

**11TH ANNUAL
GULF COAST ELDER ABUSE CONFERENCE**



SPONSOR & REGISTRATION PROSPECTUS

**JUNE 26 & 27, 2017
NORTHSHORE HARBOR CENTER
100 HARBOR CENTER BLVD.
SLIDELL, LA 70461**

**PRODUCED BY
ST. TAMMANY SALT COUNCIL**

JOIN WITH THE ST. TAMMANY SALT COUNCIL TO MAKE 2017 THE BEST-EVER GULF COAST ELDER ABUSE CONFERENCE. AS A SPONSOR YOU DEMONSTRATE YOUR COMMITMENT TO FIGHTING ELDER ABUSE AND INVEST IN YOUR ORGANIZATION'S CAPACITY TO IMPROVE THE LIVES OF SENIOR ADULTS.

2017 is the 15th anniversary of the SALT Council, a leader in presenting information and educational programs to help improve the safety and security of people over age 50. The Council is a 501c3 Louisiana Non-profit Corporation, IRS Tax ID 20-8587363. Since 2007 the SALT Council has presented professional Elder Abuse education in recognition of World Elder Abuse Awareness Day, and actively trains professionals throughout the year.

Training is a critical part of the battle against Elder Abuse. The identification and recognition of the broad range of abuse is the first step in intervening and preventing the maltreatment that injures, impoverishes and demoralizes the Senior population. Training professionals whose responsibilities include the safety and welfare of Senior Adults is the main path to making a difference in the lives of the elders who have meant so much to our nation. The training program includes statewide certified training of law enforcement officers, education of victim advocates, seminars for professional caregivers (including home care and home health providers), support and educational opportunities for Adult Protective Services personnel, and continuing education for the legal, medical and social services communities.

Sponsors are the primary resource for the development of the conference, so we ask you to take an active role in the Conference. Certainly your funding is vital to the event, but we need your help in promoting and marketing the event. Distribute flyers, put up posters and the Sponsors' decal at your place of business, include Conference mailers with your direct mail contacts, develop dynamic booths with information about your organization's efforts to combat Elder Abuse, and use the scholarships included with Traditional Sponsorships to reach more professionals. The last two conferences each had over 200 attendees, many of them on sponsor scholarships; this is the power of sponsors taking an active role in the event and expanding the number of professionals trained.

Conference attendees and presenters travel from all over the country to participate in this excellent training opportunity. This is a rare opportunity to reach activists with your marketing message, especially if your organization extends to states in the Gulf Coast region or nationally. And there will also be two related Senior events on June 13 in Covington, LA and June 15 in Slidell, LA that will give you the opportunity to market directly to Senior Adults.

The conference expanded in 2016 to provide two full days of classes. The 2017 conference will follow the same format with each day offering 24 class hours to the attendees - 12 class hours available in just two days, with continuing education credits available for many professions, including social workers, attorneys, bankers, counselors, nurses and others. As always, the conference will feature nationally recognized experts and highly skilled Louisiana professionals to offer the best training possible on a wide range of Elder Abuse issues. Topics will be announced in January, but they will include the critical issues in the overall topic.

Attendees receive Conference binders, flash drives with the classes' content, catered lunch, and for those who qualify, continuing education credits. With instruction by experts and a wide choice of topics, attendees recognize the value of this conference and the value of the sponsors, as shown by a critique that included the following comment: *"Received a lot of helpful information from all the vendors that were present from different Organizations."*

SPONSORSHIP PACKAGES

The 2017 Conference Sponsorship Packages are more dynamic than ever; thanks to the Sponsors' Committee, we have refined sponsorships from last year and added new offerings with added promotional opportunities that offer greater exposure to demonstrate your commitment to fighting Elder Abuse. The SALT Council wants you to benefit as our partner!

Traditional Sponsorships are based on the practices developed over the first ten years of the conference. The continuation of the successful practices is valued by our sponsors each year, giving new sponsors the benefit of previous experience by those organizations that are putting their resources into supporting the conference. Traditional sponsorships offer recognition, promotional opportunities and scholarships for your organization to use to train your staff, vendors and anyone you believe will benefit from this excellent opportunity. Your sponsorship will also include the opportunity to market to the Senior Community during the two public Senior Events. These events are titled **"IT'S YOUR MONEY—KEEP IT!!"** and provide a great workshop that helps Senior Adults understand the scams, frauds and financial exploitation directed at elders. We provide them with a quality lunch and plenty of time to meet our sponsors and exhibitors on the Exhibit Floor.

