

Maryland Gerontological Association

39th Annual Conference
Harnessing Passion and Purpose:
Maryland Professionals in the Field of Aging

Tuesday, May 21, 2024
The Meeting House
Columbia, MD

Sponsorship & Exhibitor Package

The 39th Annual Conference
is proudly presented by the
Maryland Gerontological
Association

Helping individuals
improve the quality of life
for older adults and their
families



A word from our 2024 Program Committee

Thank you for considering a sponsorship and exhibition opportunity at our 2024 annual conference. We, the program committee, along with our dedicated executive director, Joann Francavilla, have worked hard to ensure that this year's conference is unforgettable and exciting.

Last year our conference introduced the Whova App. The Whova App is an award winning virtual event platform that allows attendees to access all the conference information in one convenient location and network with fellow attendees, sponsors and exhibitors like never before. For added sponsorship and exhibitor value, the Whova App offers the opportunity to instantly cultivate lasting relationships with attendees not only during the conference, but also in the months to come. This year, we have included a scavenger hunt to encourage participants to speak with all exhibitors.

With MGA's unique sponsorship and exhibitor benefits, the possibilities are endless! Please know we appreciate your support of MGA. Your financial contribution allows us to offer this year's innovative, relevant, and forward-thinking program at an affordable rate. We hope you join us on May 21st to discover, create, and share. We look forward to partnering with you.



Alexis Baber
MGA, VP Programs
Program Committee Chair



MGA Goals:

- To advance the knowledge and increase the competence of individuals striving to improve the quality of life of older adults and their families
- To promote and provide a forum for the presentation of research and related scientific activities
- To promote awareness in the field of geriatrics and gerontology

**Maryland Gerontological
Association**

2024 Annual Conference Sponsorship & Exhibitor Package

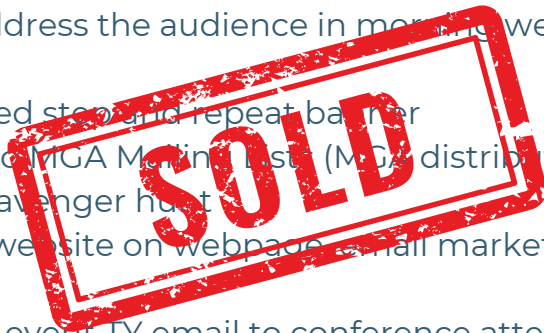
Why sponsor or exhibit at this year's 2024 annual conference?

- Stand out from your competitors and gain visibility with over 200+ Maryland field of aging professionals, leaders and decision-makers
- Access to data about attendees and in-event interactions
- Increased brand exposure through the event itself, the Whova App (event platform app), event advertising and media exposure---***Last year's attendees said, "I want more time with exhibitors;" this year's schedule offers expanded timeframe to engage and network with exhibitors and sponsor booths throughout the day!***
- In-event speaking opportunity to help boost your organization's brand equity
- Show your commitment to supporting and improving the quality of life for Maryland's older adults

Sponsorship Opportunities:

Presenting Sponsor EXCLUSIVE..... \$2,500

- 4 conference registrations
- (1) 6ft. exhibit table in premium area location
- Placement of your retractable banner at the podium adjacent to MGA's banner
- Opportunity to address the audience in morning welcome and introduce the Secretary of Aging
- Logo on customized stop and repeat banner
- Dedicated eblast to MGA Member List (MGA distributes)
- Inclusion in the scavenger hunt
- Logo and click to website on webpage, email marketing and Whova app (900+ recipients)
- Inclusion in a post event FY email to conference attendees
- Opportunity to donate a door prize
- Opportunity to announce the winner of the MGA scavenger hunt raffle-\$150 gift card!



*There is only one Presenting Sponsor opportunity available for the 2024 conference. Availability of the Presenting Sponsorship opportunity is based on first come, first served.

Sponsorship Opportunities:

Keynote Sponsor EXCLUSIVE..... \$1,500

- 2 Conference Registrations
- (1) 6 ft exhibit table
- Recognition from the podium as the Keynote Sponsor
- Opportunity to introduce the Keynote Speaker
- Recognition on signage at the event
- Logo on signage at the event
- Dedicated eblast to MGA Mailing Lists (MGA distributes)
- Inclusion in the scavenger hunt
- Logo and click to website on webpage, email marketing and Whova app (900+ recipients)
- Inclusion in a post event TY email to conference attendees
- Opportunity to donate a door prize

*There is only one Keynote Sponsor opportunity available for the 2024 conference. Availability of the Keynote Sponsorship opportunity is based on first come, first served.

