

EFA

CONFERENCE

ENVIRONMENTS FOR AGING

EXHIBITOR AND SPONSORSHIP PROSPECTUS

APRIL 19-21, 2015

BALTIMORE MARRIOTT WATERFRONT

**COMMUNITY-DRIVEN DESIGN.
PERSON-FOCUSED SOLUTIONS.**



WWW.EFACONFERENCE.COM

PRODUCED BY



IN CONJUNCTION WITH



ASSOCIATION PARTNERS



About Us

The Environments for Aging Conference offers the latest strategies and ideas for creating functional and attractive living environments that meet the needs of our aging population. During this comprehensive three-day learning experience, attendees will network with peers while learning about the latest innovations and best practices in the design of long-term and residential care settings.

Environments for Aging and its educational partners work together in developing a program dedicated to advancing senior environments through building, architecture, and design. Our 2015 partners include:

- The Center for Health Design (CHD)
- AIA Design for Aging Knowledge Community (DFA)
- Society for the Advancement of Gerontological Environments (SAGE)
- International Interior Design Association (IIDA)
- American Society of Interior Designers (ASID)

Why Exhibit and Sponsor?

Exhibitors and sponsors are encouraged to participate in all aspects of the conference, including educational sessions and the multiple networking events that will be held. By joining us you will not only reach your target market, but forge new relationships, gain new perspectives, and increase your knowledge of the industry.

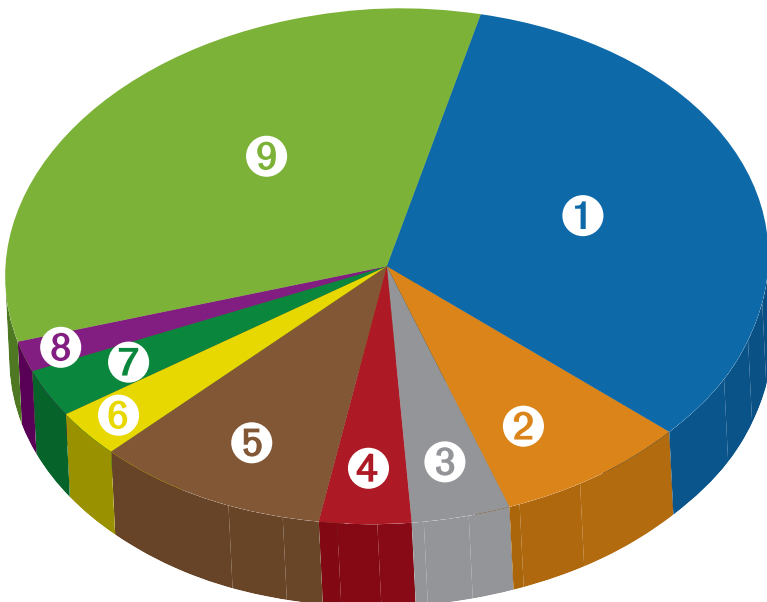
Who Attends?

ARCHITECTS | ADMINISTRATORS | BOARD MEMBERS | PRESIDENTS | INTERIOR DESIGNERS | BUSINESS MANAGERS | CEOs | COOs | CFOs | CIOs | CMOs | CONSULTANTS | DIRECTORS | OWNERS | PRINCIPALS | PURCHASING EXECUTIVES

2014 Environments for Aging Conference Industry Breakdown*

- ❶ Architecture firm33%
- ❷ Assisted living/residential care8%
- ❸ Campus/continuing care retirement community (CCRC)4%
- ❹ Independent living/senior housing4%
- ❺ Interior design firm.....10%
- ❻ Management firm or consultancy.....3%
- ❼ Multifacility/corporate or regional office.....3%
- ❽ Nursing home (SNF, ICF)2%
- ❾ Other.....33%

*Based on available data, April 2014



BENEFITS OF PARTICIPATING

- Be recognized as an expert in your field
- Access to your target market
- Gain new prospects to follow up on after the conference
- Make new professional connections
- Market and media exposure



"I was thoroughly pleased with the content and knowledge [presented in] each educational session I attended. I felt like it was money well spent."

– Londa Knollman
Executive Director

"The event was extremely valuable in helping me, as a design professional, understand the impact we have on the lives of those using the spaces and it allowed me a different way of looking at and approaching the common and not-so-common challenges in these types of projects."

