



SHOW ME SUMMIT ON AGING & HEALTH 2022
WE ARE BETTER TOGETHER!
 September 12-14 · Intercontinental Kansas City on the Plaza



**A joint conference by the Missouri Association
 of Area Agencies on Aging and Age Positive**

SPONSOR AND EXHIBIT PROSPECTUS

Position your business in the spotlight at this one-of-a-kind joint Missouri + Kansas City Metro Summit among the most trusted experts and leaders in the field of aging services in the bi-state region.

- **Almost 1 in 4 residents of MO and KS are age 60+ and are the fastest growing population segment.**
- Don't miss your opportunity to engage the Aging Network and Key Decision Makers who can support your company's business and marketing goals!

The Missouri Association of Area Agencies on Aging (ma4)

is the leading voice for service, information, and advocacy to improve the lives of older Missourians. We advocate at the local, state, and federal level for services and supports to enhance the lives of older adults. **ma4** is the statewide association of Area Agencies on Aging (AAAs), which together provide almost **\$1 billion worth of services annually** to adults 60+ in every county in Missouri. Services include nutrition, home delivered meals, wellness, chronic disease management, home modification, care transitions, transportation, social connectedness, caregiving, in-home and personal care services, Medicare options counseling, legal services, ongoing learning, and many other services intended to help adults age in the place they call home.



Age Positive: Ideas for an Age-Friendly Future is an annual conference that offers a forum for innovative program idea to professionals and volunteers working in senior centers, community centers, libraries, park districts and other venues that offer programming for older adults. Hosted by a partnership of regional organizations, this is the 7th annual Age Positive conference.



Our joint network includes expertise reaching adults age 60+, including special populations such as hard-to-reach older adults, adults living with chronic medical conditions, caregivers, rural and urban populations, and more. Join us now and celebrate your support for aging adults by partnering with ma4 and Age Positive this fall in Kansas City!

- Sponsorship Opportunities reflect the diversity of our shared membership with a variety of price-points and attractive benefits to help you gain visibility in the rapidly growing industry of aging services.
- All sponsorships and exhibit opportunities are available on a first-come, first-reserved basis.
- Feeling Creative? Customize your unique sponsorship opportunity: Contact **Julie Peetz: jpeetz@ma4web.org**

READY FOR THE NEXT STEPS?	
Julie Peetz ma4 jpeetz@ma4web.org 314.620.4585	<u>Intercontinental Kansas City at the Plaza</u> Click on "book now," enter your arrival and departure dates, then click "search." Select Register Early for Special Room Rates: \$129/night

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PREMIER SPONSORSHIPS INCLUDE:

- ❖ Premium branding during live summit on presentation screens between sessions, during lunches, and banquet
- ❖ Premium branding on ma4 website for one year, with dedicated landing page, link to your website, and option to provide updated messaging
- ❖ Premium branding in advance and on-site materials, including listserv, email blasts, social media, and broadcast
- ❖ Complimentary premium exhibit booth and opportunity to include product swag in conference bag
- ❖ Four complimentary conference registrations including meals and banquet

❖ **DIAMOND \$25,000**

Premium branding as sponsor during Opening Plenary Session, including first sponsor presentation opportunity to address attendees

Exclusive Opportunity to make your company name the conference Wi-Fi password (**1st Platinum Sponsor Only!**)

Custom message opportunity in post-event survey to all attendees

❖ **PLATINUM - BANQUET SPONSOR - \$20,000**

Your company branding as sponsor during Banquet on Tuesday 9/13/22, including time to address attendee

Exclusive opportunity to present brief (3-5 minutes) promotional video at the beginning of the banquet

❖ **GOLD - LUNCH SPONSOR – \$15,000**

Special recognition including time to address attendees prior to beginning of lunch

❖ **BREAK SPONSOR \$10,000**

Special recognition as Break Sponsor

ELITE SPONSORSHIPS INCLUDE:

- ♦ Elite branding during live summit on presentation screens between sessions, during lunches, and banquet
- ♦ Elite branding in advance and on-site promotional materials, including listserv, and email blasts
- ♦ Complimentary exhibit booth and opportunity to include product swag in conference bag

♦ **SILVER \$7,500**

Your company branding on ma4 website for one year with logo and two paragraphs and link to your website

Four complimentary conference registrations including meals and banquet

♦ **BRONZE \$5,000**

Your company branding on ma4 website for one year with logo and one paragraph and link to your website

Two complimentary conference registrations including meals and banquet

♦ **COPPER \$2,500**

Your company branding on ma4 website for one year with logo and link to your website

Two complimentary conference registrations including meals (with exception of banquet)

BETTER TOGETHER FRIENDS \$50-\$2,000

Donations are celebrated at every level are welcome and will be recognized on the ma4 website for one year, in conference materials and on-site signage throughout the summit



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EXHIBIT BOOTHS

- Take advantage of this opportunity to reach a concentrated group of decision-makers by reserving a booth at this one-of-a-kind JOINT ma4 and Age Positive Summit.
- One complimentary conference registration, including meals and breaks (with exception of the banquet).
- Standard booth includes basic 8x8 space with 6' skirted table, 2 chairs and a professional sign.
- Exhibitors are responsible for all additional signage, giveaways, staffing and design.
- Electrical hookups available at an additional cost (\$115)
- For-profit booths \$600
- Non-for-profit booths \$350
- Includes Exhibitor Directory listing for one year on ma4 website with link to your website

AGENDA AT A GLANCE - TENTATIVE

Monday 9/12/22

8:00 am-noon	Exhibitor Set-Up
8:00 am-noon	MoALSO Tax Levy Boards Meeting
9:00 am-noon	ma4 Board Meeting
12 noon-5:30 pm	Exhibit Hall Open
1:00-2:30 pm	Opening Plenary Session: Special Keynote: Kathy Greenlee
2:30-3pm	Break to View Exhibits
3:00-4:00 pm	Breakout Sessions #1
3:00-4:00 pm	Special Intensive: Advancing Our Shared Advocacy-Part 1
4:00-4:15 pm	Break to View Exhibits
4:15-5:30 pm	Breakout Sessions #2
4:15-5:30 pm	Special Intensive: Advancing Our Shared Advocacy-Part 2
6:00 pm	Reception and Dinner

Tuesday 9/13/22

7:30-8:30 am	Continental Breakfast
7:30-4:00 pm	Exhibit Hall Open
8:30-9:00 am	Welcome-Director DHSS
9:00-10:00 am	Morning Plenary: Reframing Aging
10:00-10:30 am	Break to View Exhibits
10:30-noon	Breakout Sessions #3
12 noon-1:30 pm	Luncheon – Lt Gov
1:30-2:45 pm	Breakout Sessions #4
2:45-3:15 pm	Break to View Exhibits
3:15-4:30 pm	Breakout Sessions #5
4:30pm	Optional Activities

Wednesday 9/14/22

7:30-8:30 am	Continental Breakfast
7:30-noon	Exhibit Hall Open
8:30-9:30 am	Morning Plenary: Better Together-Celebrating Diversity
9:30-9:45 am	Break to View Exhibits
9:45-11 am	Breakout Sessions #6
11:30 am-12:30	Ma4 Updates, Box Lunch, Final Announcements