Conference Sponsor.....\$1,500

- 2 Conference Registrations
- (1) 6 ft exhibit table
- Recognition from the podium as a Conference Sponsor
- Recognition on signage at the event
- Dedicated eblast to MGA Mailing Lists (MGA distributes)
- Inclusion in the scavenger hunt
- Logo and click to website on webpage, email marketing and Whova app (900+ recipients)
- Inclusion in a post event TY email to conference attendees
- Opportunity to donate a door prize

**Questions? Email
info@maryland-mga.org**

Sponsorship Opportunities:

Whova App Sponsor EXCLUSIVE..... \$1,000

- 2 Conference Registrations
- (1) 6 ft exhibit table
- Recognition from the podium as the Whova App Sponsor
- Receive sponsorship's call out at each break to encourage attendees to engage on the Whova App and be entered for a Whova App Sponsor's prize
- Opportunity to announce the attendee winner with the highest score on the Whova App and award of the prize
- Inclusion in the scavenger hunt
- Logo and click to website on webpage, email marketing and Whova app (900+ recipients)
- Opportunity to donate a door prize

*There is only one Whova App Sponsor opportunity available for the 2024 conference. Availability of the Whova App Sponsorship opportunity is based on first come, first served.



Sponsorship Opportunities:

Nourishment Sponsor..... \$850

- 1 Conference Registrations
- (1) 6 ft exhibit table
- Recognition from the podium as the Nourishment Sponsor
- Logo brand on each attendee's table highlighting your company's sponsorship
- Recognition and logo brand on signage at the event (adjacent to the food and beverage station)
- Inclusion in the scavenger hunt
- Logo and click to website on webpage, email marketing and Whova app (900+ recipients)
- Opportunity to donate a door prize



Exhibitor Opportunities:

Exhibitor \$400

- 1 Conference Registrations
- (1) 6 ft exhibit table
- Inclusion in the scavenger hunt--NEW Benefit!!
- Opportunity to donate a door prize

**Interested in a custom
sponsorship package or
supporting MGA in another way?
Email Joann Francavilla
execdirector@maryland-mga.org**



Who Attends The MGA Conference?

Attendees include Maryland's leaders, decision-makers, and community influencers in the field of aging, gerontology and geriatrics.

Social workers
Assisted living providers
Case managers
Nurses
Aging care managers
Nursing home administrators and staff
Area Agencies on Aging team members
Medical providers
Pharmacists
... and more

2024 Conference Highlights

Mobile conference app for seamless and intuitive attendee engagement

Enhanced networking opportunities that allow attendees to connect with others based on criteria such as industry, interests, and skillsets

Remarks from Maryland Secretary of Aging, Carmel Roques

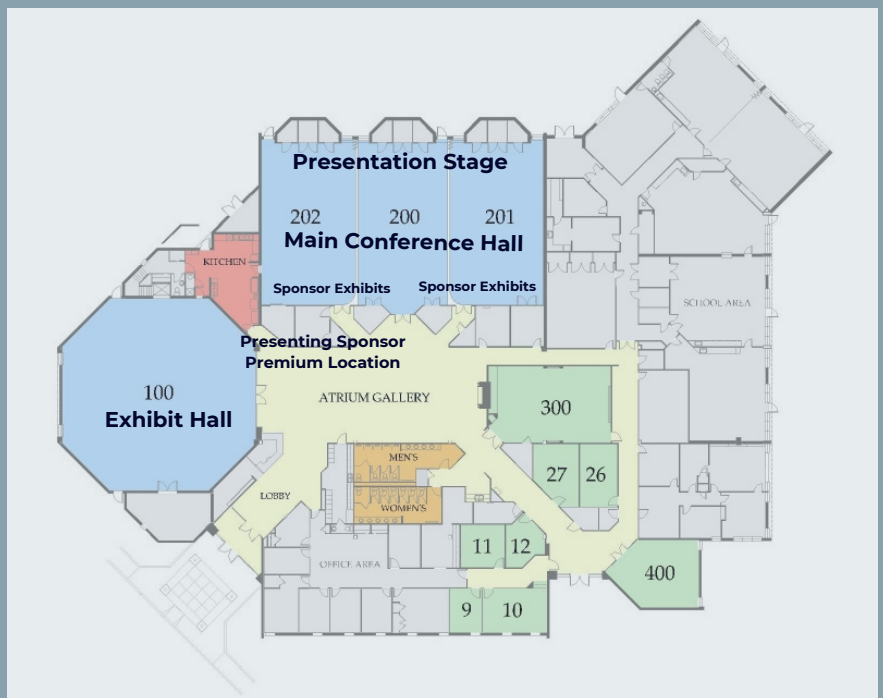
Learning sessions that highlight trends in aging, innovative research, and interdisciplinary care

**Questions? Email
info@maryland-mga.org**

Conference Venue: The Meeting House

Situated in the heart of Columbia, MD and centrally located in the Baltimore/Washington corridor, The Meeting House has easy access to I-95 and Route 29.

