page 10 for the benefits!

Sponsorships are available in a variety of levels and can be customized to meet your market and outreach needs!

Welcome to *Aging is Changing!*

Senior Resources Agency on Aging, a leader in advancing elder services, has collaborated with the Federal Administration on Aging, United States Department of Health and Human Services, Centers for Medicare and Medicaid Services, Connecticut Department of Social Services, National Association of Area Agencies on Aging and National Association of Social Workers-CT to offer a dynamic event that can showcase your company and services. By becoming a conference sponsor you are guaranteed access to a receptive audience of industry professionals.

Aging is Changing! delivers immediate connection to a targeted audience interested in information, products and services that can better meet the needs of the aging population. **Aging is Changing!** offers a variety of sponsorship venues that can help enhance your presence and cement your brand. Your sponsorship allows your message to stand out and entitles you to these benefits:

- Connects you to registrants eager to learn more about your organization
- Helps build relationships and expand your contact base
- Ensures that your brand is seen by a concentration of your focused target group
- Introduces you to a customer base you may have overlooked
- Allows you to connect to scores of industry leaders in one place
- Secures an uncluttered environment to help your message stand out
- Provides cost-effective marketing to your target audience including key decision-makers
- We can tailor your sponsorship to meet your market and outreach needs

Additional benefits secured by your preferred level of sponsorship are outlined in this document. Sponsorship participation does not imply an endorsement of the information, products or services displayed at **Aging is Changing!** We reserve the right to reject displays of information which do not seem appropriate to the purposes of our organization.

To become a sponsor please contact:

Senior Resources Agency on Aging
4 Broadway- 3rd Floor • Norwich, CT 06360
t. (860) 887-3561 or (800) 690-6998 (in CT only) • f. (860) 886-4736
e-mail: agingischanging@seniorresourcesec.org



CONFERENCE SCHEDULE

October 28 – 30, 2008

Tuesday, October 28, 2008

Day 1

Continental breakfast	7:00 am – 5:00 pm	Registration open
	8:00 am – 8:30 am	Welcome and Conference Overview
	8:30 am – 9:15 am	General Session
Refreshment Break	9:30 am – 10:50 am	Workshop Session A
	11:00 am – 12:20 pm	Workshop Session B
Plated luncheon	12:30 pm – 2:20 pm	Luncheon with Keynote
	12:30 – 5:00 pm	Vendor Check-in & Set-up
	2:30 pm – 3:50 pm	Workshop Session C
Appetizer/cash bar	5:00 pm	Exhibit Hall Reception

Dinner on your own.

Wednesday, October 29, 2008

Day 2

Continental breakfast	7:00 am – 4:00 pm	Registration open/last day for registration
	8:00 am – 8:30 am	General Session
	8:00 am – 1:00 pm	Vendor Display Time
Refreshment Break	8:30 am – 9:50 am	Workshop Session D
	10:00 am – 11:20 am	Workshop Session E
Plated luncheon	11:30 pm – 12:50 pm	Luncheon with Keynote
	1:00 pm – 2:20 pm	Workshop Session F
Refreshment Break	2:30 pm – 3:50 pm	Workshop Session G
Appetizer/cash bar	6:00 pm	Open Networking
	7:00 pm	Private Party: Royal Ballroom

Dinner on your own.

Thursday, October 30, 2008

Day 3

Breakfast buffet	8:00 am – 9:15 am	Breakfast with Speaker
	9:30 am – 11:15 am	Roundtables (by topic)
	11:30 am – 12:00 noon	Closing Remarks and Raffle

Post-Conference Event – Senior Resources' Annual Meeting

EARLY BIRD SPECIAL - Secure your sponsorship by April 4, 2008.

We can customize your sponsorship to suit your market and outreach needs!



SPONSOR REGISTRATION

Aging is Changing!

Name _____

Title _____

Organization _____

Mailing Address _____

E-Mail _____ Website _____

Telephone _____ Fax _____

Please check all that apply:

Premium Sponsor (your logo must be provided in an electronic format. See page 10 for submission guidelines).
Registration information, **Aging is Changing!** conference program book and private party invitation will follow.

- Platinum \$7,500
- Gold \$5,000
- Silver \$2,500

Refreshment Sponsor: Please select your day(s)

- Tuesday \$1,000
- Wednesday \$1,000
- Thursday \$1,000

Workshop Sponsor: Please select your day(s)

- Tuesday \$700
- Wednesday \$700
- Thursday \$700

Program Book (your listing must be provided in an electronic format. See page 10 for submission guidelines).

