

Maximize your presence and extend your reach to aging network professionals by sponsoring or exhibiting at:



Sixty Sparkles!

2015 Florida Conference on Aging

August 10–12, 2015 | Caribe Royale Hotel, Orlando, FL

Sponsorship, Exhibition and Promotional Opportunities

- Over 70% of attendees work for agencies that provide direct services to older adults.
- Administrators account for 49% of attendees.
- The Exhibition Hall was visited by 97% of all attendees in 2014.
- The 2014 Conference evaluations reflect that 95% of attendees rated the Conference as "Excellent" or "Good".
- Florida Council on Aging members account for 90% of all Conference attendees.
- Evaluations from the 2014 Exhibitors show that 60% intend to exhibit in 2015.

"This Conference always has a nice variety of exhibitors that are eager to discuss products and services with attendees."
— Conference Attendee

**Contact us today to help
you create a custom
sponsorship package
for your company.**

PRESENTED IN PARTNERSHIP WITH:



www.fcoa.org



CELEBRATING 60 Years Together!

Connect with Florida's Aging Network professionals at the Florida Conference on Aging

Join the Florida Council on Aging (FCOA) and the Florida Association of Aging Services Providers (FASP), in partnership with the Florida Department of Elder Affairs (DOEA) in celebrating FCOA's 60th anniversary at the 2015 Florida Conference on Aging – Sixty Sparkles! The 2015 Conference will be held August 10–12 at the Caribe Royale Hotel in Orlando, FL. The 2014 Conference attracted over 500 registrants, 106 presenters and 40 volunteers. The Florida Aging Network recognizes that professionals are busier than ever. However, the value of training and networking has never been more important. We invite you to be part of a 60-year tradition by sponsoring or exhibiting at the largest aging network conference in Florida. Over the years, our sponsors and exhibitors have succeeded in building brand awareness with leaders in the field of aging. Support from our sponsors makes this Conference possible and accessible to everyone who is interested in attending – from students and professionals to caregivers and retirees. We would like to work with you to develop the right mix of benefits to enhance your visibility and networking opportunities at the Conference.

ADVERTISING OPPORTUNITIES

Whether you want to just say “Happy 60th Anniversary FCOA” or advertise your products and services to Florida's Aging Network, we have opportunities to meet your needs. We have over 30 options to get in front of Florida's Aging Professionals. If you don't see an option that best suits your needs, please call us to discuss how we can create the visibility you want for your company.

Conference Program

Back Cover – \$2,500 (Full Color)
Inside (Front or Back Cover) – \$2,000 (Full Color)
Full Page – \$1,500 (Black/White)
Half Page – \$1,125 (Black/White)
Quarter Page – \$600 (Black/White)
Business Card – \$300 (Black/White)

Entry Door Ads

Cover a selection of entry doors to the exhibit hall with your message – \$1,000 per door (2 available)

Registration Banner

Purchase a banner that will be displayed at the Conference Registration Desk – \$1,500 (1 available)

Attendee Directory

Exclusive Sponsorship up to 3 Ads – \$2,000

Conference Tote “Drop In”

Include up to 3 marketing pieces/promo items in all of the attendee tote bags – \$700

AgeWise Newsletter

Exclusive Sponsor – \$7,000/yr
Full Page – \$500 (Full Color)
Half Page – \$375 (Full Color)
Quarter Page – \$200 (Full Color)

FCOA Network Alert

Sponsorship of (4) general alerts to the FCOA Membership – \$200
Employee/Event Alert (1) to the FCOA Membership & the FCOA General Mailing List – \$125

FCOA Website Advertisement

\$75/month (April – August)
\$50/month (September – March)

Membership Directory (*Publishing in 2015*)

Back Cover – \$2,500 (Full Color)
Inside (Front or Back Cover) – \$2,000 (Full Color)
Full Page \$1,500 (Black/White – \$1,750 Full Color)
Half Page \$1,125 (Black/White – \$1,375 Full Color)
Quarter Page – \$600 (Black/White)
Business Card – \$300 (Black/White)

Sponsorship Opportunities

We invite you to contact us about customized sponsorship opportunities.

