



**SOUTHERN  
GERONTOLOGICAL  
SOCIETY**



*Bridging the Gap between Research and  
Practice in the Field of Aging*



**2018 SGS/GGS JOINT CONFERENCE**

**Moving Forward Together:  
Linking Research, Policy, and Practice**

**April 11 - 14, 2018**

**Legacy Lodge at Lake Lanier, Georgia**

## **Conference Program Highlights & Sponsorship Opportunities**

**Deadline EXTENDED to: March 1, 2018 Call for Abstracts:  
September 1, 2017 – December 15, 2017  
[WWW.SOUTHERNGERONTOLOGICALSOCIETY.ORG](http://WWW.SOUTHERNGERONTOLOGICALSOCIETY.ORG)**

# About Southern Gerontological Society (SGS), Georgia Gerontology Society (GGS), and the 2018 Joint Conference

## What is the Southern Gerontological Society?

The Southern Gerontological Society (SGS), established in 1979, is a network of the South's most respected gerontology professionals. SGS members are educators, aging network personnel, researchers, health professionals, policy makers, and students. SGS bridges research and practice, translating and applying knowledge in the field of aging.

## What is the Georgia Gerontology Society?

The Georgia Gerontology Society, established in 1955, is a statewide multidisciplinary professional network that educates, serves and advocates for older adults and their families. GGS reaches across the state of Georgia to connect, support, and educate those working with older adults and their families. Our focus areas are education, training, advocacy, and promotion of careers in gerontology.

## What is the purpose of this 2018 Joint Conference?

The SGS / GGS Joint Conference is for academics, practitioners, students, and others engaged in work within the field of aging to attend and/or present their latest research. In addition, attendees network with one another in a thoughtful, energetic, supportive, and encouraging environment. The SGS / GGS Joint Conference includes keynote speakers, symposia, workshops with both paper and poster sessions.

## Who will be participating in this joint conference?

This annual meeting will focus on advances in research and practice. Over 3 days, an anticipated 400 meeting attendees will select from numerous continuing education and professional development presentations, networking opportunities, and engaging events that present unique marketing opportunities for supporters to interact with attendees.

## The program theme tracks for the 2018 conference will include:

- |  |   |
|--|---|
| (1) Partnerships for Care              | (5) Wellness, Well-being, and Quality of Life |
| (2) Living with Dementia               | (6) Diversity and Aging                       |
| (3) Power of Place: Aging in the South | (7) Georgia Showcase                          |
| (4) Advocacy For and By Older Adults   | (8) Technology and Aging                      |

*Sponsorship at this joint SGS/GGS conference provides an opportunity to enhance your organization's visibility and promote services, products, or research to gerontologists who represent the Southeastern Region of the United States AND, specifically, the great state of Georgia.*

## Top Reasons to Participate in the SGS & GGS Joint Conference in Georgia:

SGS and GGS both have extensive histories of joining together professionals from all fields of aging, including researchers, practitioners, and students.

- This conference makes sponsors a top priority with high visibility exhibit areas throughout the public spaces of the Legacy Lodge Conference Center.
- Further increasing visibility, this conference schedules breakout snack sessions within the exhibit space.
- Sponsors who exhibit are able to engage with the dynamic and collegial membership networks.
- Sponsors are listed in the Conference Program Book and placed on both the SGS and GGS websites.
- There are sponsorship levels that fit ANY budget.
- Legacy Lodge is a family-friendly getaway and a beautiful location.

# 2018 Program Highlights

## Preconference Networking Activities

Wednesday - between  
8am and noon.

Organized activities at Legacy Lodge will include opportunities for attendees to experience the lovely outdoor setting (weather permitting). Come zip line, ride a horse, or enjoy a nature walk.



## Presidential Opening and 2018 Barbara Payne Lectureship

Peachtree Point Pavilion – Legacy Lodge  
Wednesday - 6pm

Sponsored by Georgia State University

Guest Speaker: Dr. Tamara Baker

Title: *If we are all created equally, then why am I treated differently? Conceptualizing diversity, disparities, and health determinants collectively.*

This event is open to the public. RSVP required.



## Georgia State Spotlight Session

Thursday – 7:30am

Start the day with breakfast and Georgia's many aging services and accomplishments. This is a great session to explore ways in which other states may be able to adapt new methods to achieve similar successes.