- Full Page \$450
- Half-Page \$250
- Quarter Page \$125
- Business Card \$75
- Multiple Page -Number of Pages: _____

Sponsors can select multiple full-page listings at \$450 for the first full page and a 15% discount on each additional page.

Exhibit Hall Vendor

- Healthy, Professional Life Style.... \$300

**Please make your check/credit card payable to ECAAA or we accept:
VISA, MASTER CARD, AMERICAN EXPRESS and DISCOVER**

Cardholder Name _____

Cardholder Number _____

Expiration Date ____/____/____ Security Code 3 or 4 Digits _____

Print _____ Sign X _____

Senior Resources-Agency on Aging, 4 Broadway-3rd Floor, Norwich, CT 06360

Email questions to: Agingischanging@seniorresourcesec.org or call: (860) 887-3561 or (800) 690-6998 (in CT only)

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PLATINUM SPONSOR

Level of Giving - \$7,500

Benefits of Sponsorship:

- You will be offered a presentation opportunity during the conference
- You will receive conference registration for 4 persons
- You will be introduced and recognized as a luncheon sponsor
- You or your senior-level executive may address the audience during the conference luncheon
- You will have 1 full-page ad in the program book
- You will be featured in a 1-page interview in the program book
- Your booth at the Exhibit Hall will be in a prime location
- Your logo will be on the Exhibit Hall legend*
- You will receive invitations for 4 persons to a private party
- You will be able to network with industry leaders
- Your logo will be displayed during the conference luncheon
- Your logo will be displayed during the reception: Exhibit Hall Kick Off
- Your product will be featured throughout the conference
- Your website will be included as a weblink on conference website
- Your logo will be placed on the conference tote bag
- Your logo will be on conference signage
- Your logo will be included on the Save the Date mailing to: aging network members including Resident Services Coordinators, CT CHOICES Volunteers, Municipal Agents, Senior Center Directors, Faith Based Organizations, Legal Entities, and Medicare Providers*

* Logo(s) must be submitted by April 4, 2008. See page 10 for file submission guidelines.



PLATINUM
sponsor



GOLD SPONSOR

Level of Giving - \$5,000

Benefits of Sponsorship:

- You will be offered a presentation opportunity during the conference
- You will receive conference registration for 4 persons
- You will be introduced and recognized as a breakfast sponsor
- You will have a half-page ad in the program book
- You will be featured in a half-page interview in the program book
- Your booth at the exhibit hall will be in a prime location
- Your logo will appear on the Exhibit Hall legend*
- You will receive invitations for 4 persons to a private party
- You will be able to network with industry leaders
- Your logo will be displayed during the breakfast session
- Your logo will be displayed during the reception: Exhibit Hall Kick Off
- Your product will be featured during the conference
- Your website will be included as a weblink on conference website
- Your logo will be included on the Save the Date mailing to: aging network members including Resident Services Coordinators, CT CHOICES Volunteers, Municipal Agents, Senior Center Directors, Faith Based Organizations, Legal Entities, and Medicare Providers*

* Logo(s) must be submitted by April 4, 2008. See page 10 for file submission guidelines.



GOLD
sponsor

SILVER SPONSOR

Level of Giving - \$2,500

Benefits of Sponsorship:

- You will be offered a presentation opportunity during the conference
- You will receive a conference registration for 2 persons
- You will have a quarter-page ad in the program book
- You will be featured in a quarter-page interview in the program book
- Your booth at the Exhibit Hall will be in a prime location
- Your logo will be listed on the Exhibit Hall legend*
- You will receive invitations for 2 persons to a private party
- You will be able to network with industry leaders
- Your logo will be displayed during the reception: Exhibit Hall Kick Off
- Your website will be included as a weblink on the conference website

* See page 10 for file submission guidelines.



SILVER
sponsor

REFRESHMENT SPONSORS

Level of Giving - \$1,000

Benefits of Sponsorship

- You will have a business card-sized listing in the conference book
- You will have a table at the Exhibit Hall
- Your logo will be prominently displayed throughout the sponsored break*
- You will be listed on the Exhibit Hall legend
- You will be able to network with industry leaders
- Your website will be included as a weblink on the conference website

* See page 10 for file submission guidelines.