Featured Speakers

Opening Keynote – \$20,000*
Awards Luncheon Speaker – \$5,000
Plenary/General Session – \$15,000*

Receptions

VIP Reception – \$12,000*
Opening Reception (Exhibit Hall) – \$20,000*
Continental Breakfast (Exhibit Hall) – \$10,000*
Closing Reception (Exhibit Hall) – \$10,000*
Networking Reception – \$8,000

Luncheons

Opening Luncheon – \$15,000*
Awards Luncheon – \$20,000*
Closing Luncheon – \$20,000*

Morning or Afternoon Breaks

Coffee/Refreshment Break – \$3,000

Education

Leadership Academy/Intensive – \$3,500
Workshop Track – \$10,000*

Special Opportunities

Cyber Café – \$5,000
Hospitality Suite – \$3,000
Focus Group/Listening Session – \$4,000
Charge and Recharge Station (with advertising) – \$10,000*
Attendee electronic device charging station
Flash Drives – \$6,500
FCOA Board of Trustees Meeting Sponsor – \$3,500
Opportunity to address the FCOA Board of Trustees for 20 minutes and attend a networking luncheon.

Promotional Items

Tote Bags – \$7,000
Pens – \$2,000
Note Pads – \$4,000
Lanyards – \$3,000
Sticky Notes – \$4,000

**Co-Sponsorships available.*



Sponsorship Levels

	Diamond \$20,000	Ruby \$15,000	Sapphire \$10,000	Emerald \$5,000	Pearl \$2,000	Topaz \$500
Recognition on all Conference print materials	X	X	X	X	X	X
Signage recognition at sponsored event	X	X	X	X	X	X
Attendee Directory	X	X	X	X	X	X
Sponsor Ribbons to wear on site	X	X	X	X	X	
Recognition on FCOA Conference Webpage including hyperlink to sponsor web site	Logo	Logo	Logo	Listing	Listing	
Full Conference Registrations	6	4	3	2		
Exhibit Booth (2 Representatives)	Premium	X	X	X		
Invitation(s) to the VIP Reception	5	3	2	1		
FCOA Membership	1 year	1 year	1 year	6 months	3 months	
Conference Program Advertisement	Full Page	Full Page	Half Page			
Bag Insert	X	X	X			
Podium recognition at a plenary or luncheon event	X	X	X			
Opportunity to conduct a workshop	X	X	X			
Advertising opportunity in AgeWise	X					

Don't see what you're looking for?

Custom sponsorship packages can be tailored to a company's needs according to markets served and branding objectives with an appropriate sponsorship fee. Contact FCOA at 850-222-8877 to build a sponsorship package that provides the visibility that works best for you.

Exhibit Information

The Exhibit Hall

Your market is here: The 2015 Florida Conference on Aging Exhibit Show is coming to the Caribe Royale in Orlando, Florida. Showcase your company directly to organizations that need your business! Industry professionals and decision makers will attend this event, August 10–12, 2015. This is the Aging Network Conference you do not want to miss!

Exhibit Schedule

Exposition hall will be closed when workshops are in session so you can network with attendees in workshops and at other events. Special accommodations may be available for vendors interested in scheduling appointments with clients during workshop hours or exhibiting in a high traffic zone.

The Caribe Royale has a limited number of exhibit spaces available in high traffic areas of the hotel. These Premium Booth Spaces can be reserved for \$850 on a first-come, first-served basis. While vendors are not required to staff these booths when workshops are in session, they are encouraged to be available to attendees that might be in the Registration area. FCOA will provide a location for vendors to secure materials overnight.

Monday, August 10, 2015

Set-Up	8:00 am - 3:30 pm
Opening Reception	5:30 pm - 7:30 pm

Tuesday, August 11, 2015

Continental Breakfast	7:30 am
Refreshment Break	10:00 am
Closing Reception	3:15 pm - 4:15 pm
Tear Down	4:15 pm

Booth Fees

- \$1,200 Double Booth inside the Exhibit Hall
- \$850 Premium Booth (6 Available)
- \$750 Corporate Booth inside the Exhibit Hall
- \$600 FCOA Corporate Member Booth inside the Exhibit Hall *(call FCOA at 850-222-8877 to confirm membership)*
- \$450 Non-Profit Booth inside the Exhibit Hall

What's Included?

