



## ELDER FRIENDLY FUTURES: THE ESSENTIAL WORK OF CAREGIVING ACROSS COMMUNITIES

SEPT. 14-15, 2017 | LYNNWOOD CONVENTION CENTER

### AN INVITATION

The organizers of the 2017 Elder Friendly Futures Conference cordially invite your sponsorship the conference as an opportunity to display your organization's or company's mission as integral partners for building Elder Friendly Futures.

This groundbreaking, cross-disciplinary conference, now in its 6th year, attracts over 200 health and long-term care providers, social service professionals, policy-makers, researchers, educators, students and older adults who are committed to promoting aging in community. Attendees gather for two days to learn from a rich array of offerings on groundbreaking scientific findings and state-of-the-art practice innovations. The two days are filled with keynote presentations, concurrent sessions of panels and speakers, a roundtable luncheon, and lots of networking time.

Many participants indicate that they look forward to this conference all year as a chance to learn from each other about the opportunities and challenges to building elder friendly futures!

The 2017 conference title  
**"The Essential Work of Caregiving  
Across Communities"**  
is reflected throughout the program  
themes:

Caregiving and the interconnection of  
race, gender, ethnicity, immigration  
status and sexual orientation

Valuing family/friends and the  
professional caregiving workforce

Community based innovations  
to support older adults and their  
caregivers

Understanding the role of technology  
in caregiving

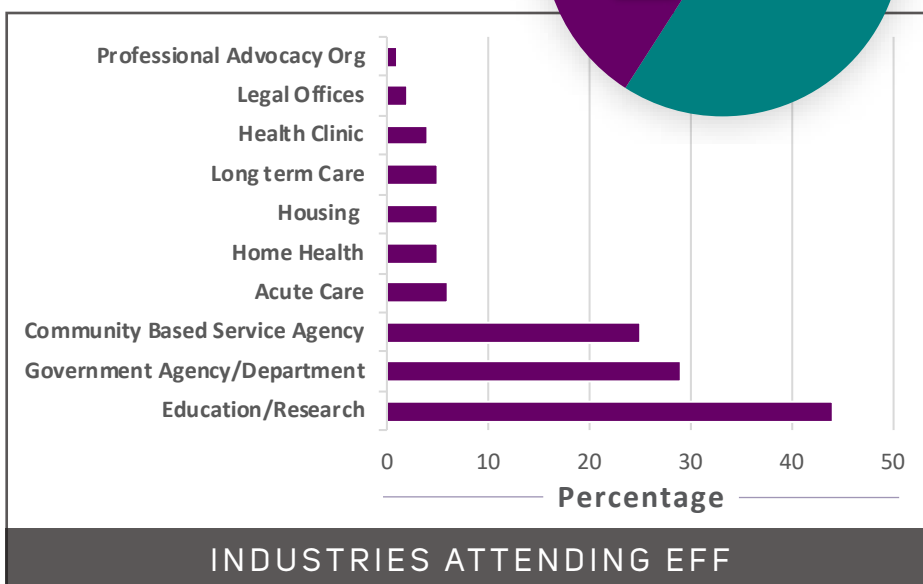
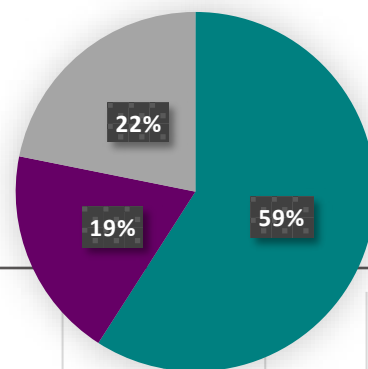
Building an evidence base for elder  
care

### REPEAT EFF ATTENDEES

2 years

3 years

4 years



**Presented by the UW School of Nursing de Tornyay Center for Healthy Aging**

Co-provided by the UW School of Social Work in partnership with the UW School of Pharmacy Plein Center for Geriatric Pharmacy Research, Education, and Outreach and the UW Division of Gerontology & Geriatric Medicine Northwest Geriatrics Workforce Enhancement Center

**Heather M. Young, PhD, RN, FAAN**

*Founding Dean and Professor, Betty Irene Moore School of Nursing, UC Davis*

Dr. Young will address culturally competent interventions, including the use of technology, to support caregivers.

*Title: Caregiving Collaborations: Increasing Family and Community Capacity*

**Lynn Friss Feinberg, MSW**

*Senior Strategic Policy Advisor, AARP Public Policy Institute*

Policy initiatives to support family caregivers, as well as the need to transform caregiving from an individual to a societal responsibility, will be themes of Ms. Feinberg's keynote.

*Title: Family Matters: Transforming Policy and Practice for Caregiving Families*

**Sister Madonna Buder, SFCC**

*Sisters for Christian Community and Senior Olympian Triathlete*

Holder of the world record for the oldest person ever to finish an Ironman Triathlon and a participant in over 45 Ironmans, Sister Madonna will challenge us to revise our assumptions about aging and "not act our age".

## QUESTIONS?

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2017 SPONSOR BENEFITS	KEYNOTE CIRCLE (LIMIT 3) \$5,000	GOLD \$3,000	SILVER \$1,750	BRONZE \$750
Keynote Session Table Reserved in Main Ballroom	✓			
Banner displayed on stage	✓			
Company Name and Logo Projected on the Screen in General Sessions	✓			
Company Name on Table Tents in Main Ballroom	✓	✓		
Speaker Introductions	Keynote Speaker of Choice	Session Speaker of Choice		
Full Color Ad in Conference Program	Full Page*	Half Page*	¼ Page*	
Acknowledgement and Logo on Event Website and Print Program	Prominent logo placement with hyperlink	Logo placement with hyperlink	Logo placement with hyperlink	Organization's Name Displayed
Display Table	✓	✓	✓	Materials Allowed on Communal Display Table
Courtesy Conference Registrations	Three Complimentary Registrations	Two Complimentary Registration	Two Complimentary Registrations	One Complimentary Registration

\* Sponsor to provide print-ready ad artwork for inclusion in the program

\*\* Choice of speaker introductions will be first come, first served basis.