



**COURAGE  
IGNITED**

*LeadingAge*<sup>®</sup>  
Iowa

**CALL FOR EXHIBITORS & SPONSORS**

**2024 | SPRING CONFERENCE & SOLUTIONS EXPO**

**MAY 8-9, 2024**

**THE MEADOWS EVENTS & CONFERENCE CENTER, ALTOONA, IA**

# EXHIBITOR OPPORTUNITIES

As an exhibitor at the LeadingAge Iowa Spring Conference & Solutions Expo (May 8), with full conference access (May 8-9), you'll have numerous opportunities to engage with peers and prospects through networking, educational sessions, social events, and more. By joining us, you will not only reach your target market, but forge new relationships, gain insights, and deepen your knowledge of the industry.

The LeadingAge Iowa Spring Conference & Solutions Expo is our most attended event for the year and historically draws more than 250 attendees. Our aging services members represent Iowa's finest not-for-profit full continuum of long-term support and service (LTSS) including skilled nursing, life plan communities, PACE, adult day centers, affordable senior housing, home health care, independent, and assisted living.

Don't miss this opportunity to connect with dedicated leaders from around the state to boost your brand, expand your reach, increase your leads, and most importantly – support as many aging services professionals as possible.

Check out who exhibited in 2023. You could be on next year's list!

Advanced Wireless Communications	FOX Rehabilitation	NuCara Pharmacy & Home Medical
Aegis Therapies	Functional Pathways	Omnicare
American Medical Technologies	Hamilton CapTel	Optum
Assured Partners	HCIS & Medi-Bill Systems	Paycor
BioTech X-ray Inc.	Hillyard	Performance Foodservice
Bland & Associates	Impact Medical Services	Right Dose Pharmacy
Blue Stone Therapy	In Motion Care	Ryun, Givens & Company, P.C.
CE Solutions/VGM Education	Iowa Long Term Care Risk Mgmt Assoc.	Select Rehabilitation
Choice Rehabilitation	KARE	St. Croix Hospice
CLA	Key Rehabilitation, Inc.	Synchrony Health Services
Community Living Solutions	Lee Agency, Inc.	TapestryHealth
Compass Community Living	Lument	The Schemmer Associates
connectRN	Main Healthcare Pharmacy	Trio Pharmacy Services
Consonus Pharmacy	Marsh & McLennan Agency	Tyrian Health
Cottingham & Butler	Martin Bros. Distributing Co., Inc.	UnitedHealthcare
Deer Oaks Behavioral Health	McKesson Medical-Surgical	US Foods
Direct Supply	Med-Mizer	VRI & Healthcom
EasyShifts	Millennium Therapy	Williams & Company
Elim Preferred Services, Inc.	NIT Therapy	Wold Architects and Engineers
Eugeria	Northwest Respiratory Services	Ziegler

## Why do you want to exhibit at the LeadingAge Iowa Spring Conference & Solutions Expo? Hear it from past exhibitors!

*"This was a wonderfully organized conference."*

*"The LeadingAge Iowa team is awesome and very responsive--they truly do want all exhibitors to have a positive and fruitful experience; they go the extra mile!"*

*"Well done, we enjoyed the variety and foot traffic. Thank you!"*

*"I felt that there was adequate exhibit time with additional networking opportunities offered!"*

*"Really appreciate all the effort you put into this! I've done this for 30 years, this was my favorite! In my mind you did everything right! Thank you!!"*

*"This was my first Expo and I totally enjoyed the event. Thank you!"*

# EXHIBITOR SCHEDULE

## Exhibitor Schedule (subject to change):

Tuesday, May 7	
6 - 8 p.m. ONLY	Exhibit Booth Set-up
Wednesday, May 8	
7 - 7:45 a.m.	Exhibit Booth Set-up
8 - 9 a.m.	Solutions Expo Open during attendee registration/check-in
10 - 10:45 a.m.	Solutions Expo Open during morning break
11 - 11:45 a.m.	Lunch for Exhibitors
11:45 a.m. - 1:15 p.m.	Solutions Expo Open during attendee lunch break
1:15 - 2:30 p.m.	Exhibit Booth Tear-down
5 - 6:30 p.m.	LAI encourages exhibitors to join attendees at the Social Reception.

