



2021 Virtual Conference

May 4-6, 2021



**Digital
Sponsorship,
Expo &
Advertising
Opportunities**



Welcome to the LeadingAge Iowa Virtual Conference that will:

- Build brand awareness.
- Provide networking and connecting opportunities with members.
- Simplify lead retrieval and follow up.
- Offer dedicated expo time each day of the live conference.

LeadingAge Iowa | 11001 Aurora Ave. | Urbandale, IA 50322

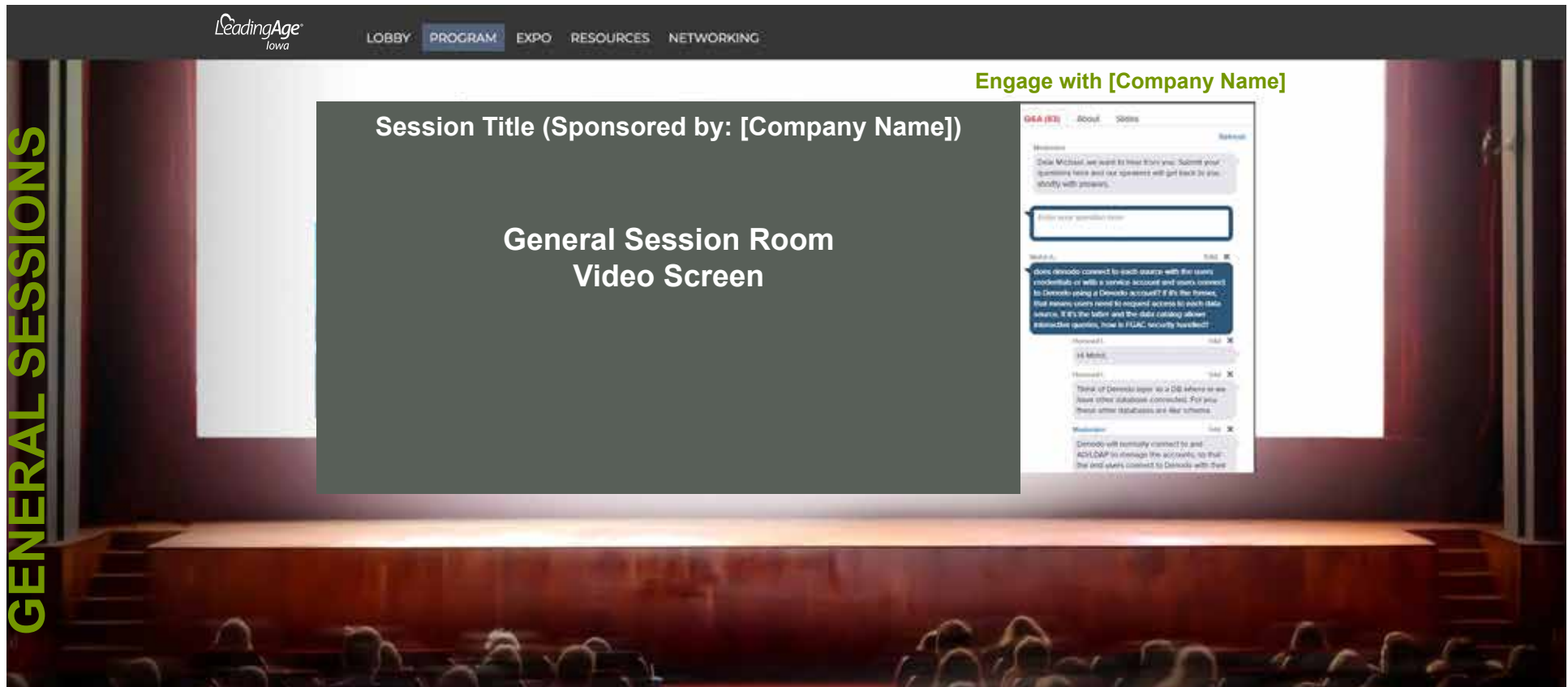
Program Contact: Dawn Balder | Phone: 515-440-4630 | Email: dbalder@LeadingAgelowa.org

www.LeadinAgeIowa.org

LAI is hosting a virtual conference & solutions expo, allowing vendors to connect with potential customers in a safe and convenient format. A dedicated expo of non-competing time will be scheduled during each day of the live virtual conference. In addition, your company's virtual booth will be viewable on-demand for 2 months following the live event.

