

# SPONSORSHIP & EXHIBITOR OPPORTUNITIES

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## AGING IN TEXAS CONFERENCE | 2022

August 17-19 ★ El Paso, TX ★ El Paso Convention Center

[www.agingintexas.org](http://www.agingintexas.org)

### WHY BE AN AITC SPONSOR OR EXHIBITOR?

The 2022 Aging in Texas Conference (AiTC) provides the perfect opportunity to present your organization as a leader in the high-speed, passionate and important aging network. Located at the El Paso Convention Center, 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.

- Present your organization as a leader in the vibrant and growing aging network.
- Outstanding sponsorship and exhibitor recognition and acknowledgement via the conference website, marketing materials, program and social media.
- As a sponsor receive complimentary registrations to join the 2022 Aging in Texas Conference general and breakout sessions.
- As an exhibitor participate in games & enjoy local entertainment while networking with conference attendees during the AiTC Welcome Reception.
- Build upon your aging knowledge with other industry professionals who seek to improve the lives older Texans and their families and caregivers.
- Create new and continue past relationships in-person with over 300 aging network professionals.



# 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 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/2022-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.)

# SPONSORSHIP OPPORTUNITIES

## SPONSORSHIP LEVELS AND RATES

### \$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.
- Official Welcome Reception photo booth sponsor.
- A one-page enclosure (marketing or informative) from your organization in each registrant's packet. (Please provide 300 copies of your enclosure).



# SPONSORSHIP OPPORTUNITIES

## SPONSORSHIP LEVELS AND RATES

### \$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).

# SPONSORSHIP OPPORTUNITIES

## SPONSORSHIP LEVELS AND RATES

### \$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).

# SPONSORSHIP OPPORTUNITIES

## ADD ON SPONSORSHIP LEVELS AND RATES

### \$2,500 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).

### \$1,500 CONFERENCE AWARD SPONSOR

- Link to your organization's site on the conference website & special acknowledgment in the conference program.
- Title recognition during closing breakfast's awards presentation.
- Title addition to both conference awards.
- 1 complimentary final conference day registration.
- Opportunity to present conference awards.
- 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 DEADLINE

The sponsorship registration deadline is Monday, August 1, 2022. Sponsorship registrations completed AFTER Friday, July 15, 2022, may include limited recognition due to printing and announcement deadlines.

## SPONSOR CANCELLATIONS

Sponsor cancellations must be received on or before Monday, August 1, 2022, 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](mailto:tmilan@txregionalcouncil.org).

# EXHIBITOR OPPORTUNITIES

## EXHIBIT SPACE

Exhibitor space is limited and the deadline for registration is Friday, July 15, 2022, with full payment due by Monday, August 1, 2022. 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, August 17, 2022 – Exhibitor Setup
- 12:30 PM – 5:00 PM, Wednesday, August 17, 2022 – Exhibit Hall Open
- 5:00 PM – 6:30 PM, Wednesday, August 17, 2022 – Exhibit Hall Welcome Reception
- 8:00 AM – 2:00 PM, Thursday, August 18, 2022 – Exhibit Hall Open
- 2:00 PM – 5:00 PM, Thursday, August 18, 2022 – Exhibitor Breakdown

## EXHIBITOR RATES

- For-Profit Exhibitor: \$1,000
- Non-Profit and Governmental Exhibitor: \$500

To purchase an exhibitor space, please visit the 2022 Aging in Texas Conference registration site at <https://tarc.regfox.com/2022-aging-in-texas-conference>.

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## EXHIBITOR CANCELLATIONS

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

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# ADVERTISING OPPORTUNITIES

## CONFERENCE PROGRAM ADVERTISEMENTS

Program advertisements are available for the 2022 Aging in Texas Conference! Advertising in the 2022 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 2022 Aging in Texas Conference registration site at <https://tarc.regfox.com/2022-aging-in-texas-conference>. All conference advertisements must be fully paid for and submitted to Talia Milan at [tmilan@txregionalcouncil.org](mailto:tmilan@txregionalcouncil.org) by Monday, August 1, 2022.

### Advertisement Pricing

Full-Page Advertisement	\$350
Half-Page Advertisement	\$250
Quarter-Page Advertisement	\$150

For questions, please contact Talia Milan at 512-478-4715 or at [tmilan@txregionalcouncil.org](mailto:tmilan@txregionalcouncil.org).

# THANK YOU

The 2022 Aging in Texas Planning Committee is ready to provide you with the best conference value and personal customer service to achieve your needs and have the most beneficial time with us.

If you have any questions, are interested in customizing a sponsorship or additional opportunity, please do not hesitate to contact Talia Milan at [tmilan@txregionalcouncils.org](mailto:tmilan@txregionalcouncils.org) or by calling 512-478-4715.



**SEE YOU IN EL PASO!**