WORKSHOP SPONSORS

Level of Giving - \$700

Benefits of Sponsorship

- You will have a business card-sized listing in the conference book
- Your logo will be prominently displayed during the sponsored workshop*
- Your product or literature can be displayed during the workshop
- Your website will be included as a weblink on the conference website

* See page 10 for file submission guidelines.

PROGRAM BOOK LISTINGS

Full Page	\$450
Half-Page	\$250
Quarter Page	\$125
Business Card	\$ 75

All listings must be supplied in the specified electronic format and may be edited for clarity or appropriateness at the discretion of Senior Resources Agency on Aging. In the event that ad development is needed, it will be provided at no charge, but without proofs prior to printing.

Sponsors can select multiple full-page listings, at \$450 for the first full page and a 15% discount on each additional page.



HOW TO SUBMIT FILES AND LOGOS:

Program book listings

Full Page (8"W x 10.5"H)

Half Page (8"W x 5"H)

Quarter Page (3.75"W x 5"H)

Business Card (3.5"W x 2"H)

Art Guidelines

Camera-ready art is preferred, in the event that ad development is needed, it will be provided at no charge, but without proofs prior to printing. Camera-ready is defined as clean, black/white art, or electronic files (PDF, ILLUSTRATOR, QUARK (MAC ONLY), EPS, TIF, or JPEG) art.

Deadline for submission of art is August 15, 2008.

Submit all artwork on disk or by mail to:

Senior Resources, Attention: Aging Conference
4 Broadway, 3rd Floor, Norwich, CT 06360

or by email to:

agingischanging@seniorresourcesec.org



EARLY BIRD BENEFITS



- Your company's name on 10,000 Save the Date post cards
- Your logo (if provided electronically by 4/4/08)
- Mailings guaranteed to reach 5,000 organizations, professionals and stakeholders
- Your company name and logo on future mailings for this conference
- Your company name and a direct link from our conference website

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EXHIBIT HALL VENDOR

Level of Giving - \$300



Each Vendor in the Exhibit Hall will receive:

- A table inside the Exhibit Hall
- A business-card sized ad in the conference book
- Listing on Exhibit Hall legend
- 2 chairs
- Signage for the table
- Recognition in the ***Aging is Changing!*** conference program
- Recognition on the ***Aging is Changing!*** conference website
- Opportunity to participate in vendor raffle



Tentative Exhibit Hall Schedule

Tuesday, October 28, 2008

12:30 - 5:00 p.m. Sponsorship Vendor Check in and set up

1:00 p.m. - 3:00 p.m. Vendor Check in and set up

4:00 pm - 6:00 p.m Exhibit Hall opens with Welcome reception
(Dinner on your own)

Wednesday, October 29, 2008

8:00 a.m. – 1:00 p.m. Vendor Display Time



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Thursday, October 30, 2008

Water's Edge
Resort & Spa
Westbrook, Connecticut

(860) 887-3561
(800) 690-6998 *CT only*
seniorresourcesec.org

Directions to Water's Edge Resort & Spa

1525 Boston Post Road • Westbrook, Connecticut • (860) 399-5901

From New York City, New Haven and West:

Interstate 95 North to Connecticut Exit 65. Right turn at exit ramp to second stop light in center of town. Left onto Route 1 North (Boston Post Road). Go up about half a mile. Water's Edge entrance will be on your right. From NYC, approximately 100 miles and two hours driving time.

From Hartford, Springfield and North:

Interstate 91 South or I-84 West to Hartford. From Hartford, take I-91 South to Route 9. Then Route 9 South to Exit 3. Go through stop sign to second stop sign. Turn right onto Route 153 South and follow to the end of route until intersection with Route 1 in Westbrook. At light, turn left onto Route 1 North (Boston Post Road). Go up about half a mile. Water's Edge entrance will be on your right. From Hartford, approximately 50 miles and an hours driving time.

From Boston, Providence and East:

Interstate 95 South to Connecticut Exit 65. Left turn at the exit ramp to the third stop light in the center of Westbrook. Left turn at light onto Route 1 North (Boston Post Road). Go up about half a mile. Water's Edge entrance will be on your right. From Boston, approximately 129 miles and two and a half hours driving time.



4 Broadway • 3rd Floor
Norwich, Connecticut 06360

