

Sponsor, Exhibitor, Advertiser Information

Boomers Turning

Implications for All of Us

60



5th Annual North Carolina Conference on Aging
October 25-27, 2006
Sheraton Imperial Hotel & Convention Center
Research Triangle Park, NC



**Sponsoring, Exhibiting & Advertising
at the
2006 North Carolina Conference on Aging
October 25-27, RTP, NC**

This is your opportunity to get your message to hundreds of people involved with aging across North Carolina. Become a partner with the NCCOA by sponsoring, exhibiting or advertising at our upcoming conference. We expect that our conference in Research Triangle Park will draw a crowd of approximately 500-600 agency directors, educators, researchers, decision-makers, and individuals in the field of aging.

If your organization has products, services or programs that benefit older adults, this brochure outlines a broad array of opportunities that connect you to the aging network in North Carolina. We have a number of creative packages from which to choose. We would be happy to discuss these opportunities with you or to customize one just for you, if you prefer.

We value your interest and support and look forward to discovering the difference a partnership makes with you.

North Carolina Conference on Aging
UNC Institute on Aging
720 Martin Luther King Jr. Blvd., CB #1030
Chapel Hill, NC 27599-1030
919-966-9444 · 919-966-0510 fax · ioa@unc.edu
www.aging.unc.edu/nccoa/

Sponsorship Opportunities

**Deadline for Receipt of Sponsorship Registration is
August 18, 2006**

The North Carolina Conference on Aging is about bringing together people and interests from around the state, and it is important that we have many partners and sponsors to truly make this a cooperative effort. Sponsorships help make possible an array of special events, bring distinguished speakers to the meeting, and help provide educational and technical materials to make the Conference outstanding. Sponsorships also provide a way for you to have your name and message highly visible to hundreds of Conference attendees.

Depending on the level of your sponsorship, your contribution may offer you major acknowledgement and recognition during the Conference, complimentary registration and special event admission, as well as a complimentary exhibit table and advertisement in the Conference Program.

Please choose from the opportunities listed below and submit the attached Application Form. Contact us at 919-966-9444 if you would like to discuss a more customized arrangement.

Patron: \$5,000 and above

This level includes:

- sponsorship recognition in Conference Program
- insert of your organizational brochure in Conference packet
- 4 complimentary Conference registrations (includes all scheduled meal functions)
- one page advertisement in the Conference program
- complimentary Exhibit Table
- verbal acknowledgement in the Conference opening session

Sponsor: \$3,500+

This level includes:

- sponsorship recognition in Conference Program
- insert of your organizational brochure in Conference packet
- 3 complimentary Conference registrations (includes all scheduled meal functions)
- one-half page advertisement in the Conference program
- complimentary Exhibit Table
- verbal acknowledgement in the Conference opening session

Supporter: \$2,000+

This level includes:

- sponsorship recognition in Conference program
- insert of your organizational brochure in Conference packet
- 2 complimentary Conference registrations (includes all scheduled meal functions)
- quarter-page advertisement in Conference program
- complimentary Exhibit Table

Friend: \$1,000+

This level includes:

- sponsorship recognition in Conference program
- insert of your organizational brochure in Conference packet
- 2 complimentary Conference registrations (includes all scheduled meal functions)

Colleague: \$500+

This level includes:

- sponsorship recognition in program
- insert of your organizational brochure in Conference packet
- 1 complimentary Conference registration (includes all scheduled meal functions)

Specific Sponsorship Items and Events

Keynote Lecture - \$5,000

(2) Luncheons w/speakers and awards - \$10,000 (per luncheon)

Plenary Speaker - \$1,500

Plenary Travel - \$1,000

Program Track - \$3,000

Hors d'oeuvres reception/cash bar - \$8,000

(2) Continental Breakfasts - \$3,000 (per breakfast)

Coffee break(s) - \$3,000

Conference Program printing - \$5,000

AV rental - \$3,000

Exhibitor Opportunities

Deadline for Receipt of Exhibit Registration is

August 18, 2006

If you would like to Exhibit at this year's Conference, please don't delay sending in your application form as space is available on a "first come, first serve" basis and during each of our past Conferences, the exhibit hall was completely sold out. This popular feature is a way for you to showcase your organization, materials, and services.