NEW THIS YEAR - your sponsorship will include a full page color ad in the conference binder! You design it and it will be included for all the attendees to get more information about your organization. Plus... this year you will receive 50% discounted conference scholarships in the same number as the 100% scholarships included in the sponsorship; send twice as many of your staff as last year, adding the extra attendees for only ½ the Early Registration rate.

All of this, and the cost for the Traditional Sponsorships is the same as last year!

As in the past, if your Traditional sponsorship fee is paid by December 30, 2016 there will be a 5% reduction in the fee.

Special Sponsorships are exciting opportunities developed specifically for organizations that prefer to participate without having representation on the Exhibit Floor. If your organization wants to contribute to the mission of the conference but it does not have a structure or operation that is enhanced by scholarships, booths or direct staff participation, a Special Sponsorship is your answer. These sponsorships benefit the conference and the attendees, while also demonstrating a strong commitment to advocate against Elder Abuse. Sponsor a Session (a full day of the Conference), sponsor the Conference Tote Bag, the Conference Binder, or the Conference flash drive given to the attendees, or consider several other opportunities to support this major effort and let the attendees, presenters and other sponsors know what you are doing to help in the struggle against Elder Abuse.

Scholarship Sponsorships are an option that helps you help Adult Protective Services and law enforcement agencies send their personnel to the conference. This is the third year of this program that is of great importance because the budgetary impact that frequently prevents these important professionals from attending the conference.

Exhibitors are welcomed this year at both the Conference and the Senior Events. If your organization does not sponsor events but you are permitted to exhibit at events that promote your efforts, there are several options for you.

Act early to take advantage of the best sponsorship opportunity by completing the correct Sponsor Reservation Form that is included with this packet.

GULF COAST ELDER ABUSE CONFERENCE

GENERAL SPONSOR INFORMATION

The administration of the conference includes catered lunch for the sponsor staff members who are assigned to the booths. These non-attendee participants have the opportunity to eat before the attendees so they can be on the Exhibit Floor to interact with attendees during the lunch break. The Traditional Sponsorship Matrix lists the number of lunches provided with each level of sponsorship. If a Special Sponsorship is supplemented to include a table on the Exhibit Floor, one catered lunch will be provided for the staff member working at the table.

In addition, each sponsor will be given the opportunity to participate in a marketing opportunity during the plenary session on June 26th at 8:00 AM. One representative will be offered the chance to make a 1-minute introduction of your organization, and invite the attendees to spend time during a break or at lunch. Attendees get special entries marked for a grand prize drawing for a \$100 WalMart gift card; they are eligible to win the drawing, but only if all sponsors' booths are marked as being visited by the attendee.

SENIOR EVENT INFORMATION

Every year the conference includes a special workshop for Senior Adults to learn about Financial Exploitation. They are made possible through the Conference Sponsorships, and are based on sound training programs about the frauds, scams, misconduct, misrepresentations and lawful-but-unwise offerings that cost billions of dollars of loss for Seniors every year. These workshops, **"IT'S YOUR MONEY - KEEP IT!!"** are based on the expert information presented by talented professionals. The workshops are free, and the mature children of Senior Adults are encouraged to attend with their parents to learn about the facet of Elder Abuse that accounts for about 65% of all Elder Abuse cases.

All Traditional Sponsors are invited to participate at no added cost so they can connect directly with the Seniors and demonstrate their commitment to improving the safety and security of Senior Adults. As noted in the Special Sponsorship matrix, there is an option to have a table at these events. Special Sponsorships are also acknowledged at the Senior Events. Exhibitor Only sponsorships are available for these events.

REGISTRATION INFORMATION

Attendee and scholarship registration will be automated using online registration. This system will create attendee badges with barcodes to improve Conference and class check-in to improve tracking for Continuing Education and identification of special dietary needs, i.e., gluten-free or vegetarian, to simplify meal service.

Early registration ends May 19th, standard registration ends June 12th, and attendees who have not registered by June 12th will have to register on-site the day of the Conference. Shortly before the end of March a link will be sent to all sponsors to register their scholarship attendees and a link will be published and promoted for all other attendees. Scholarship attendees must be registered by June 12th.

