

3RD ANNUAL

CAREGIVING ACROSS THE AGES

Conference & Tradeshow

WORKING TOWARD A BETTER TOMORROW



October 21-22, 2009

**TOPEKA RAMADA
TOPEKA, KANSAS**



SPONSORS, EXHIBITERS, AND ADVERTISERS

WWW.K4A.ORG

KANSAS
AREA AGENCIES
ON AGING
ASSOCIATION



SPONSORS, EXHIBITORS AND ADVERTISERS

Opportunities to Reach Professionals Serving Caregivers

Join us as we convene in Topeka, October 21st and 22nd at the 2009 Caregiving Across the Ages Conference and Tradeshow. The conference and tradeshow is the premier opportunity to meet and network with professionals serving caregivers across Kansas and surrounding area.

This year's conference will bring together more than two hundred professionals. Not only will the attendees network with peers and exchange ideas on how to meet the challenges of serving our nation's older population and adults and children with disabilities, they will learn about innovations in products, programs and services at the tradeshow.

The tradeshow provides the unique opportunity for you to speak to local leaders of programs and services in one location. Professionals come to the conference to learn about new products and services that will help them more effectively serve the caregiver. You don't want to miss the opportunity!

The annual conference also offers unique sponsorship opportunities to enhance your company's visibility. Take a look at the following pages to see the many opportunities available to you to showcase your organization or company through sponsorship, exhibition and advertising. Your commitment and deposit will secure the maximum exposure and benefits for your organization.

The 2009 conference is shaping up to be an exciting event – we look forward to seeing you there!

Craig Kaberline

K4A EXECUTIVE DIRECTOR

Elizabeth Maxwell

K4A BOARD PRESIDENT

TOPEKA RAMADA — 420 SE 6TH STREET • TOPEKA, KS 66607

ROOM RESERVATIONS: 800-432-2424

SPONSORSHIP OPPORTUNITIES

GOLD—\$5,000

Gold Level Sponsor Benefits:

- Complimentary premium tradeshow exhibit table
- Complimentary full page, two-color advertisement of the Conference Program Book (purchase by September 15, 2009 to receive this benefit) given to all attendees at the conference
- Your Organization's Logo in the Conference Program under Sponsors
- Three complimentary conference registrations
- Your Organization's Logo on Sponsor Thank-you Signs displayed throughout the conference
- Advance electronic copy of attendee roster (includes mailing addresses)
- Your promotional information placed on attendees' seats during the Opening General Session
- Opportunity to offer brief greeting at the luncheon

SILVER LEVEL—\$2,500

Silver Level Sponsor Benefits:

- Complimentary premium tradeshow exhibit table
- Two complimentary conference registrations
- Your Organization's Logo in the Conference Program under Sponsors
- Your Organization's Logo on Sponsor Thank-you Signs displayed throughout the conference
- Advance electronic copy of attendee roster (includes mailing addresses)
- Your promotional information placed on attendees' seats during open general session
- Complimentary half-page, two-color advertisement in the Conference Program Book given to all attendees at the conference (purchase by September 15, 2009 to receive this benefit).

“Network with peers and exchange ideas on how to meet the challenges of serving our nation's older population and adults and children with disabilities.”

SPONSORSHIP OPPORTUNITIES

BRONZE LEVEL—\$1,000

Bronze Level Sponsor Benefits:

- Complimentary tradeshow exhibit table
- Complimentary quarter-page, two-color advertisement in the Conference Program Book (purchase by September 15, 2009 to receive this benefit) given to all attendees
- One complimentary conference registration
- Your Organization's Logo in the Conference Program under Sponsors
- Your Organization's Logo on Sponsor Thank-you Signs displayed throughout the conference
- Advance electronic copy of attendee roster (includes mailing addresses)

FRIENDS OF CAREGIVING LEVEL—\$200

Friends of Caregiving Level Sponsor Benefits:

- Your Organization name in the Conference Program under Sponsors
- Your Organization's Logo on Sponsor Thank-you Signs displayed throughout the conference

MARKETING SPECIAL — \$99

Have your marketing piece included in the tradeshow bags

- Reach all attendees with your information
- One single piece – up to twelve pages
- Up to 8.5" X 11" (Approx. 200 copies will be required)

*All marketing inserts must be received at the Topeka Ramada by Monday, October 19th
(K4A reserves the right to refuse materials.)

“Professionals come to the conference to *learn about new products and services* that will help them more effectively serve the caregiver.”

