

NATIONAL ADULT PROTECTIVE SERVICES ASSOCIATION

11th Annual Summit on Elder Financial Exploitation Sponsor Prospectus

November 19th, 2020

Amway Grand Plaza | Grand Rapids, MI

Dear Potential Partner:

Elder financial exploitation is far more prevalent, more lethal and more expensive than is commonly known:

- Elder abuse victims are three times more likely to die than non-abused seniors, and four times more likely to go into nursing homes.
- A million people turn 60 every month. Soon older persons will outnumber the young.
- Changes in the aging brain may make elders more susceptible to fraud.
- At a minimum, seniors lose \$2.9 billion dollars to fraud annually.
- Adult Protective Services (APS) Programs work directly with victims to protect them, and with various stakeholders to prosecute offenders and to educate seniors to prevent elder financial abuse.

Numerous government agencies, industry programs, consumer protection organizations, and financial institutions address elder financial exploitation in their own spheres of influence, but all of the stakeholders need to learn from each other .

NAPSA convened a National Advisory Board on Elder Financial Exploita

tion to increase awareness and to develop new strategies to address this increasing problem. NAPSA's Financial Exploitation Advisory Board will sponsor the 11th National Summit in 2020.

The Summit will:

- Examine the issue in its many and varied manifestations.
- Bring together the financial services industry, police and prosecutors, consumer advocates, federal and state regulators, researchers and adult protective services to learn what role each plays in addressing elder financial exploitation.
- Present innovative and successful best practices from a range of systems. Strategize on how best to coordinate information, strategies and tactics to strengthen the prevention, identification and prosecution of elder financial abuse.

The Summit is an opportunity to meet other important stakeholders and to learn the complex ways in which elder financial exploitation occurs and the many organizations addressing it in creative and effective new ways.

Your opportunity to reach attendees from every state, representing:

FINANCIAL SERVICES

ADULT PROTECTIVE SERVICES

CONSUMER PROTECTION

GOVERNMENT

REGULATORY AGENCIES

LAW ENFORCEMENT

PROSECUTORS

ATTORNEYS GENERAL

ADVOCACY ORGANIZATIONS



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sponsorship levels

PLATINUM LEVEL

\$30,000 & above

Platinum Level sponsors are invited to sponsor the event luncheon and will receive:

- Six complimentary registrations for the event
- Placement on sponsor signage throughout the venue
- A full page advertisement in the event program
- Three tables in the exhibit hall

GOLD LEVEL

\$25,000

Gold level sponsors are invited to sponsor a plenary session and will receive:

- Four complimentary registrations for the event
- Placement on sponsor signage throughout the venue
- A half page advertisement in the event program
- Two tables in the exhibit hall

SILVER LEVEL

\$20,000

Platinum level sponsors are invited to sponsor a refreshment break and will receive:

- Two complimentary registrations for the event
- Placement on sponsor signage throughout the venue
- A quarter page advertisement in the event program and
- One table in the exhibit hall

NAPSA MISSION STATEMENT

The National Adult Protective Services Association's mission is to strengthen Adult Protective Services programs in order to improve the safety and independence of older persons and adults with disabilities who are victims of abuse, neglect, self-neglect, or financial exploitation.



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CONFERENCE PROGRAM ADVERTISEMENT GUIDELINES

Ads may be black & white or color, must be camera-ready, to actual size and sent as a high-resolution PDF, JPG or PNG file. Please note: Ads with gradations and shading do not always reproduce well. The printed conference program is 8.5 inches by 11 inches. The dimensions below allow sufficient border space for your advertisement.

All advertisements must be submitted with payment by **September 27, 2020**.

PAGE SIZE	AD DIMENSION
Full Page	8 Inches Wide x 10.5 inches High
Half Page	8 Inches Wide x 5 inches High
Quarter Page	3.75 Inches Wide x 5.25 Inches High
Business Card	3.75 Inches Wide x 2.5 Inches High

Please send your completed form by **September 27, 2020** to:

NAPSA, Attn: Karen Campbell

karen.campbell@napsa-now.org

Please select sponsorship level Silver Gold Platinum

Contact Person _____

Company Name _____

Address 1 _____

Address 2 _____

City _____ State _____ Zip _____

Phone _____ Email _____

Thank you for your sponsorship!

Additional conference information available at:

www.napsa-now.org/conference

sponsor registration

NAPSA Elder Financial Exploitation Advisory Board

Betty Malks - Chairperson

Kathleen Quinn - President, NAPSA Board of Directors

Lori Delagrammatikas- Executive Director, NAPSA

Bill Benson - Principal, Health Benefits ABCs; National Policy Advisor, NAPSA

Lisa Bleier - Managing Director and Associate General Counsel, SIFMA

Joseph V. Brady - Executive Director, North American Securities Administrators Association, Inc. (NASAA)

Gary S. Brown - Assistant Attorney General, NY State Office of the Attorney General

Jean Callahan - Attorney-in-Charge, Legal Aid Society - Brooklyn Neighborhood Office

Prescott Cole - Senior Attorney, CANHR (California Advocates for Nursing Home Reform)

Lara Hinz - Director of Programs, Women's Institute for a Secure Retirement (WISER)

Jason Karlawish - Professor of Medicine, University of Pennsylvania; Director, Penn Healthy Brain Research Center
Judith Kozlowski – Consultant

Beatrice Lam-Hom - Manager, Financial Crime Threat Mitigation, HSBC USA, NA

Liz Loewy - Co-Founder & COO, EverSafe

Philip Marshall - Consultant

John Migliaccio - Consultant

Michael Schidlow - Senior Manager, HSBC Bank USA

John Skoglund - Senior Manager, Western Union

Joe Snyder - Elder Financial Exploitation Consultant

Mary Shae Tucker - Manager, Elder Client Initiatives, Wells Fargo Advisors

Mission Statement

The mission of the National Adult Protective Services Association (NAPSA) is to strengthen Adult Protective Services programs in order to improve the safety and independence of older persons and adults with disabilities who are victims of abuse, neglect, self-neglect, or financial exploitation.

About the Elder Financial Exploitation Advisory Board

The NAPSA Elder Financial Exploitation Advisory Board (EFEAB) was created to assist in the planning of NAPSA's annual Elder Financial Exploitation Summit and to work with NAPSA to promote awareness of elder financial abuse for elder law practitioners, policy makers, law enforcement personnel, as well as those in the financial sector who service elderly clients. The EFEAB conducts forums on elder financial abuse prevention, and seeks out innovative ways to expose and combat abusive practices. Members of the EFEAB are committed to the eradication of elder financial abuse. The EFEAB functions as an advisory board to the NAPSA.