Unless they opt out, conference registrant information will be available to the sponsors, if requested. The data will be provided to you electronically 45 days after the conference. The members of the SALT Council are very concerned about privacy of information, so the opt out procedure is of great importance to the credibility of the Council, especially for future conferences. Registration fees are shown on the enclosed SAVE THE DATE flyer.

Sponsor Staff Registration Process - Although it is not part of the conference registration process, all sponsors will be asked to register the staff members who will be attending the event so custom name badges can be prepared for them. We can then include the special dietary considerations for your staff because that information will be included on their badges.

SALT COUNCIL CONTACT INFORMATION

All potential sponsors are urged to contact the SALT Council with any questions that may arise. A sponsorship reservation form is included in this prospectus. The form should be completed and mailed to the SALT Council with the sponsorship fee. The prospectus and form will be available for download on the conference website, WWW.ELDERABUSECONFERENCE.ORG.

RALPH ONEAL - 985-705-9252
St. TAMMANY SALT COUNCIL, INC. PO Box 596 MANDEVILLE, LA 70470
INFO@ELDERABUSECONFERENCE.ORG



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SPONSOR RESERVATION FORM – TRADITIONAL SPONSORSHIP

To reserve your sponsorship, please complete the information below and submit to the address listed at the bottom. Please print.

Please reserve the following sponsorship(s):

- | | |
|--|--|
| <input type="checkbox"/> Platinum Sponsorship (\$4000) | <input type="checkbox"/> Gold Sponsorship (\$3000) |
| <input type="checkbox"/> Silver Sponsorship (\$2000) | <input type="checkbox"/> Bronze Sponsorship (\$1250) |
| <input type="checkbox"/> Pewter Sponsorship (\$500) | |

Traditional Sponsorships funded by December 30, 2016 receive a 5% reduction in cost.

Online payment by major credit cards will be available on the conference web site by November 30, 2016. There will be a slight charge added to cover the cost of the credit card processing.

Organization: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Representative Name: _____

Contact Phone: _____ Contact Email: _____

Signature: _____ Total Remitted: _____

Please remit to:
The St. Tammany SALT Council, Inc.
PO Box 596
Mandeville, LA 70470-0596
Phone: 985-377-4732

Email: Info@ELDERABUSECONFERENCE.ORG



GULF COAST ELDER ABUSE CONFERENCE 2017 TRADITIONAL SPONSORSHIPS

TYPE	FEE	8' TABLE IN EXHIBIT HALL	LOBBY & LOUNGE SIGNAGE	CLASSROOM SIGNAGE	SCHOLAR- SHIP DAYS	50% DISCOUNT SCHOLAR- SHIP DAYS	1-PAGE COLOR AD IN BINDER	LUNCHES FOR COMPANY REPS	LOGO ON EVENT MATERIALS	LOGO ON WEB SITE	TABLE AT SENIOR EVENTS
PLATINUM	\$4,000.00	XXX	XXX	XXX	16	16	XXX	2	XXX	XXX	XXX
GOLD	\$3,000.00	XXX	XXX	XXX	12	12	XXX	2	XXX	XXX	XXX
SILVER	\$2,000.00	XXX		XXX	8	8	XXX	2	XXX	XXX	XXX
BRONZE	\$1,250.00	XXX		XXX	5	5	XXX	1	XXX	XXX	XXX
PEWTER	\$500.00	XXX			2	2	XXX	1	XXX	XXX	XXX

SEE THE CONTACT INFORMATION BELOW FOR QUESTIONS OR FURTHER DETAILS OF THESE SPONSORSHIPS, OR ANY OTHER QUESTIONS ABOUT THE GULF COAST ELDER ABUSE CONFERENCE.