- One 8' x 10' pipe/drape booth
- Identification sign
- 6' draped table, wastebasket, and two chairs
- Secure Exhibit Hall
- Company/Organization listing in the Conference Program
- Registration for two on Monday and Tuesday (\$510 value)
- Attendee Directory
- Additional Representatives can register for \$125 per person *(Maximum of 2 additional representatives per exhibitor table can register at the reduced rate.)*

Space Assignment?

Space assignment is processed on a first-come, first-served basis, starting with exhibitors who are also sponsors.

Exhibitor Agreement

- All exhibits are subject to the approval of the Florida Council on Aging (FCOA).
- All materials and costs for the exhibit, other than those provided by FCOA, are the responsibility of my firm/organization.
- The exhibit will be staffed during exposition hours.
- Neither FCOA nor the Caribe Royale assumes any liability responsibility for damage, loss or injury to an exhibit or exhibitor and/or its representatives.
- The exhibitor assures that all information provided to FCOA is accurate for publication in the conference program.
- **ELECTRICITY IS NOT PROVIDED** (please order from the Exposition Company). Information will be provided in exhibitor packet sent after receipt of registration.
- There will be no cooking, hot plates or open flames in the Exhibit Hall. If you are a vendor who would like to serve samples to attendees please contact FCOA at 850-222-8877.
- FCOA reserves the right to request a commission on any exhibitor booths that are selling merchandise. Please contact FCOA for more information.

Cancellations / No-Show Policy:

- Deadline for Cancellations: July 1, 2015
- Cancellations received after July 1st will be billed at 50% of the exhibit price.

No-Shows:

- Exhibitors failing to cancel reservations and not attending the exhibit show will be charged the full rate for exhibit space.
- Reservations are final upon receipt of payment, unless prior arrangements have been made. Unpaid reservations may be subject to cancellation in the event the Exhibit Show is sold out.

Sponsorship & Exhibit Reservation Contract

Sponsorship Reservation

- ☐ Exclusive Sponsorship
☐ Co-Sponsorship
☐ General Donation/Sponsorship
Event Sponsored _____

Total Sponsorship \$ _____

- ☐ I confirm my commitment of a sponsorship of \$ _____, and hereby remit 50% of that amount, \$ _____. I agree to pay the remaining 50% by July 1, 2015. I understand that if full payment of my sponsorship commitment has not been made by July 1, 2015, my sponsorship benefits may be canceled.

Exhibitor Booth Reservation

- ☐ \$1,200 Double Booth Space
☐ \$850 Premium Exhibit Booth (6 Available)
☐ \$750 Corporate Booth
☐ \$600 FCOA Corporate Member Booth
☐ \$450 Non-Profit Booth
☐ \$125 Add. Reps x _____
(Total Number Additional Reps)

- ☐ I confirm my commitment to pay all exhibit fees prior to July 1, 2015. I will contact FCOA at 850-222-8877 if I cannot meet this timeframe to discuss my options. I understand that exhibit space will not be assigned until payment is received in full.

1st Booth Representative: _____

2nd Booth Representative: _____

Additional Representatives: _____

Total Exhibit \$ _____

- ☐ Company will donate a gift to the Silent Auction

Payment Method

Company: _____
(Print name exactly as you want it listed in printed materials)

Contact Person: _____

Contact Attending Conference? ☐ Yes ☐ No

Title: _____

Address: _____

City/St/Zip: _____

Phone: (____) _____ Ext.: _____

E-mail: _____

Total \$ _____ Enclosed \$ _____

☐ Check # _____

☐ Credit Card # _____

Print Name As It
Appears on Credit Card _____

Exp. Date: _____ CV # _____
3-digit code on signature strip
or 4-digit code on front for AmEx

Authorized
Signature: _____

By submitting this form you acknowledge that you have read and accept the terms of the Sponsor and/or Exhibitor Agreement and Cancellation Policy.