The Meeting House Floor Plan



themeetinghouse.org



Application & Contract for Sponsorship and Exhibitor

Thank you for your interest in supporting the 39th Annual MGA Conference, to be held May 21, 2024 in Columbia, Maryland. A MGA staff member will be in touch within three business days to confirm your selection. Please mark your preferred selection in the form below. **All sponsorship forms and contracts are due by April 1, 2024.** If a sponsorship form & contract is received after April 01, 2024, MGA will make its best effort to fulfill all agreed sponsorship benefits. **Please email completed form and contract to info@maryland-mga.org.**

Sponsorship/Exhibitor Selection

- | | |
|---|--|
| ☐ Presenting Sponsor.....\$2,500 | ☐ Keynote Sponsor.....\$1,500 |
| ☐ Conference Sponsor.....\$1,500 | ☐ Whova App Sponsor.....\$1,000 |
| ☐ Nourishment Sponsor.....\$850 | ☐ Exhibitor.....\$400 |

Contact Information

Primary Contact's Name:

Primary Contact's Email:

Organization Name:

Sponsorship

Contract Terms & Conditions

This Sponsorship Agreement (the "Agreement") is made and entered into as of the last signature date below (the "Effective Date") by and between MARYLAND GERONTOLOGICAL ASSOCIATION with a mailing address at 4725 Dorsey Hall Drive, Suite A, # 318, Ellicott City, MD 21042 ("MGA") and the sponsor identified below ("Sponsor"). MGA is hosting the following event: 2024 Annual Conference on May 21, 2024 and Sponsor desires to sponsor the Event. In consideration of the mutual promises and covenants contained in this Agreement, the parties hereby agree as follows: 1. MGA Obligations. In consideration for Sponsor's participation in the Event, MGA shall provide the Sponsor the benefits set out in in the Sponsorship & Exhibitor Package document, which is incorporated and hereby made a part of this Agreement. 2. Sponsor Obligations. For its participation as a Sponsor in the Event, Sponsor shall pay to MGA a fee (the "Sponsorship Fee"), as set out below: PRESENTING SPONSORSHIP - \$2,500, CONFERENCE SPONSORSHIP - \$1,500, KEYNOTE SPONSORSHIP-\$1,500, WHOVA APP SPONSORSHIP- \$1,000, and NOURISHMENT SPONSORSHIP-\$850. The Sponsorship Fee is payable to Maryland Gerontological Association, due within 30 days of the date of Agreement signing. 3. Sponsor Trademarks/Sponsor Materials. Subject to the terms and conditions of this Agreement, Sponsor grants to MGA the right to use Sponsor's trademarks, trade names, and logo designs and company descriptions as prepared and delivered to MGA by Sponsor ("Sponsor Materials"), in any medium of advertising, marketing materials, and/or promotional goods distributed solely in conjunction with the Event and in accordance with Sponsor's trademark usage guidelines. 4. Indemnity 4.1 MGA shall not be responsible for any loss of or damage to property of Sponsor, its employees, agents, contractors or assigns nor for any personal injury to Sponsor's officers, directors, employees, agents, contractors and/or invitees except to the extent any such claims may be directly and solely attributable to the gross negligence or willful misconduct of MGA, its directors, officers, and/or employees. 4.2 Sponsor shall indemnify, defend, and hold MGA harmless from and against any claims arising out of, or relating directly or indirectly to, content on their respective websites, use of Sponsor's trademarks and logos, and Sponsor Materials. 4.3 Sponsor will give MGA prompt written notice of any claim or suit coming within the purview of these indemnities.

5. Representations. Each party hereby represents and warrants that it has the full power to enter into and perform according to the terms of this Agreement. 6. Term and Termination 6.1 Term. Subject to the terms and conditions herein, this Agreement shall be effective upon the Effective Date and shall continue through one week past the event date, unless earlier terminated as otherwise provided in this Agreement (the "Term"). 6.2 Termination by MGA. MGA shall be entitled to cancel the Event and/or terminate this Agreement at any time for any reason. In the event MGA terminates this Agreement for any reason other than Sponsor's breach, MGA shall refund any fees received from Sponsor, and at Sponsor's expense, return any materials, and equipment, hardware and/or software loaned by Sponsor for the Event. 6.3 Termination by Sponsor; Effect of Termination a) Sponsor may terminate this Agreement for breach by MGA after giving MGA at least ten (10) days prior written notice specifying the nature of the breach, and giving MGA no less than ten (10) days to cure such breach. In the event such breach remains uncured at the end of the notice period, this Agreement shall terminate on the tenth day. If breach occurs fewer than ten (10) days prior to the Event, Sponsor may terminate this Agreement for breach if such breach is not cured by the first day of the Event. b) If MGA terminates this Agreement for Sponsor's breach, MGA shall retain any fees received from Sponsor which fees shall be due and payable notwithstanding any such termination. Any equipment, materials and hardware or software of Sponsor shall be returned at the end of the Event and, in the interim, may be used for the purposes contemplated herein notwithstanding such termination. c) If Sponsor terminates for MGA's breach, Sponsor shall be entitled to seek a full refund of any fees paid and for the return of any equipment, materials and hardware or software of Sponsor. 6.4 Survival. In the event of termination or expiration of this Agreement, paragraphs 4, 5, 6, 7 and 8 shall survive. 7. Miscellaneous 7.1 Notices. Sponsor agrees to send a copy of any notices, via email to: execdirector@maryland-mga.org. 7.2 Relationship. This Agreement does not constitute and shall not be construed as constituting a partnership, or joint venture relationship between or among the parties. 7.3 Assignment. This Agreement may not be assigned by either party without prior written consent of the other party

Authorized Signature

Print Name: _____ Date: _____

Signature: _____

(By signing this contract, the organization agrees to the Terms and Conditions of this agreement.)