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# Exhibitor and Sponsor Prospectus

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2012 Aging Services of Georgia  
Annual Conference and Trade Exposition  
April 16-18, 2012

**INSPIRE. SERVE. ADVOCATE.**



Brasstown Valley Resort  
Young Harris, Georgia

# INSPIRE. SERVE. ADVOCATE.

2012 AGING SERVICES OF GEORGIA ANNUAL CONFERENCE AND TRADE EXPOSITION

## Our Members are Your Market

**2012  
Aging Services of  
Georgia Annual  
Meeting & Trade  
Exhibition  
Atlanta, GA**

**An Opportunity  
to Network With:**

Skilled Nursing  
Core Providers

Assisted Living  
Communities

Adult Day  
Services

Independent  
Retirement  
Communities

Continuing Care  
Retirement  
Communities

HUD/LIHTC  
Housing

Home &  
Community-Based  
Service  
Organizations

Hospice  
Organizations

**Located at  
Brasstown  
Valley Resort  
& Conference  
Center**

Dear Exhibitors and Sponsors:

Get in touch with the buyers you most want to reach in the long-term care and aging services market at the 2012 Aging Services of Georgia Conference and Trade Exposition to be held April 16-18, 2012 at Brasstown Valley Resort & Conference Center in Young Harris, Georgia.

Aging Services of Georgia members spend millions of dollars annually on a wide variety of products and services. The conference offers an opportunity to meet decision makers face-to-face and secure a strong position in the aging services market.

The 2012 Annual Conference offers both exhibit and sponsorship opportunities. Here's your chance to generate new sales leads and get referrals; assess the competition; enhance relationships with existing customers; and show your support for the nonprofit aging services field.

Brasstown Valley offers a comfortable, intimate exhibit hall and excellent service. There will be a networking luncheon in the exhibit center along with evening networking receptions/dinners on two nights for additional times for meeting with attendees.

Exhibit space is limited to 50 registrants this year! This packet includes the exhibit and sponsor application and contract. Also included is a Aging Services of Georgia membership form for 2012. Significant trade show discounts are available for business members. In addition to an exhibitor discount, business firm members receive a free listing in the Aging Services of Georgia membership directory, the monthly newsletter, access to Aging Services of Georgia membership list and notification of association events.



Walter Coffey, President  
Aging Services of Georgia, Inc.



Jacque Thornton, Senior VP  
Georgia Institute on Aging, Inc.

P.S. Make sure to get your exhibitor/sponsor registration in early to qualify for the Early Bird Discount, and to reserve your space.

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## Conference Audience Profile

Aging Services of Georgia Annual Conference and Trade Exposition attracts over 150 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.

Our joint membership consists of over 150 providers from continuing care retirement communities, nursing facilities, personal care homes, senior housing communities, adult day services and home and community based service organizations for older adults. These communities and service providers represent over 127,000 older adults.

We all know that nothing matches the persuasive power of talking and listening to prospective clients face-to-face. Our 2012 Conference and Trade Exposition will provide you with a relaxed yet dynamic atmosphere to promote your business to a large, diverse and influential cross-section of conference participants.

Whether you invest in exhibit space or sponsorship, this event is your opportunity to:

- 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

Aging Services of Georgia Conference and Trade Exposition is your prime marketing opportunity to reach top-level decision makers across the aging continuum in Georgia!

### To Secure Your Booth at the 2012 Trade Exposition:

Contact  
Susan Watkins  
(404) 872-9191  
swatkins@agingservicesga.org



### Sponsorship Opportunities Are Available Daily April 16-18

Contact  
Jacque Thornton  
(404) 872-9191  
jthornton@agingservicesga.org



- Expand your marketing presence
- Reinforce your name & product recognition
- Show your support for the nonprofit aging services field

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## Sponsorship Opportunities

**Premier Sponsor (Full Conference – Exclusivity by Industry Type) .....\$4,000**

This powerful event sets the pace for the conference theme. Don't miss this distinguished opportunity to host the 2012 Conference on Aging and introduce your company when you deliver the Conference Welcome. 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/or Closing Keynote speakers. Premier complementary exhibit space and conference registration will be provided. Your company logo will appear on the conference portfolio. Upgrade to the \$5000 level and the conference materials web key will bear your company's name and logo making your company visible to every attendee throughout their conference stay and when they return to the office.

**Diamond (All General Sessions) .....\$2,500**

Set your company apart from other competitors by becoming a Diamond 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)

**Emerald (Luncheon & Award Dinner) ..... \$2,000 ea.**

Join us for prime time networking opportunities with conference attendees by becoming an Emerald 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  Tradeshow Luncheon

**Hotel Keycard Sponsor .....\$1,800**

Expand your marketing presence through recognition and reinforcement of your company name by enduring every guest staying at the host hotel has your business contact information by co-branding with the Association and conference theme.

**Ruby .....\$1,500**

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

Select One:

- Cookout at Sunset Pavillion following General Session April 16
- Concurrent Workshop April 17
- Concurrent Workshop April 18

**Sapphire .....\$1,000**

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

- |  |  |
|--|--|
| <input type="checkbox"/> Refreshment Break – April 16      | <input type="checkbox"/> Continental Breakfast – April 18  |
| <input type="checkbox"/> Continental Breakfast – April 17  | <input type="checkbox"/> Refreshment Break (AM) – April 18 |
| <input type="checkbox"/> Refreshment Break (PM) – April 17 | <input type="checkbox"/> Conference Program Ad (1/2 page)  |

**Door Prize Donation..... Minimum Value \$300**

Select One: (Note: does not include conference education session fees – register to attend sessions.)

