

# sponsor invite

o4a ANNUAL CONFERENCE  
ON AGING OPPORTUNITIES

**November 18-19, 2015 | Hilton Easton | Columbus, Ohio**



*Advocacy. Action. Answers on Aging.*

**Ohio Association of Area Agencies on Aging (o4a)**  
**[www.ohioaging.org](http://www.ohioaging.org)**

# CONFERENCE TIMELINE

## Tuesday, November 17, 2015

5:00 - 9:00 p.m. *Exhibitor set up*

## Wednesday, November 18, 2015

7:00 - 8:00 a.m. *Exhibitor set up*

8:00 - 11:30 a.m. *Continental Breakfast & participants **visit exhibitors***

11:30 - 1:00 p.m. *Opening Luncheon Program*

1:00 - 1:30 p.m. *Break & participants **visit exhibitors***

1:30 - 3:00 p.m. *Concurrent Workshops I*

3:00 - 3:30 p.m. *Break & participants **visit exhibitors***

3:30 - 5:00 p.m. *Concurrent Workshops II*

## Thursday, November 19, 2015

8:00 - 10:00 a.m. *Buffet Breakfast and General Session*

10:00 - 10:30 a.m. *Break & participants **visit exhibitors***

10:30 - 12:00 p.m. *Concurrent Workshops III*

12:00 - 12:30 p.m. *Break & participants **visit exhibitors***

12:30 - 3:00 p.m. *Closing Luncheon Program*

12:30 p.m. *Exhibitors tear down*

Dear Aging Network Partner,

The **Ohio Association of Area Agencies on Aging (o4a)** invites you to participate in the o4a Annual Conference on Aging, **November 18-19, 2015, at the Hilton Easton in Columbus, Ohio, as a sponsor.** Over 400 professionals, advocates, and volunteers representing organizations in the aging network will be present. Each year these individuals look to o4a's statewide conference for new resources, innovative products and services, expert information, and key contacts. They want to hear about your organization.


As Ohio's largest conference on home and community-based care for over 20 years, our conference draws participants who want to learn about innovations and trends in the field of aging. Sponsors play a crucial role at o4a's Annual Conference. To ensure maximum visibility for your exhibit space, refreshments will be served in the exhibit area during breaks.

o4a is a statewide network of agencies that advocate for and provide services to older Ohioans. The association serves as a collective voice for Ohio's twelve Area Agencies on

Aging (AAAs) and provides them advocacy, training, communications, and public relations services. Working in communities throughout Ohio, AAAs plan, fund, and advocate for services that help older adults remain independent. AAAs help families by linking them with existing resources. AAAs also operate PASSPORT, Older Americans Act programs, and many other community-based programs.

As a starting point for developing your level of participation as a sponsor, o4a created the following packages. However, we encourage you to customize your sponsorship to meet your organization's needs by calling Penny Lovett at 614/481-3511. Don't delay to ensure you get the level of sponsorship you desire. You won't want to miss this opportunity to meet over 400 aging network professionals in one convenient location.

To learn more about o4a, visit the association's website at [www.ohioaging.org](http://www.ohioaging.org). Will you partner with o4a through conference sponsorship?

Sincerely,  
  
Larke Recchie, CEO



**Larger exhibit hall this year!!**

**Your partnership is essential. Thank you.**

### Title Sponsor - \$10,000 AVAILABLE

- Includes “Exclusive Sponsor Recognition Package”\*
- Listing in all conference announcements as Title Sponsor
- Your organization’s name & logo on the Registration Booklet cover and Program cover
- Full page ad in the Conference Registration Booklet and Program
- “A word from our title sponsor” includes 2 page e-blast sent to all registrants

- Recognition throughout the conference
- Double exhibit space with two draped tables in the most prominent location
- Four complimentary registrations for all conference events
- Your banner displayed throughout the conference
- Right of first refusal for Title Sponsor at o4a’s 2016 Annual Conference
- *Listing on the website conference page with logo and hotlink*

### Breakfast Sponsor - \$6,000 RESERVED

- Includes “Exclusive Sponsor Recognition Package”
- Exhibit space and 2 complimentary registrations to all conference events
- ¼ page ad space in the Conference Program
- Easel signage to announce your sponsorship at the “Breakfast Session” on Friday
- Special recognition with your logo in the Conference Program
- Opportunity to introduce the speaker at the “Breakfast Session”
- *Listing on the website conference page with logo*

