

Missouri Association of Area Agencies on Aging

presents

15th Annual

Show Me Summit on Aging & Health

September 10-12, 2018

Embassy Suites Hotel & Convention Center

St. Charles, MO

Sponsorship Tradeshow & Advertising Prospectus

The Missouri Association of Area Agencies on Aging (Ma4) is the leading voice for service, information and advocacy improving the lives of older Missourians. MA4 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. 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.

As the 15th Annual Show Me Summit on Aging and Health approaches, Ma4 would like to invite you to be a sponsor at the only statewide conference on aging. The Summit provides state of the science training and opportunities to the network. This conference will host over 300 attendees and more than 50 exhibitors and sponsors, and this year will be held on September 10-12, 2018 at the Embassy Suites Hotel in St. Charles, MO.

MISSOURI'S AREA AGENCIES ON AGING:

PROVIDE SERVICES IN EVERY COUNTY IN MISSOURI, SUCH SERVICES INCLUDE:

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

Because MA4 is a non-profit organization, and because we typically offer 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.

WHAT MISSOURI'S AREA AGENCIES ON AGING DO:

PROVIDE STRONG ADVOCACY - As advocates for our members, we work with the Missouri Legislature and federal policy makers in Washington, DC to gain support for mission-critical Aging Network Programs.

LEAD ON KEY ISSUES - Through 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.

**Attend the 15th Annual Show Me Summit on Aging & Health in St. Charles, MO.
Like us on Facebook or visit www.ma4web.org for updates.**

Join the Discussion. Support the Mission.

GUIDELINES

1. **EXHIBIT 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 at an additional cost. Ceiling mounted displays are not allowed.

2. **EXHIBIT BOOTH 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 general sessions and breaks. Up to 400 pieces of literature will be required. Materials may be shipped in advance to the hotel.

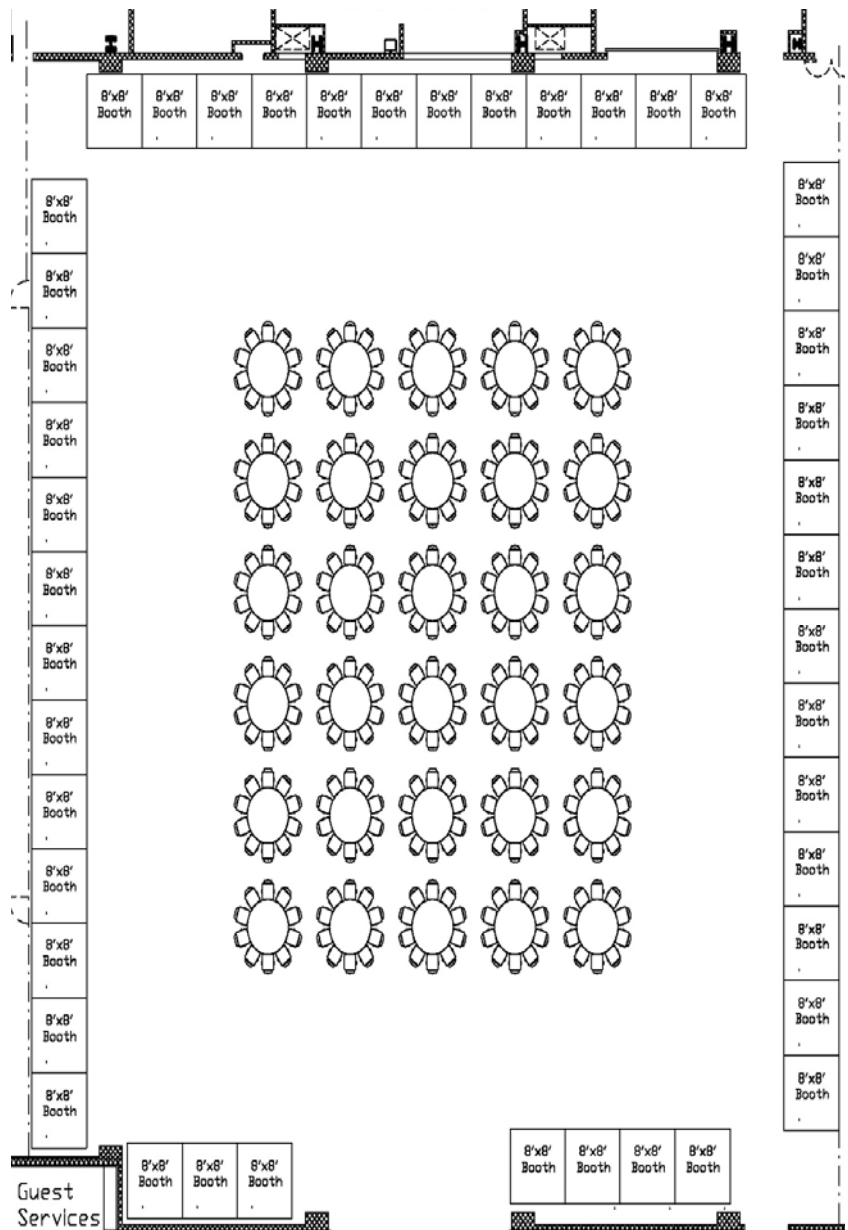
4. **SPONSORED BREAKS OR EVENTS** - Organizations are eligible to sponsor scheduled breaks, meals, banquet, etc. Appropriate signage will be displayed during such events. See sponsor information for details.

