



The Community Response: Implementing the Plan for a Livable, Senior Friendly North Carolina

2011 North Carolina Conference on Aging
Hilton Charlotte University Place
Charlotte, North Carolina
October 18 - 20, 2011



SPONSOR, EXHIBITOR & ADVERTISER GUIDE



**Sponsoring, Exhibiting & Advertising at the
2011 North Carolina Conference on Aging
Hilton Charlotte University Place Hotel, Charlotte, NC
October 18-20, 2011**

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 will draw a crowd of approximately 500-600 professionals in the field of aging, educators, researchers, older adults and others with an interest in 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 showcasing your organization at this year's conference.

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 · 919-966-8840 fax · ioa@unc.edu
www.aging.unc.edu/nccoa/

Sponsorship Opportunities

**Deadline for Receipt of Sponsorship Registration is
September 6, 2011**

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 - \$3,500 (per breakfast)

Coffee break(s) - \$3,000

Conference Program printing - \$5,000

AV rental - \$3,500

Exhibitor Opportunities

Deadline for Receipt of Exhibit Registration is

September 6, 2011

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 Application Form on page 8 of this guide
- 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 before August 16, 2011.**
- 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 18th from 8:00 a.m. to 5:30 p.m., on October 19th from 7:30 a.m. to 5:30 p.m., and on October 20th from 8:00 a.m. to 12:00 Noon.

Set-Up

Set-up hours for exhibitors are 4:00-6:00 p.m. on Monday, October 17th and 7:00-8:00 a.m. on Tuesday, October 18th. Participants at the conference will begin to visit the exhibits on October 18th at 8:00 a.m. and throughout the conference. The last session ends at 12:00 Noon on October 20th. All exhibits must be removed by noon on October 20th.

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 skirted 6' table and 2 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 Charlotte Hilton University Place Hotel by the exhibitor, and must be indicated on the Exhibit Application Form (page 8 of this guide). 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 in advance on the attached application form. There will be an additional charge of \$45.00 per outlet requested. Please indicate your electrical service needs on your Exhibit Application 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 or credit card information with the Exhibit Application Form. You will be included in the Exhibitor list in the conference program provided your form and payment is received by the September 6th deadline.

Materials to be Shipped

Arrangements for advance shipment of exhibit materials must be made with the Hilton Charlotte University Place Hotel (contact: Convention Services Dept. at: (704) 547-7444. **No shipments will be received at the Hotel prior to October 13, 2011.** 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:

Hilton Charlotte University Place Hotel
Attn: Convention Services
8629 J. M. Keynes Drive
Charlotte, NC 28262

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

- **SHIPPER'S ORGANIZATION AND RETURN ADDRESS**
- **GROUP NAME: NORTH CAROLINA CONFERENCE ON AGING**
- **CONFERENCE DATES: OCTOBER 18-20, 2011**
- **HILTON SALES MANAGER: LANA HOUCK**
- **NAME OF PERSON WHO WILL CLAIM THE PACKAGE ON SITE AND DATE OF THEIR ARRIVAL**

**Questions??? – Contact Hotel's Convention Services Department
Telephone: (704) 547-7444**

Advertising Opportunities

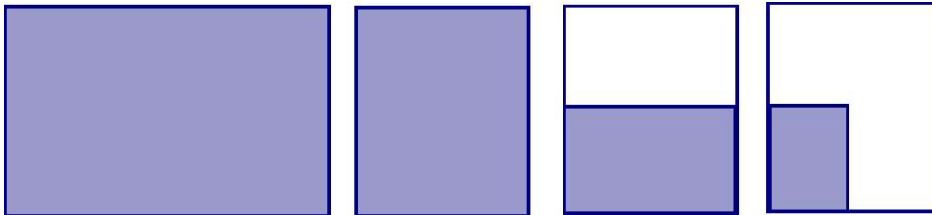
**Deadline for Receipt of Advertisements is
September 6, 2011**

Ads will appear in the Final Conference Program which is distributed 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 before August 16, 2011.**
- 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 only)	\$300/200	7 ½" x 5"
1/4 Page	\$200/125	3 ¾" x 4 ½"



Submission Requirements:

- Advertisements are to be **pre-paid by the deadline noted above.**
- All ads are **black & white** (electronic files should not include color).
- **Submit a digital copy of your ad to danielle_borasky@unc.edu** by the deadline noted above.
 - **Acceptable formats:** files must be PC-compatible electronic files; acceptable formats include: Photoshop, .tif, .eps., and pdf. Include font files and linked graphics if needed.
 - **Resolution requirements:** 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.
 - **Requests for Design Assistance:** If you wish to have us create an ad for you, please email danielle_borasky@unc.edu with a request. This is primarily for simple text ads.
- If you are unsure about the acceptable formats for file submission, or about graphic design issues, please email questions to danielle_borasky@unc.edu. Other questions about payments, etc., should be addressed to diane_wurzinger@unc.edu or call (919) 966-9444.

2011 Sponsor/Exhibitor/Advertising Application Form

Organization: _____

Address: _____

Contact Person Name: _____

Phone: _____ Email: _____

Sponsors 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):

Provide Complimentary registration(s) for (list names):

Exhibits Please see page 4 for details about exhibits

Exhibit table: (\$500 for-profit organization; \$350 non-profit organization)
\$ _____

Electrical outlets: (we need ___ at \$45 per 110 watt outlet) \$ _____

Authorized Exhibitor's Name as it should appear in the final Conference Program:

One Complimentary registration for (list name):

Advertisements 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 for profit; \$350 non-profit)
 1/2 Page (\$300 for profit; \$200 non-profit)
 1/4 Page (\$200 for profit; \$125 non-profit)

Less 20% discount off the price of the **ad only**, if you purchase **BOTH** an ad **AND** an exhibit and **Send in your payment by August 16)** \$ _____

TOTAL ENCLOSED \$ _____

Method of Payment

Choose one: ___ Credit Card (MC/Visa only) ___ Check (payable to NCCOA)
If Credit Card, indicate card type: ___ Visa ___ MasterCard

Credit Card Number: _____

Expiration Date: _____

Name on Card: _____

Signature: _____

Mail Completed Form & Payment to:

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

Or

Fax completed form with credit card information to:

919-966-8840 fax

IMPORTANT: This form must be accompanied by check or credit card information.