

Missouri Association of Area Agencies on Aging  
and Pyramid Home Health Services *present*

# 14th Annual Show Me Summit on Aging & Health

September 11-13, 2017

Holiday Inn Executive Center  
Columbia, MO

## Sponsorship Tradeshow & Advertising Prospectus

**T**he nonprofit Missouri Association of Area Agencies on Aging (MA4) is the leading voice for service, information and advocacy to improve the lives of older Missourians.

**M**A4 promotes the physical, social, and economic self-sufficiency of Missouri's seniors. It pursues their right to choice and dignity in daily living; and strives to furnish its member Area Agencies on Aging (AAAs) with the essential informational/educational resources to deliver quality service toward this end. MA4 is the official statewide association of the 10 AAAs, created under the 1973 amendment to the Older Americans Act (OAA) of 1965. The OAA requires that the AAAs serve individuals 60 and older, giving priority to those in the greatest social and economic need, and that AAAs advocate for seniors.

**F**or over 40 years MA4 members have provided essential services and information to seniors and their caregivers at the local level, while also serving as an advocate for seniors at the state and federal levels.

ma4

Missouri  
Association  
of Area  
Agencies  
on Aging

## Missouri's Area Agencies on Aging

Sponsor 225 Senior Centers throughout the state, with services in every county. Such services include:

- Information & Assistance
- Home Delivered and Senior Center Meal Programs
- In-Home and Personal Care Services
- Legal Assistance
- Adult Day Care
- Public Benefits Counseling
- Physical Fitness and Exercise
- Caregiver, Respite and Case Management
- Medicare Education and Outreach
- Recreational and Volunteer Opportunities
- Advocacy for Seniors
- Options Counseling
- Long Term Care Ombudsman Program
- Transportation

Because we are a non-profit organization, and because we typically offer our services to individuals at low or no cost in all of our areas of service, this sponsorship will help offset the costs of the training and make it affordable to all participants, whether they come from a non-profit, social service, legal or institutional background.

## We...

### ⇒ **Provide Strong Advocacy**

As advocates for our members, we work with federal policy makers in Washington, DC to gain support for mission-critical Aging Network Programs.

### ⇒ **Lead on Key Issues**

Through deep expertise on such issues as Medicare education, mobility options for older adults, expansion of Livable Communities and tapping older adults as an invaluable volunteer resource.

### ⇒ **Connect Consumers with Resources**

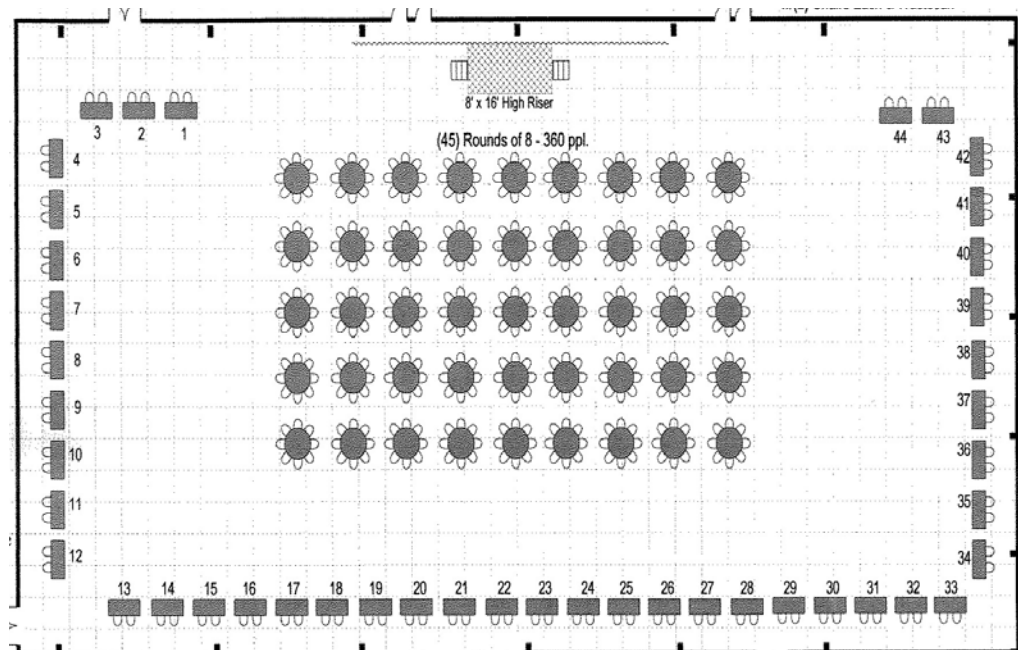
We provide support to consumers seeking assistance across the spectrum of issues affecting older Americans.

Join the Discussion. Support the Mission.