5. **TOTE BAG INSERTS** - Depending on your company's level of support, you are entitled 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 inserts to 722 E. Capitol Avenue, Jefferson City, MO 65101 by August 15, 2018. Items received after this date or oversized/heavy items may not be accepted.** Inserts can be purchased separately, see registration form.

6. **PRINT ADVERTISING** - Depending on your company's level of support, you are entitled 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, 2018. 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 ADVERTISING** - Depending on your company's level of support, you are entitled to a horizontal lower banner ad (level of support determines the size ad) on the ma4 website, www.ma4web.org. 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 registration page.

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



UNDERWRITING SPONSOR FOR \$10,000 Partner with MA4 to sponsor the 15th Annual 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. You will be recognized during the Opening Session as the Underwriting Sponsor and a representative from your company will have the opportunity to address the conference at this time. You will be featured in the onsite materials along with a full 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.

SOLD BANQUET & RECEPTION SPONSOR FOR \$5,000 Partner with MA4 to sponsor the Banquet and Reception on the evening of Monday, September 10th. 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 portion and a representative from your company will have the opportunity to address the conference at this time. 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.

SOLD OPENING SESSION SPONSOR FOR \$3,500 Partner with MA4 to sponsor the Opening Plenary Session being held on Monday, September 10th with Governor Martin J. Schreiber as 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.

LUNCHEON SPONSOR FOR \$3,000 Two Available! Partner with MA4 to sponsor a Luncheon at the 2018 Show Me Summit on Aging and Health. There are two plenary sessions 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. Your company will be recognized during the sponsored luncheon and a representative will have the opportunity to address the conference at this time. 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.

BREAKFAST SPONSOR FOR \$2,500 Two Available! Partner with MA4 to sponsor a Breakfast at the 2018 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 at this time. 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.

PLENARY SESSION SPONSOR FOR \$2,000 Two Available! Partner with MA4 to sponsor a Plenary Session at the 2018 Show Me Summit on Aging and Health. There are two plenary sessions available and it's first come first served so get your registration in early. Amy Gotwals with n4a will speak on Public Policy and the Aging network on Tuesday morning and the Wednesday morning Plenary Speaker is to be determined at this time. 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 plenary session and a representative will have the opportunity to address the conference at this time. Your company will be featured in the onsite materials. One representative from your company may attend the conference and the banquet and will have an exhibit booth for promotional materials.

GENERAL CONFERENCE SPONSOR FOR \$1,000 Partner with MA4 to sponsor the 2018 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 FOR \$500 Take part in the "Hospitality Hop" scheduled for the evening of Tuesday, September 11th. Hospitality rooms will be open at 5 pm. A room will be reserved in a hospitality area for your company's usage only. Arrangement for food and beverage are to be made with the hotel directly.