BREAKOUT SESSIONS

The conference and tradeshow will provide an array of exciting opportunities to learn new ideas and ways of thinking. This year's conference will feature two pre-conference workshops on The Art of Therapeutic Caregiving and Ethical Issues in Caregiving and intensive sessions on the following topics:

NATIONAL LIFESPAN RESPITE PROJECT

END OF LIFE CARE

UNDERSTANDING AND IDENTIFYING ALCOHOL AND DRUG ABUSE

DIABETES AND HEALTHY LIFESTYLES

THE GROWING EPIDEMIC – OBESITY AND DIABETES

CULTURAL COMPETENCY

INNOVATIVE PROGRAMS IN ORAL HEALTH

MEDICARE RIGHTS

LEGAL ISSUES

AUTISM

ALZHEIMERS DISEASE AND OTHER DEMENTIAS

BEST PRACTICE MODELS IN CAREGIVING

SEXUALITY AND SAFE SEX

OLDER RELATIVES AS CAREGIVERS

FINANCIAL EXPLOITATION AND ABUSE

MENTAL HEALTH AND AGING

INTEGRATING TECHNOLOGY INTO CAREGIVING

ADULT ABUSE

CAREGIVING IN THE NURSING HOME SETTING – FAMILY RESIDENT COUNCILS

LEGISLATIVE ISSUES AND ADVOCACY

LOW VISION / VISION ISSUES

OUTSIDE THE BOX IN HOUSING OPTIONS

NEW IDEAS IN LONG-TERM CARE FINANCING



TRADESHOW

EACH TRADESHOW BOOTH EXHIBITOR WILL RECEIVE:

- One skirted 6' table
- 2 chairs
- Recognition in the Conference Program
- Opportunity to participate in the Tradeshow raffle (see below)

NOTE: The ceiling allows for a maximum booth height of 10 feet.

TENTATIVE TRADESHOW SCHEDULE

WEDNESDAY, OCTOBER 21	8:00 am – 12:00 pm	Exhibitor Check-in and Set-up
	1:00 pm – 5:00 pm	General Session and Breakout Sessions/ Tradeshow Open
	5:00 pm – 6:30 pm	Welcome Reception and Tradeshow
THURSDAY, OCTOBER 22	7:30 am – 3:30 pm	Tradeshow Open
	7:30 am – 8:30 am	Continental Breakfast
	10:00 am – 10:30 am	Break in Tradeshow area
	12:00 pm – 1:30 pm	Lunch and Speaker – Exhibitor Raffle–Drawing
	1:30 pm – 1:45 pm	Break
	3:00 pm – 3:30 pm	Break in Tradeshow area
	3:30pm	Exhibitor area closes Exhibitor move-out

FEES

- By September 15 - \$500
- After September 15 - \$600
- Non-profit - \$100

TRADESHOW RAFFLE

You are encouraged to bring a door prize, which will be awarded during the lunch on Thursday.

RESERVE YOUR BOOTH NOW!

Booths are assigned on a first-paid, first-served basis so don't delay! Exhibitor Application/Contracts are included in this booklet and are available online at www.k4a.org.

SPONSOR AND TRADESHOW REGULATIONS

These contract Conditions, Rules and Regulations are a part of the Kansas Area Agencies on Aging (K4A) 2009 Sponsorship/Exhibitor's Application and Contract for exhibit. Please give a copy of these Rules and Regulations to the person(s) responsible for Sponsorship and/or the set up of your booth(s).

Official General Contractor: K4A has appointed Event Studio, LLC as the official general contractor for the 2009 Conference. All references herein to K4A shall mean K4A and Event Studio, LLC.

Outside Activities: The Exhibitor shall not foster or conduct activities which would take qualified attendees from Conference official functions and/or Tradeshow during scheduled hours. Use of meeting facilities or K4A contracted hotels by exhibitors or organizations for sales or business meetings during K4A conference and Tradeshow dates must be approved in advance by K4A. Hospitality suites shall not be open during Tradeshow hours or daytime Conference hours.

Any violation by the Exhibitor of the Official Rules and Conditions herein may, in K4A's sole determination, constitute a breach of the Agreement resulting in termination and forfeiture of any monies paid on account. Upon due notice such termination, K4A shall have the right to take possession of the Exhibitor's space, remove all persons and properties, and hold the Exhibitor accountable for all liability, expenses and damages arising from Exhibitor's breach/violation of the Official Rules and Conditions.

