

**Reach more than 4,000 professionals in the field of aging**

# INVEST IN AGING

**STRENGTHENING FAMILIES,  
COMMUNITIES AND OURSELVES**

**Become a sponsor of the  
2006 Joint Conference of  
The National Council on the  
Aging and the American  
Society on Aging**

*March 16-19, 2006  
Anaheim, California*

The nation's two largest professional associations in aging—The National Council on the Aging (NCOA) and the American Society on Aging (ASA)—are collaborating again to offer a dynamic educational conference and networking opportunity for professionals in the field of aging. This not-to-be-missed conference—with over 900 sessions covering a diverse range of topics in aging—will showcase innovative programs, foster policy discussion and advocacy, and share cutting-edge research findings. More than 4,000 NCOA and ASA members and other professionals will come to Anaheim to network with colleagues and attend educational sessions. The theme of the conference is “Invest in Aging: Strengthening Families, Communities and Ourselves.”

*A large part of what makes this conference a success is support from our sponsors. Sponsorships are available at the levels outlined in the following pages. We invite you to support this event and increase your visibility in the field of aging.*

## **WHO ATTENDS?**

Adult day centers  
Business and industry  
Consulting firms, professionals in private practice  
Educational institutions  
Faith-based organizations  
Government agencies  
Home and community-based agencies  
Hospitals, medical centers and healthcare services  
Religious institutions and agencies  
Retirement communities, assisted living and long-term care facilities  
Senior centers  
Social services agencies  
Volunteer and advocacy organizations

## **WHO SPONSORS?**

Healthcare and pharmaceutical companies  
Companies offering products and services for independent living  
Internet, technology and telecommunications companies  
Financial services and insurance companies  
Senior living companies  
Foundations and nonprofit associations  
Trade associations

Visit the conference website: **[www.agingconference.org](http://www.agingconference.org)**

# SPONSORSHIP OPPORTUNITIES

## PLATINUM

Sponsors at the Platinum level are the primary supporters for the general sessions and key events. Exclusive sponsorships of critical issues sessions or key events are available.

### Opening General Session (\$35,000) **SOLD**

Thursday, March 16, 8-10 AM

### Closing General Session (\$25,000)

Sunday, March 19, 11:30 AM-1 PM

Two General Sessions in exclusive time slots, which are attended by a majority of conference participants, feature major cultural, intellectual and political leaders. Sponsors are expected to cover any speaker costs and audiovisual expenses for the General Sessions in addition to the sponsorship fee.

### Critical Issues in Aging Sessions (\$20,000)

The 8:00-10:00 AM time slots on Friday, March 17 and Saturday, March 18 will feature four to six concurrent sessions on major topics of importance to conference attendees. Keynote speakers or panels of experts will present four to six key issues each day such as Medicare, civic engagement, cognitive fitness, telehealth and information technology, HIV/AIDS and the older adult, end-of-life issues, mental health and aging, update on Alzheimer's, healthy lifestyles, and women in transition. Since these sessions are in an exclusive time slot, most conference participants will

attend one of these highly visible sessions. Sponsors are expected to cover any speaker costs and audiovisual expenses for the Critical Issues in Aging sessions in addition to the sponsorship fee.

### Conference Program Book (\$20,000)

Sponsor the 400-page conference program used by all participants throughout the four-day conference. (Includes your advertisement on the back cover!)

*The following key events are available for exclusive sponsorship at the Platinum level. You may also co-sponsor them for \$15,000 at the Gold level.*

### Special Programs (\$25,000 sole sponsor)

Full-day special programs on various issues are presented by ASA and NCOA constituent groups. Topics include:

- Civic Engagement
- Medicines and Aging Core Curriculum
- Managing Challenging Behaviors
- Universal Design
- Spirituality, Culture and End-of-Life Issues
- Health Promotion in the 21st Century
- Integration and Long-Term Care

### Evening Social Event (\$25,000 sole sponsor)

This is the major "fun" event of the conference, which is free to all conference attendees and features food and entertainment.

## PLATINUM LEVEL BENEFITS

Name or logo on conference tote bag

Full-page ad in conference program

Conference registration for four people

Two complimentary exhibit booths

Logo displayed at general sessions and on conference home page

Name on large banner in the Exhibit Hall

Name listed inside conference program cover

Name listed on conference signage in main registration area



THE NATIONAL  
COUNCIL ON  
THE AGING



# SPONSORSHIP OPPORTUNITIES

## GOLD

### Breakfast Symposia (\$15,000)

Four to six breakfast symposia, each addressing a cutting-edge health issue, may be sponsored. Anticipated attendance for these sessions is 400-500 people each. Topics such as Alzheimer's disease, vision loss, HIV/AIDS, nutrition, or depression will be presented by leading researchers and clinicians. Sponsors of breakfast symposia are also expected to cover any speaker costs, food and audio-visual expenses for the symposia.