## Summit Rules & Regulations

1. **EXHIBITION BOOTH** - Basic table-top display booths include a 8x8 space with 6' skirted table, 2 chairs and a professional sign. Exhibitors are responsible for all additional signage, giveaways, staffing and design. Electrical hookups are available as indicated on the original registration sheet at an additional cost. Ceiling mounted displays are not allowed.
2. **EXHIBIT INCLUDES** - Regular exhibitor registrations will receive one complimentary conference registration, which includes all meals (1 lunch, 2 continental breakfasts and 2 breaks) with the exception of the Banquet. Participants are required to arrange their own hotel accommodations.
3. **APPROVED LITERATURE FOR TABLES** - Your support entitles your organization to distribute approved literature on tables during the banquet and general sessions. Up to 400 pieces of literature will be required. Materials may be shipped in advance to the hotel.
4. **SPONSORED BREAKS OR EVENTS** - Sponsors are eligible to sponsor scheduled breaks, meals and banquets. Appropriate signage will be displayed during such events. See sponsor information for details.
5. **TOTE BAG INSERTS** - Your level of support entitles your organization to insert a promotional item in the tote bag that will be provided to all conference participants. Items may be printed material or promotional giveaways. Approximately 400 tote bags will be assembled. Sponsors and exhibitors will provide these items at their own cost. **Ship to 722 E. Capitol Avenue, Jefferson City, MO 65101 by August 15, 2017. Items received after this date or oversized/heavy items may not be accepted.**
6. **PRINT AD** - Your level of support entitles your organization to an ad (level of support determines the size ad) in the printed program. Please submit your camera ready ad, full color, in an electronic format (press proof .pdf or hi-resolution .jpg) by July 15, 2017. Full Page Portrait Ad size is 7.5"x 10", Half Page Landscape Ad Size is 7.5"x 5" and a Quarter Page Portrait Ad Size is 3.75"x 5".
7. **WEBSITE AD** - Your level of support entitles your organization to a horizontal lower banner ad (level of support determines the size ad) on the ma4 website. This ad will run in rotation with other banner ads on the site. (The size for the Horizontal Lower Banner Ad is 526 pixels x 90 pixels.) Each banner ad can link to your organization's website. Please indicate the EXACT URL address you would like your ad directed to on the previous page.

Please send all camera ready ads, special arrangements and requests to  
 abipadgett@embarqmail.com





## **SOLD** Co-Host the Summit ~ \$10,000 Pyramid Home Health Services

### **Banquet Sponsor ~ \$5,000**

Partner with MA4 to sponsor the Banquet on the evening of Monday, September 11th. Your company's name will be displayed on all promotional materials and signage along with exposure on the MA4 website. Your company will be recognized during the Banquet and a representative from your company will have the opportunity to address the conference. You will be featured in the onsite materials along with a half page Ad in the program. Up to two representatives from your company may attend the conference and the banquet and will have a premium exhibit booth for promotional materials.

### **Lunch Sponsorship ~ \$3,000**

**Two Available!** Partner with MA4 to sponsor a Lunch at the 2017 Show Me Summit on Aging and Health. Your company's name will be displayed on all promotional materials and signage along with exposure on the MA4 website. Your company will be recognized during the sponsored lunch and a representative will have the opportunity to address the conference. You will be featured in the onsite materials along with a quarter page Ad in the program. One representative from your company may attend the conference and the banquet and will have an exhibit booth for promotional materials.

Tuesday's Luncheon sponsored by **Graves Menu Maker Foods**

### **Breakfast Sponsor ~ \$2,500**

**Two Available!** Partner with MA4 to sponsor a Breakfast at the 2017 Show Me Summit on Aging and Health. There are two breakfasts available and it's first come first served so get your registration in early. Your company's name will be displayed on all promotional materials and signage along with exposure on the MA4 website. You will be recognized during the sponsored breakfast and a representative will have the opportunity to address the conference. Your company will be featured in the onsite materials along with a quarter page Ad in the program. One representative from your company may attend the conference and the banquet and will have an exhibit booth for promotional materials.

## **SOLD** Plenary Session Sponsor ~ \$2,000 Wednesday's Plenary sponsored by **GA Foods &** Tuesday's Plenary sponsored by **The Missouri SMP**

## **Opening Plenary Session Sponsor ~ \$3,500**

Partner with MA4 to sponsor the Opening Plenary Session being held on Monday, September 11th. Sandy Markwood with n4a will be the Opening Plenary Session speaker. Your company's name will be displayed on all promotional materials and signage along with exposure on the MA4 website. You will have an opportunity at the beginning of the Opening Plenary Session to address the conference. Your company will be featured in the onsite materials along with a quarter page Ad in the program. One representative from your company may attend the conference and the banquet and will have an exhibit booth for promotional materials.

## **Business Expo ~ \$2,000**

Showcase your organization and service during the Business Expo Session scheduled on Tuesday, September 12th. You will have the opportunity to address the conference for up to 20 minutes and let the attendees know what is new at your company. One representative from your company may attend the conference and will have an exhibit booth for promotional materials.

**Reception Sponsor ~ \$1,500** **SOLD**  
sponsored by **The Baptist Home**

## **General Conference ~ \$1,000**

Partner with MA4 to sponsor the 2017 Show Me Summit on Aging and Health. Your company's name will be displayed on all promotional materials and signage along with exposure on the MA4 website and be featured in the onsite materials. One representatives from your company may personally attend the conference and will have an exhibit booth for promotional materials.

