



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

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 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.

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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