– Demetrios N. Kanakis
Senior Associate – Architect



SPONSORSHIP OPPORTUNITIES

The Environments for Aging Conference provides a wide range of sponsorship opportunities – designed to meet all of your company's face-to-face marketing goals and budgets. Sponsorships available for the 2015 conference include:

Brand Awareness

- Attendee badge
- Attendee badge lanyards
- Attendee bag
- Attendee bag inserts
- Breakfast session
- Daily news
- Exhibit space
- Floor clings
- Gallery space
- Hotel room drop
- Hotel room keys
- Mobile app
- Pen & notebook
- Refreshment break
- Registration
- Water bottle

Thought Leadership

- Breakfast session
- Closing keynote
- Community tour
- Community tour brunch
- Educational track
- Opening keynote

Relationship Building

- Community tour
- Community tour brunch
- Environments for Aging Exchange
- Networking Party
- Welcome Reception

For a complete list of sponsorships and other marketing opportunities available with the 2015 Environments for Aging Conference, visit www.EnvironmentsForAging.com or contact our sales team.

SPONSORSHIP OPPORTUNITIES



**SPONSORSHIP
MARKETING
PACKAGE
(SMP):**

- Your company logo in the Environments for Aging Conference preview guide
- “Spotlight” position in an Environments for Aging Conference marketing email blast
- Your company logo on the Environments for Aging Conference website
- Your company logo on sponsor recognition signage

PACKAGED RATES AVAILABLE! Customize your sponsorship package and expand your reach by advertising in the Environments for Aging Magazine and eNewsletter.

FOCUS GROUPS: \$7,500

Conduct market research, test a new product concept, or get feedback on your business with a highly targeted focus group at the Environments for Aging Conference.

- Appropriate meeting space for small group or individual sessions
- Event signage and check-in personnel
- Snacks and beverages for focus group participants
- Participation incentives (American Express gift cards)
- Audio recording, transcript and/or facilitator (available for an additional fee)
- Two full-conference passes

VIDEO ADVERTORIAL: \$5,000

Embrace a powerful and growing marketing medium to communicate your company’s message and tell its success stories. Video opportunity includes:

- One 15-20 minute interview with a company leader or client in dedicated media room and/or in your company's booth
- Professional video crew, including camera, sound, and lighting
- Post-production of interview footage edited together with your logo, images, B-roll, and other creative elements
- Delivery of one final 2-3 minute video owned by your company

COMMUNITY TOUR BRUNCH: \$5,000

Focus the attention of community tour attendees on your company’s solutions with a hosted community tour meal for up to 50 community tour registrants before the tour begins with:

- Dedicated room and plated meal for up to 50 Environments for Aging community tour registrants
- 15-20 minute presentation by your company executive about your solutions, specifically those at work in the community tour
- Your company logo in the Environments for Aging Conference preview guide
- Your company logo on Environments for Aging Conference website
- Your company logo on all community tour messages and community tour signage
- Literature distribution on community tour bus
- Brief two-to-three minute presentation to community tour attendees during the bus ride
- Contact information for attendees who participate in your company's sponsored community tour

BREAKFAST SESSION: \$5,000 (TWO AVAILABLE)

Your company executive will present a 30-minute presentation to Environments for Aging Conference attendees over breakfast, providing insight on the latest solutions available to the industry and your company’s offerings. We will provide promotion, space, food, beverage, and audio-visual set-up.

- Two complimentary full-conference passes for your company's use
- Three breakfast session passes for your colleagues or clients
- Co-branded email invitation to all attendees
- Co-branded breakfast session signage
- Contact information for attendees who participated in the breakfast session



DAILY NEWS: \$1,500/DAY OR \$4,000 EXCLUSIVE

Capture Environments for Aging Conference attendees' enthusiasm and attention by providing them with a daily look at "what's next." Become the official sponsor of all the news from each day of the conference in the on-site newsletter, the eNewsletter, and on the Environments for Aging Conference website.

- Recognition of your company in the Daily News masthead as that day's Daily News sponsor
- Half-page exhibitor spotlight on page 2
- One full-page four-color ad on the back page of the on-site newsletter
- Morning distribution to all attendees in the first educational session (or general session) of the day
- Banner ad(s) in the eNewsletter distributed to the entire Environments for Aging digital audience (not just attendees!)