## Movie Screening: Care

Thursday – 4pm

From the filmmaker – "Care pulls back the curtain on the poignant and largely hidden world of in-home elder care. Beautifully shot and deeply moving, the film reveals the complex nature of the work, the intimate bonds that form between care workers and elders—and the cracks in a system that is poorly serving both". The screening will be followed by a discussion and reception with the filmmaker, Deirdre Fishel.



*\*CEUs and CMEs for Social Work, Nursing, and other specialties will be available throughout the conference*

## Awards Luncheon

Thursday – 11:30am

Come and help celebrate the accomplishments of both GGS and SGS awardees.

## Aging done better, together – Networking Roundtable Luncheon

Friday – 11:30am

This lunch will partner researchers, students, older adults, and practitioners together for an enriching networking opportunity.

Tables will be arranged by specific and special interests.



## Presidential BEACH PARTY and Jam-A-Palooza

Friday – 6:15pm

Put your feet in the sand and kick back during this fun and entertaining evening of casual networking, music, and entertainment.

## Diversity Panel Session & Breakfast

Saturday – 8am

This session will feature experts in research, policy, and practice who will discuss key issues in the older LGBT community from an intersectional perspective, exploring the complex role of sexual and gender identity, race/ethnicity, and region on the aging experience.

## Stay & Train Opportunities

Saturday – 10am

Option to stay and train will include focus training sessions such as:

- Alzheimer's & Dementia Care Training
- Elder Exploitation & Abuse
- LaughActive
- Disaster Management & Emergency Preparedness

Other conference events will include:

- Ongoing wellness events throughout the conference
- Concurrent workshops, poster and paper sessions



# Explore Legacy Lodge at Lake Lanier, Buford, Georgia



## The Legacy Lodge Resort at Lanier Islands, Buford, Georgia

The 39th Annual Meeting of the Southern Gerontological Society will be held at the beautiful Legacy Lodge Resort. The conference room block rate for attendees is \$169.00 per night. Lake Houses are also available for \$339 per night and can sleep 8 people comfortably. Attendees have access to discounted rates from Tuesday, April 10 through Sunday, April 15, 2018. In order to secure the room block guarantee rate, reservations must be made by March 20, 2018. Reservations for rooms may be made through the "Lodging & Transportation" link on either the SGS or GGS websites:

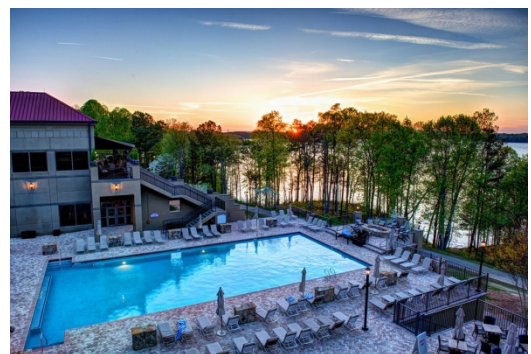


[www.southerngerontologicalsociety.org](http://www.southerngerontologicalsociety.org) or  
[www.georgiagerontologysociety.org](http://www.georgiagerontologysociety.org)

Guests who would like our help in locating a roommate are encouraged to contact us.

Vacation at Lanier Islands and experience a variety of exciting activities and adventures onsite, from equestrian pursuits and golf getaways to

boating, spa escapes, zip lining, an outdoor heated saltwater pool, and more. Ideal for family vacations, group travel and romantic trips, Lanier Islands offers a multitude of things to do for every guest. Rooms are handsomely appointed with wood-floors, comfortable furnishing, and are stocked with the best features and amenities including complimentary wireless internet, 42in HDTVs, Keurig machines and mini fridges. Pet friendly accommodations are available.