Deliver prizes to Aging Services of Georgia by 3/16 with business card for recognition.

- |   |   |
|---|---|
| <input type="checkbox"/> Weekend excursion for two-night hotel stay | <input type="checkbox"/> iPad/Kindle/iTouch               |
| <input type="checkbox"/> Spa Package                                | <input type="checkbox"/> Conference Program Ad (1/2 page) |
| <input type="checkbox"/> Golf Tee Time                              |   |

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## Trade Show Registration

### Exhibit Fees **Space is Limited**

(8' x 8' space — includes one 6' table and two chairs)

Trade Show Member: Aging Services of Georgia ..... \$1,300  
(includes 2012 member dues, exhibit fee at discounted rate, and two luncheon passes)

Non-member ..... \$1,750

Electricity ..... \$45

### Exhibitor Information

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

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

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

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

Names for badges (please print clearly):

\_\_\_\_\_  
\_\_\_\_\_

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

### Fee Summary

Exhibit Fee (see fees above) ..... \$ \_\_\_\_\_

Electricity (\$45) ..... \$ \_\_\_\_\_

Sponsorship (check all that apply) ..... \$ \_\_\_\_\_

- |                                  |                                   |                                     |
|----------------------------------|-----------------------------------|-------------------------------------|
| <input type="checkbox"/> Premier | <input type="checkbox"/> Ruby     | <input type="checkbox"/> Door Prize |
| <input type="checkbox"/> Diamond | <input type="checkbox"/> Sapphire |                                     |
| <input type="checkbox"/> Emerald | <input type="checkbox"/> Key Card |                                     |

Cookout at Sunset Pavillion on Monday Evening ..... \$45 x \_\_\_\_\_ = \$ \_\_\_\_\_

Awards Banquet on Tuesday Night ..... \$55 x \_\_\_\_\_ = \$ \_\_\_\_\_

Additional Tradeshow Luncheon Tickets\* ..... \$35 x \_\_\_\_\_ = \$ \_\_\_\_\_

(\*2 included in registration fee)

Additional Booth Space (10' x 8') Limited Availability \$300 ..... \$ \_\_\_\_\_

**Grand Total All Fees ..... \$ \_\_\_\_\_**

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

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## Exhibitor 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. Exhibitor Breakdown begins Tuesday, April 17th after 2:30 p.m. when the Conference Expo ends. Please have your exhibit cleared from the exhibit area by 6:00 p.m. Remember to fully complete and leave your shipping label with the hotel outbound shipping department representative prior to leaving the conference to ensure your display and other items arrive at the next destination timely. The Association shall not be responsible for items that are left without having proper shipping documents. All items left without shipping form will be turned in to lost and found at the hotel. They may be discarded.
3. Exhibitors will be held liable for any and/or all damage caused by them to the trade show premises.
4. Exhibitors are encouraged to carry their own insurance through their own sources at their own expense.
5. 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.
6. Each exhibitor must be responsible for the safeguarding of his or her goods, materials, equipment and display at all times.
7. 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. Each exhibitor must strictly adhere to the set-up and dismantling schedule. Please introduce yourself to the exhibits chairperson and wear your name tag.
8. 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.
9. Each exhibitor is obligated to keep a clean and orderly table.
10. 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.
11. 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.
12. 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.
13. 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.
14. 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.
15. 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
16. Payment for sponsorships and exhibit space must be received no later than January 31, 2012.
17. Cancellations requested in writing prior to January 16, 2012 will receive a 50% refund. No refunds will be granted after that time.

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

**Aging Services of Georgia**  
1440 Dutch Valley Place NE; Suite 120  
Atlanta, Georgia 30324  
Phone: 404.872.9191  
Fax: 404.872.1737  
Email: [swatkins@agingservicesga.org](mailto:swatkins@agingservicesga.org)



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## General Information

### Preliminary Schedule

Monday, April 16

- 1:00 p.m. Opening Session
- 3:00 pm Break
- 3:30 pm General Session
- 5:00 pm Adjournment
- 5—11 p.m. Exhibitor Registration & Setup
- 6:00 p.m. Cookout at Sunset Pavillion

Tuesday, April 17

- 7—8 am Exhibitor Registration & Setup
- 8:00 am General Session
- 9:30 am Concurrent Workshops
- 10:30—2 Trade Show Hall Open
- 12 noon Lunch
- 2:00 Concurrent Workshops
- 3:00 Break
- 3:15 General Session
- 4:30 Adjourn
- 6:30 Awards Dinner

Wednesday, April 18

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

### Hotel Reservations

Brasstown Valley Resort and Conference Ctr.  
6321 U.S. Highway 76  
Young Harris, GA 30582  
1-800-201-3205 OR 706-379-9900  
Aging Services of Georgia Conference Rate  
\$118/night  
Available until March 13, 2012

(Reservation requests received after this date will be accepted on a space available and a rate available basis.)

### Exhibitor 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 29. Items should be scheduled for pick up the following day at the latest.

Incoming packages should be addressed as follows:

Brasstown Valley Resort and Conference Ctr.  
6321 U.S. Highway 76  
Young Harris, GA 30582  
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 and shipping forms. 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 sale.

Vendors shall 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.

