

**12TH ANNUAL  
GULF COAST ELDER ABUSE CONFERENCE**



**SPONSOR & REGISTRATION PROSPECTUS**

**JUNE 25 & 26, 2018  
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 2018 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.**

**The** 2018 conference is the 12th production by 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 critical in 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 impoverishes, injures 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. In addition to the annual conference, the Council's 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 Elderly 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. Your funding is certainly vital to the event and we encourage you to sponsor at the highest level possible, but we also 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. Many of the attendees are present because of 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; in 2017 almost 200 people registered from twenty states. This is a rare opportunity to reach activists across the nation with your marketing message. The conference will also include a related Senior event about Financial Exploitation that will provide an opportunity to market directly to Senior Adults.

The two-day conference format offers 24 class hours each day 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. The curriculum will be announced in January, but the topics will include the critical issues in countering the impact of Elder Abuse.

Attendees receive Conference binders, 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: ***"[I] received a lot of helpful information from all the vendors that were present from different Organizations."***

## SPONSORSHIP PACKAGES

**The 2018 Conference Sponsorship Packages are dynamic with many options; we have retained the pricing of Traditional sponsorships and added expanded Exhibitor offerings. The entire Sponsorship program is designed to provide you with 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 during the history of the conference. Continuation of these successful offers is valued by our sponsors each year, and they give new sponsors the benefit of previous experience by those organizations that have put their resources into supporting the conference in the past. Traditional sponsorships offer recognition, promotional opportunities and scholarships to train your staff, vendors or anyone else you think will benefit from this excellent opportunity. Your sponsorship includes a marketing opportunity during the public Senior Event titled **“IT’S YOUR MONEY—KEEP IT!!”** This free event is a great workshop to help Senior Adults understand the nature of Financial Exploitation, including scams and frauds directed at elders. Seniors get a great lunch and plenty of time to meet you on the Exhibit Floor.

Once again the Traditional sponsorships 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. Conference decals suitable for doors and windows are provided to sponsors so the public can see your active involvement in the advocacy against Elder Abuse. And your logo will be placed on the conference web site and on many of the printed marketing materials.

All of this, and the cost for the Traditional Sponsorships is the same as last year; and if your Traditional sponsorship fee is paid by December 29, 2017 there will be a 5% reduction in the cost!

**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.

***Traditional & Special Sponsorship logos will be posted on the conference web site with a link to the web site of your choice.***

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

**Exhibitors** are welcome at both the Conference and the Senior Event. If your organization or agency does not sponsor events but you are permitted to exhibit at events that promote your efforts, there are several options for you.

The forms with this prospectus include the complete list of sponsorship and exhibitor opportunities. If you have any questions, contact the Conference Office by phone or e-mail and we will be pleased to assist you. Act early to take advantage of the best opportunity for you by completing the correct Reservation Form that is included with this packet.

# GULF COAST ELDER ABUSE CONFERENCE

## General Sponsor Information

The includes catered lunch for the Sponsor and Exhibitor 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 registrants during the lunch break. The reservation forms list the number of lunches provided with each level of sponsorship or as an exhibitor. If a Special Sponsorship is supplemented to include a table on the Exhibit Floor, one catered lunch will be provided for a staff member working at the table.

In addition, each sponsor will be able to participate in a marketing opportunity during the opening session on June 25th at 8:00 AM. Your 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.

## Reserving Sponsorships

There are Sponsor/Exhibitor Reservation forms included in the packet on the reverse side of the different types of commitment, i.e., the Traditional Sponsorship information has the appropriate reservation form on the back. The form and payment must be received before the reservation is considered complete. Submission information is included on the forms. Online payment for reservations will be available on the conference web site using PayPal to accept credit cards; the processing fee for the reservation will be added to the cost of the item.

## Senior Event Information

Every year the conference includes a special workshop for Senior Adults to learn about Financial Exploitation. The event is based on sound training programs about the frauds, scams, misconduct, misrepresentations and some lawful-but-unwise offerings that cost billions of dollars of loss for Seniors every year. **"IT'S YOUR MONEY - KEEP IT!!"** is presented by talented professionals, and it is free to Senior Adults and their mature children.

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 Reservation form, there is an option to have a table at the event. Exhibitor opportunities are also available for this event.

## Attendance Registration Information

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

Early registration begins April 1st ends May 12th and standard registration ends June 15th; all registration after June 15th will be On-Site at the event. A link will be sent to all sponsors to register their scholarship attendees; scholarship attendees must be registered by June 15th.

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.

## Conference 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 and will also be available on the conference web site. The form should be completed and mailed to the SALT Council with the sponsorship fee, or e-mailed if the fee is paid online.

**985-377-4732**

**ST. TAMMANY SALT COUNCIL, INC. PO Box 596 MANDEVILLE, LA 70470**

**INFO@ELDERABUSECONFERENCE.ORG**

**WWW.ELDERABUSECONFERENCE.ORG**



## GULF COAST ELDER ABUSE CONFERENCE 2018 TRADITIONAL SPONSORSHIPS

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

- Platinum Sponsorship (\$4000)                       Gold Sponsorship (\$3000)  
 Silver Sponsorship (\$2000)                       Bronze Sponsorship (\$1250)                       Pewter Sponsorship (\$500)

*Traditional* Sponsorships funded by December 29, 2017 receive a 5% reduction in cost.

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

Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Phone: \_\_\_\_\_

Representative Name: \_\_\_\_\_ Contact Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Total Remitted: \_\_\_\_\_

**PLEASE REMIT TO:**  
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## GULF COAST ELDER ABUSE CONFERENCE 2018 SPECIAL SPONSORSHIPS

SPONSORSHIP TYPE	FEE	INFORMATION
Session I (June 25th)	\$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. <sup>1,2,3</sup>
Session II (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. <sup>1,2,3</sup>
Sessions I & II	\$3,500	Sponsoring both Sessions offers a savings of \$500 compared when with two single Session Sponsorships. <sup>1,2,3</sup>
Banquet Hall	\$1,000	This sponsorship is for both sessions; the catered dining room will be named for the sponsor. <sup>1,2,3</sup>
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. <sup>1,2,3</sup>
Conference Binder	\$2,000	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. <sup>1,2</sup>
Lanyard	\$1,500	This sponsorship provides the name badge lanyard for all attendees and will include the sponsor's logo. <sup>1,2,3</sup>
Subject Matter Exhibitor	\$750	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 Event	\$500	Expands Exhibitor's opportunity to include Senior Event as well as the Conference.
Commercial Event Exhibitor - Conference	\$1,000	Exhibit Table at Conference Only. <sup>3</sup>
Commercial Event Exhibitor - Senior Event	\$750	Exhibit Table at Senior Event Only. <sup>3</sup>
Commercial Event Exhibitor - Conference & Senior Event	\$1,350	Exhibit Table Senior Event and Conference. <sup>3</sup>
Note 1	\$350	Adds table at Senior Event Only or Conference Only
Note 2	\$500	Adds table at Senior Event & Conference
Note 3	\$250	Adds 1-page color ad in Conference Binder

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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 (\$99)
- 2 Days (\$175)

Adult Protective Services:

- 1 Day (\$179)
- 2 Days (\$325)

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Online payment by major credit cards will be available on the conference web site. 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:

\_\_\_\_\_