MOBILE APP: \$3,600 (ONE AVAILABLE)

The mobile app is used by the majority of attendees and is a great way to showcase your company and its commitment and support for the Environments for Aging Conference. It will be a must download for attendees as they keep up-to-date and schedule their conference experience.

- The exclusive sponsor of the Environments for Aging Conference mobile app used by all conference attendees
- Your company logo on all mobile app marketing collateral
- Company branding on the Environments for Aging Conference mobile app (banner placement at the bottom of app and splash page whenever the app is accessed)



WELCOME RECEPTION: \$3,500 (TWO AVAILABLE)

Kick off the conference right by welcoming conference attendees. This is your chance to make an unforgettable impression on hundreds of attendees who come for hors d'oeuvres, cocktails, and prime networking.

- Co-branded welcome reception email invitations featuring your company logo and link to your website
- Your company logo on Welcome Reception drink tickets and napkins
- Five Welcome Reception passes for your colleagues and clients



NETWORKING PARTY: \$3,500 (TWO AVAILABLE)

Every year without fail, attendees make the Networking Party the single, most important social event of the conference. And this year will certainly be no different. Make an unforgettable impression on hundreds of attendees who come for dinner, cocktails, and live entertainment. Associate your name and brand with the event that people will be talking about long after the conference ends.

- Co-branded Networking Party email invitations featuring your company logo and link to your website
- Introduction of your company's executive to Networking Party attendees
- Two-minute welcome message to Networking Party attendees by your company's executive
- Your company logo projected on the wall at the Networking Party
- Your company logo on Networking Party drink tickets and napkins
- Display table (optional)
- Five Networking Party passes for your colleagues and clients



ATTENDEE BAG: \$3,000 (ONE AVAILABLE)

Imagine your logo hanging off the shoulder of everyone who attends the conference! Each attendee will receive a high-quality, durable, environmentally friendly tote to carry with them throughout the conference and take home.

- Your company logo prominently displayed on the attendee bag



HOTEL ROOM KEYS: \$3,000 (ONE AVAILABLE)

All attendees will have the opportunity to stay at the the Baltimore Marriott Waterfront. Room keys will be a constant reminder of your brand and booth location.

- The exclusive sponsor of the hotel room key



PEN AND NOTEBOOK: \$2,500 (ONE AVAILABLE)

Put your company logo in front of every attendee beginning at registration. Two of the most popular items available for sponsorship are the conference notebook and pen—used by attendees during educational sessions throughout the conference. With your logo on them, this sponsorship opportunity promises strong brand recognition.

- Your company logo on the pen & notebook set given to all attendees in the attendee bag



WATER BOTTLE: \$2,500 (ONE AVAILABLE)

Each attendee will receive a high-quality, durable, environmentally friendly water bottle to carry with them throughout the conference and to take home.

- Your company logo on the water bottle



REFRESHMENT BREAK: \$2,500 (ONE AVAILABLE)

Get the attention of conference attendees during morning and afternoon breaks from sessions throughout the entire conference.

- Your company logo prominently featured on all signage and napkins during all refreshment breaks



OPENING KEYNOTE: \$2,500 (ONE AVAILABLE)

CLOSING KEYNOTE: \$2,500 (ONE AVAILABLE)

Build your brand and tie it to an expert—sponsor the Opening or Closing Keynote! The Keynote Sponsorship allows your brand to be associated with a leading industry expert. The keynote will be branded with your company name, your company will be highlighted as the sponsor in the introductory comments, and an executive from your company will be introduced and have the pleasure of introducing the speaker.

- Your company logo on all opening keynote session signage
- Your literature on chairs in the general session room

**Sponsoring companies must be approved by speaker*



REGISTRATION SPONSOR: \$2,000 (ONE AVAILABLE)

Get prime exposure with every conference guest.

- Your company's logo on all Environments for Aging Conference registration desk signage



EDUCATIONAL TRACK: \$2,000

Build your brand by tying it to an educational track! This is a perfect opportunity to associate your company with one of the interesting and informative educational tracks that attendees are coming to hear. Exclusive sponsor of one Environments for Aging Conference educational track:

- Your company logo in the Environments for Aging Conference preview guide
- Your company logo on all educational track session descriptions on the Environments for Aging Conference website
- Your company logo on all selected educational track signage
- Contact information for all attendees of selected educational track sessions

COMMUNITY TOUR: \$2,000

One of the most popular features of the conference, the community tours sell out every year. Facility sponsors will be able to sponsor an Environments for Aging Conference community tour to a local assisted living, retirement community or CCRC.

