

The Academy of Florida Elder Law Attorneys Presents

The 2012

# Elder Concert



**A Multidisciplinary Approach to Elder Care**

**Sponsorship Opportunities**

**Friday, May 4, 2012**  
Tampa Airport Marriott

*New This Year*  
Exhibitor Space  
Opportunity Available!

**&**  
**Friday, May 11, 2012**  
Ft. Lauderdale Marriott North



# 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 2012.

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 Tampa on Friday, May 4, 2012, and Ft. Lauderdale on Friday, May 11, 2012. 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 Susan Cabrera, at 850/701-1002 or via email at [susan@afela.org](mailto:susan@afela.org). I look forward to welcoming you to the ELDER CONCERT.

— *Steve Quinnell, President Elect*  
*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. We are pleased to welcome facilitators and attendees from our Allied Organizations, including the Elder Law Section of the Florida Bar, the Florida Institute of Certified Public Accountants (FICPA), the Florida Geriatric Care Managers Association (FGCMA) and the

Florida State Guardianship Association (FSGA). 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 Speaker Sponsor, 3 Concerto Level Sponsors, 5 Symphony Level Sponsors, 5 Sonata Level Sponsors and 1 USB Drive Sponsor. 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 Susan Cabrera at AFELA now (850/701-1002 or [susan@afela.org](mailto:susan@afela.org)).



# Levels of Sponsorship

## One Speaker Sponsor

**\$3,000 (includes both days)**

- Prominently listed in promotional material
- Signage in luncheon hall and plenary sessions
- Complimentary registration for 3 representatives
- Company sign displayed
- Exhibit space
- Opportunity to give remarks at the luncheon
- Ability to participate in workshop sessions
- Full page ad in course material (due by 2/15/2012)

## Three Concerto Sponsors

**\$2,500 (includes both days)**

- Prominently listed in promotional material
- Signage in luncheon hall and plenary sessions
- Complimentary registration for 2 representatives
- Company sign 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 2/15/2012)

## Five Symphony Sponsors

**\$1,500 (one day) OR \$2,000 (both days)**

- Listed in promotional material
- Complimentary registration for 1 representative per day
- Company sign displayed
- Exhibit space
- Ability to participate in workshop sessions
- 1/4 page ad in course material (due by 2/15/2012)

## Five Sonata Sponsors

**\$1,000 (one day) OR \$1,750 (both days)**

- Mention in promotional material
- Complimentary registration for 1 representative per day
- Company sign displayed
- Exhibit space
- Ability to participate in workshop sessions

## One USB Drive Sponsor

**\$2,000 (includes both days)**

- Logo on registrant's USB drive
- Listed in promotional material
- Complimentary registration for 1 representative per day
- Company sign displayed
- Exhibit space
- Ability to participate in workshop sessions
- 1/4 page ad in course material (due by 2/15/2012)

**New This Year!**

## Exhibitor Space Opportunities

**\$450 (one day)**

- Skirted table in Exhibitors' Hall
- (2) Tickets to Conference (Value: \$300)
- Opportunity to Meet the Leaders in the Elder Care Community

## Hotel Information

### Friday, May 4 — Tampa

Reserve your room at the Tampa Airport Marriott by 4/5/11 for the AFELA room rate of \$130. Reservations can be made by calling 800/228-9290 or 954/771-0440. Please ask for the AFELA Elder Concert group rate.

#### Tampa Airport Marriott

4200 George J. Bean Parkway  
Tampa, Florida 33607

### Friday, May 11 — Ft. Lauderdale

Reserve your room at the Ft. Lauderdale Marriott North by 4/13/11 for the AFELA room rate of \$89. Reservations can be made by calling 800/228-9290 or 813/879-5151. Please ask for the AFELA Elder Concert group rate.

#### Ft. Lauderdale Marriott North

5303 West 6650 N Andrews Avenue  
Fort Lauderdale, FL 33309



# AFELA Elder Concert

P.O. Box 13978  
Tallahassee, FL 32317  
Phone: 850/701-1002  
Fax: 850/656-3038  
www.afela.org

PRSRRT STD  
US POSTAGE  
PAID  
TALLAHASSEE, FL  
MODERN MAILERS

## Who attends the Elder Concert?

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



## Sign Up Now for the 2012 Elder Concert

I'D LIKE TO BE A:  SPEAKER  CONCERTO  SYMPHONY  SONATA  USB DRIVE SPONSOR  
 EXHIBITOR (Tampa)  EXHIBITOR (Ft. Lauderdale)

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 Susan Cabrera, Phone: 850/701-1002, FAX: 850/656-3038, email: susan@afela.org.