**“Climbing the Mountain: Working Together to Reach New Heights in Aging"**

**TFA Annual Conference**

**November 27-29, 2018**

**Music Road Convention Center**

**Pigeon Forge, Tennessee**

**Partnership Opportunities**

**www.tnfederationfortheaging.org**

**About Tennessee Federation for the Aging**

The Tennessee Federation for the Aging, Inc. (TFA) 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 provider service provider training, senior educational workshops, and advocacy to align efforts to improve the overall quality of life for older Tennesseans.

TFA is a non-profit (501c3) charitable organization.   
  
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.

**Partnership Exhibit Booths**

All exhibit booths include one (1) skirted 8 foot table, two (2) chairs, one (1) wastebasket, and electricity. Partners have the option of having their materials included in conference attendee’s registration packet, if they choose not to have a booth. The exhibit booths will be in the **MAIN Meeting Room** this year for ample exposure.

**Conference Registration**

Partners will need to indicate the staff person(s) that will be attending the TFA conference. There are additional details on the Partnership Registration Form, please include email address.

**Additional Partnership Information**

TFA will accept Partnerships up to **two weeks** before conference, pending availability. These costs will be due by the date of the conference. However, to receive all benefits, TFA must receive Partnership forms along with logo information and payment by August 15, 2018. **If you need additional information or have questions, please contact Jennifer Birdwell at jbirdwell@ucdd.org or 931-476-4164.** If you would like to ship your materials to the hotel, have them shipped to arrive 2-3 days prior to the conference. Any large items that require special handling please let the Music Road Convention Center know in advance. Ship to:

Guest Name-TFA Conference

C/O Music Road Convention Center

303 Henderson Chapel Road

Pigeon Forge, TN 37863

**TFA Conference 2018**

**Tentative Schedule of Events**

**Tuesday, November 27**

10:00 am – 4:30 pm Registration

10:00 am – 4:00 pm Exhibit Booths Open in Main Room

11:30 Lunch/ Entertainment/Welcome & Announcements

12:15-1:30 pm Opening Session Presentation

1:30 – 2:00 pm Break & Door Prizes in Main Room

2:00 – 3:00 pm Workshops/Break-out Sessions

3:00 – 3:30 pm Break & Door Prizes in Main Room

3:30 – 4:30 pm Workshops/Break-Out Session

Enjoy the evening on your own in Pigeon Forge/Gatlinburg

**Wednesday, November 28**

(Breakfast on your own)

8:00 am – 12:00 Noon Registration

8:00 am – 3:00 pm Exhibit Booths Open in Main Room

8:30 – 9:45 am General Session Speaker

9:45 – 10:15 am Break & Door Prizes in Main Room

10:15 am – 11:15 am Workshops/Break-Out Sessions

11:15 am – 11:30 am Door Prizes in Main Room

11:30 am - 1:15 pm Lunch (Awards & Sponsor Recognition)

* + - * + Legislative Award (each grand division)
        + Mrs. Clint (Lena Mae) Pickens Volunteer Award
        + Senior Center Innovation Awards

1:30 – 2:30 pm Workshops/Break-Out Sessions

2:30 – 3:00 pm Break & Door Prizes in Main Room

3:00 – 4:00 pm Workshops/Break-Out Sessions

5:30 Special Evening Event

**Thursday, November 29**

8:30-10:00 am Breakfast & Closing Session Speaker

10:15-11:30 am Annual Membership & Board Meeting

11:30 am-12:00 Noon Call to Conference – Major Door Prizes

**TFA Conference Partnership Levels**

**(Special Event, Platinum, Gold, Silver, Bronze and Registration Bag Contributor)**

**SPECIAL EVENT LEVEL Major Partnership - $10,000:**

* Logo/Name on Registration Packet distributed statewide
* Recognition at Special Evening event Hosted by Partner and TFA
* Recognition in all media, including Facebook, *The Voice* Newsletter, Newspapers, Website and Radio PSA’s
* Include Partner’s Information in Registration Bags
* Tent Card/Signage throughout entire Conference
* Recognition & Opportunity to Speak at Opening Lunch (10 min. limit)
* 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 in Prime Location
* Logo listed on online registration site

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

* Logo/Name on Registration Packet distributed statewide
* Recognition in all media, including Facebook, *The Voice* Newsletter, Newspapers, Website and Radio PSA’s
* Opportunity to Include Partner’s Information in Registration Bags
* Tent Card/Signage at Opening Lunch
* Recognition & Opportunity to Speak at Opening Lunch (5 min. limit)
* Complimentary Exhibit Booth with Prime Location
* Four (4) Complimentary Conference Registrations
* Logo/Name projected on screen during events throughout conference
* Full-page Color Ad in Conference Program Book in Prime Location
* Logo listed on online registration site

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

* Recognition on Social Media
* Tent Card/Signage on Break Tables
* Complimentary Exhibit Booth with premium location OR Information in Registration Bags
* Three(3) Complimentary Conference Registrations
* Logo/Name projected on screen during events throughout conference
* Half-page Color Ad in Conference Program Book
* Logo listed on online registration site

**SILVER LEVEL Partnership - $1,000:**

* 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
* Tent Card/Signage at Closing Breakfast
* Quarter-page Color Ad in Conference Program Book

**BRONZE LEVEL Partnership - $500**

* Complimentary Exhibit Booth OR Information in Registration Bags
* Logo/Name projected on screen during events throughout conference
* Recognition in Conference Program Book
* Tent Card/Signage at closing Breakfast
* One (1) Complimentary Conference Registration

**Registration Bag Partnership- $250**

* Partner’s information in Registration Bags (brochure, flyer, etc)
* Recognition in Conference Program Book

**Partnership Registration Form**

**Special Event Partnership** **$10,000**

**Platinum Partnership** **$5,000**

**Gold Partnership $2,500**

**Silver Partnership $1,000**

**Bronze Partnership $ 500**

**Registration Bag Partnership $ 250**

**Total Partnership $**

**Organization Contact Information**

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

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

Phone:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Fax:

Address:

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

**List names and emails of representatives that will be attending the conference through the registration of the partnership.**

(Special Event-5 attendees included in partnership; Platinum- 4 attendees included in partnership; Gold- 3 attendees included in partnership; Silver- 2 attendees included in partnership; Bronze -1 attendee included in partnership)

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

Will your organization be utilizing the booth portion of the partnership?

Yes \_\_\_\_\_ No\_\_\_\_\_

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

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

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

Will your organization provide a door prize? Yes\_\_\_\_\_ No\_\_\_\_

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

**\*Please send name and logo for your organization as it should appear in all**

**printed conference materials to Jennifer Birdwell at jbirdwell@ucdd.org by August 15, 2018.**

**Please send this form along with a check made payable to Tennessee Federation for the Aging to Sandy Calvert, Attn: TFA Conference, 220 Centennial Blvd., Lawrenceburg, TN 38464 no later than August 15, 2018 to receive all benefits.**

**2018 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**

**Ad Deadline: August 15, 2018**

**Send Files To: jbirdwell@ucdd.org**

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**November 27-29, 2018**

**Music Road Resort Conference Center**

**303 Henderson Chapel Road**

**Pigeon Forge, TN 37863**