



Imprint Aging on Florida

August 28-30, 2017 • Caribe Royale Hotel, Orlando, FL

Why the Florida Market?

- Over 4.9 million adults 60+ call Florida home.
- 1 in 4 Floridians is over 60.
- By 2030, it is estimated the 60+ population will be over 7 million.
- It is estimated that 72% of older adults in Florida have access to a computer and the internet.
- There are over 4 million Floridians providing care for family or friends.
- There are over 1 million adults 60+ in Florida with one or more disabilities (cognitive, hearing, vision, ambulatory, self-care, and independent living).
- The Aging Network in Florida interacts with over 3 million people annually.



Why the Florida Conference on Aging?

- Over 70% of attendees work for agencies that provide direct services to older adults.
- Administrators account for 34% of attendees and 33% of attendees work in Health & Wellness.
- 90% of attendees visited the exhibit hall in 2016 and they found the exhibitors provided useful information for themselves, their agencies and their clients.
- The 2016 Conference evaluations reflect that 94% of attendees rated the Conferences as "Excellent" or "Good".

PRESENTED IN PARTNERSHIP WITH:



Sponsorship, Exhibition and Promotional Opportunities



Imprint Aging on Florida
August 28 – 30, 2017

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), are pleased to announce the 2017 Florida Conference on Aging — *Imprint Aging on Florida.*

The 2017 Conference will be held August 28 – 30 at the Caribe Royale Hotel in Orlando, FL. The 2017 Conference attracted over 500 registrants and 104 presenters. 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 62-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

FCOA has over 30 options to get in front of professionals who work with older adults in Florida. 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 – \$2,200 (Full Color)
Inside (Front or Back Cover) – \$1,800 (Full Color)
Full Page – \$1,200 (Black/White)
Half Page – \$975 (Black/White)
Quarter Page – \$500 (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 – \$600

AgeWise Newsletter

Exclusive Sponsor – \$6,000/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

Back Cover – \$2,200 (Full Color)
Inside (Front or Back Cover) – \$1,800 (Full Color)
Full Page – \$1,200 (Black/White)
Half Page – \$975 (Black/White)
Quarter Page – \$500 (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
- Wednesday Banana Break – \$1,500



Imprint Aging on Florida

Education

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

Special Opportunities

- Wifi Sponsor – \$4,000
- 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 – \$5,000
- 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

	Titanium \$20,000	Platinum \$15,000	Gold \$10,000	Silver \$5,000	Bronze \$2,000	Copper \$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 website	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 2017 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 28–30, 2017. This is the Aging 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 who might be in the Registration area. FCOA will provide a location for vendors to secure materials overnight.

Monday, August 28, 2017

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

Tuesday, August 29, 2017

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 with Identification sign
- 6' draped table, wastebasket, and two chairs
- Company/Organization listing in the Conference Program
- Registration for two on Monday and Tuesday (\$510 value)
- Attendee Directory
- Up to two (2) additional representatives can register to staff the booth for \$125 per person

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 7, 2017
- Cancellations received after July 7th 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 7, 2017. I understand that if full payment of my sponsorship commitment has not been made by July 7, 2017, 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 7, 2017. 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.

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

Advertising Reservation

Conference Program / Membership Directory

- Back Cover (Full Color) \$2,200
 Inside Front or Back Cover (Full Color) \$1,800
 Full Page (7.5 x 9.75 in., Black/White) \$1,200
 Half Page (7.5 x 4.75 in., Black/White) \$975
 Quarter Page (3.5 x 4.75 in., Black/White) \$500
 Business Card (Black/White) \$300

AgeWise Newsletter (Bi-Monthly)

- Exclusive Sponsor (6 issues) \$6,000/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 \$600

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 2017 Hotel Information

Caribe Royale

8101 World Center Drive, Orlando, Florida 32821

Reservations: 1-888-258-7501 or <http://tinyurl.com/2017FCOA>

Room Rate: \$119/night for reservations made by July 27, 2017

Parking: Free self-parking



THE 2017 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>