



ASSOCIATION FOR GERONTOLOGY IN HIGHER EDUCATION  
38th Annual Meeting and Educational Leadership Conference

February 23 – 26, 2012 | Renaissance Arlington Capital View Hotel | Arlington, VA

# Engaging Aging in Higher Education

Reach  
over 350  
education  
professionals!



Association for Gerontology in  
Higher Education



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38TH ANNUAL MEETING  
AND EDUCATIONAL  
LEADERSHIP CONFERENCE

# Exhibitor Prospectus

[www.aghe.org/promote](http://www.aghe.org/promote)

# Top 10 Reasons Why Your Company Should Be at AGHE

1. It is the Premier National Forum for Gerontological and Geriatric Education
2. Meet New Customers Face-to-Face
3. Value
4. Unparalleled Networking Opportunities
5. Increase Awareness of Your Organization
6. Connect with Existing Customers to Build Lasting Relationships
7. Gain Understanding of Customer Attitudes and Motivations
8. Expand Your Competitive Edge
9. Marketing Via the Program Book and Website
10. Location

## Who Attends

Over 350 education professionals.

They represent a wide range of disciplines and professions in the field of aging. Most attendees are faculty members who teach courses and conduct research. They determine textbooks and audiovisuals for hundreds of courses; request resources for purchase by their university libraries; design research and instructional programs; train professionals and students; help students find jobs in the community; and serve as community resources to agencies and programs for older adults.

“The conference atmosphere and the culture of AGHE is its strength: **grounded, collaborative, and inspiring.**”

– 2011 AGHE Attendee



# Space

## New hotel. Environmentally-friendly.

Just Opened! Discover the convergence of design and technology at the Renaissance Arlington Capital View Hotel near Reagan National Airport (DCA). Carving a modern outline in the Crystal City skyline, this Silver LEED-certified hotel boasts award-winning architecture inspired by motion and enhanced by light. The hotel was designed to create an experience like no other. Integration of emerging technology, like applications to control AV and enhanced networks for connectivity, place the hotel's accommodations at the forefront of adaptability and service. The hotel is just minutes from Washington, DC; complimentary Metro and airport shuttles to DCA are provided. Also enjoy the lobby coffee cafe and modern Italian cuisine at "SOCCi."

# Exhibit Hall

## Attractive features that draw attendees to visit time and again.

Within the Renaissance Arlington Capital View Hotel you will find a spacious, illuminated exhibit area. AGHE's Exhibit Hall houses annual traditions that attract attendees: the Silent Auction, Exhibit Hall Breaks, and Poster Sessions. The Silent Auction is where you can browse and place bids on a variety of charming items while also giving back to AGHE. Exhibit Hall Breaks are similar to the office water cooler; attendees congregate to meet and chat over refreshments. The third attraction is the Poster Sessions; where you can find authors personally presenting their stimulating exhibits to attendees. These features are highly attended year to year.

# Important Dates to Note

Friday, December 16, 2011

- Program Book Reservation and Advertisements Due
- Deadline for 40-word Booth/Services Description for Program Book

# Exhibit/Advertise/Sponsor

Promote your organization at AGHE's 38th Annual Meeting and Educational Leadership Conference. Visit [www.aghe.org/promote](http://www.aghe.org/promote) today to see the many, customizable opportunities available to you.

Book by  
Dec. 16, 2011  
to ensure your  
description is  
listed in the  
Program Book.

## Exhibit

Exhibitors receive one draped table measuring approximately 2 1/2' x 6' and two chairs.

	One Table	Per Each Additional Table
AGHE Member	\$340	\$139
Non-profit	\$417	\$170
For-profit	\$491	\$211

We also offer the opportunity for shared table space inside the exhibit hall. A Browse Table is \$125; material distribution is managed by AGHE staff—no badge included. For more information please e-mail [meetings@aghe.org](mailto:meetings@aghe.org).

## Exhibit Hall Hours

*Subject to change*

Exhibit Set-up	Thursday, February 23 Friday, February 24	12:00 pm–5:00 pm 8:00 am–9:00 am (late arrivals only, please)
Exhibiting Hours	Friday, February 24 Saturday, February 25	10:00 am–4:00 pm 10:00 am–4:00 pm
Exhibit Dismantling	Saturday, February 25	4:00 pm–6:00 pm

## Advertise

Reach your target audience—advertise in the AGHE Program Book, distributed to all attendees at the 38th Annual Meeting and Educational Leadership Conference. Deadline to reserve/submit an advertisement is December 16, 2011.

