

Missouri Association of Homes for the Aging

Sponsor & Advertiser Prospectus

The Future of Aging Services

MoAHA Annual Conference | September 22-24, 2010 | Lake Ozark

Who Decides?



MoAHA Annual Conference & Exposition

September 22-24, 2010
Lodge of Four Seasons
Lake Ozark, Missouri



2010 Sponsorship & Advertising Opportunities

Sponsorship Opportunities

All sponsoring organizations will receive recognition in the MoAHA newsletter & on-site brochure. Other benefits include promotion of your web address in promotional materials, multiple verbal and signage acknowledgments during the conference. All sponsorship opportunities are on a first come, first served basis determined by the date of receipt of contract. In order to maximize exposure at the 2010 MoAHA Annual Conference, the following sponsorship opportunities are available:

CATEGORY	AMOUNT	BENEFITS
"Who Decides" Conference Sponsor	\$5,000	Thank you signage, banner*, verbal recognition at Opening Session and Wednesday evening events, and an exhibit booth in exhibit hall
Wednesday Luncheon	\$750	Thank you signage, banner*
Wed. Evening Dinner & Entertainment	\$1,000	Thank you signage, banner*
Awards Ceremony	\$1,000	Thank you signage, banner*
Wed. Night Hospitality Suite**	\$1,000	Thank you signage, banner*
Thursday Breakfast (held in exhibit hall)	\$1,000	Thank you signage, banner*
Thursday Lunch (held in exhibit hall)	\$1,000	Thank you signage, banner*
Thursday Networking Reception*** (poolside - weather permitting)	\$1,000	Thank you signage; exhibit booth in exhibit hall
Thursday Night Hospitality Suite**	\$1,000	Thank you signage, banner*
Friday Roundtable Breakfast	\$750	Thank you signage, banner*
Tote Bags	\$2,250	Logo on tote bags & literature insert in bag (provided by sponsor)
Name Badge Holders	\$1,750	Logo on badge holder
Keynote Presentations	\$850	Thank you signage, banner* & literature display table in room
Attendee Roster	\$600	Name/logo on roster
Exhibitor Roster	\$600	Name/logo on roster
Concurrent Educational Sessions	\$500	Thank you signage
Literature Insert	\$400	Flyer/brochure* in attendee tote bags
Refreshment Breaks	\$400	Thank you signage

*Sponsor must provide

**Suite is reserved by MoAHA and hosted by sponsor & MoAHA. Sponsorship is for refreshments & supplies. Sponsor can provide "imprinted" items.

***See next page for details on Thursday evening Networking Reception....





2010 Sponsorship & Advertising Opportunities

Unique Sponsorship Opportunity - (Networking Reception)

We all know nothing matches the persuasive power of talking and listening to prospective clients face-to-face. Our 2010 conference will provide you with a dynamic atmosphere to promote your business to conference participants. **But why not set your company apart** - Capture your audience’s attention by being a sponsor of the Networking Reception.

New this year is an opportunity to mingle with key aging service providers and other business firm members in a fun atmosphere. Sponsors of the Networking Reception will receive great exposure to a captive audience and access to your target market and the visibility you need to stand out from the competition.

Details – sponsors will be asked to provide a unique or fun component to the reception (examples: “build your own drink or dessert station; wine & cheese tasting station; hors d’oeuvres; massage relaxation station; games - wii; golf; carnival games; etc). With a little creativity and imagination the possibilities are endless.....

Multiple sponsors will be allowed. Sponsors will be responsible for working directly with The Lodge of Four Seasons in setting up the details of their “event” and all fees incurred. What a great way of saying thank you to the organizations who have supported your services throughout the years.

Sponsorship will include:

- Exhibit Booth in exhibit hall
- Recognition in the MoAHA newsletter and on-site brochure
- Thank you signage at the event
- Multiple verbal acknowledgements during the conference and promotion of this new exciting event



(please note – sponsor is responsible for all other costs associated with providing this sponsorship)

Advertising Opportunities

Advertising in MoAHA’s registration brochure is an excellent way to reinforce your commitment to MoAHA’s Annual Conference and Exposition. It is also a great way to have presence if you’re unable to participate in other ways.