### Badge Holders (Two cosponsors at \$15,000 each)

Your logo and name on the canvas badge holders used by all attendees.

## SILVER

### Conference Signage (up to 3 sponsors @ \$10,000 each)

Your logo prominently placed as the sponsor of 12 eight-foot-high signs listing all the major activities of four conference days, placed in two different hotel venues.

### Subject Track Sponsorships (\$10,000)

Choose from one of the more than 50 subject tracks, each featuring 10-60 sessions on a related topic. (For a complete list of subject tracks, click [here](#).) or visit [www.agingconference.com](http://www.agingconference.com).

### Hotel Key Cards (Two cosponsors at \$10,000 each)

Your logo and name on the plastic hotel key cards used by hotel guests attending the conference.

## BRONZE

### Learning Corridor (\$5,000)

An exhibit of educational materials and products related to training in aging used in elder education, staff development or in-service training.

### Media Festival (\$5,000)

Open throughout the conference, the festival features screenings of some of the year's best videos and films on aging, covering a broad range of subjects.

### Renewal and Rejuvenation Room (\$5,000)

A unique area offering a variety of renewal and rejuvenation activities ranging from massage, yoga, meditation, art, acupuncture, comedy and more.

## GOLD LEVEL BENEFITS

Full-page ad in conference program

Conference registration for three people

One complimentary exhibit booth

Logo displayed at general sessions and on conference home page

Name listed inside conference program cover

Name listed on conference signage in main registration area

## SILVER LEVEL BENEFITS

Half-page ad in conference program

Conference registration for two people

One complimentary exhibit booth

Logo displayed at general sessions and on conference website throughout the year

Name listed on conference signage in main registration area

## BRONZE LEVEL BENEFITS

Quarter-page ad in the conference program

Conference registration for one person

Logo displayed at general sessions and on conference website throughout the year

Name listed inside conference program cover

Name listed on conference signage in main registration area

## EXHIBIT HALL SPONSORSHIPS

More than 160 companies and organizations will display products and services at the exhibit hall. Sponsors of the exhibit hall gain exposure to representatives of these companies and the thousands of attendees who come to see them.

### Sponsorships include:

Opening Reception in the Exhibit Hall (\$25,000 sole sponsor; \$15,000 co-sponsor)

Happy Hour Reception (\$15,000)

Exhibit Hall Coffee Breaks (3 @ \$10,000 each)

## JOURNALIST ACTIVITIES AT THE JOINT CONFERENCE

Over 100 members of the mainstream and industry press cover the Joint Conference, more than any other event in the field of aging. Sponsors gain exposure to the leading journalists covering the field.

### Sponsorships include:

Joint Conference Press Room (\$10,000 sole sponsor, \$5,000 co-sponsor)

Online Press Room (\$5,000 sole sponsor, \$2,500 co-sponsor)

Press Briefing Room (\$5,000 sole sponsor, \$2,500 co-sponsor)

Journalists' Reception and Dinner (\$5,000 co-sponsor)

## JOINT CONFERENCE MEMORABILIA

Memorabilia with your company's logo can be placed in the conference bag. Sponsorship includes paying for the cost of the items plus a fee to be determined based on the size of the item and logo.

### Sponsorships are available for items such as:

Notebooks

Portfolios

Pens

Program bookmark

## PRIOR SPONSORS

NCOA and ASA wish to acknowledge their previous sponsors for demonstrating their commitment to the field of aging:

AARP • Abbott Laboratories • Administration on Aging • American Federation for Aging Research • Archstone Foundation • AstraZeneca • Beverly Foundation • Center for Spirituality and Ethics in Aging • Ceridian • CVS/pharmacy • Drugstore.com • Eli Lilly and Company • Forest Pharmaceuticals • GlaxoSmithKline • Hartford • IBM • Independence Blue Cross • LesConcierges • Lifecare, Inc • Matz-Blancato & Associates • Merck • MetLife Mature Market Institute • National Highway Traffic Safety Administration • Ortho McNeil • Presbyterian Senior Services • Pfizer • Resort Condominiums International, LLC • Ross Products, Division of Abbott Laboratories • The SCOOTER Store • Together Rx • Tyco Healthcare • Verizon • Wal-Mart

For more information about the Joint Conference or to learn about other sponsorship opportunities, contact Dominick Albano at (415) 974-9615 or [dominicka@asaging.org](mailto:dominicka@asaging.org), or Chuck Mondin at (202) 479-6678 or [chuck.mondin@ncoa.org](mailto:chuck.mondin@ncoa.org).