Assignment of Space: The best exhibit booths are assigned to the major sponsors of the K4A Conference. Assignment of other booth space will be on a first-paid, first served basis. Every effort



will be made to accommodate requests for booth assignments. K4A reserved the right to make such changes to the floor plan of booths as may be deemed necessary at its sole discretion.

Exhibit Fees and Payment: Applications will NOT be processed or space assigned without the required payment and signature. All applications must be accompanied by full payment. **Checks should be made payable to K4A, and must be mailed to Event Studio, 2638 Sharlis Drive, Frisco, TX 75034.** Receipt of payment does not obligate K4A to accept a contract as binding. K4A retains the option of returning funds.

Cancellation: Cancellations of exhibit space must be received in writing and addressed to: Event Studio, 2638 Sharlis Drive, Frisco, TX 75034. Refunds, less an administrative fee of \$100 per booth, will be made at the discretion of K4A, but no refund will be given for cancellation made within 30 days of set-up day. In case of fire or any other causes beyond the control of K4A that prevent holding the show, this contract will not be binding.

Exhibit Booths: Each exhibitor will receive one 6 foot draped table and two side chairs. Tradeshow area is carpeted. Tradeshow ceiling height is 10 feet.

SPONSOR AND TRADESHOW REGULATIONS

BOOTH INSTALLATION AND DISMANTLING:

Wednesday, October 21

8:00 am – 12:00 pm *Exhibitor Check-in and Set-up*

Thursday, October 22

After 3:30pm *Exhibitor Move-out*

Times subject to change upon notification by K4A.

Shipping: Upon receiving the Exhibitors' Agreement, K4A will mail a confirmation letter which will contain complete shipping instructions and other forms for all services needed during the installation, exhibit period, and removal of exhibits.

Use of Space: Exhibitors shall not assign, share or sublet any space without written consent of K4A. Care must be taken that no display extends more 8' in depth from the back wall of the booth, or interferes with the view of other exhibitors. Noticeable noise produced from operations of any equipment or apparatus is not permitted.

Liability: K4A and the Topeka Ramada will not be held responsible for the safety of the property of the exhibitors from theft, fire, damages, accident or other causes. Exhibitor agrees to protect, save and hold K4A and the Topeka Ramada and all agents and employees thereof (hereafter collectively called "indemnitees") forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitors or those holding under the exhibitor. Further, exhibitor shall at all times protect, indemnify, save and hold harmless the indemnitees against and from any and all losses, costs (including attorney's fees), damages, liability or expense arising from or out of or by reason of any accident or bodily injury or other occurrence to any person

or persons, including the exhibitors, its agents, employees and business invitees which arises from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises or a part thereof.

Safety Regulations: Exhibitors must adhere to all municipal and state laws, rules and regulations. No combustible decorations may be used at any time; all drapes, table coverings and other materials must comply with fire department regulations.

Security (inside and outside): The exhibit area is being held in a hotel and security will not be provided when the hall closes. However, neither K4A nor the hotel can be held responsible for any exhibit materials. Please take the necessary precautions each day for safeguarding your exhibit materials.

Show Cancellation: If the conference or exhibit is cancelled due to circumstances beyond the control of K4A, K4A will not be held liable for any expenses incurred by the exhibitor beyond the rental cost of the booth space.

Selection of Exhibitors: Only firms and organizations whose services and products are appropriately related to the purpose of K4A shall be permitted to exhibit. K4A reserves the right to decline or prohibit any exhibit which, in its sole judgment, is inappropriate, this reservation being all inclusive as to persons, things, printed matter, products and conduct.

“You don't want to miss the opportunity to meet and speak with the professionals in the field of caregiving.”

ADVERTISING OPPORTUNITIES

The Conference Program will be in two colors (PMS 631C Blue and PMS 4625C Brown). Ads can be printed in either PMS 4625C Brown or two color (PMS 631C Blue and PMS 4625C Brown). You must specify the PMS inks as coated with the "C" extension.

Ad Sizes & Prices (one color only, PMS # name)

Sizes	Rates	Dimensions (width & height)
Two page spread	\$500	17" x 11"
Full page	\$250	7.5" x 10"
½ page (horizontal)	\$100	7.5" x 5"

Production Requirements

Trim Size: 8.5" x 11"

Printable Area: 7.5" x 10"

Terms: Advertisements are to be pre-paid. No commission allowed.