## Important Deadlines:

January 31, 2024	Early Bird Registration Deadline for Exhibit Booths
February 9, 2024	Advertisements are due for registration flyer
April 5, 2024	Hotel Reservation Deadline
April 19, 2024	Exhibit Booth Registration Deadline
April 19, 2024	Notification Deadline to Make Alternative Arrangements for Booth Set-up or Tear-down

# EXHIBIT BOOTH OPTIONS

## How to Participate & Booth Pricing:

To reserve your booth, go to: [www.LeadingAgeIowa.org/SpringConferenceExpo](http://www.LeadingAgeIowa.org/SpringConferenceExpo) and fill out the registration form online.

Register early to SAVE!	Early Bird Fees Registration thru January 31, 2024		Booth Fees February 1 - April 19, 2024		*BONUS OFFER
	Member	Non-Member	Member	Non-Member	New Member
Premium Booth Location	\$1,800		\$2,100		\$2,700
Standard Booth Location	\$1,450	\$2,100	\$1,800	\$2,350	\$2,400

**\*New Member Bonus Offer** – New Associate Members receive a discount on membership and receive the benefits of membership including booth discount for conferences, recognition in the virtual tradeshow, access to LAI membership lists, and more. Go to [www.LeadingAgeIowa.org/Associate-Membership](http://www.LeadingAgeIowa.org/Associate-Membership) for a listing of the full benefits.

## Booth Rental Includes

### Standard Booth:

- 10 ft. wide x 10 ft. deep booth with draped back and sides and ID signage
- One 8 ft cloth and skirted table, two chairs, and wastebasket
- 110 volt electric - powerstrip and extension cord
- Listing on conference webpage
- Two exhibit booth staff with full conference access (additional exhibit booth staff \$325)
- A list of names, titles and addresses of conference attendees

**Premium Booth** includes all of the Standard Booth benefits as well as a high traffic booth location.

See the page 5 for the Solutions Expo floor plan.

