



# ***“Actively Aging”***

**TFA Annual Conference**

**December 10-12, 2024**

**The Park Vista**

**Gatlinburg, TN**

**Partnership Opportunities**

**[www.tnfederationfortheaging.org](http://www.tnfederationfortheaging.org)**

## **About Tennessee Federation for the Aging**

The Tennessee Federation for the Aging, Inc. (TFA) is a non-profit (501c3) charitable organization that was organized in 1968 and incorporated in 1969 to secure funding for senior citizens programs and services and to serve as an advocacy group for seniors. Over the years, TFA has coordinated with various local, district and statewide organizations to provide service provider training, senior educational workshops, and advocacy to align efforts to improve the overall quality of life for older Tennesseans.

TFA membership consists of representatives from statewide agencies, government agencies, area agencies on aging and disability, senior centers, home health agencies, nutrition providers, adult day care providers, long-term care facilities, senior citizens, caregivers, and students.

## **TFA's Purpose**

To enhance the general welfare of older Tennesseans and to promote civic, educational, and social measures relating to the special interests of older Tennesseans.

## **Conference – Target Audience**

Senior Center Directors & Staff, Older Adults and Family Caregivers, Nutrition Site Managers, Area Agency on Aging & Disability Directors, Social Workers, Program Managers & Staff, Home and Community Based Program Staff, Long-Term Care Facilities, Human Resource Agency staff, Long-Term Care Ombudsman, Public Guardians, Legal Services/Elder Law Attorneys, Family Caregivers, Alzheimer's organizations, Behavioral Health agencies, state agencies, faith-based organizations, and other interested parties. We encourage you to share the TFA Conference information with your partners, clients, etc.

## **Partnership Information**

All exhibit booths include one (1) skirted table and two (2) chairs. Partners have the option of having their materials included in the conference program book. The exhibit booths will be in the **Main Meeting Room or hallway** this year for ample exposure.

TFA will accept Partnerships up to **October 1, 2024** or pending availability. TFA must receive Partnership forms and payment no later than **October 1, 2024**. If your payment is received after the 1<sup>st</sup> of October your logo or ad will not be included in the conference program book. If you need additional information or have questions, please contact **Lana Hillis at [lkwhitlock77@gmail.com](mailto:lkwhitlock77@gmail.com) or 931-212-1828.**

## **Booth Set Up Dates and Times**

Monday, December 10, 2024, 3-5pm

Tuesday, December 11, 2024, 7:30-9:30am

We ask that you not take down your booth until the end of the conference.

## **TFA Conference 2024**

### **Tentative Schedule of Events (subject to change)**

#### **Tuesday, December 10**

|                   |  |
|-------------------|--|
| 9:00am-10:15am    | Senior Center Meeting                                |
| 10:00am – 4:30pm  | Registration   |
| 10:00am – 4:30pm  | Silent Auction Open                                  |
| 10:00am – 4:00pm  | Exhibit Booths Open for Plenary and between Sessions |
| 10:30am - 11:30am | TFA Annual Membership Meeting                        |
| 11:30am           | Lunch Buffet   |
| 12:00pm           | Welcome and Announcements                            |
| 12:15pm -1:30pm   | Opening Session – <b><i>Sandy Markwood</i></b>       |
| 1:30pm – 2:00pm   | Break & Door Prizes in Exhibit Hall                  |
| 2:00pm – 3:00pm   | Workshops/Break-out Sessions                         |
| 3:00pm – 3:30pm   | Snack Break & Door Prizes in Exhibit Hall            |
| 3:30pm – 4:30pm   | Workshops/Break-Out Session                          |
| 6:00pm – 10:00pm  | Evening Event  |

#### **Wednesday, December 11**

|                     |  |
|---------------------|--|
| 7:00am – 8:30am     | Breakfast in Vista Grill- Please use Daily Voucher   |
| 8:00am – 12:00 Noon | Registration   |
| 8:00am – 2:30pm     | Silent Auction Open                                  |
| 8:00am – 3:00pm     | Exhibit Booths Open for Plenary and Between Sessions |
| 8:30am – 9:45am     | General Session Speaker – <b><i>Tara Brown</i></b>   |
| 9:45am – 10:15am    | Snack Break & Door Prizes in Exhibit Hall            |
| 10:15am – 11:15am   | Workshops/Break-Out Sessions                         |
| 11:15am – 11:30am   | Break- Exhibit Hall Closed                           |
| 11:30am – 12:30pm   | Workshops/Break-Out Sessions                         |
| 12:30pm - 2:30pm    | Awards Luncheon                                      |
| 2:30pm              | Silent Auction Ends                                  |
| 2:30pm – 3:30pm     | Workshops/Break-Out Sessions                         |
| 3:30pm – 4:00pm     | Silent Auction Payments and pick-up of items         |

#### **Thursday, December 12**

|                    |  |
|--------------------|--|
| 7:00am – 9:45am    | Breakfast in Vista Grill- Please use Daily Voucher   |
| 10:15am -11:30am   | Closing Session Speaker – <b><i>Queen Bailey</i></b> |
| 11:30am-12:00 Noon | Call to Conference – Major Door Prizes               |
| 12:00pm-2:00pm     | Conference cleanup/ tear down                        |