Advertising and Sponsorship Opportunities

The sponsorship and advertising opportunities listed for this event are only available to LeadingAge Iowa business partner members. If you would like to learn more about becoming a business partner, please contact Dawn Balder at dbalder@LeadingAgeIowa.org or 515-440-4630.



General Session Introductions

\$1,500 Each | 2 Available/1 Secured

The virtual conference will feature two general sessions. This sponsorship is limited to one sponsor per general session, giving you exclusive sponsorship of the general session you choose. General session sponsors will provide a pre-recorded video introduction for the general session. The video introduction will need to be sent to LeadingAge Iowa by April 13 for advance approval.

- A representative from your company will pre-record the general session introduction video which can include a 1-minute plug for your organization.
- Your company name will be featured in the session room with a link directly to your booth in the Solutions Expo.
- Acknowledgment of your sponsorship in your booth space in the Solutions Expo.
- Recognition in pre-event electronic marketing promotions specific to the general session you sponsor.

Advertising and Sponsorship Opportunities

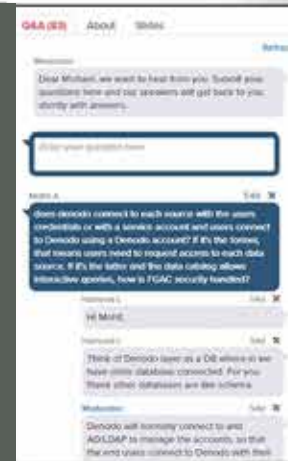
LeadingAge
Iowa

LOBBY PROGRAM EXPO RESOURCES NETWORKING

Engage with [Company Name]

Session Title (Sponsored by: [Company Name])

