

## Spring Conference & Solutions Expo

May 8-9, 2024

The Meadows Events & Conference Center  
Altoona, IA

Exhibit hall will be open on Wednesday, May 8.

### Sponsorship Packages

#### Mobile App & Registration Sponsorship \$2,600

1 Available

- Banner on the mobile app landing page in a highly visible location.
- Includes the ability to greet attendees as they arrive.
- Includes one mobile app broadcast message sent during the event.
- Pull-up banner display at registration desk.
- Recognition in pre-event and on-site marketing promotions.

#### Keynote Speaker Sponsorship \$2,500

- Includes pull-up banner display on the keynote stage.
- Recognition in pre-event and on-site marketing promotions.
- 30-second marketing video played before keynote address.

#### Lunch Sponsorship \$2,200

- Includes pull-up banner display in meal service area.
- Recognition in pre-event and on-site marketing promotions.

#### Evening Social Reception Sponsorship \$2,200

- Includes pull-up banner display at social reception.
- Recognition in pre-event and on-site marketing promotions.

#### Lanyard Sponsorship \$1,100

1 Available

- Lanyards supplied by sponsor and available at the registration desk.



#### New Sponsorship Opportunity!

Pre-conference will be held on Tuesday, May 7.

#### Pre-conference Workshop & Networking Social Event \$2,200

4 Available

- Greet attendees as they arrive for the pre-conference workshop.
- Includes pull-up banner at the pre-conference workshop registration desk and pre-conference networking social event.
- Recognition on pre-conference workshop webpage.
- Pre-conference workshop attendee list.
- 30-second recorded commercial included on the pre-conference workshop webpage.
- Recognition in pre-conference workshop digital marketing.
- 1 attendee at the pre-conference workshop event (includes pre-conference networking social event).

### Standard Exhibit Booth Pricing

Member \$1,800

Non-Member \$2,500

Early Bird pricing will be announced soon.

**Booth space sells quickly!**



## Leadership Symposium

September 11-12, 2024

Location: Gateway Hotel & Conference Center, Ames

### Sponsorship Packages

#### Mobile App & Registration Sponsorship \$2,600

1 Available

- Banner on the mobile app landing page in a highly visible location.
- Includes the ability to greet attendees as they arrive.
- Includes one mobile app broadcast message sent during the event.
- Pull-up banner display at registration desk.
- Recognition in pre-event and on-site marketing promotions.
- Includes 2 event registrations.

#### Ted Talk Sponsorship \$2,500

4 Available

- Present “ted talk” (10 minutes) about trends that you are seeing in the aging services field.
- Recognition in pre-event and on-site marketing promotions.
- Includes 2 event registrations.

#### Plenary Speaker Sponsorship \$2,500

- Includes pull-up banner display on the stage.
- Recognition in pre-event and on-site marketing promotions.
- Includes 1 event registration.

#### Lunch & Networking Table Sponsorship \$2,200

- Includes pull-up banner display in meal service area.
- Opportunity to exclusively facilitate and moderate a round table topic.
- Recognition in pre-event and on-site marketing promotions.
- Includes 1 event registration.

#### Evening Social Reception Sponsorship \$2,200

- Includes pull-up banner display at social reception.
- Recognition in pre-event and on-site marketing promotions.
- Includes 1 event registration.

#### Lanyard Sponsorship \$1,100

1 Available

- Lanyards supplied by sponsor and available at the registration desk.



### **New Location** **New Design** **New Opportunities**

The 2024 Leadership Symposium for aging services leaders will feature a new location in Ames, Iowa and a reinvented experience for business partners with an emphasis on interaction and opportunities to share a deeper understanding of expertise and best practices with attendees. Sponsors are invited to learn alongside attendees with opportunities to engage and share knowledge directly including TED style talks, topical networking lunch tables, and more. We seek to facilitate engagement and the opportunity to reach a shared understanding of timely issues in our field. Join us for the inaugural 2024 Leadership Symposium, the first of its kind.

# OTHER SPONSORSHIP OPPORTUNITIES

We welcome and encourage our business members and sponsors to participate alongside our provider members at our in-person educational events. Our events offer education, insights, and provide valuable networking opportunities.

## Assisted Living Leadership Certification Class | Spring & Fall

Assisted Living Leadership Certification will allow the leadership of the assisted living programs from the administrator, manager, and/or assisted living nurse to have an understanding of the core components of a well-managed assisted living program.

**Sponsorship \$700** 1 Available

- Includes recognition in pre-event marketing promotions.
- LAI program webpage and on-site recognition;
- Post-event attendee roster.
- This includes the April and October classes and includes the Nurse Delegation class.

## Leadership Academy | 4 Summits

The fellows in this program are up-and-coming decision makers in the senior living field.

**Sponsorship \$1,500** 4 Available

- Present to fellows during one of the four summits.
- Join the networking dinner with fellows on the first night of your assigned summit.
- Leadership Academy attendee roster.
- Recognition in pre-event marketing promotions for the Leadership Academy, website landing page, and marketing brochure.

## State Night Out - Iowa, Kansas, Nebraska, and Missouri | Nashville, TN

Join LAI members in Nashville, TN for a networking reception during LeadingAge's Annual Meeting on October 27-30. Around 175 attendees attend the reception from Iowa, Kansas, Nebraska, and Missouri, and it is among the favorite networking events of the year.

**Sponsorship \$1,700**

- Attendance for up to 3 staff members from your company at the networking event.
- Recognition in pre-event marketing promotions.
- On-site recognition.
- Post-event attendee roster.