**TFA Conference Partnership Levels**  
**(Diamond, Platinum, Gold, Silver, Bronze and Registration Bag Contributor)**

**DIAMOND LEVEL Major Partnership - \$10,000:**

- Logo/Name on Registration Packet distributed statewide (need forms, logo, and payment by **July 17, 2024**)
- Recognition at Awards Luncheon Event-Hosted by Diamond Partner and TFA
- Opportunity to Speak at Awards Lunch (10 min. limit)
- Recognition as a major partner in all media
- Include Partner's Information in Registration Bags
- Complimentary Exhibit Booth with Prime Location
- Five (5) Complimentary Conference Registrations
- Logo/Name projected on screen during events throughout conference
- Full-page Color Ad in Conference Program Book
- Logo listed on online registration site

**PLATINUM LEVEL Major Partnership - \$5,000:**

- Logo/Name on Registration Packet distributed statewide (need forms, logo, and payment by **July 17, 2024**)
- Recognition in all media
- Opportunity to Include Partner's Information in Registration Bags
- Complimentary Exhibit Booth
- Four (4) Complimentary Conference Registrations
- Logo/Name projected on screen during events throughout conference
- Half-page Color Ad in Conference Program Book

**GOLD LEVEL Partnership- \$2,500:**

- Recognition on social media
- Complimentary Exhibit Booth **OR** Information in Registration Bags
- Three (3) Complimentary Conference Registrations
- Logo/Name projected on screen during events throughout conference
- Quarter-page Color Ad in Conference Program Book

**SILVER LEVEL Partnership - \$1,500:**

- Recognition on social media
- Complimentary Exhibit Booth **OR** Information in Registration Bags
- Two (2) Complimentary Conference Registration
- Logo/Name projected on screen during events throughout conference
- Logo in Conference Program Booklet

### **BRONZE LEVEL Partnership - \$750**

- Complimentary Exhibit Booth QR Information in Registration Bags
- Logo/Name projected on screen during events throughout conference
- Recognition in Conference Program Book
- One (1) Complimentary Conference Registration

### **Registration Bag Partnership- \$350**

- Partner's information in Registration Bags (brochure, flyer, etc.)

## **2024 TFA Conference AD Specs**

### Ad Sizes:

- Full-Page Vertical Ad: 7.5" wide X 10" high (Full Color)
- Half -Page Horizontal Ad: 7.5" wide X 4.75" high (Full Color)
- Quarter-Page Vertical Ad: 3.5" wide X 4.75" high (Full Color)

Files Accepted: JPG, EPS, PNG, PDF, TIFF, Word

Registration Booklet AD Deadline July 17, 2024  
(Diamond and Platinum Partners Only)

Conference Program Ad Deadline: October 1, 2024

Send Files To: [lkwhitlock77@gmail.com](mailto:lkwhitlock77@gmail.com)

## Partnership Registration Form

|                              |          |                          |
|------------------------------|----------|--------------------------|
| Diamond Partnership          | \$10,000 | <input type="checkbox"/> |
| Platinum Partnership         | \$5,000  | <input type="checkbox"/> |
| Gold Partnership             | \$2,500  | <input type="checkbox"/> |
| Silver Partnership           | \$1,500  | <input type="checkbox"/> |
| Bronze Partnership           | \$ 750   | <input type="checkbox"/> |
| Registration Bag Partnership | \$ 350   | <input type="checkbox"/> |

**Total Partnership** \$ \_\_\_\_\_

### Organization Contact Information

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

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

### **\*\*Important Information\*\***

**List names and emails of partnership representatives attending the conference.**

(Diamond- list 5 attendees; Platinum- list 4 attendees; Gold- list 3 attendees; Silver- list 2 attendees; Bronze – list 1 attendee)

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

Will your organization be using an exhibit booth? Yes  No

Will your organization provide a door prize? Yes  No

Will your organization need access to an electric outlet? Yes  No

Does anyone attending have dietary needs? Yes  No:

If yes, please list the name of attendee(s) and restriction below:

---

---

\*Please send name and logo of your organization as it should appear in all printed conference materials to **Lana Hillis** at [lkwhitlock77@gmail.com](mailto:lkwhitlock77@gmail.com) by **October 1, 2024**.

## **Payment Options & Deadlines**

**July 17, 2024** for Diamond & Platinum Partners to receive all partner benefits.

**October 1, 2024** for Gold, Silver, Bronze and Registration Bag Partners to receive all benefits.

**\*\*PAYMENTS MUST BE RECEIVED NO LATER THAN DUE DATE FOR BENEFITS\*\***

- **Check payable to Tennessee Federation for the Aging**
  - Please mail this form along with the check to
    - Robin Rochelle, Attn: TFA Conference  
105 Riverview Drive  
Decaturville, TN. 38329  
Payment no later than October 1, 2024, to receive all benefits.
  
- **Venmo - Tennessee Federation for the Aging online payment option**
  - Venmo Account Name – Tennessee Federation for the Aging
    - The TFA logo is listed as the account photo.
  - Venmo Account Pin – 5360
    - First time payments may need this four-digit code
  - Payment no later than October 1, 2024, to receive all benefits.

If you have any questions about this partnership packet, please do not hesitate to reach out to **Lana Hillis** at [lkwhitlock77@gmail.com](mailto:lkwhitlock77@gmail.com) or **931-212-1828**.

