



Shirley Jones appearing live

20th Annual Salute to Seniors

June 3, 2009

Colorado Convention Center
14th and Champa, Denver
Korbel Ballroom 1, 2, 3 and 4
8:30 am - 4:00 pm

For the past 19 years, The Colorado Gerontological Society has relied on the participation of businesses that are geared towards helping older adults 55+ to participate in our elder care fair. As one of these establishments, the opportunities presented by participating in the Salute are widespread. Your clientele has the possibility of expanding, and you get to give back to the older community and their caregivers by updating their knowledge and increasing their skills in elder care services.

Why Should I Participate?

- Over 2000 seniors and caregivers attend every year, making it the largest senior show in Colorado
- Various performances and demonstrations as well as two main stage shows by live entertainment starring Shirley Jones
- Networking opportunities with over 100 different exhibitors
- 20,000+ Flyers are distributed throughout Colorado with your company's name on it
- Great way to give back to the community and expand clientele list
- Ballrooms are easy to access from the parking garage making less hassle for set-up
- Opportunity to put advertisements into program and increase awareness of your business to those 55+



Registration

Company Name _____ Contact Person _____

Address _____ City _____ State _____ Zip Code _____

Phone _____ Fax _____

E-Mail Address _____ Website Address _____

Sponsorship Level

- Exhibit Table \$695
- Silver Sponsorship \$895
- Gold Sponsorship \$1700
- Executive Sponsorship \$6500

Optional Services

(please initial, add to your payment and return)

- CGS Organizational Membership - \$100/year
- Electrical Services - \$120/5 amp outlet
- Move In Services through the decorator - \$25
- Move Out Services through the decorator - \$25
- Box lunches for staff working the booth (TBD)

_____ Sponsorship Amount
 _____ 5% Discount if you are a CGS Organizational Member
 _____ TOTAL Due

Check # _____ Invoice Me Charge my credit card

Name on Card _____

Billing: Visa/MC # _____ Exp Date _____

Signature _____

Exhibitor Booth

Price \$695.00

What is Included

- Booth and five admission tickets
- 100 Salute to Seniors promo postcards
- Company listing with description in Resource Fair Guide and on our Salute web page

Sponsor Deals

Silver Sponsor

Price \$895

What is Included

- Exhibit Booth
- 10 admission tickets to the Salute to Seniors
- 200 Salute to Seniors promo postcards
- Company listing and description in Resource Fair Guide
- Company listing on Salute web page
- 1/4 page advertisement in Resource Fair Guide
- 1/4 page advertisement in CGS 2009 Membership Directory
- One free ad in the Coupon Book

Executive Sponsor

Price \$6500

What is Included

- 6 Exhibit Booths- Prime location
- 60 Admission tickets to the Salute to Seniors
- 1000 Salute to Seniors promo postcards
- Company listing and description in Resource Fair Guide
- Company listing on Salute web page
- CGS Internet Listing for one year
- CGS Internet Link to your company's website
- Full page advertisement (front inside or back inside) in Resource Fair Guide
- Full page advertisement in CGS 2009 Membership Directory
- One free ad in Coupon Book
- 30 minute educational seminar
- Company logo on all Salute to Seniors promotional materials
- Company banner placement at event
- Introduction at event prior to entertainment

Gold Sponsor

Price \$1700

What is Included

- 2 Exhibit Booths
- 20 admission tickets to the Salute to Seniors
- 400 Salute to Seniors promo postcards
- Company listing and advertisement in Resource Fair Guide
- Company listing on Salute web page
- Full page advertisement in Resource Fair Guide
- Full page advertisement in CGS 2009 Membership Directory
- 30 minute educational seminar

Additional Booth Information

Design:

Exhibit booths measure 10 feet by 10 feet and include one 6 foot skirted table, 2 chairs and an identification sign. Booths are draped with 8 feet high rear curtains and 3 feet high side curtains. Electrical service is available through the convention center for an additional fee. The convention center move in/out fee is \$35.

Booth Setup/Breakdown:

Exhibitor move-in is scheduled for Tuesday, June 2, 2009 from 3-5 pm or June 3, 2009 from 7-8:30 am. Exhibitor breakdown is after 4:00 pm on the day of the show (Wednesday, June 3, 2009). You will receive detailed information on load-in procedures and hours as the event day approaches.

Exhibitors will be responsible for any changes that occur after registering (company name changes, address and phone numbers). Notification via company letter head in timely fashion to accommodate any promotional material the Society may distribute. All refunds are subject to a 20% surcharge with Society board approval before April 1, 2009. No refunds after April 1, 2009. Show administrator will have final say in regards to who exhibits and educational programs.

Best Offer!

Presented by
CGS

Building Leadership in Aging

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