- To reserve space: Fill out the enclosed Application Form
- Each exhibit reservation includes **one complimentary conference registration** which includes admittance to all conference sessions, as well as one set of tickets for all scheduled meal functions over the course of the Conference
- Get a **20% discount on your advertisement if you pay for your exhibit and advertisement together by August 1**
- Consider becoming a sponsor – many of the sponsorship levels include complimentary exhibit space (see pages 2-3 for details)

Date/Hours of Exhibit

The Exhibits will be open on October 25th from 8:00 a.m. to 5:30 p.m., on October 26th from 7:30 a.m. to 5:30 p.m., and on October 27th from 8:00 a.m. to 10:30 a.m. A continental breakfast will be served in the exhibit area between 8:00 and 9:00 a.m. on October 27th.

Set-Up

Set-up hours for exhibitors begin 6:00 a.m. on October 25th. Participants at the conference will begin to visit the exhibits on October 25th at 8:00 a.m. and throughout the conference. The last session ends at 10:30 a.m. on October 27th. All exhibits must be removed by noon on October 27th.

Expo Area

All efforts will be made to locate exhibits in the mainstream of the conference meeting rooms to maximize interaction with participants. The Exhibit area will not be locked.

Display

The display fee includes a cloth covered 8' table and 2 folding chairs. If you plan to display a banner, it must fit within your space. Any necessary equipment such as audio visuals, extension cords, etc. must be supplied by the exhibitor, or arrangements made ahead of time to rent such items from the hotel by the exhibitor, and must be indicated on the Exhibit Registration Form. We encourage you to provide complimentary give-aways, materials, resources, or hold drawings at your individual displays.

Electricity

Electrical outlets will not be provided unless you request/order them on the attached form. There will be an additional charge of \$25.00. Please indicate your electrical service needs on your Exhibit Registration Form.

Exhibit Fees

Exhibit fees vary by profit and nonprofit status. Please check the Application Form to determine your fee.

Confirmation

Your organization will be confirmed as an Exhibitor upon the receipt of your check with the Exhibit Registration Form. You will be included in the Exhibitor list in the conference program provided your form and payment is received by the August 18th deadline.

Materials to be Shipped

Arrangements for advance shipment of exhibit materials must be made with the Hotel (see contact information at bottom of this page). **No shipments will be received at the Hotel prior to three days before the opening of the Conference on October 25th.** Storage space is very limited. Vendors will be responsible for transporting, unloading and setting up their own materials on site. The NC Conference on Aging will not be responsible for materials prior to, during or after the conference.

Materials should be shipped to:

Sheraton Imperial Hotel and Convention Center
Attn: Kristin Bass
4700 Emperor Boulevard
Durham, NC 27703

Be sure to clearly indicate the following information on the front of EACH package as well:

GROUP NAME: NORTH CAROLINA CONFERENCE ON AGING CONFERENCE

DATES: OCTOBER 25-27, 2006

ORGANIZATION NAME: [Include the name of your organization here]

*****Please Note: The hotel will not accept anything weighing over 100 pounds.**

Questions??? - Kristin Bass with the Sheraton Imperial can be reached at:

Telephone: 919-941-8116 (Direct line)

919-941-5050 (Hotel main line)

Email: kbass@sheratonrtp.com

Advertising Opportunities

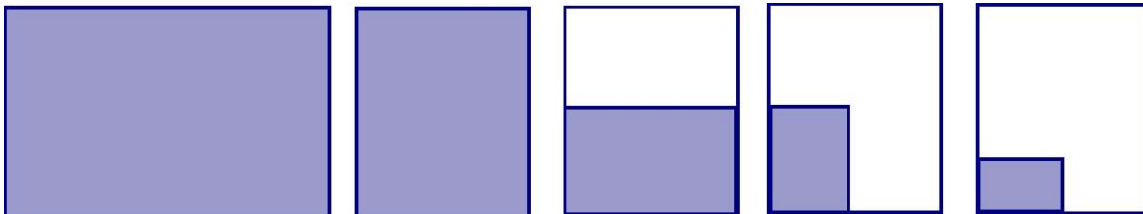
**Deadline for Receipt of Advertisements is
August 18, 2006**

Ads will appear in the Conference Program, given to all registrants and volunteers at the Conference.

