

The Academy of Florida Elder Law Attorneys Presents

Sponsorship Opportunities

A MULTIDISCIPLINARY
APPROACH TO ELDER CARE

ELDER CONCERT

Friday, March 26, 2010

Ft. Lauderdale Marriott North



Saturday, March 27, 2010

Tampa Marriott Westshore



WHAT IS THE ELDER CONCERT?

The ELDER CONCERT is a dynamic presentation of ideas, goods and services, sponsored by the Academy of Florida Elder Law Attorneys (AFELA)

The ELDER CONCERT opened in 2001 in Ft. Lauderdale to rave reviews as a one day event. Because of its instant popularity, in 2002 and 2003 we targeted two successive days at two locations for the ELDER CONCERT so that more people could participate and enjoy. We will do so again in 2010.

The ELDER CONCERT is a gathering of the lead decision-makers in the Florida elder care community. This year the ELDER CONCERT will be held in Ft. Lauderdale on Friday, March 26, 2010 and in Tampa on Saturday, March 27, 2010. Each program will be almost identical to the other, so that information will be shared state-wide. Participants will include groups of accountants, care managers, professional guardians, elder law attorneys, social workers, assisted living facility administrators and related support services representatives. Participants and sponsors will engage in relaxed networking and share information in intimate, small group workshops. All will be given prime access to exhibitors and sponsors.

For businesses and professionals seeking to reach the Florida elder care market, there has never been a more direct means of marketing elder care services and products than with the ELDER CONCERT. Because of our growing multidisciplinary mission, you will find that the ELDER CONCERT is an attorney convention, an accountant convention, a care manager convention, a guardian convention, a social worker convention and a meeting of assisted living facilities representatives all at one select gathering. Registration of attendees is being limited to allow for quality interaction.

For you, the number of sponsors and exhibitors are also limited, to provide for a greater highlight of your products and services. As President of the Academy of Florida Elder Law Attorneys (AFELA), I am very pleased to invite you to join us in this venture. Should you require any additional information, please contact Kari Glisson, CAE, at 850/701-1002 or via email at kari@afela.org. I look forward to welcoming you to the ELDER CONCERT.

— *Mark Mazzeo, Esq., President*
Academy of Florida Elder Law Attorneys

WHAT ARE THE BENEFITS OF SPONSORSHIP?

As a Sponsor of the ELDER CONCERT, you will be recognized as a leader in the area of elder care. At the ELDER CONCERT, you will meet and mingle with leaders and decision-makers in the aging industry all together in one place. This is a unique opportunity to shine in an intimate one-on-one setting with Elder Law Attorneys, Guardians, Geriatric Care Managers, Social Workers,

Assisted Living Facility Administrators, Accountants, Financial Planners, and more!

Attendance is limited to 150 participants. Sponsors may choose to participate in either Ft. Lauderdale, Tampa, or both! Sponsors will not only be able to exhibit, but will be encouraged to participate in the small group interactive discussions. The discussion groups will be limited to 20 participants per location who will interact together in a facilitated session. This is a cutting-edge sponsorship environment. Consider the opportunity of interacting with attendees in this intimate atmosphere!

Sponsorship is limited to 1 Overture Level Sponsor, 2 Concerto Level Sponsors, 3 Symphony Level Sponsors and 7 Sonata Level Sponsors. By limiting the number of Sponsors, you will have an increased level of exposure and attendee participation. If you agree that the ELDER CONCERT format is for you, please contact Kari Glisson, CAE, at AFELA now (850/701-1002 or kari@afela.org). Kari will be able to make your reservation and answer any questions or concerns you may have.



LEVELS OF SPONSORSHIP

ONE OVERTURE SPONSOR

\$3,250 (includes both days)

- ♪ Prominently listed in mailer to attendees
- ♪ Signage in luncheon hall and plenary sessions
- ♪ Complimentary registration for 3 representatives
- ♪ Company sign prominently displayed
- ♪ Exhibit space
- ♪ Opportunity to give remarks at the luncheon
- ♪ Ability to participate in workshop sessions
- ♪ Full page ad in course material (due by 3/1/10)

TWO CONCERTO SPONSORS

\$2,250 (includes both days)

- ♪ Prominently listed in mailer to attendees
- ♪ Signage in luncheon hall and plenary sessions
- ♪ Complimentary registration for 2 representatives
- ♪ Company sign prominently displayed
- ♪ Exhibit space
- ♪ Opportunity to give remarks at the luncheon
- ♪ Ability to participate in workshop sessions
- ♪ 1/2 page ad in course material (due by 3/1/10)

FIVE SYMPHONY SPONSORS

**\$1,250 (one day) OR
\$1,750 (both days)**

- ♪ Listed in mailer to attendees
- ♪ Complimentary registration for 1 representative per day
- ♪ Company sign prominently displayed
- ♪ Exhibit space
- ♪ Ability to participate in workshop sessions
- ♪ 1/4 page ad in course material (due by 3/1/10)

SEVEN SONATA SPONSORS

**\$1,000 (one day) OR
\$1,500 (both days)**

- ♪ Mention in mailer to attendees
- ♪ Complimentary registration for 1 representative per day
- ♪ Company sign prominently displayed
- ♪ Exhibit space
- ♪ Ability to participate in workshop sessions

HOTEL INFORMATION

Friday, March 26 — Ft. Lauderdale

Reserve your hotel room now at the Ft. Lauderdale Marriott North by calling 800/319-5705. Ask for the AFELA Elder Concert rate of \$149.00 per night. Deadline for hotel reservations is March 16, 2010.

Ft. Lauderdale Marriott North

6650 North Andrews Avenue
Ft. Lauderdale, FL 33309
Reservations: 800/319-5705

Saturday, March 27 — Tampa

Reserve your hotel room now at the Tampa Marriott Westshore by calling 800/564-3489. Ask for the Florida Elder Law rate of \$109.00 per night. Deadline for hotel reservations is March 10, 2010.

Tampa Marriott Westshore

Tampa International Airport
Tampa, FL 33607
Reservations: 800/564-3489



AFELA ELDER CONCERT

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WHO ATTENDS THE ELDER CONCERT?

- ♪ Accountants
- ♪ Assisted Living Facility Administrators
- ♪ Elder Law Attorneys
- ♪ Financial Planners
- ♪ Geriatric Care Managers
- ♪ Guardians
- ♪ Social Workers



SIGN UP NOW FOR THE 2010 ELDER CONCERT

I'D LIKE TO BE A: OVERTURE CONCERTO SYMPHONY SONATA SPONSOR

Company Name as it should appear in print: _____

Contact Person _____ Title _____

Phone: _____ Fax: _____ Email: _____

Mailing address: _____

City _____ State _____ Zip _____

Names of persons staffing exhibits: (as they should appear on badge)

1. _____ 2. _____

Two representatives included in sponsorship registration; \$100 charge per additional representative. We will contact you upon receipt of this form.

Payment Information Total Amount Enclosed \$ _____

- Check enclosed (Please make checks payable mail to: **AFELA**, P.O. Box 13978, Tallahassee, Florida 32317-3978)
- Credit Card: Visa MC AmEx (Fax this form to **AFELA** at: 850/656-3038)

CC# _____ Exp. _____ CVV*: _____
** The 3 digit number on the reverse side of your credit card. For Amex cards only, this is the 4 digit number on the front of your card.*

Name on Card _____ Billing Zip Code _____

Authorized Signature _____

Questions: contact Kari Glisson, Phone: 850/701-1002, FAX: 850/656-3038, email: kari@afela.org.