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SPONSOR RESERVATION FORM – SPECIAL SPONSORSHIP

To reserve your sponsorship, please complete the information below and submit to the address listed at the bottom. *Please print.*

Please reserve the following sponsorship(s):

- Session Sponsorship: Session I (\$2,000) Session II (\$2000) Sessions I & II (\$3500)
Banquet Hall Sponsorship: (\$1000)
Conference Tote Bag Sponsorship: (\$2000)
Conference Binder Sponsorship: (\$1500)
Lanyard Sponsorship: (\$1500)
Flash Drive Sponsorship: (\$2500)
Add table: Conference: (\$350) Senior Events: (\$350) Conference & Senior Events: (\$500)
Add one-page color ad in Conference Binder: (\$250)

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Please reserve the following Exhibitor space(s):

- Subject Matter Exhibitor: Conference Only (\$1000) Add Senior Events: (\$500)
Commercial Event Exhibitor: Conference (\$500) Senior Events (\$500)
 Conference & Senior Events (\$750)
Add one-page color ad in Conference Binder: (\$250)

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Online payment by major credit cards will be available on the conference web site by November 30, 2016. There will be a slight charge added to cover the cost of the credit card processing.

Organization: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Representative Name: _____

Contact Phone: _____ Contact Email: _____

Signature: _____ Total Remitted: _____

The Gulf Coast Elder Abuse Conference is produced by the St. Tammany SALT Council, Inc., IRS Tax ID #: 20-8587363. The current W-9 is available upon request.



GULF COAST ELDER ABUSE CONFERENCE 2017 SPECIAL SPONSORSHIPS

SPONSORSHIP TYPE	FEE	INFORMATION
Session I (June 26th)	\$2,000	Each day is a Session, and the Session Sponsor receives special recognition throughout the day and will have signage in all venues & displayed in the Conference binder. ^{1,2,3}
Session II (June 27th)	\$2,000	Each day is a Session, and the Session Sponsor receives special recognition throughout the day and will have signage in all venues & displayed in the Conference binder. ^{1,2,3}
Sessions I & II	\$3,500	Sponsoring both Sessions offers a savings of \$500 compared when with two single Session Sponsorships. ^{1,2,3}
Banquet Hall	\$1,000	This sponsorship is for both sessions; the catered dining room will be named for the sponsor. ^{1,2,3}
Conference Tote Bag	\$2,000	This sponsorship will provide the conference attendees with their personal bag at registration. The bag will include the logo of the sponsor and will go with the attendee. ^{1,2,3}
Conference Binder	\$1,500	This sponsorship provides the conference binder to attendees at registration. The binder includes the logo of the sponsor on the back cover and will go with the attendee. ^{1,2}
Lanyard	\$1,500	This sponsorship provides the name badge lanyard for all attendees and will include the sponsor's logo. ^{1,2,3}
Flash Drive	\$2,500	This sponsorship provides the flash drive with the conference content for all attendees and includes the sponsor's logo. ^{1,2,3}
Subject Matter Exhibitor	\$1,000	This exhibitor option is for both sessions and features Elder Abuse material presented by the exhibitor; includes a staffed or un-staffed table in the Expo Hall; certain Exhibitors may provide a Conference presenter
Subject Matter Exhibitor Add Senior Events	\$500	Expands Exhibitor's opportunity to include both Senior Events as well as the Conference
Commercial Events Exhibitor	\$500	Exhibit Table at Senior Events Only or Conference Only. ³
Commercial Events Exhibitor	\$750	Exhibit Table Senior Events and Conference. ³
Note 1	\$350	Adds table at Senior Events Only or Conference Only
Note 2	\$500	Adds table at Senior Events & Conference
Note 3	\$250	Adds 1-page ad in Conference Binder

SEE THE CONTACT INFORMATION BELOW FOR QUESTIONS OR FURTHER DETAILS OF THESE SPONSORSHIPS, OR ANY OTHER QUESTIONS ABOUT THE GULF COAST ELDER ABUSE CONFERENCE.

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SPONSOR RESERVATION FORM – SCHOLARSHIP SPONSORSHIP

To fund your sponsorship, please complete the information below and submit to the address listed at the bottom. *Please print.*

Please fund the following scholarship sponsorship(s):

Law Enforcement:

- 1 Day (\$85)
- 2 Days (\$159)

Adult Protective Services:

- 1 Day (\$159)
- 2 Days (\$295)

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Online payment by major credit cards will be available on the conference web site by November 30, 2016. There will be a slight charge added to cover the cost of the credit card processing.

Organization: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Representative Name: _____

Contact Phone: _____ Contact Email: _____

Signature: _____ Total Remitted: _____

- Please keep my scholarship sponsorship Anonymous
- Please credit my scholarship sponsorship in the Conference Binder as follows:
