



# Exhibitor & Sponsor Prospectus

March 22-24, 2010  
Dolce Atlanta-Peachtree  
Peachtree City, GA



Aging Services of Georgia  
2010 Annual Conference  
and Trade Exposition



# Who



# Decides?



Who  
Decides?

Meet face to face . . .



## Reach key decision makers from major aging-services providers in Georgia

- Adult Day Care
- Assisted Living & Nursing Care Providers
- CCRC
- HUD/LIHTC Housing
- Home and Community Based Service



## Interested in these product lines

- Computer Hardware/Software and Data Management
- Marketing/ PR Services/ Management Consulting
- Medical Supplies
- Furniture including beds
- Pharmaceutical
- Nutrition/Food Service Management
- Housekeeping/Cleaning Supplies/Uniforms
- Residential Care and Personal Products
- Maintenance/Security/Site Services
- Transportation
- Banking/Financial Services/ Accounting



# . . .with aging services leaders

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## We provide proven traffic builders—

- Attendee mailing lists on site
- Guest passes available for you to send to prospective customers who are members of Aging Services of Georgia
- Free company listing, contact information and product profile in the official meeting final program
- Free daily attendee lunches — a guaranteed traffic builder
- Exclusive advertising opportunities in the official meeting final program

**Our Annual Conference and Trade Exposition attracts over 200 aging services providers from all across Georgia — CEO's, administrators, CFO's, marketing directors, nursing directors, purchasing, maintenance, and housing managers, as well as other management and frontline staff.**

## Additional benefits include —

- Aging Services of Georgia logo use in marketing materials
- PSA advertising space in e-newsletter
- Attend all general & educational sessions
- Discounted hotel room blocks
- 2 free staff badges per 10' x 10' booth space
- 2 free daily exhibitor lunch tickets per 10' x 10' booth space

## This is your opportunity to —

- Build brand recognition
- Generate new sales leads
- Meet with prospects to build loyalty and obtain referrals
- Introduce new products or services
- Assess the competition
- Conduct pre-market evaluations
- Build relationships with existing customers

**Our joint membership consists of over 150 providers from continuing care retirement communities, nursing facilities/LTC communities, personal care homes, community residential care facilities, senior housing communities, adult day services and home and community based service organizations for older adults. These communities and service providers represent over 128,000 older adults.**

**We all know that nothing matches the persuasive power of talking and listening to prospective clients face-to-face. Our 2010 Conference and Trade Exposition will provide you with a dynamic atmosphere to promote your business to a large, diverse and influential cross-section of conference participants.**



## Premier Sponsor (Full Conference — Exclusivity by Industry Type) ..... \$4000

This powerful event sets the pace for the conference theme. Don't miss this distinguished opportunity to host the 2010 Georgia Annual Conference on Aging and introduce your company in a brief "welcome statement." The sponsors will be rewarded with membership, signage, full page advertising recognition in the conference program brochure, verbal acknowledgement by conference leadership, and the distinguished honor of introducing the Opening and Closing Keynote speakers. Premier complementary exhibit space and conference registration will be provided. Your company logo will appear on the conference portfolio. **Also upgrade to the \$5000 level and the hotel card key will bear your company's name and logo to insure that every attendee will have your information during their conference hotel stay.**

## Platinum (All General Sessions)..... \$2500

Set your company apart from other competitors by becoming a Platinum Level Sponsor. Capture your audience's attention as the sponsor of General Sessions daily, throughout the event. The sponsors will be rewarded with membership, signage, recognition in the conference program brochure, and verbal acknowledgement by conference leadership. Complementary registration and exhibit space will be provided. **Upgrade to the \$3000 level to include an advertising spot (inside pocket of program)**

## Gold (Luncheon & Award Dinner)..... \$2000 each

Join us for prime time networking opportunities with conference attendees by becoming a Gold Level sponsor. A highlight of every annual conference is professional networking and team building. Here's an opportunity to mingle with key aging services providers and other associate business firms members in a fun atmosphere. Sponsors will receive great exposure with signage at the food stations, signage in the exhibit ballroom, and verbal acknowledgement during the event. Complimentary registration and exhibit space included.

**Select One:**

- Awards Dinner (company name on invitation/rsvp) or
- Tradeshow Luncheon (company name on lunch tickets)

## Silver ..... \$1500 each

Set your company apart from other competitors by becoming a Silver Level Sponsor. Capture your audience's attention as the sponsor of Concurrent Workshops, throughout the event. The sponsors will be rewarded with signage, recognition in the conference program brochure, and verbal acknowledgement during each concurrent workshop. Complementary display space for each classroom and registration will be provided.

**Select One:**

- Concurrent Workshop: Mon. afternoon, March 22, 2010 & Wed. morning, March 24, 2010 or
- Concurrent Workshop: Tue. (full day), March 23, 2010
- Dessert Reception following awards banquet Monday, March 22, 2010
- Conference Portfolio/Tote

## Bronze ..... \$1000 each

**Select One:** (This level includes conference education session fees)

- Refreshment Break – March 22, 2010
- Refreshment Break (AM) – March 23, 2010
- Refreshment Break (PM) – March 23, 2010
- Refreshment Break (AM) – March 24, 2010
- Conference Program Ad (1 page -- full color)

## Door Prize Donation ..... Minimum Value \$300 each

**Select One:** (This level does not include conference education session fees)

- Weekend excursion / 2 night hotel stay
- Spa package by Georgia franchise
- Golf tee time
- Nintendo Wii
- Conference Program Ad (1/2 page b/w)

# Registration Form

Who  
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## Exhibit Fees

(10' x 10' space — includes one 5' table and two chairs)

Member: Aging Services of Georgia ..... \$1100  
(includes 2010 member dues and exhibit fees at discounted rates)  
Non-member ..... \$1400  
Electricity ..... \$35

## Exhibitor Information

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Do you need an electrical connection?  yes

Names for badges (please print clearly): \_\_\_\_\_  
\_\_\_\_\_

## Please check all that apply

- |   |  |
|---|--|
| <input type="checkbox"/> Computer Hardware/Software and Data Management | <input type="checkbox"/> Maintenance/Security/Site Services    |
| <input type="checkbox"/> Marketing/ PR Services/Management Consulting   | <input type="checkbox"/> Transportation                        |
| <input type="checkbox"/> Medical Supplies                               | <input type="checkbox"/> Banking/Financial Services/Accounting |
| <input type="checkbox"/> Furniture including beds                       | <input type="checkbox"/> Insurance                             |
| <input type="checkbox"/> Pharmaceutical                                 | <input type="checkbox"/> Design                                |
| <input type="checkbox"/> Nutrition/Food Service Management              | <input type="checkbox"/> Electronics/Video/Entertainment       |
| <input type="checkbox"/> Housekeeping/Cleaning Supplies/Uniforms        | <input type="checkbox"/> Strategic Planning Consulting         |
| <input type="checkbox"/> Residential Care and Personal Products         | <input type="checkbox"/> Customer/Employee Satisfaction Tools  |
|   | <input type="checkbox"/> Other _____                           |

## Fee Summary

Exhibit Fee (see fees above) ..... \$ \_\_\_\_\_  
Electricity (\$35) ..... \$ \_\_\_\_\_  
Sponsorship ..... \$ \_\_\_\_\_  
**check one:**  Premier  Platinum  Gold  Silver  Bronze  Door Prize  
Awards Banquet on Mon. Night \$45 x \_\_\_\_ = ..... \$ \_\_\_\_\_  
Additional Tradeshow Luncheon Tickets \$35 x \_\_\_\_ = ..... \$ \_\_\_\_\_  
(2 lunch tickets are included in exhibit fee)  
**Grand Total All Fees** ..... \$ \_\_\_\_\_

Yes, I will attend the dessert reception for exhibitors & sponsors on Monday at 8 pm

Please sign the Exhibitor Agreement on the reverse side of this sheet.

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# Exhibitor/Sponsor Contract