## **Hospitality Room ~ \$500**

Take part in the "Hospitality Hop" scheduled for the evening of Tuesday, September 12th. Hospitality rooms will be open at 5 pm. Rooms to date include GA Foods and Graves Menu Maker Foods.

## **Customized Sponsorships Available**

Don't see what you're looking for? Contact the MA4 Meeting Planners to help you create a custom marketing opportunity. Sandy Boeckman, at [sandyboeckman@gmail.com](mailto:sandyboeckman@gmail.com) or Abi Padgett, at [abipadgett@embarqmail.com](mailto:abipadgett@embarqmail.com) or call 573.634.2914.

# Sponsorship Registration

Organization Name \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Name/Title/Email of Persons Attending Summit \_\_\_\_\_

\_\_\_\_\_

Linked Web Address \_\_\_\_\_

Please complete all information as it should appear in promotional material.

Sponsorship Level \_\_\_\_\_

Please indicate which level of sponsorship from the previous two pages.

<input type="checkbox"/> Sponsor (indicate level above)	\$ _____
<b>Additional Services</b>	
<input type="checkbox"/> Summit Registration Tote Insert ( <i>per item</i> )	\$100.00
<input type="checkbox"/> Electrical Outlet	\$45.00
<input type="checkbox"/> Banquet Tickets ( <i>per person</i> )	# ____ X \$50.00
<b>Advertising Rates</b>	
<input type="checkbox"/> Full Page Ad - \$500	\$ _____
<input type="checkbox"/> Half Page Ad - \$250	\$ _____
<input type="checkbox"/> Quarter Page Ad - \$150	\$ _____
<b>Total Amount Enclosed \$ _____</b>	

### Payment Options

Check or Visa/MasterCard/Discover/American Express

Credit Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ Name on Card \_\_\_\_\_



Mail Registration and Payment To:  
 722 E. Capitol Avenue, Jefferson City, MO 65101  
 Fax: 573-635-7823 ~ Phone: 573-634-2914  
 Email: abipadgett@embarqmail.com

# Exhibitor Registration

Organization Name \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Website \_\_\_\_\_

Name/Title/Email of Persons Attending Summit \_\_\_\_\_

Please complete all information as it should appear in promotional materials.

<input type="checkbox"/> Non-Profit Organization	\$350.00
<input type="checkbox"/> For Profit Commercial	\$550.00
<b>Additional Services</b>	
<input type="checkbox"/> Summit Registration Tote Insert ( <i>per item</i> )	\$100.00
<input type="checkbox"/> Electrical Outlet	\$45.00
<input type="checkbox"/> Banquet Tickets ( <i>per person</i> )	# _____ X \$50.00
<b>Advertising Rates</b>	
<input type="checkbox"/> Full Page Ad - \$500	\$ _____
<input type="checkbox"/> Half Page Ad - \$250	\$ _____
<input type="checkbox"/> Quarter Page Ad - \$150	\$ _____
<b>Total Amount Enclosed</b> \$ _____	

## Payment Options

Check or Visa/MasterCard/Discover/American Express

Credit Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ Name on Card \_\_\_\_\_

Mail Registration and Payment To:  
 722 E. Capitol Avenue, Jefferson City, MO 65101  
 Fax: 573-635-7823 ~ Phone: 573-634-2914  
 Email: abipadgett@embarqmail.com





## Monday, September 11, 2017

- 7:30 am Registration
- 8:00-12:00 noon **Missouri Senior Services' Tax Fund Boards Meeting**
- 8:00-12:00 noon Exhibitor Set-up
- 8:30-12:00 noon Ma4 Board Meeting
- 12:00 noon Lunch on your Own
- 1:00 pm **Opening Plenary Session**
- 1:00-5:00 pm Exhibits Open
- 3:00 pm **Breakout Session #1**
- 5:30 pm Reception and Dinner

## Tuesday, September 12, 2017

- 7:00 am Registration and Breakfast Buffet
- 7:00-3:00 pm Exhibits Open
- 8:00-9:00 am **Morning Plenary Session**
- 9:00-11:00 am Business Expo
- 11:00-11:30 am Opportunity to View Exhibits
- 11:30-12:30 pm **Breakout Session #2**
- 12:30-1:30 pm Luncheon
- 2:00-4:00 pm Exhibit Hall Open to Public
- 1:30-2:30 pm **Breakout Session #3**
- 2:30-3:00 pm Opportunity to View Exhibits
- 3:00-4:00 pm **Breakout Session #4**
- 4:30 pm Optional Activities may include Isle of Capri Casino or Rocheport Winery

## Wednesday, September 13, 2017

- 7:30 am Registration and Breakfast Buffet
- 8:30-9:30 am **Morning Plenary Session**
- 9:30-10:30 am **Breakout Session #5**
- 10:30-11:30 am Ma4 Update
- 11:30 am Box Lunch, Door Prizes and Final Announcements

Like us on Facebook or visit [www.ma4web.org](http://www.ma4web.org) for updates on the 14th Annual Show Me Summit on Aging & Health