- Your company logo on all community tour messages and signage
- Literature distribution on community tour bus
- Brief presentation to community tour attendees during the bus ride two to three presentation to tour attendees
- Contact information for attendees who participated in your company's sponsored community tour
- One community tour pass



ATTENDEE BADGES: \$1,800

Every attendee must wear a badge to all conference functions, making this the most frequently looked at branding opportunity. All eyes are on names, and your logo, as the badge sponsor.

- Your company's logo prominently featured on all attendee badges



ATTENDEE BADGE LANYARDS: \$1,800

Every attendee has a badge, and every badge has a lanyard. This is a unique way to have a subtle presence around every attendee's neck. Only the best and safest lanyards are used with multiple one-color branding impressions.

- Your company's logo prominently featured on all attendee badge lanyards



ATTENDEE BAG INSERTS: \$1,100 (EIGHT AVAILABLE)

The bag inserts allow you to put marketing or product information into the conference bag that is received by all attendees.

**Note: All promotional items must be approved in advance by conference staff*



CLINGS \$1,000 PER ROW

Promote your company's message and booth location – as attendees walk the floor with an Environments for Aging Conference carpet cling.

- Clings with your logo and booth number down the aisle (large cling [approx 3' - 5'] at start of the aisle and smaller clings approximately every 20' -30')



HOTEL ROOM DROP: REQUEST RATES

Deliver your company message, exhibit booth invitations, partial giveaways, and other creative promotions in a unique way through room drops. You supply the giveaway or collateral of your choice!

- Your promotional materials will be placed inside or outside all registered Environments for Aging Conference guests at the conference hotel



EXHIBIT & GALLERY SPACE OPPORTUNITIES

EXHIBIT SPACE: \$2,495

- 8' x 10' footprint on the exhibit floor
- 8' high back-wall drape with 3' high side drape
- Identification sign (7" x 44") with your company name and booth number.
- Two full-conference registrations—access to both the exhibit floor and the educational sessions!
- Online exhibitor directory—featuring your company listing, booth number, and your website's URL

GALLERY SPACE: \$1,600

The gallery space gives sponsors the opportunity to uniquely spotlight their projects or art work in a specially designated, highly trafficked area which is open during all scheduled conference times.

- 8' x 7' 8" non-manned area intended for display only (dimensions are approximate)
- Velcro-compatible, hard-surface booth, and two 26" side panels (dimensions are approximate)
- Each space includes an identification sign with your company name and gallery booth number
- One full-conference pass
- Online exhibitor directory—featuring your company listing, booth number, and your website's URL





Environments For Aging

April 19 - 21, 2015

Baltimore Marriott Waterfront - 3rd Floor - Grand Ballroom 5 - 10

Baltimore, MD

Food & Beverage

116										519
114	115	214	215	314	315	414	415	514		517
112	113	212	213	312	313	412	413	512		515
110	111	210	211	310	311	410	411	510		513
108	109	208	209	308	309	408	409	508		511
106	107	206	207	306	307	406	407	506		509
104	105	204	205	304	305	404	405	504		507
102	103	202	203	302	303	402	403	502		505
100	101	200	201	300	301	400	401	500		503
										501


ENTRANCE



The Environments for Aging Exchange (EFAEx) is an exclusive appointment-based event that introduces qualified Buyers to Sponsor-Suppliers in a dynamic, results-oriented business environment. The EFAEx offers unique networking opportunities for key industry executives, including interior designers, architects, community executives, planners, and purchasing agents in long-term care.

EFAEx will invite a limited group of pre-qualified Hosted Buyers to meet and network with Sponsor-Suppliers and learn more about their product offers and strategic insights into the important advancements in long-term care design.

SPONSORSHIP OPPORTUNITIES: \$7,500 (10 AVAILABLE):

Each EFA Exchange Sponsor-Supplier will receive the following benefits:

- One (1) boardroom session to present your company's solutions, case study, or host a discussion group with EFAEx Hosted Buyers
- Twelve (12) 1-on-1 meetings with pre-screened, interested Hosted Buyers to discuss their needs and your company's solutions
- Networking opportunities to continue your conversations with Hosted Buyers
- Option to identify specific companies or individuals you'd like EFAEx to invite to attend as a Hosted Buyer
- Your company's logo on EFAEx correspondence and recruitment efforts
- Full contact information for all pre-screened Hosted Buyers attending the EFA Exchange.