1. Neither Aging Services of Georgia nor the owners of the hotel will be held responsible for any injury, loss, or damage that may occur to the exhibitor, the exhibitor's employees or property, or to any other person prior, during or subsequent to the period covered by the exhibit contract. Each exhibitor expressly releases Aging Services of Georgia and the hotel from such liabilities and agrees to indemnify Aging Services of Georgia and the hotel against any and all claims of such injury, loss or damage.
2. Exhibitors will be held liable for any and/or all damage caused by them to the trade show premises.
3. Exhibitors are encouraged to carry their own insurance through their own sources at their own expense.
4. All flammable materials must be flame proofed before being placed in the exhibit hall. All materials and installations are subject to fire and safety regulations and inspections by local authorities.
5. Each exhibitor must be responsible for the safeguarding of his or her goods, materials, equipment and display at all times.
6. Each exhibitor must provide an attendant(s) to "man the exhibit space". We ask the exhibitor to name a representative who will be responsible for the installation, operation and dismantling of the exhibit. Please introduce yourself to the exhibits chairperson and wear your name tag.
7. Noisy equipment, visual aides, music or voices which annoy other exhibitors or registrants are banned. Appropriate action will be taken for those who are not complying with this rule.
8. Each exhibitor is obliged to keep a clean and orderly table.
9. Any exhibitor who discards his or her display or any type of "bulk" not considered normal refuse accumulated during the show, must make arrangements for its removal at his/her own expense. If the hotel is required to remove this material, each exhibitor will be charged directly.
10. Aging Services of Georgia reserves the right to eject from the exhibit space any and/or all unauthorized persons soliciting orders, distributing advertisements or showing their products. The offenders waive any right and/or claims for damages against Aging Services of Georgia arising out of the enforcement of this paragraph. Please notify the Association Office (Aging Services of Georgia) of any replacements of representatives for your exhibit space.
11. Aging Services of Georgia reserves the right to accept or reject applications for space at the annual education conference. Aging Services of Georgia has the right to eject any exhibitor representative found to be offensive or objectionable to other exhibitors and/or registrants.
12. Aging Services of Georgia may amend these terms and conditions and documents included herein and each exhibitor shall be bound thereby. In the event of any amendments or additions to these regulations, written notices will be given by Aging Services of Georgia to such exhibitors as may be affected by them. In addition, Aging Services of Georgia may post or publish notice of such amendments as it may think appropriate or find practicable.
13. All matters and questions not covered by the regulations set forth will be decided by the exhibits chairperson. Additionally, the decisions of the exhibit chairperson must be accepted as final if there are disagreements between exhibitors.
14. Application for exhibit space at the Exposition indicates the applicant's willingness to abide by all terms, conditions, and general regulations that exhibit management deems necessary for the success of the exposition. This application becomes a contract when accepted by Aging Services of Georgia management.
15. **Payment for sponsorships and exhibit space must be received no later than March 8.**
16. To ensure we are equitable to all business firms participating in our annual conference and trade exposition, our admissions policy for all business firms to attend the annual conference sessions and trade exposition hall is to do so by registering and paying the full exhibitor or one of the sponsorship rates as outlined in this prospectus.
17. Cancellations requested in writing prior to March 8, 2010 will receive a 50% refund. No refunds will be granted after that time.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please return signed contract and check to:**



Aging Services of Georgia  
607 Peachtree Street, NE  
Atlanta, Georgia 30308  
Phone: 404.872.9191 — Fax: 404.872.1737  
Email: [swatkins@agingservicesga.org](mailto:swatkins@agingservicesga.org)





## Preliminary Schedule

### Monday, March 22

- 1:30 p.m. Opening Session
- 3:15 pm Break
- 5-6 & 8-11 p.m. Exhibitor Setup
- 6:30 p.m. Awards Banquets
- 8:00 p.m. Dessert with Exhibitors

### Tuesday, March 23

- 7:15 Continental Breakfast
- 8:00 General Session
- 9:30 Concurrent Workshops
- 10:30 Break with Exhibitors  
Trade Expo Begins
- 12 noon Lunch with Exhibitors
- 2:00 Workshops
- 3:00 Break
- 3:15 General Session
- 4:30 Adjourn
- 7:30 Movie and Popcorn

### Wednesday, March 24

- 7:30 Continental Breakfast
- 8:15 General Session
- 9:30 Workshops
- 10:30 Break
- 10:45 Closing General Session
- Noon Adjourn

## Hotel Reservations

**Dolce Atlanta-Peachtree**  
201 Aberdeen Parkway  
Peachtree City, GA 30269  
\$118 per night (until 3/8/09)  
Code: AGING2010  
770-487-3168  
1-800-573-6523

<http://www.dolce-atlanta-peachtree-hotel.com/>

## Exhibit Setup

- All vendors must load in and out of the conference center through the hotel loading dock. Please clear dock area within 15 minutes.
- Vendors must provide their own carts to transport their materials in and out of the conference center.
- Items may not be hung on walls or light fixtures. Hotel furniture is not available for use in exhibit area for vendor displays.
- Vendors must provide all items to display their materials beyond the 6ft tables being provided in the exhibit fee. Coat racks, etc. are not available to display clothing. Vendor fee will apply for any personal tables brought in by vendor.
- Items should not be shipped to the hotel before March 17. Items should be scheduled for pick up the following day at the latest.
- Incoming packages should be addressed as follows:

**Dolce Atlanta-Peachtree**  
**201 Aberdeen Parkway**  
**Peachtree City, GA 30269**  
**Conference Name**  
**Guest Name or Company**

Hotel shipping form must be completed to handle out going shipments. Items are not to be left without being received by a hotel employee. There is a fee applied to all outbound shipping. All items left without hotel shipping form will be turned into lost & found.

Only individually wrapped candy for consumption may be at vendor tables. No outside food and beverage can be brought into the conference center for consumption or sale. Vendors should not block exit doors or fire pull stations with their displays. All vendors are expected to adhere to all hotel rules and local fire codes.



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**aging services  
of Georgia**  
*... The Trusted Voice*

**Dated Information  
Respond Soon!**

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