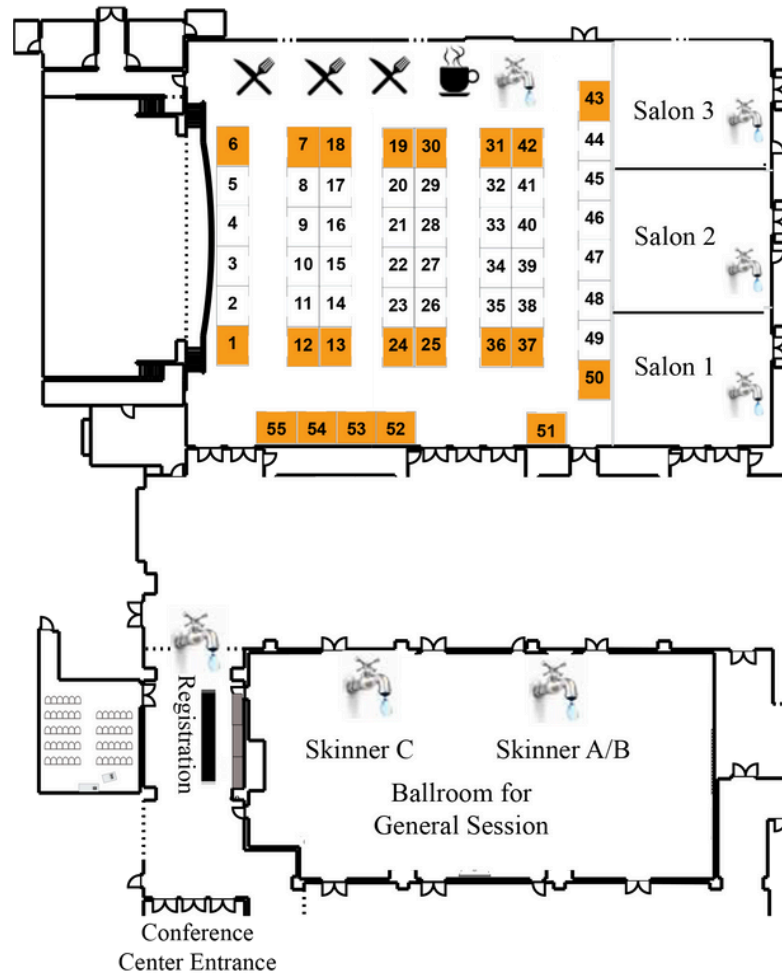
**Hurry, space sells quickly!**

Contact Dawn Balder at 515-440-4630 to reserve your booth space at LeadingAge Iowa's Spring Conference, May 8, 2024, in Altoona.

# EXHIBITOR INFORMATION

## Solutions Expo Floor Plan

Note: The booths highlighted in orange on the map are the premium booths.



### Exhibit Fee and Cancellation Policy

All Spring Conference & Solutions Expo fees will require credit card payment at the time of registration. If an assigned space is cancelled by the exhibitor on or before April 5, 50% of the total cost will be retained by LAI. If assigned space is cancelled by the exhibitor after April 5, all fees paid will be retained by LAI.

### Exhibit Installation and Removal

Exhibitors will be provided with final details. Installation of exhibits at The Meadows Events & Conference Center is from 6-8 p.m. on Tues., May 7, and from 7- 7:45 a.m. on Wed., May 8. Set-up and tear-down times are subject to change, and LAI will provide notice of this change in the pre-conference information. Displays must conform to local building and fire codes and regulations. Any booth not meeting booth requirements will be asked to correct the violation immediately. Assembled exhibits must not exceed the allotted booth space unless prior arrangements have been made with LAI. If additional space is needed, exhibitors will be required to purchase additional booth space. Your cooperation in not exceeding your allotted booth space is appreciated.

All exhibits will close no earlier than 1:15 p.m. on Wed., May 8. For safety reasons, as well as maintaining a professional and courteous atmosphere, any exhibitor closing or leaving their booth prior to this time may not be offered booth space in 2025. Each exhibitor is responsible for making the arrangements for removal of material from the exhibit area in accordance with instructions from The Meadows Events & Conference Center. All exhibits must be dismantled and removed by 2:30 p.m., Wed., May 8. Please contact LAI by April 19 if you need to discuss alternative arrangements for your booth installation and/or removal.

# EXHIBITOR INFORMATION

## Shipment Information

Shipping instructions will be included in the information that will be provided prior to the conference.

## Assignment of Exhibit Space

LAI will assign your booth space. Efforts will be made to ensure there is reasonable separation between any competitors but this cannot be guaranteed.

## Subletting of Space

Exhibitors may not assign, sublet or apportion to others the whole or any part of the space allotted, and may not advertise or display goods or services other than those manufactured or sold by them in the regular course of their business.

## Failure to Occupy Space

Space not occupied by the close of the exhibit installation period as specified in the accompanying material will be forfeited by the exhibitor and this space may be resold, reassigned, or used by LAI. If the exhibit is on hand, LAI reserves the right to assign labor to set up any display that is not in the process of being erected by the given deadline and to instruct that the exhibitor be billed for all charges thus incurred.

## Safety and Security

Although limited security will be provided, exhibitors must provide security of their goods, materials, equipment and general display at all times. LAI will not be responsible for the loss or damage of any material for any cause. LAI will follow all Federal, State, and Local health and safety mandates in place at the time of this conference. Other precautions will be carefully considered as we get closer to the event, using the latest information and recommendations from experts.

## Exhibit Booth Staff

Booth fees cover two exhibit booth staff per company. You may purchase up to two additional exhibit booth staff at \$325 per additional booth staff when you register. Booth staff can join education sessions, meal functions, and networking opportunities during the entire conference.

## Lodging

Go to [www.LeadingAgeIowa.org/SC Lodging](http://www.LeadingAgeIowa.org/SC Lodging) for information regarding our host hotel.