	Full Page 7" x 10"		Half Page 7" x 4 5/8"		Quarter Page 3" x 4 5/8"	
	Camera Ready	Non-Camera Ready	Camera Ready	Non-Camera Ready	Camera Ready	Non-Camera Ready
AGHE Member Exhibitor	\$261	\$297	\$153	\$198	\$122	\$158
AGHE Member	\$290	\$330	\$180	\$220	\$135	\$175
Non-Member Exhibitor	\$329	\$365	\$212	\$247	\$127	\$163
Non-Member	\$365	\$405	\$235	\$275	\$141	\$181

## Advertisement Specifications

The following requirements must be met in order to qualify for "Camera Ready Rates":

- Files should be submitted as high-resolution grayscale PDF files, or EPS or high-resolution TIFF files, with all fonts embedded.
- Press-optimized PDF files are preferred. Resolution should be at least 300 dpi.
- All advertisements should be right-reading.
- Files submitted in other formats, or files requiring retouching or reformatting, may require additional fees.

## Sponsor

AGHE invites you to collaborate with us. Stand out from the crowd! Sponsorship is your opportunity to gain additional visibility and exposure. Sponsor an event at the 38th Annual Meeting and Educational Leadership Conference. We will work with you to develop the right mix that delivers the visibility and networking opportunities to suit your needs and budget.

## Levels of Sponsorship

### Friend

\$100 to \$499

- Acknowledgement of support in the Program Book and at the conference
- Recognition of sponsorship in the *AGHExchange* newsletter, on the AGHE website and in *Gerontology News*, the newsletter of The Gerontological Society of America
- One complimentary invitation to the President's VIP reception

### Supporter

\$500 to \$999

All of the above sponsorship benefits, plus:

- One exhibit table in the exhibit hall for half price (includes exhibitor registration)

### Leader

\$1,000 to \$1,499

All of the above sponsorship benefits, plus:

- One complimentary meeting registration
- One additional complimentary invitation to the President's VIP reception (2 total)

### Patron

\$1,500 or more

All of the above sponsorship benefits, plus:

- One complimentary half page advertisement in the *AGHExchange* newsletter
- Two additional complimentary invitations to the President's VIP reception (4 total)

## Examples of Sponsorship Opportunities Include

Tote Bags

Welcome Reception

Exhibit Hall Breaks

Newcomers Breakfast

Institutional Representatives Breakfast

Fun Run/Walk

# Who Exhibits

*\*Partial list, past exhibitors*

AARP Office of Academic Affairs  
Association Book Exhibit  
Ball State University  
California Council on Gerontology  
and Geriatrics  
California State University-Fullerton,  
Gerontology Academic Program  
Case Western Reserve University,  
School of Medicine  
Cornell University  
Council on Social Work Education  
The Erickson Foundation  
George Mason University, College of  
Health and Human Services  
Hartford Geriatric Social Work Initiative  
The Haworth Press  
Health Professions Press  
Indiana University Applied Health Science  
The Johns Hopkins University Press  
Maryhurst University  
McDaniel College, The Center for the  
Study of Aging  
Merck Institute of Aging & Health  
Miami University, Scripps Gerontology  
Center  
Mid-Atlantic Chapter-National  
Association of Professional Geriatric  
Care Managers  
National Aging Information Center  
National Archive of Computerized Data  
on Aging

The National Committee to Preserve  
Social Security and Medicare  
Oklahoma State University  
The Pennsylvania State University  
Portland Community College  
Routledge Journals  
SAGE Publications  
Sanders-Brown Center on Aging  
Scripps Gerontology Center  
Serif Press  
Sigma Phi Omega  
Southern Gerontological Society  
Springer Publishing Company  
St. Bonaventure University  
Taylor and Francis Group  
Terra Nova Films  
Towson University  
University of California-Los Angeles  
University of Kentucky  
University of Maryland Baltimore  
County  
University of Massachusetts Boston,  
Gerontology Institute and Department  
University of Nevada, Reno  
University of North Carolina at Chapel Hill  
University of North Carolina at Charlotte  
University of North Carolina at  
Greensboro, Gerontology Program  
University of North Carolina Wilmington  
University of South Florida  
University of Southern California  
Virginia Commonwealth University



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