



# County of San Diego

**NICK MACCHIONE, FACHE**  
AGENCY DIRECTOR

**HEALTH AND HUMAN SERVICES AGENCY**  
AGING & INDEPENDENCE SERVICES  
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[www.sandiego.networkofcare.org/aging](http://www.sandiego.networkofcare.org/aging)

**ELLEN SCHMEDING**  
DIRECTOR,  
AGING & INDEPENDENCE SERVICES

March 4, 2015

Dear Community Partners:

Aging & Independence Services (AIS) is excited to announce that this year's Vital Aging event, hosted by County Board of Supervisors Dianne Jacob and Greg Cox, will be held from 8:30 a.m. to 2:30 p.m. on Wednesday, June 17, 2015 at Liberty Station in Point Loma. There will be a companion site (keynote speakers will be webcast) at the California Center for the Arts in Escondido.

Vital Aging conferences offer older adults in our community the opportunity to gather for a stimulating day of dynamic speakers, interactive workshops, fun activities, and community resource information.

This year's Vital Aging theme is "Boosting Your Brainpower." Participants can explore the many facets of brain health, including the ways in which memory, mood, and cognition are influenced by nutrition, exercise, mental stimulation, and social connection. Information and resources for those families affected by Alzheimer's disease will also be available. They can also learn about the latest research concerning what works—and what doesn't—to keep their brains at their best.

We anticipate robust attendance at this year's event. With plenty of opportunity for attendees to visit with local exhibitors, Vital Aging presents an ideal opportunity for organizations to disseminate information regarding senior-related goods and services.

Please join us for this special day and contribute to our efforts by sponsoring Vital Aging 2015 and/or participating as an exhibitor. The sponsorship/exhibitor package outlines sponsorship levels and associated benefits, as well as exhibitor opportunities. Your support will help create a successful event that will educate and enrich the lives of all those who attend.

If you have any questions, or would like to discuss aspects of this event, contact Chris Boyer at (858) 514-4652, or you can view the event website at [www.aisevents.org](http://www.aisevents.org).

Thank you for your time and consideration.

Sincerely,

ELLEN SCHMEDING, Director  
Aging & Independence Services

ES:DN:ra

# EXHIBITOR FORM

The Aging Summit will be held on Wednesday, June 17,  
8:30 - 2:30 p.m. at two locations:

- Liberty Station - Main Site
- California Center for the Arts in Escondido

Set-up will be from 7 to 8 a.m. Exhibitors will be provided  
two lunches, a 6-foot table and two chairs.

*No electricity available at Liberty Station; no cost for electricity at  
North County site.*



**VITAL AGING  
2015**

**BOOSTING YOUR  
BRAINPOWER**

**Wednesday, June 17  
8:30 am-2:30 pm**

Please return this form with  
your check in the appropriate  
amount, made payable to  
Aging & Independence  
Services.

For questions, please contact  
Chris Boyer at 858-514-4652

**Mail to:**

Aging & Independence  
Services  
ATTN: Chris Boyer  
5560 Overland Ave., #310  
San Diego, CA 92123

## RESERVE YOUR SPOT TODAY!

- For-Profit Organization    Nonprofit Organization
- Liberty Station exhibitor - for-profit (\$400); Non-Profit (\$250)  
 add North County (\$100 for profit / \$50 non-profit)  
 North County ONLY - for-profit (\$150); non-profit (\$100)

**Exhibitor questionnaire:**

Agency Name:

Address:

City:  Zip:

Contact Person:

Phone Number:  Fax:

E-mail address:

Will be doing a screening or hands-on exhibit?

If yes, what type?

Special Requests:

**For more information visit:  
[www.AISEvents.org](http://www.AISEvents.org)**

# SPONSORSHIP BENEFITS!

Sponsorship Benefit	Platinum Sponsor \$10,000 +	Gold Sponsor \$5000	Silver Sponsor \$3000	Bronze Sponsor \$1000
<b>Event Recognition</b>				
Prominent logo projected onto screen during opening speeches and before and after keynote address	X	X	X	
Name announced during event	X	X	X	X
Logo placement on event program	X	X	X	
Name in program				X
<b>Publicity Material Recognition</b>				
Logo placement on marketing material (flyers, Web site)	X	X	X	
Name on marketing material (flyers, Web site)				X
Name mentioned in AIS Bulletin newsletter	X	X	X	
Name mentioned in official press releases	X	X	X	
Name mentioned during television promotional activities	X			
<b>Exhibitor Space</b>				
First choice of exhibitor table location	X			
Second choice of exhibitor table location (after Platinum sponsors)		X		
Third choice of exhibitor table location (after Gold sponsors)			X	
Fourth choice of exhibitor table location (after Silver sponsors)				X
<b>Additional Benefits</b>				
Handouts/materials put in giveaway bags	X	X		
Opportunity to play brief (1-2 minute) video about your organization during lunch	X	X		
Opportunity to host a brief workshop or lunchtime activity (determined in conjunction with planning team)	X			
Exhibit table at Liberty Station and North County venue	X	X	X	X
Multiple exhibit tables (2-3) at Liberty Station	X			



## VITAL AGING 2015

### BOOSTING YOUR BRAINPOWER

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8:30 a.m. to 2:30 p.m.**

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For questions, please contact Chris Boyer at 858-514-4652

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### CHOOSE YOUR PREFERRED SPONSORSHIP LEVEL:

PLATINUM (\$10,000)     GOLD (\$5000)     SILVER (\$3000)     BRONZE (\$1000)     OTHER (\$\_\_\_\_.\_\_\_\_)

### CONTACT INFORMATION:

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

Organization Name: \_\_\_\_\_

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

SPECIAL REQUESTS: Will you be doing a screening or hands on exhibit?    YES     NO

Phone: \_\_\_\_\_    Email: \_\_\_\_\_

**For more information, call: 858-514-4652 or visit [www.aisevents.org](http://www.aisevents.org)**