## SPONSORSHIP OPPORTUNITIES

*All levels of sponsorship are appreciated and ALL Levels of support will be thanked with a one-year membership to the Southern Gerontological Society and exposure on both SGS & GGS websites and social media outlets.*

LEVEL	AMOUNT	EXHIBIT BOOTH	CONFERENCE REGISTRATIONS	Featured on SGS/GGS websites	RECOGNITION/ ACKNOWLEDGEMENT	SPECIAL MARKETING
<b><u>Premier Sponsor</u></b>	\$6,000	√ (premium location)	6	√	Featured on conference signage & during ALL major events Full page/inside cover in program Marketing materials in attendee bags	“Special Thanks” ad in 3 issues of JAG & one year of <i>Southern Gerontologist</i> newsletters  <i>Event Mobi app banner ad</i>
<b><u>Diamond Student Support Sponsor</u></b>	\$5,000	√ (premium location)	5	√	Featured on conference signage & at all student events Full page ad in program Marketing materials in attendee bags	<i>Event Mobi app banner ad</i>
<b><u>Platinum Awards Luncheon Sponsor</u></b>	\$4,000	√ (premium location)	4	√	Recognition at Awards Luncheon Conference signage & award-related events Full page ad in program Marketing materials in attendee bags	
<b><u>Gold Plus Breakfast Sponsor</u></b>	\$3,000	√	3	√	Signage in breakfast area One-half page ad in program Marketing info at breakfast tables	
<b><u>Gold “CARE” Documentary Sponsor</u></b>	\$2,000	√	2	√	Signage specific to the documentary, reception & Q/A with the Producer One-half page ad in program	
<b><u>Silver Plus Wellness Events Sponsor</u></b>	\$1,500	√	1	√	Signage at/for Wellness Event room Listed as Sponsor in program One-quarter page ad in program	

<b>Silver</b> "Living with Dementia" Speaker Sponsor	\$1,000	✓	1	✓	Special Acknowledgment Signage on "Living with Dementia" sessions Listed as Sponsor in program One-quarter page ad in program
<b>Bronze Plus</b> Networking Lounge Sponsor	\$750	✓	1	✓	Signage at/for Lounge Listed as Sponsor in program Business card size ad in program
<b>Bronze</b> Exhibit + Conference Registration	\$550	✓	1		Signage at Registration Listed in program
Exhibit Booth	\$300				Listed in program

## EXHIBITOR DETAILS

- Exhibit set up will be on Wednesday, April 11 from 9:00 am until 1:00 pm. Exhibitors are encouraged to set up before sessions commence on the afternoon of April 11, 2018.
- Exhibits will be held Wednesday through Friday and will be open Wednesday from 1pm until 5pm, and again on both Thursday and Friday from 9:00 am until 5:00 pm.
- Special breakout sessions will occur where attendees will be encouraged to "meet the exhibitors". Be sure to check the program schedule for specific breakout times.
- Exhibit area size includes an 8' skirted table and two chairs will be available per booth.
- Exhibits will be set in either the exhibit hall or in high visibility, high traffic areas in the conference center.
- Electric hook up is not included but may be purchased for \$50.00
- Exhibitors are strongly encouraged to increase their marketing exposure by contributing to our Silent Auction. Silent Auction proceeds support student scholarships and scholarships for older adults.
- Priority of premier booth space is reserved for our Premier, Diamond, & Platinum Sponsors. For premier booth placement, please consider the benefits of upgrading your support level.

***All exhibit booths will be photographed and featured on both GGS & SGS websites and social media pages!***

## ADDITIONAL ADVERTISING AVAILABLE

Would you like to increase your visibility?

Consider purchasing additional ad space:

- **DEADLINE** to submit artwork and secure space in the program is **March 1, 2018**.

Full Page Ad	\$400	Live area: 6.375" x 9.625"
Half Page Ad:	\$250	Live area: 6.625" x 4.25"
1/4 Page Ad	\$150	Live area: 3.125" x 4.25"
1/8 Page Ad	\$75	Live area: 3.125" x 2"

# Sponsorship Contract

## CONTACT INFORMATION:

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Organization: \_\_\_\_\_  
Billing Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

## SPONSORSHIP OPTIONS (please check your selection)

- |                                      |          |   |         |
|--------------------------------------|----------|---|---------|
| <input type="checkbox"/> Premier     | \$6,000+ | <input type="checkbox"/> Silver                           | \$1,000 |
| <input type="checkbox"/> Diamond     | \$5,000  | <input type="checkbox"/> Bronze Plus                      | \$750   |
| <input type="checkbox"/> Platinum    | \$4,000  | <input type="checkbox"/> Bronze                           | \$550   |
| <input type="checkbox"/> Gold Plus   | \$3,000  | <input type="checkbox"/> Exhibit Booth Only               | \$300   |
| <input type="checkbox"/> Gold        | \$2,000  | <input type="checkbox"/>                                  |         |
| <input type="checkbox"/> Silver Plus | \$1,500  | <input type="checkbox"/> Other Sponsorship Amount \$_____ |         |

