

Adams County Aging Network - 19th Annual Senior Conference

Sponsor and Exhibitor Registration Packet

Date: **Thursday April 25, 2019**

Time: **8:00am – 1:00pm**

Location: **Adams County Fairgrounds Exhibit Hall**

Theme: **Information & Aging**



Join us for the 19th Annual Adams County Aging Network Senior Conference. This conference has a great reputation for uniting knowledgeable professionals, senior service providers, community resource representatives, older adults, caregivers, family members, and those that work with seniors. Our theme this year focuses on how Information (technology, lifelong learning, etc.) can improve the aging experience. We look forward to a day of education and fun.

Three ways to participate in this year's ACAN Conference:

- 1. Exhibitor Booth:** 8' x 8' exhibitor booth includes professional pipe & draping, 6' topped and skirted table, 2 chairs, wastebasket, free WIFI, Free Electricity, continental breakfast, and lunch. 2019 Exhibitor Booth Fees are **\$260** (corporate) or **\$160** (non-profit agencies).
- 2. Conference Highlight Workshop: NEW for 2019!** Exhibitors also have the opportunity to present a 30-minute Conference Highlight Workshop presentation for **\$50** per session. There are a limited number of concurrent sessions throughout the morning. These workshops will be integrated into the exhibitor space allowing for maximum visibility and attendance. Promote your business or product to attendees as you present on our Information & Aging theme to a focused, intimate audience. This is a fantastic opportunity to explain your services and programs to interested seniors, caregivers, and industry professionals!
- 3. Sponsorship:** Sponsor levels range from Bronze to Platinum (see following page.) and include all benefits at exhibitor level (including a prime booth space), along with special opportunities for recognition in conference materials and day-of-event acknowledgement. Your sponsor dollars help ACAN expand the reach of the Senior Conference! See next page for Sponsor levels and fees.

Here are the benefits of Sponsorship:

Marketing & Advertising

Our marketing campaign includes at least one full color advertisement in the "Colorado Community Media" newspapers (circulation 7,500 weekly) and in the electronic online edition. Also, advertisement in Thornton's bimonthly "City Voice" newspaper (Circulation 40,000), A full color advertisement in "Prime Time for Seniors" newspaper (with 100,000 readers in 13 counties), and distribution of 10,000 flyers and posters to community agencies including Senior Centers, Senior Fitness Centers, churches, senior living apartments, and more. Please note final artwork is approved through a conference committee process. Due to time constraints and sponsor volume, proofs will not be sent to sponsors.

TAX INCENTIVES

Adams County Aging Network is a 501(c)3 non-profit organization. All contributions are tax deductible.

SPONSORSHIP IS THE MOST DIRECT CHANNEL OF COMMUNICATION

This conference is not a passive monologue that interrupts a TV or radio show or comes as a piece of mail with which to be dealt. Sponsorship speaks to the public creating opportunities for a two- way dialogue between you and your customers. We expect over 300 in attendance.

COMMUNITY IMPACT

Adams County residents see value in organizations that support the local community and that work to improve the community. Show your customers that you are engaged, aware, and here to serve them.

MAKE A DIFFERENCE

With the ACAN Conference Sponsorship, your dollars really go to work. In addition to being used for a variety of conference improvements, your contribution has a direct impact on services ACAN provides to seniors in the community.

Sponsorship Benefits

	Platinum \$1,500	Gold \$1,000	Silver \$750	Bronze \$500
	<i>1 space available</i>			
<i>Exclusivity at Sponsor Level</i>	Yes; sole Platinum Sponsor	Yes; by Industry at Gold Level	No	No
<i>Logo in Newspaper Partner Ads</i>	Yes	No	No	No
<i>Recognition in News Releases</i>	Yes	Yes	No	No
<i>Logo in program on sponsor page</i>	Primary Tier	Secondary	Third	Fourth
<i>Program Advertisement</i>	Full Page	Half Page	Quarter Page	Eighth Page
<i>Logo on event promotional posters</i>	Primary Tier	Secondary	Third	Fourth
<i>Logo on ACAN website</i>	Yes	Yes	Yes	Yes
<i>Exhibit Booth location</i>	Prime	Prime	Prime	Prime
<i>Choice to provide 400 conference bags, distributed to every attendee</i>	Yes	Yes, pending decline of Platinum	Yes, pending decline of Gold	Yes, pending decline of Silver
<i>Choice to have literature and promotional items added to 400 conference bags</i>	Yes	Yes	Yes	Yes
<i>5 minutes of stage time</i>	Yes	No	No	No
<i>Sponsorship Ribbons to wear at event</i>	Yes	Yes	Yes	Yes
<i>Exhibitor Booth space & 2 lunches</i>	Yes	Yes	Yes	Yes
<i>Option to purchase Highlight Workshop Session(s)</i>	Yes	Yes	Yes	Yes
<i>*Option to use an in-kind donation toward cost of sponsorship</i>	No	Yes	Yes	Yes

**The value of in-kind contributions that are budget-relieving (e.g. breakfast, printing, venue, etc.) can be considered towards the cost of Gold, Silver, and Bronze-level sponsorships.*

If you are interested in supporting the conference outside of sponsorship, exhibitor space, or highlight workshops, other donation opportunities are available. Please contact the ACAN Coordinator to learn more.

Registration Process

- Complete Registration form (next page).
- Submit form with payment to ACAN, PO Box 29442, Thornton Colorado 80229.
- Make checks payable to ACAN. For Credit Card payments (includes a 4% service fee) please contact Nancy Valenzuela, ACAN Coordinator at (303) 818-7232.
- You will receive confirmation of registration from ACAN Coordinator once payment is received, and further instructions (including booth setup hours April 24th) will follow via email.

For ALL Sponsors: Email a high-resolution logo and (Silver, Gold, and Platinum) full-color advertisement (that meets emailed guidelines) to Nancy at acancoordinator@gmail.com. Send Logo ASAP to be included in published advertising.



Adams County Aging Network - 19th Annual Senior Conference Sponsor and Exhibitor Registration Form

Company Name: _____ Date: _____

Mailing Address: _____

Contact Person: _____ Phone: _____

Email: _____

Please list names and email addresses of all staff who will be exhibiting at your booth:

Meals

Breakfast and lunch will be provided with your Exhibitor/Sponsor registration.

For planning purposes, please list how many meals required for your booth space: _____

Payment

Exhibitors, please indicate category:

- Non-Profit \$160
- Corporate (For-Profit) \$260

- OR -

Sponsors, please indicate contribution level:

- Platinum \$1,500

Note: there is only one slot available at this level. Please contact the ACAN Coordinator if you wish to contribute at the Platinum Level.

- Gold \$1,000
- Silver \$750
- Bronze \$500

(An exhibitor space is included in the sponsorship fee. There is no additional exhibitor fee for sponsors.)

Conference Highlight Workshops:

Please indicate how many workshops you'd like to purchase (limit 6) for \$50 each: _____

Title of your workshop for Conference Program: _____

Sponsorship OR Exhibitor Fee: \$ _____

Highlight Workshop(s): \$ _____

Total Amount Due: \$ _____

Payment is accepted by check (payable to ACAN) or credit card. There is a 4% processing fee for credit card transactions. Contact Nancy Valenzuela, ACAN Coordinator at (303) 818-7232 for more information.

Please send this form with payment to: Adams County Aging Network, PO Box 29442, Thornton CO 80229.

For Card Payments:

Card Number: _____ Expiration Date (MM/YYYY): _____

Name on Card: _____ Security Code: _____