

# sponsor invite

**o4a ANNUAL CONFERENCE  
on Aging and Disability  
Resource Networks**

**OPPORTUNITIES**

**November 9-10, 2016 | 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 8, 2016

5:00 - 9:00 pm                      *Exhibitor set up*

## Wednesday, November 9, 2016

7:00 - 8:00 am                      *Exhibitor set up*

8:00 - 11:30 am                      *Continental Breakfast & participants **visit exhibitors***

11:30 am - 1:00 pm                      *Opening Luncheon Program*

1:00 - 1:30 pm                      *Break & participants **visit exhibitors***

1:30 - 3:00 pm                      *Concurrent Workshops I*

3:00 - 3:30 pm                      *Break & participants **visit exhibitors***

3:30 - 5:00 pm                      *Concurrent Workshops II*

## Thursday, November 10, 2016

8:00 - 10:00 am                      *Buffet Breakfast and General Session*

10:00 - 10:30 am                      *Break & participants **visit exhibitors***

10:30 am - 12:00 pm                      *Concurrent Workshops III*

12:00 - 12:30 pm                      *Break & participants **visit exhibitors***

12:30 - 3:00 pm                      *Closing Luncheon Program*

12:30 pm                      *Exhibitors tear down*

**Larger exhibit hall this year!!**

Dear Aging Network Partner,

The **Ohio Association of Area Agencies on Aging (o4a)** invites you to participate in the o4a Annual Conference on Aging on **November 9-10, 2016, at the Hilton Easton in Columbus, Ohio, as a sponsor**. Over 500 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 25 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 are pivotal in PASSPORT, Older Americans Act programs, the Ohio Home Care Waiver, MyCare Ohio, 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 Carol Rose 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 500 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



*Advocacy. Action. Answers on Aging.*

**Your partnership is essential.**

**Thank you!**

### Title Sponsor - \$10,000

- Includes “Exclusive Sponsor Recognition Package”\*
- Listing in all conference announcements as Title Sponsor
- Your organization’s name and 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 two-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 2017 Annual Conference
- *Listing on the website conference page with logo and hotlink*

### Breakfast Sponsor - \$6,000

- Includes “Exclusive Sponsor Recognition Package”
- Exhibit space and two (2) complimentary registrations to all conference events
- Quarter (¼) page ad space in the Conference Program
- Easel signage to announce your sponsorship at the “Breakfast Session” on Wednesday
- 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 two (2) complimentary registrations to all conference events
- Quarter (¼) page ad space in the Conference Program
- Easel signage to announce your sponsorship at the “Closing Luncheon Session” on Wednesday
- 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 two (2) complimentary registrations to all conference events
- Quarter (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, and provides the following:

- “Thank you to our 2016 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 one (1) complimentary registration to all conference events
- Quarter (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

- Includes “Exclusive Sponsor Recognition Package”
- Exhibit space and one (1) complimentary registration to all conference events
- Quarter (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*

## Tuesday Afternoon Break Sponsor - \$4,000

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

---

### 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: September 26, 2016**

Send to: [rose@ohioaging.org](mailto:rose@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 7mb. To send larger file, please go to:**

[www.YouSendIt.com](http://www.YouSendIt.com), and e-mail to [rose@ohioaging.org](mailto:rose@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

---

## 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 [rose@ohioaging.org](mailto:rose@ohioaging.org)