

SPONSORSHIP & EXHIBITOR OPPORTUNITIES

2020 AGING IN TEXAS CONFERENCE



AGING in TEXAS CONFERENCE | 2020

May 20-22 | El Paso, TX | El Paso Convention Center

SPONSORSHIP OPPORTUNITIES

GENERAL INFORMATION

The [Aging in Texas Conference \(AiTC\)](#) provides an excellent opportunity to present your organization as a leader in the vibrant and growing aging and disability service industry. Located at the El Paso Convention Center in El Paso, Texas, this annual conference will provide you and your organization the opportunity to promote your products and services to more than 300 administrators, service providers, and independent professionals who serve older Texans across the state. Join the conference today!

A wide variety of sponsorship levels are available, including custom packages that can be designed to fit your needs. Registration for sponsorships is available online at <https://tarc.regfox.com/2020-aging-in-texas-conference>.

SPONSORSHIP LEVELS AND RATES QUICK GUIDE

Sponsorship Benefits	Title \$20K	Platinum \$15K	Gold \$10K	Silver \$8K	Bronze \$5K	Supporting \$2K
Listing in all conference announcements	X	X	X	X	X	X
Link to organization's site on conference website	X	X	X	X	X	X
Acknowledgement in conference program	X	X	X	X	X	X
Exhibit space	X	X	X	X	X	X
Signage at conference registration	X	X	X	X	X	X
One-page enclosure in each registrant packet	X	X	X	X	X	X
Complimentary registration(s) including all meals	4	4	3	3	2	1
Ad in conference program	Full-Page Inside Front Cover	Full-Page	Half-Page	Half-Page	Half-Page	Quarter-Page
Exclusive sign recognition and material placement	Exhibit Hall Welcome Reception	Exhibit Hall Closing Reception	Coffee or Snack Break	Coffee or Snack Break		
Promotional video or welcome remarks	3 minutes	2 minutes	30 seconds			
Name and logo on promotional item*	X	X	X			
Official conference lanyard sponsor		X				
Official conference bag sponsor	X					
Official Welcome Reception photo booth sponsor	X					

*Promotional item selected from variety of pre-determined items and to be included at certain scheduled events (See full level descriptions for more details.)

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\$20,000 TITLE SPONSOR (1 AVAILABLE)

- Listing in all conference announcements as "Title Sponsor".
- Your organization's name and logo on the conference bag.
- Exclusive sign recognition and material placement at the exhibit hall welcome reception.
- Opportunity to share up to 3-minute promotional video or welcoming remarks during the opening general session.
- Link to your organization's site on the conference website & acknowledgment in the conference program.
- Small promotional item at the closing general session.
- Official name badge and pocket agenda sponsor.
- Full-page full-color ad on the inside cover of the conference program.
- Four complimentary registrations including all meals.
- Prominent complimentary exhibit space.
- Signage at conference registration.
- A one-page enclosure (marketing or informative) from your organization in each registrant's packet. (Please provide 300 copies of your enclosure).



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\$15,000 PLATINUM SPONSOR (1 AVAILABLE)

- Your organization's name and logo on the conference promo item.
- Exclusive sign recognition and material placement at the exhibit hall closing reception.
- Listing in all conference announcements.
- Opportunity to share up to a 2-minute promotional video or remarks during the opening or closing general session.
- Link to your organization's site on the conference website & acknowledgment in the conference program.
- Official lanyard sponsor.
- Full-page full-color ad in the conference program.
- Four complimentary registrations including all meals.
- Prominent complimentary exhibit space.
- Signage at conference registration.
- A one-page enclosure (marketing or informative) from your organization in each registrant's packet. (Please provide 300 copies of your enclosure).

\$10,000 GOLD SPONSOR (2 AVAILABLE)

- Opportunity to share up to 30-second promotional video during the closing general session.
- Exclusive sign recognition and material placement at a coffee or snack break.
- Link to your organization's site on the conference website & acknowledgment in the conference program.
- Half-page full-color ad in the advertisement section of the conference program.
- Three complimentary registrations including all meals.
- Prominent complimentary exhibit space.
- Signage at conference registration.
- A one-page enclosure (marketing or informative) from your organization in each registrant's packet. (Please provide 300 copies of your enclosure).

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\$8,000 SILVER SPONSOR (3 AVAILABLE)

- Sign recognition and material placement at a coffee or snack break.
- Link to your organization's site on the conference website & acknowledgment in the conference program.
- Half-page full-color ad in the advertisement section of the conference program.
- Three complimentary registrations including all meals.
- Complimentary exhibit space.
- Signage at conference registration.
- A one-page enclosure (marketing or informative) from your organization in each registrant's packet (Please provide 300 copies of your enclosure).