- To reserve space, fill out the enclosed Application Form.
- There is a **20% discount on your advertisement if you pay for your exhibit and advertisement together by August 1.**
- Consider becoming a sponsor – many of the sponsorship levels include complimentary advertisements (see pages 2-3 for details)

Ad Sizes & Prices (Black and White)

<u>Sizes</u>	<u>Rates (profit/nonprofit)</u>	<u>Dimensions (width & depth)</u>
Two Page Spread	\$1000/700	17" x 11"
Full Page	\$500/350	7 ½" x 10"
1/2 Page (horizontal)	\$300/200	7 ½" x 5"
1/4 Page	\$200/125	3 ¾" x 4 ½"
1/8 Page	\$150/100	3 ¾" x 2 ¼"



Submission Requirements:

- All ads are black & white (electronic files should not include color).
- Advertisements are to be **pre-paid by the deadline noted above.**
- Submit a digital copy of your ad by the deadline noted above. **Electronic files should be emailed to aginginfo@unc.edu.** Ads must be submitted as PC-compatible electronic files. Acceptable file formats include: Pagemaker, Photoshop, .tif, .eps, .pdf. If you have questions, please contact us ahead of time!
- All electronic files should **include all font files and linked graphics.**
- Electronic files should be **printing-press quality resolution** (for graphics this is typically 300 pixels per inch at 100%) Pdf files should be generated using high resolution/press quality settings.
- If you are unsure about the acceptable formats for file submission, or about graphic design issues, please email questions to aginginfo@unc.edu. Other questions about payments, etc., should be addressed to ioa@unc.edu or call (919) 966-9444.

2006 Sponsor/Exhibitor/Advertising Application Form

Organization: _____

Address: _____

Contact Person Name: _____

Phone: _____ Email: _____

■ Sponsor *Please see page 2 for details about Sponsorship Opportunities*

We would like to sponsor the Conference at this level: \$ _____

- £ Patron (\$5,000+)
- £ Sponsor (\$3,500+)
- £ Supporter (\$2,000+)
- £ Friend (\$1,000+)
- £ Colleague (\$500+)

Name of event/Item to sponsor (optional): _____

Complimentary registration(s) for: _____

Note: *Someone from the Conference Administration Office will contact you to confirm sponsorship details and arrange for complimentary registrations, etc.*

■ Exhibit *Please see page 4 for details about exhibits*

Exhibit table (\$500 for-profit, \$350 non-profit) \$ _____

Electrical outlets (we need ___ at \$25 per 110 watt outlet) \$ _____

Authorized Exhibitor's Name: _____

One Complimentary registration for: _____

■ Advertise *Please see page 6 for specific sizes and submission requirements*

We would like to place an ad in the Conference Program \$ _____

- £ Two Page Spread (\$1000 for profit/\$700 non-profit)
- £ Full Page (\$500/350)
- £ 1/2 Page (\$300/200)
- £ 1/4 Page (\$200/125)
- £ 1/8 Page (\$150/100)

Less 20% discount off the price of the ad only \$ _____

(discount applicable only if you pay for both an ad and exhibit together by August 1, 2006)

TOTAL ENCLOSED \$ _____

Mail this form and your check, payable to the UNC Institute on Aging to:

NC Conference on Aging
UNC Institute on Aging
720 Martin Luther King Jr. Blvd., Suite 200
Campus Box #1030
Chapel Hill, NC 27599-1030