EXHIBIT BOOTH Non-Profit exhibit booths are \$350 and For Profit exhibit booths are \$550. Additional services such as tote inserts, banquet tickets and advertising can be purchased separately. See page 7 for registration information.

Contact the MA4 Meeting Planners to help you create a custom marketing opportunity. Sandy Boeckman, sandyboeckman@gmail.com or Abi Padgett, abipadgett@embarqmail.com, 573-634-2914, can assist with any logistical questions you may have.

HOTEL RESERVATIONS

To make room reservations, please contact the Embassy Suites Hotel & Convention Center at 1-800-HILTONS or 636-946-5544 and ask for block '**MIS**' when making your reservations. A block of guest rooms is being held at a special rate of \$127.00, all rooms are spacious two room suites.

Each reservation comes with a complimentary fully cooked to order breakfast from 6:30-9:00 am, a complimentary evening reception from 5:30-7:30 daily, complimentary self-parking and a local shuttle service within 3 miles of the hotel.

Reservations must be made by August 20, 2018 to receive the group discount.

Embassy Suites Hotel & Convention Center
Two Convention Center Plaza
St. Charles, MO 63303

SPONSOR REGISTRATION

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

Organization Name _____

Address _____

City/State/Zip _____

Phone _____ Email _____

Name/Title/Email of Persons Attending Summit _____

Linked Web Address _____

Sponsorship Level (see previous page) _____

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

Payment Options

Check Visa/MasterCard/Discover/American Express Invoice

Credit Card # _____

Exp. Date _____ CVV Code _____

Name/Organization 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

EXHIBIT BOOTH REGISTRATION

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

Organization Name _____

Address _____

City/State/Zip _____

Phone _____ Email _____

Name/Title/Email of Persons Attending Summit _____

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

Payment Options

- Check Visa/MasterCard/Discover/American Express Invoice

Credit Card # _____

Exp. Date _____ CVV Code _____

Name/Organization 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

SUNDAY, SEPTEMBER 9, 2018

1:00 - 5:00 pm **Mental Health First Aid Certification Training**

MONDAY, SEPTEMBER 10, 2018

7:30 am Registration
8:00 - 12 noon **Mental Health First Aid Certification Training continued**
8:00 - 12 noon **Missouri Senior Services' Tax Fund Boards Meeting**
8:00 - 12 noon Exhibitor Set-up
9:00 - 12 noon Ma4 Board Meeting
12 noon - 1:30 pm Caregivers Luncheon
12 noon - 5:30 pm Exhibit Hall Opens
1:30 - 3:30 pm **Opening Plenary Session**
3:30 - 4:00 pm Break to View Exhibits
4:00 - 5:00 pm **Breakout Session #1**
5:30 pm Reception and Dinner

TUESDAY, SEPTEMBER 11, 2018

7:30 am Registration
7:30 - 8:30 am Breakfast Buffet
7:30 - 3:00 pm Exhibits Open
8:30 - 10:00 am **Morning Plenary Session**
10:00 - 10:15 am Break to View Exhibits
10:15 - 11:15 am **Breakout Session #2**
11:15 - 11:30 am Break to View Exhibits
11:30 - 12:30 pm **Breakout Session #3**
12:30 - 1:30 pm Luncheon
1:30 - 2:30 pm **Breakout Session #4**
2:30 - 3:00 pm Break to View Exhibits
3:00 - 4:00 pm **Breakout Session #5**
4:00 pm Optional Activities available by Trolley (Trolley stops at Hotel Entrance every 15 minutes)
5:00 pm Hospitality Hop

WEDNESDAY, SEPTEMBER 12, 2018

7:30 am Registration
7:30 - 8:30 am Breakfast Buffet
8:30 - 9:30 am **Morning Plenary Session**
9:30 - 10:00 am Break
10:00 - 11:00 am **Breakout Session #6**
11:00 - 11:30 am **Ma4 Update**
11:30 am Box Lunch, Door Prizes and Final Announcements