Full name of person(s) to receive complimentary meeting registrations:

1. \_\_\_\_\_ 2. \_\_\_\_\_  
3. \_\_\_\_\_ 4. \_\_\_\_\_  
5. \_\_\_\_\_ 6. \_\_\_\_\_

Sponsorship Subtotal: \_\_\_\_\_

## EXHIBITOR OPTIONS (check your selection):

Please remember to e-mail your company logo along with a 25-word description of the products or services to be featured in the exhibit for approval of the Exhibits Manager and inclusion in the program within 7 days of contract submission.

Name of additional booth personnel (exhibit access only badge – 4 badges permitted):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Does your booth require electricity?

- \_\_\_ No  
\_\_\_ Yes (if yes, please include \$50.00 in your payment)

Exhibit Subtotal \_\_\_\_\_

Are you looking for a special marketing opportunity to help your company stand out from the others? We are here to help! Simply contact us.

Lee Ann Ferguson, SGS Association Manager  
(866) 920-4660 phone  
admin@southerngerontologicalsociety.org

or

Amanda James, GGS Executive Director  
(404) 780-3380  
administrator@georgiagerontologysociety.org

**ADDITIONAL ADVERTISING OPTIONS: (check your selection)**

Please send advertisement to: [admin@southerngerontologicalsociety.org](mailto:admin@southerngerontologicalsociety.org) by February 10, 2018

<input type="checkbox"/> Full Page Ad: \$400.00	<input type="checkbox"/> Half Page Ad: \$250.00	<input type="checkbox"/> One Quarter Page Ad: \$150.00	<input type="checkbox"/> 1/8 Page Ad: \$75.00
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Advertising Subtotal: \_\_\_\_\_



**Contract Pricing Totals:**

Sponsorship Subtotal: \_\_\_\_\_  
 Advertisements Subtotal: \_\_\_\_\_  
 Booth Electricity: \_\_\_\_\_  
 Total Amount Due: \_\_\_\_\_

By signing below, exhibitor acknowledges they have read, understood and fully agree to all expectations as listed in this prospectus. Any contract sent to SGS unsigned below will not be accepted.

X \_\_\_\_\_  
Signature

**Payment Information:**

Check (payable to SGS)  Visa  MasterCard  Discover  American Express

Name on card: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_/\_\_\_ CVV Code: \_\_\_\_\_

X \_\_\_\_\_  
Credit Card Authorization Signature

Contracts may be emailed to [admin@southerngerontologicalsociety.org](mailto:admin@southerngerontologicalsociety.org) or faxed to (866) 920-4649. Payments can be made by phone – contact Lee Ann Ferguson, Association Manager, at (866) 920-4660.

If mailed, please send Contract and Payment:

Southern Gerontological Society, PO Box 160, Taylorsville, NC 28681

**REFUND AND CANCELLATION POLICY**

For exhibits and advertisements, notice of cancellation must be made in writing (no exceptions) and sent to the Southern Gerontological Society Association Manager. Cancellations received by 5:00 PM ET, Monday, February 12, 2018 will be refunded 50% of the cost of the table top or the advertisement price. After February 12, 2018, no refunds will be given. Exhibitors will be held responsible for the original terms of the agreement. Cancellations made after this date will receive no refund.

Force Majeure — Neither party shall be responsible for failure or performance due to acts of God, labor disputes, shortage of commodities, accidents, government regulation or shutdown, disaster, civil disorder, curtailment of transportation facilities or emergency making it impossible or illegal to provide facilities or hold said meeting.

Amendment to Contract Regulations — Any and all points not covered specifically are subject to the decision of the Southern Gerontological Society. SGS may, in its sole discretion, make reasonable changes, amendments, or additions to contract regulations. Any such changes shall be binding on exhibitor equally with the other regulations contained herein.