

o4a Annual Conference

FOR AGING AND DISABILITY RESOURCE NETWORKS

Sponsorship Opportunities



HILTON EASTON COLUMBUS, OH

OCTOBER 20-21, 2021



Dear Aging and Disability Network Partner,

The Ohio Association of Area Agencies on Aging (o4a) invites you to participate as a sponsor in the 32nd Annual o4a Conference on Aging and Disabilities on October 20-21, 2021, at the Hilton Easton in Columbus, Ohio. Over 500 professionals, advocates, and volunteers representing organizations in the aging network have been regular participants. 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 30 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. We will be adhering to the Governor's COVID 19 Executive Orders at the time of the conference. We anticipate the potential need for holding a hybrid conference with some on-line activity. Many Area Agency on Aging staff, board, and provider partners are eager to be together again in person so that will be our focus.

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 (12) 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, Senior levies, 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 our office 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. Will you partner with o4a through conference sponsorship?

Sincerely,



Larke Recchie, CEO



Advocacy. Action. Answers on Aging.

Your partnership is essential.
Thank you!

Conference Timeline

Tuesday, October 19, 2021

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

Wednesday, October 20, 2021

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, October 21, 2021

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*

Large Remodeled Exhibit Hall!

Exclusive Sponsorship Opportunities

Title Sponsor - \$10,000

- Includes “Exclusive Sponsor Recognition Package” *
- Listing in all conference announcements as Title Sponsor
- Your organization’s name on the cover of the conference program
- Full page ad in the Conference Program
- “A Word from our Title Sponsor” e-article
- Recognition throughout the conference
- Double exhibit space with two draped tables in a prominent location.
- Four complimentary registrations for all conference events
- Your company name and logo on easel signage at the conference.
- Right of first refusal for Title Sponsor at o4a’s 2022 Annual Conference
- Listing on the website conference page with logo

Opening Luncheon Sponsor - \$6,000

- Includes “Exclusive Sponsor Package”
- Exhibit space and two (2) complimentary registrations to all conference events
- Quarter (1/4) page ad space in the Conference Program
- Easel signage to announce your sponsorship at the “Opening Luncheon” on Wednesday
- Special recognition with your logo in the Conference Program
- Opportunity to introduce the speaker at the “Opening Luncheon”
- Listing on the website conference page with logo and hotlink

Breakfast Sponsor - \$6,000

- Includes “Exclusive Sponsor Package”
- Exhibit space and two (2) complimentary registrations to all conference events
- Quarter (1/4) page ad space in the Conference Program
- Easel signage to announce your sponsorship at the “Breakfast Session” on Thursday
- 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 and hotlink

Closing Luncheon Sponsor - \$5,000

- Includes “Exclusive Sponsor Package”
- Exhibit space and two (2) complimentary registrations to all conference events
- Quarter (1/4) page ad space in the Conference Program
- Easel signage to announce your sponsorship at the “Closing Luncheon” on Thursday
- 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 Package”
- Exhibit space and two (2) complimentary registrations to all conference events
- Quarter (1/4) page ad space in the Conference Program
- Easel signage to announce your sponsorship
- 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

Registration Sponsor - \$5,000

- Includes “Exclusive Sponsor Package”
- Exhibit space and two (2) complimentary registrations to all conference events
- Quarter (1/4) 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
- Listing on the website conference page

Platinum Sponsor - \$10,000

- Includes “Exclusive Sponsor Recognition Package”*
- Listing in all conference announcements as Platinum Sponsor
- Full page ad in the conference program
- An article about your organization in our newsletter
- Recognition throughout the conference
- Double exhibit space with two draped tables in a prominent location
- Four complimentary registrations for all conference events
- Your banner displayed throughout the conference
- Right of first refusal for Platinum Sponsor at o4a’s 2022 Annual Conference
- Listing on the website conference page with logo

*Exclusive Sponsor Package

This package is included with all exclusive sponsorships, and provides the following:

- “Thank you to our 2021 Sponsors” on o4a website and in conference program
- Participant List after the event (*names and organization only*)
- All exclusive sponsors are invited to the opening lunch

Exclusive Sponsorship Opportunities Continued

Audio Visual Sponsor (Easton Ballrooms) - \$4,000

- Includes “Exclusive Sponsor 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
- Special Recognition with your logo in the Conference Program at bottom of every other page
- Listing on the website conference page

Audio Visual Sponsor (Regency Ballrooms) - \$4,000

- Includes “Exclusive Sponsor 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 bottom of every other page
- Listing on the website conference page

Wednesday Afternoon Break Sponsor - \$4,000

- Includes “Exclusive Sponsor 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 “Wednesday Afternoon Break”
- Special Recognition with your logo in the Conference Program
- Listing on the website conference page

Student Sponsorship - \$3,000

- Includes “Exclusive Sponsor Package”
- Exhibit space and one (1) complimentary registration to all conference events
- Quarter (¼) page ad space in the Conference Program
- Recognition of eight (8) students to attend the Conference
- Special Recognition with your logo in the Conference Program
- Listing on the website conference page

Student Sponsorship - \$2,500

- Includes “Exclusive Sponsor Package”
- Exhibit space and one (1) complimentary registration to all conference events
- Quarter (¼) page ad space in the Conference Program
- Recognition of six (6) students to attend the Conference
- Special Recognition with your logo in the Conference Program
- Listing on the website conference page

*Exclusive Sponsor Package

This package is included with all exclusive sponsorships, and provides the following:

- “Thank you to our 2018 Sponsors” on o4a website and in conference program
- Participant List after the event (*names and organization only*)
- All exclusive sponsors are invited to the opening lunch

*Quote from an Annual Sponsor

“It was an incredible opportunity to be an o4a sponsor ... We brought over half of our staff members with us over the course of the two days, and thoroughly enjoyed getting to interact face-to-face with many of the providers and people we speak to on the phone daily. These interactions helped bridge the gap between provider and case manager and acknowledge our common goal of keeping our clients healthy and happy!”

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

Ads Accepted ONLY in the Following Formats & Print Quality:

JPEG or GIF (press quality/print ready)

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

Color or BW: All ads will be printed as received

Please ... NO Microsoft Word ads, pdf’s, or low-resolution graphics/logos

Ad Deadline: September 21, 2021
Send to: o4a@ohioaging.org

****Do not send files larger than 7mb.**
To send larger file, please go to:
www.YouSendIt.com, and e-mail to
o4a@ohioaging.org
FREE of charge

Basic Sponsorship Opportunities

Gold Sponsors - \$1,000

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

Silver Sponsors - \$800

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

*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 Program

Reserve your spot online TODAY - space is limited!

Complete the ONLINE Sponsorship Form in just a 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 or call:

o4a@ohioaging.org or 614-481-3511.