Advertising Reservation

Conference Program / Membership Directory

- | | |
|---|----------|
| ☐ Back Cover (Full Color) | \$2,500 |
| ☐ Inside Front or Back Cover (Full Color) | \$2,000 |
| ☐ Full Page (7.5 x 9.75 in.) | \$1,500 |
| ☐ Half Page (7.5 x 4.75 in.) | \$1,125 |
| ☐ Quarter Page (3.5 x 4.75 in.) | \$600 |
| ☐ Business Card | \$300 |
| ☐ Membership Directory 2014
EXCLUSIVE Sponsor | \$12,000 |

AgeWise Newsletter (Bi-Monthly)

- | | |
|---|------------|
| ☐ Exclusive Sponsor (6 issues) | \$7,000/yr |
| ☐ Full Page | \$500 |
| ☐ Half Page | \$375 |
| ☐ Quarter Page | \$200 |

FCOA Network Alerts

- | | |
|--|-------|
| ☐ Sponsorship of (4) general alerts | \$200 |
| ☐ Employment Announcement/Event Alert (1) | \$125 |

FCOA Website Advertisement

- | |
|---|
| ☐ \$75/month (April – August) |
| ☐ \$50/month (September – March) |

Attendee Directory

- | | |
|---|---------|
| ☐ Exclusive Sponsorship of up to 3 Ads | \$2,000 |
|---|---------|

Conference Tote "Drop In"

- | | |
|---|-------|
| ☐ Include marketing pieces/promo items (up to 3) in attendee tote bags | \$700 |
|---|-------|

Entry Door Ads

- | | |
|---|------------------|
| ☐ Cover a selection of entry doors to the exhibit hall with your message | \$1,000 per door |
|---|------------------|

Registration Banner

- | | |
|--|---------|
| ☐ Banner featuring your company at the Conference Registration Desk | \$1,500 |
|--|---------|

Total Advertising \$ _____

Complete and mail this form to:

FLORIDA COUNCIL ON AGING, 1018 Thomasville Road, Ste. 110, Tallahassee, Florida 32303

PHONE: 850-222-8877 FAX: 850-222-2575 E-MAIL: moreinfo@fcoa.org

Register for the Exhibit Online www.fcoa.org/conference

Florida Council on Aging
1018 Thomasville Road, Suite 110
Tallahassee, FL 32303

Non-Profit Org.
U.S. Postage
PAID
Tallahassee, FL
Permit No. 250

Florida Conference on Aging 2015 Hotel Information

Caribe Royale

8101 World Center Drive, Orlando, Florida 32821

Reservations: 1-888-258-7501 or <http://tinyurl.com/2015FCOACConf>

Room Rate: \$109/night for reservations made by July 10, 2015

Parking: Free self-parking



THE 2015 FLORIDA CONFERENCE ON AGING IS PROUDLY PRESENTED BY:

Florida Council on Aging

FCOA is a membership association representing over 800 individuals, non-profit organizations and for profit corporations who work in and around the field of aging. The members of FCOA are administrators and policy planners, nurses and physicians, hospital administrators, long-term care facilities, retirement communities, assisted living facilities, financial planners and insurers, hospice organizations, home health care agencies and health care professionals. FCOA was established in 1955 and is one of the oldest associations for professionals in the field of aging. <http://www.fcoa.org>

Florida Department of Elder Affairs

DOEA is the state unit on aging constitutionally designated by Florida voters to "serve as the primary state agency" responsible for administering human services programs for the elderly. Its purpose is to serve elders in all possible ways to help them keep their self-sufficiency and self-determination. <http://elderaffairs.state.fl.us/>

Florida Association of Aging Services Providers

FASP is a membership association specifically representing the full array of direct service providers in aging, including case management, nutrition, senior centers, day care and volunteers. The over 100 members of FASP are organizations, businesses, project directors, case managers, other personnel and support staff involved in the provision of direct services to Florida's elderly. <http://www.fasp.net>