

Conference Booklet Commercial Ad Space and Advertising Rates

8.5 x 11 inch Program Booklet

Patriot Sponsorships

(Some sponsorships include advertising.)

Platinum	\$1,000
Gold	\$500
Silver	\$250
Benefactor	\$100
Friend	\$25

Advertising

Back Cover 8.5 x 11	color	\$750
Centerfold 11x17	color	\$750
Inside covers 11 x 17	color	\$500
Full page 8.5 x 11	color	\$325
Full page 8.5 x 11	B&W	\$250
½ Page 8.5 x 5.5	color	\$200
½ Page 8.5 x 5.5	B&W	\$150
¼ Page 4.25 x 5.5	B&W	\$100
Business Card 3.5 x 2	B&W	\$60

Vendor Displays

\$450

Price includes covered and skirted table, two chairs, power and trash can.

Other display enhancement items are available at additional cost.

Contact us with any questions.

864.363.2656

Greenville SC Chapter

The Greenville Chapter is the organizer of this year's event which is held every other year somewhere in our state. It is sanctioned by the MOAA South Carolina Council of Chapters and attended by members of the 12 Chapters in South Carolina as well as members from Georgia, Florida, North Carolina and other locations.

The South Carolina Council of Chapters

The South Carolina Council of Chapters is the statewide organization composed of the 12 chapters organized in the state of South Carolina. While each chapter is independent, the Council of Chapters provides leadership and coordination for the efforts of the individual chapters

Additional Information

Greenville Chapter

Conference Coordinator **Katie Danner**

Conference2013SC@moaagreenvillesc.info

Personal Cell: **864.363.2656**

Chapter Phone Number **864.214.4995**

Chapter Website **www.moaagreenvillesc.info**

President COL William Koehler **864.238.2106**

SC Council of Chapters

Council Website **www.moaasc.org**

President COL Dale Ellenburg **864.225.1073**



**2013 South Carolina State
Conference**

Information for Commercial Advertisers



HYATT REGENCY

DOWNTOWN GREENVILLE

OCTOBER 6-9 2013

About MOAA

MOAA is the United States' largest veterans organization for:

- active duty
- National Guard
- Reserve
- former
- retired

— military officers and their surviving spouses. It is also the most influential with over 380,000 members nationwide.

We are independent, nonprofit and politically nonpartisan. We speak with a powerful force for a strong national defense and for the interests of military officers and their families at every stage of their careers.

MOAA was founded in Los Angeles, Calif., on Feb. 23, 1929. The first leaders of the association hoped that by joining together they could provide assistance and advice to other military officers. This concern for others fostered natural fraternal relations among members from all branches of the uniformed services.

Nationally MOAA is chartered by Congress as a non-profit 501(c)(19) Veteran Service Organization

For Additional Info About MOAA

www.moaa.org

Our Members

Affluent. Active. Attentive.

Our members represent one of the youngest, healthiest, and most affluent retired, or soon-to-be-retired, groups of mature consumers in our country.

Avg Age:	69
Avg Household Income:	\$106,000
Avg Investment Portfolio:	\$386,000

with approximately **30%** having portfolios over **\$500,000**

Our members have a zest for life — a belief that every day can and should be an adventure. They have a keen interest in topics that include:

- retirement planning
- health and fitness
- travel and leisure
- second careers
- financial planning
- family life

Findings based on Readex Research survey of MOAA's domestic membership. Data collected via mail survey from May 11 to June 27, 2011. Margin of error for percentages is ± 3.1 percentage points at 95% confidence level.

Why Be Involved?

- Make a statement to the public and your customers about your support for the men and women who have fought and continue to fight for the freedoms that we hold dear.
- Let your employees know that you support the people in our military.
- Take advantage of the opportunity to promote your products or services to what may be a very attractive demographic for your business.

Selling to Military Members

- Those attending this conference will be the leaders, most senior and most active members from our 12 chapters around the state.
- The military community is in many ways a special situation.
- It is a closely knit community of outgoing people.
- There is a camaraderie from serving together around the world in often difficult situations and a large background of common experiences that causes us to speak often together and share experiences and news.
- Word of mouth travels quickly with military people
- We are extremely loyal to businesses and organizations that support our military and treat us well.
- We are quick to pass on to our friends and others information about a good deal or great experience.
- We are usually active in our communities as well and have many acquaintances in our local areas with whom we share word of mouth satisfaction with businesses that we like.