AD SALES CLOSE
Tuesday, September 15, 2009

AD ARTWORK DUE
Friday, September 18, 2009

Digital Submissions

Digital files may be sent on CD to the following address: Event Studio, 2638 Sharlis Drive, Frisco, TX 75034 or emailed to: mandy@event-studio.com. All ads submitted MUST BE in Macintosh compatible format in one of the following programs:

QuarkXPress 6.5

Indesign 3.0

Adobe Illustrator 11.0 or lower

Adobe Photoshop 8.0 or lower

Adobe Acrobat PDF

Macromedia Freehand EPS file

Macintosh Format, include all fonts and image links

Macintosh Format, include all fonts and image links

Convert all fonts to outlines, include image links and save to EPS files

Render all type

Embed all fonts and images

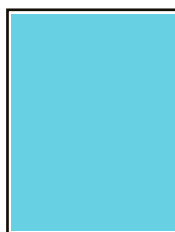
Convert all fonts to outlines, include image links and save to EPS file

ADS MUST BE RECEIVED IN THE FINAL FORMAT REQUIRED FOR PRINTING. ADS RECEIVED IN AN INCORRECT FORMAT WILL BE RETURNED TO THE SUBMITTER FOR CORRECTION.

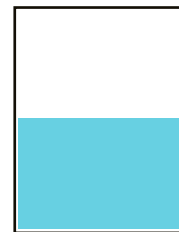
Ads (one color only, PMS 631C Brown) saved in a HIGH RESOLUTION Adobe PDF file will be accepted but we cannot guarantee that this process will be completely successful. Please compress file/files with "StuffIt" or "Zip" and e-mail to typographie.design@gmail.com. For artwork submission, specifications or technical questions only call Carrie at 816-520-0181. All other questions regarding advertising, please contact Event Studio at 972-510-9586.



Two Page Spread
11" x 17"



Full Page
7.5" x 10"



½ Page Horizontal
7.5" x 5"

SPONSORSHIP / EXHIBITOR / ADVERTISING APPLICATION

Caregiving Across the Ages – Conference and Tradeshow – 2009

- SPONSORSHIP** (please refer to the Sponsorship Opportunities section in this Prospectus)
Event/Item _____
- EXHIBITOR**
- By September 15 — \$500
 - After September 15 — \$600
 - Non-profit — \$100
- ADVERTISEMENT** (Ad sales close September 15, 2009)
- 2 page — \$500
 - Full page — \$250
 - ½ page — \$100
- MARKETING SPECIAL** Marketing insert in the Tradeshow Bags — \$99

➔ **ENCLOSED PLEASE FIND MY CHECK PAYABLE TO K4A IN THE AMOUNT OF \$ _____** ←

Please print or type

First Name: _____ Last Name: _____ Email: _____

Organization: _____ Phone: _____

Name of organization for listing, if different: _____

Address: _____

City: _____ State: _____ Zip: _____

Website: _____

Brief one-two sentence description of services offered by your organization (*for listing purposes*) _____

All Exhibitors and Sponsors must check the box and sign below to complete the application.

I have read and agree to the Sponsorship and Tradeshow Regulations.

Signature _____ Date _____

Please send this completed form with payments to K4A c/o Event Studio, 2638 Sharlis Drive, Frisco, TX 75034.
Email mandy@event-studio.com; phone 972-510-9586.

PRELIMINARY CONFERENCE AGENDA

WEDNESDAY, OCTOBER 21, 2009

8:30 am – 11:30 pm	Pre-conference Workshop:
8:30 am – 11:30 pm	Pre-conference Workshop:
1:00 pm – 2:15 pm	Opening Session & Keynote
2:15 pm – 2:30 pm	Break
2:30pm – 3:45pm	Three (3) Breakout sessions
3:45pm – 5:00pm	Three (3) Breakout sessions
5:00pm – 6:30pm	Reception in the tradeshow area

THURSDAY, OCTOBER 22, 2009

7:30am – 8:30am	Hot Breakfast
8:30am – 9:45am	Three (3) Breakout sessions
9:45am – 10:15am	Morning Break
10:15am – 11:30am	Three (3) Breakout sessions
11:30am – 1:00pm	Lunch and Speaker
1:00pm – 1:30pm	Break
1:30pm – 2:45pm	Three (3) Breakout sessions
2:45pm – 3:15pm	Break
3:15pm – 4:30pm	Three (3) Breakout sessions

CAREGIVING *ACROSS THE AGES*

Conference & Tradeshow

2910 SW Topeka Blvd.

Topeka, KS 66611