## Special Audio Visual Effects

Audio visual and other attention-getting devices and effects will be permitted only in those locations and in such intensity, in the opinion of LeadingAge Iowa, that they do not interfere with the activities of neighboring exhibitors. Operational equipment demonstrated may not create noise levels objectionable to neighboring exhibitors.

## Door Prizes

Vendors can choose to supply a door prize to be displayed at their booth as a way of increasing your exposure to the group and saying “thank you” to the organizations that have supported your services throughout the years. If the winner does not claim their prize before the Solutions Expo closes at 1:15 p.m. on May 8, you will need to contact the winner to alert them of their prize. This is an additional benefit that gives you another chance to chat one-on-one! LAI will not be responsible for unclaimed prizes.

### LeadingAge Iowa Contact

Any questions about the LeadingAge Iowa Solutions Expo should be directed to:  
Contact: Dawn Balder  
Email: [DBalder@LeadingAgeIowa.org](mailto:DBalder@LeadingAgeIowa.org)  
Phone: 515-440-4630

### Exhibit Location

The Meadows Events & Conference Center  
1 Prairie Meadows Drive  
Altoona, IA 50009

# SPONSORSHIP OPPORTUNITIES

Let member attendees know you support the work they are doing by becoming a sponsor and/or advertiser in the 2024 Spring Conference & Solutions Expo. Sponsorships are used to help defray the registration fees for our members which enables them to bring even more staff. This is another opportunity for you to be actively involved and have your name in print for member organizations to see! A variety of sponsorship options are listed below. Please select the option that fits your desire and ability to share in the success of this conference. Your company's support helps make the LeadingAge Iowa Spring Conference & Solutions Expo successful. How can you gain even more meaningful exposure, connections, and brand awareness? Consider a sponsorship or an advertising opportunity!

## 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.
- Includes one mobile app broadcast message sent during the event.
- 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.
- Includes one mobile app broadcast message sent during the event.
- Recognition in pre-event and on-site marketing promotions.

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

- Includes pull-up banner display at social reception.
- Includes one mobile app broadcast message sent during the event.
- 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.
- 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 on pre-conference workshop digital marketing.
- Includes one mobile app broadcast message sent during the event.
- 1 attendee at the pre-conference workshop event (includes pre-conference networking social event).

**More sponsorship opportunities will be added to the menu.**

**Have a sponsorship idea that is not listed above?**

We are always open to discussing new and different ways to increase your exposure and add value to your partnership. Please contact Dawn Balder at [DBalder@LeadingAgeIowa.org](mailto:DBalder@LeadingAgeIowa.org) or 515-440-4630 to discuss your ideas and to help you find a solution that best fits your marketing needs and budget.

# ADVERTISING OPPORTUNITIES

## Digital Advertising

### Video Advertisement \$1,000

1-minute video advertisement played at the conference.

### Conference Webpage Advertisement \$1,000 (1 Available)

Your advertisement and a link to your company website to be featured exclusively on the Conference webpage. This webpage receives approximately 3,000 visitors.

### Pre-Event Electronic Marketing \$400

Your advertisement and a link to your company website to be featured in one pre-Conference electronic marketing promotion. Reaches an audience of more than 2,500 individuals.

### Registration Confirmation Email Advertisement \$400 (1 Available)

Your logo and a link to your website to be featured in the confirmation email that each registered attendee receives when they register for the Conference.

### Daily Conference Highlights Email Advertisement \$400 (2 Available)

Your logo and a link to your website to be exclusively featured on one of the daily emails that will be sent out to all attendees each morning of the event that features the Conference highlights of the day.

### Mobile App Broadcast Message \$400

One mobile app broadcast message sent during the event.

**SOLD OUT**

## Print Advertising

All print advertising purchases include full-color ad space in registration flyer. The registration flyer reaches an audience of more than 600 individuals in the mail. The registration flyer is also linked on the conference webpage that receives approximately 3,000 visitors.

Back Cover Full Page Ad	\$1,500
Standard Full Page	\$1,000
Standard Half Page	\$750

Full Page  
5.25" x 7.5"

Half Page  
5.25" x 3.75"