### Closing Luncheon Sponsor - \$5,000

- Includes “Exclusive Sponsor Recognition Package”
- Exhibit space and 2 complimentary registrations to all conference events
- ¼ page ad space in the Conference Program
- Easel signage to announce your sponsorship at the “Closing Luncheon Session” on Friday
- Special recognition with your logo in the Conference Program
- Opportunity to introduce the speaker at the “Closing Luncheon”
- *Listing on the website conference page with logo*

### Speakers’ Presentations Sponsor - \$5,000

- Includes “Exclusive Sponsor Recognition Package”
- Exhibit space and 2 complimentary registrations to all conference events
- ¼ page ad space in the Conference Program
- Your logo and hotlink on website with speakers presentation links
- Special recognition with your logo in the Conference Program
- *Listing on the website conference page with logo*

#### \*EXCLUSIVE SPONSOR RECOGNITION PACKAGE

This package is included with all exclusive sponsorships. It provides:

- “Thank you to our 2015 Sponsors” pdf on o4a website
- Participant List after the event (*names and organization only*)
- All exclusive sponsors are invited to the opening lunch!

## **Registration Sponsor - \$5,000**

- Includes “Exclusive Sponsor Recognition Package”
- Exhibit space and 1 complimentary registration to all conference events
- ¼ page ad space in the Conference Program
- Easel signage to announce your sponsorship at the registration area
- Special Recognition with your logo in the Conference Program at the bottom of every other page
- *Listing on the website conference page*

## **Audio Visual Sponsor - \$4,000 RESERVED**

- Includes “Exclusive Sponsor Recognition Package”
- Exhibit space and 1 complimentary registration to all conference events
- ¼ page ad space in the Conference Program
- Easel signage to announce your sponsorship at the registration area
- Special Recognition with your logo in the Conference Program at the bottom of every other page
- *Listing on the website conference page*

## **Monday Afternoon Break Sponsor - \$4,000**

- Includes “Exclusive Sponsor Recognition Package”
- Exhibit space and 1 complimentary registration to all conference events
- ¼ page ad space in the Conference Program
- Easel signage to announce your sponsorship at the “Monday Afternoon Break”
- Special Recognition with your logo in the Conference Program
- *Listing on the website conference page*

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### **o4a Program Ad Specifications**

#### Ad Sizes:

- Full-page ad (no bleeds): 7.5” w x 10” h
- Half-page ad (horizontal): 7.5” w x 4.875” h
- Half-page ad (vertical): 3.67” w x 10” h
- Quarter-page ad: 3.67” w x 4.875” h
- Business card ad: 3.5” w x 2” h

**Ad Deadline: October 16, 2015**

Send To: [Lovett@ohioaging.org](mailto:Lovett@ohioaging.org)

#### Ads Accepted ONLY in the Following Formats & Print Quality:

- PDF (press quality/print ready)

Resolution: Photos and logos must be at least 300-dpi resolution for print quality.

Color /BW: All ads will be printed in black and white

#### Please, NO:

- Microsoft Word ads
- Low-resolution graphics and logos (such as 72-dpi web graphics)

**\*\*Do not send files larger than 7 mb. To send larger file please go to:**

[www.YouSendIt.com](http://www.YouSendIt.com) and e-mail it to [lovett@ohioaging.org](mailto:lovett@ohioaging.org)  
**FREE of charge.**

### Gold Sponsors - \$950

- Includes “Basic Sponsor Recognition Package”\*
- Exhibit space and 1 complimentary registration to all conference events
- 3 ½ x 2” ad space in the Conference Program

### Silver Sponsors - \$750

- Includes “Basic Sponsor Recognition Package”\*
- Exhibit space and 1 complimentary admission to the “Opening Luncheon”

### Bronze Sponsors - \$550

- Includes “Basic Sponsor Recognition Package”\* only (no exhibit space)

### \*BASIC SPONSOR RECOGNITION PACKAGE

This package is included with all sponsorships. It provides:

- Your organization promoted on the sponsor sign displayed during the entire conference
- Acknowledgment of your sponsorship in the Conference Registration Booklet & Program

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## Reserve your spot online TODAY - space is limited!

Complete the ONLINE Sponsorship Form in just few clicks...

1. [Click HERE](#) to go to the online registration form.
2. Complete the sponsorship form and select your level of sponsorship.
3. Submit the form

Questions? Email [lovet@ohioaging.org](mailto:lovet@ohioaging.org)