All EFAEx Hosted Buyers must meet the following criteria:

- Are active participants in the specification and purchasing process
- Have at least three (3) active projects in the long-term care space in the next 6-12 months
- Have project budgets totaling at least \$500,000 in the next 6-12 months



NOTES

EFA

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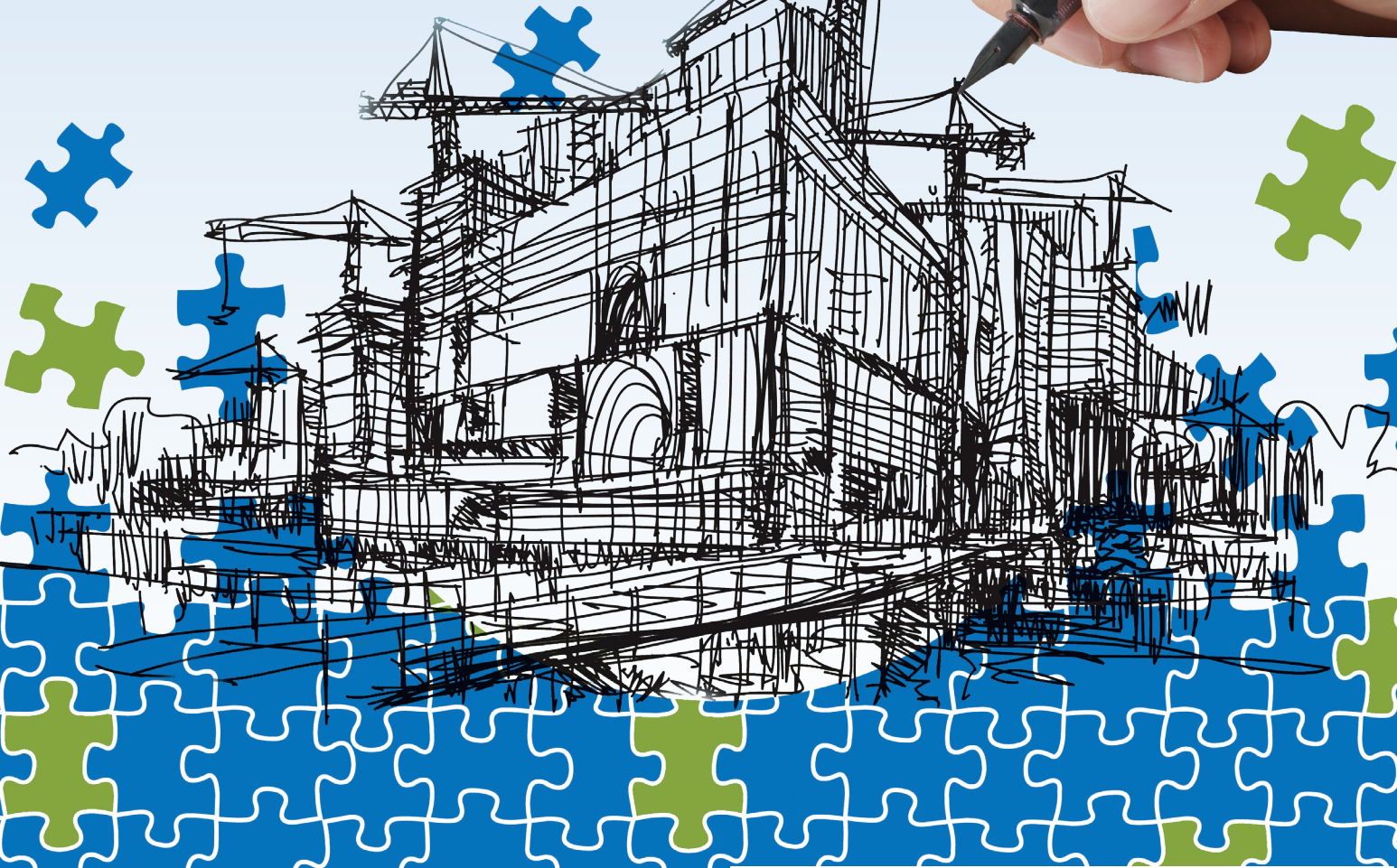
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save
the
date

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