The following advertising opportunities are available in the 2010 MoAHA Annual Conference & Exposition Registration brochure. The brochure will be mailed and/or emailed to long-term care providers in MO.

Outside Back Cover (Full Page)	\$550	Max. 7 1/2 in. wide x 10 in. high
Inside Front Cover (Full Page)	\$550	Max. 7 1/2 in. wide x 10 in. high
Inside Back Cover (Full Page)	\$550	Max. 7 1/2 in. wide x 10 in. high
Full Page	\$400	Max. 7 1/2 in. wide x 10 in. high
Half Page	\$250	Max. 7 1/2 in. wide x 5 in. high

*Error free digital files may be sent to Carol Hudspeth at carol@moaha.org.
Photographic images must be 600 resolution in the size that they are to be reproduced.



2010 Sponsorship & Advertising Opportunities

Sponsorship / Advertising Opportunities

All sponsorship/advertising opportunities are on a first come, first serve basis determined by the date of receipt of contract and full payment.

I want to be a 2010 sponsor in the following categories:

- | | | | |
|--|---------|--|---------|
| <input type="checkbox"/> Who Decides Sponsor | \$5,000 | <input type="checkbox"/> Exhibit Hall Breakfast | \$1,000 |
| <input type="checkbox"/> Tote Bags | \$2,250 | <input type="checkbox"/> Exhibit Hall Lunch | \$1,000 |
| <input type="checkbox"/> Thurs. Networking Reception | \$1,000 | <input type="checkbox"/> Keynote Presentations | \$ 850 |
| <input type="checkbox"/> Thurs. Night Hospitality | \$1,000 | <input type="checkbox"/> Friday Roundtable Breakfast | \$ 750 |
| <input type="checkbox"/> Name Badge Holders | \$1,750 | <input type="checkbox"/> Wednesday Luncheon | \$ 750 |
| <input type="checkbox"/> Wednesday Night Hospitality | \$1,000 | <input type="checkbox"/> Attendee Roster | \$ 600 |
| <input type="checkbox"/> Awards Ceremony | \$1,000 | <input type="checkbox"/> Exhibitor Roster | \$ 600 |
| <input type="checkbox"/> Wed. Dinner & Entertainment | \$1,000 | <input type="checkbox"/> Concurrent Education Sessions | \$ 500 |
| <input type="checkbox"/> Refreshment Breaks | \$ 400 | <input type="checkbox"/> Literature Insert in tote bag | \$ 400 |

I want to advertise in the 2010 conference registration brochure in the following category:

- | | | | |
|---|-------|------------------------------------|-------|
| <input type="checkbox"/> Outside Back Cover | \$550 | <input type="checkbox"/> Full Page | \$400 |
| <input type="checkbox"/> Inside Front Cover | \$550 | <input type="checkbox"/> Half Page | \$250 |
| <input type="checkbox"/> Inside Back Cover | \$550 | | |

Payment for Sponsorship & Advertising

Company Name: _____

Contact: _____ Phone Number: _____

Address: _____

City/State/Zip: _____

Fax Number: _____ E-mail Address: _____

Sponsorship Fee: \$ _____ Advertising Fee: \$ _____ TOTAL PAYMENT: _____

Type of payment: Check Visa MasterCard

Credit Card #: _____ Expiration Date: _____

Please PRINT name on card: _____ Signature: _____

Last 3 digits in Auth Signature box: _____ Billing Address: _____

**Please make checks payable to MoAHA and mail with completed application to:
MoAHA ~ 3412 Knipp Drive, Suite 102 ~ Jefferson City, MO 65109.
Applications may be e-mailed to carol@moaha.org if payment is by credit card.**

For MoAHA Use Only

Sponsorship Amount: _____ Advertising Amount: _____

Total Amount: _____ Date Received: _____

Check #: _____