\$5,000 BRONZE SPONSOR (4 AVAILABLE)

- Link to your organization's site on the conference website & acknowledgment in the conference program.
- Half-page full-color ad in the advertisement section of the conference program.
- Two complimentary registration including all meals.
- Complimentary exhibit space.
- Signage at conference registration.
- A one-page enclosure (marketing or informative) from your organization in each registrant's packet (Please provide 300 copies of your enclosure).

\$2,000 SUPPORTING SPONSOR (UNLIMITED)

- Link to your organization's site on the conference website & acknowledgment in the conference program.
- Quarter-page full-color ad in the advertisement section of the conference program.
- One complimentary registration including all meals.
- Complimentary exhibit space.
- Signage at conference registration.
- A one-page enclosure (marketing or informative) from your organization in each registrant's packet (Please provide 300 copies of your enclosure).

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SPONSORSHIP LEVELS AND RATES

\$1,500 OFFICIAL CONFERENCE WIFI SPONSOR

- Link to your organization's site on the conference website & acknowledgment in the conference program.
- Sign recognition as Official Conference WIFI Sponsor.
- Special mention during Welcome Lunch, Welcome Reception, and Closing Breakfast.
- A one-page enclosure (marketing or informative) from your organization in each registrant's packet (Please provide 300 copies of your enclosure).

SPONSOR CANCELLATIONS

Sponsor cancellations must be received on or before Friday, May 1, 2020, for a 50% refund. After that date, no refunds will be issued.

Please contact us to arrange custom sponsorship opportunities.

For questions, please contact Talia Milan at 512-478-4715 or at tmilan@txregionalcouncil.org.



EXHIBITOR OPPORTUNITIES

EXHIBIT SPACE

Exhibitor space is limited and the deadline for registration is Wednesday, April 1, 2020, with full payment due by Friday, May 1, 2020. Exhibit spaces include a 6-foot covered and skirted table and two chairs.

Booth spaces will be assigned on a first-come, first-served basis with prominent locations reserved for Title, Platinum and Gold level sponsors. Electricity and additional wall amenities will be available at an additional charge. Space will not be reserved until full payment is received.

Purchase of exhibitor space does not include conference registration. Full conference registration can be purchased additionally on the conference registration site.

EXHIBIT TIMES

- 8:00 AM – 10:30 AM, Wednesday, May 20, 2020 – Exhibitor Setup
- 12:30 PM – 5:00 PM, Wednesday, May 20, 2020 – Exhibit Hall Open
- 5:00 PM – 6:30 PM, Wednesday, May 20, 2020 – Welcome Reception in Exhibit Hall
- 8:00 AM – 2:00 PM, Thursday, May 21, 2020 – Exhibit Hall Open
- 2:00 PM – 5:00 PM, Thursday, June 21, 2020 – Exhibitor Breakdown

EXHIBITOR RATES

- For-Profit Exhibitor: \$700
- Non-Profit and Governmental Exhibitor: \$400

To purchase an exhibitor space, please visit the 2020 Aging in Texas Conference registration site at <https://tarc.reqfox.com/2020-aging-in-texas-conference>.

EXHIBITOR CANCELLATIONS

Exhibitor cancellations must be received with 40 business days (8 weeks) notice. After that date, no refunds will be issued.

For questions, please contact Talia Milan at 512-478-4715 or at tmilan@txregionalcouncil.org.

ADVERTISING OPPORTUNITIES

CONFERENCE PROGRAM ADVERTISEMENTS

Program advertisements are available for the 2020 Aging in Texas Conference! Advertising in the 2020 Aging in Texas Conference program will provide your business or organization unlimited exposure to all conference attendees.

ADVERTISEMENT SUBMISSION

All advertisements are printed in full color. Accepted submission formats: PDF, TIFF, Adobe Illustrator EPS, and JPEG. We cannot accept ads submitted as Microsoft Word or Publisher files, web graphics, or low-res graphics under 300dpi.

To purchase an advertisement, please visit the 2020 Aging in Texas Conference registration site at <https://tarc.regfox.com/2020-aging-in-texas-conference>. All conference advertisements must be fully paid for and submitted to Talia Milan at tmilan@txregionalcouncil.org by April 30, 2020.

Advertisement Pricing

Full-Page Advertisement	\$300
Half-Page Advertisement	\$200
Quarter-Page Advertisement	\$100

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