Breakout Session Room
Video Screen



BREAKOUT SESSIONS

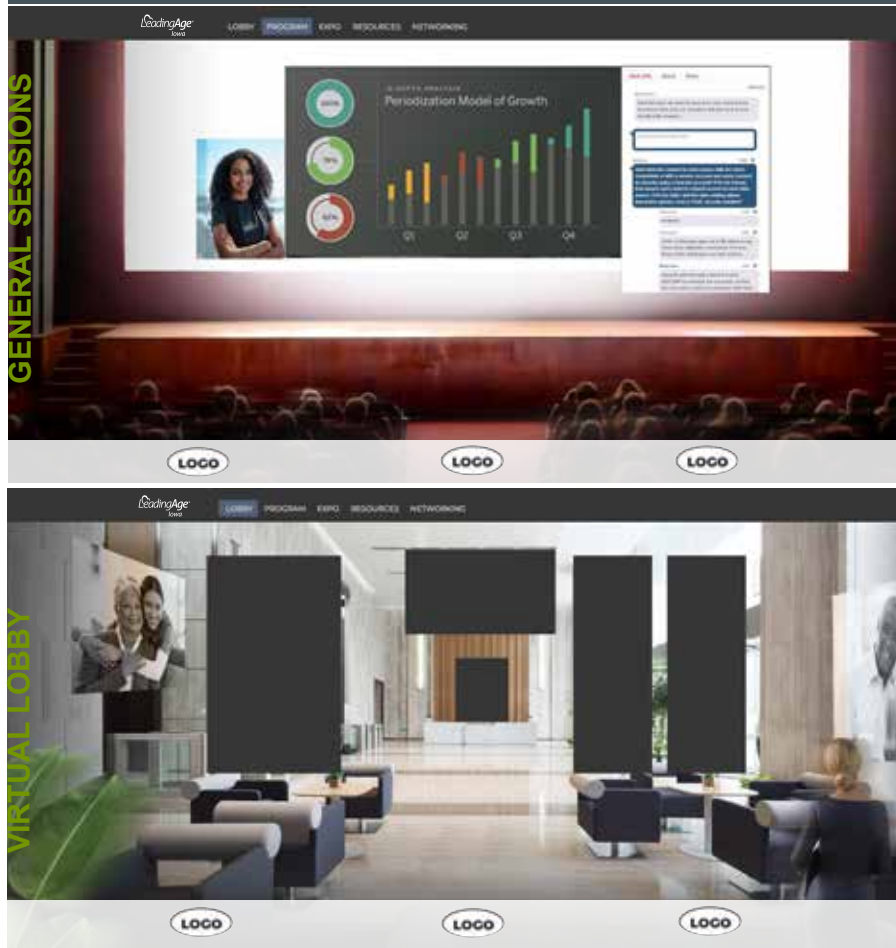
Breakout Session Introductions

\$750 Each | Multiple Available

This sponsorship is limited to one sponsor per breakout session, giving you exclusive sponsorship to a dedicated breakout session. Breakout session sponsors will provide a pre-recorded video introduction for the breakout session they are sponsoring. Breakout session recordings will be available for viewing on-demand for 2 months following the conference, increasing your audience exposure. To maximize your exposure, you can select more than one breakout session to sponsor. The video introduction will need to be sent to LeadingAge Iowa by April 13 for advance approval.

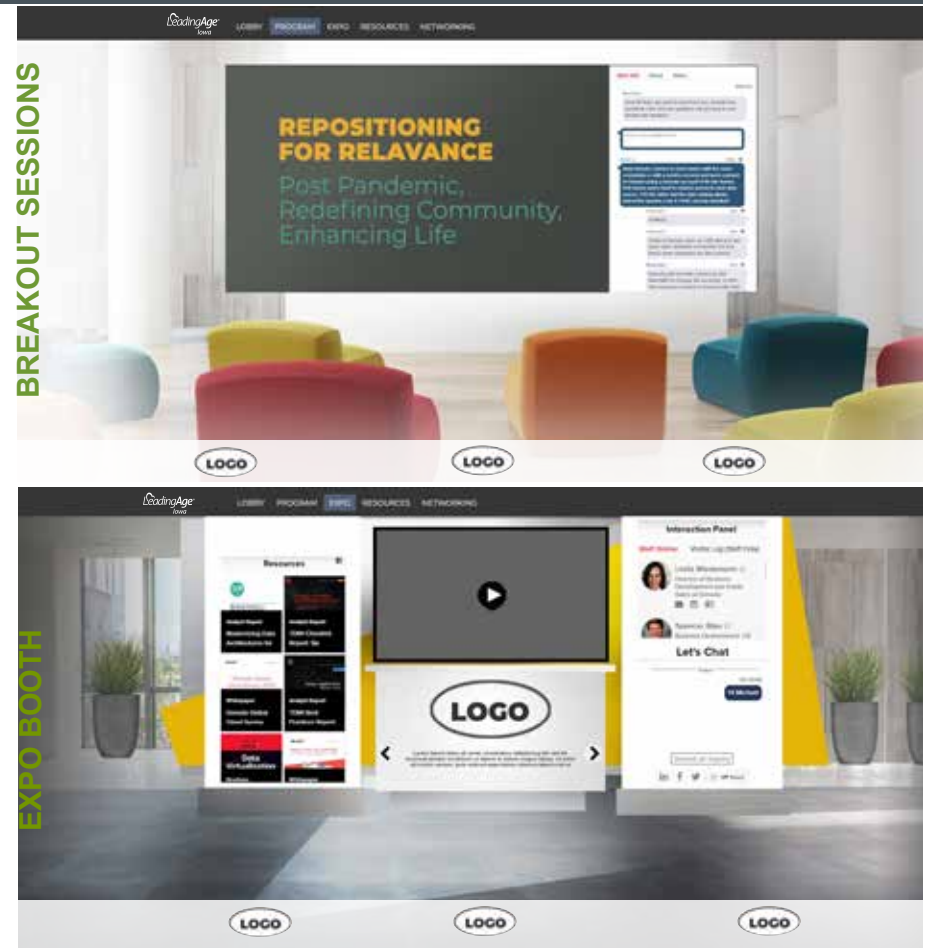
- A representative from your company will pre-record the breakout session introduction video that is up to 1 minute long.
- Your company name will be featured in the session room with a link directly to your booth in the Solutions Expo.
- Acknowledgment of your sponsorship in your booth space in the Solutions Expo.
- Recognition in pre-event and post-event electronic marketing promotions specific for this breakout session.

Advertising and Sponsorship Opportunities



Bottom Banner Logo \$1,200 | 2 Available/1 Secured

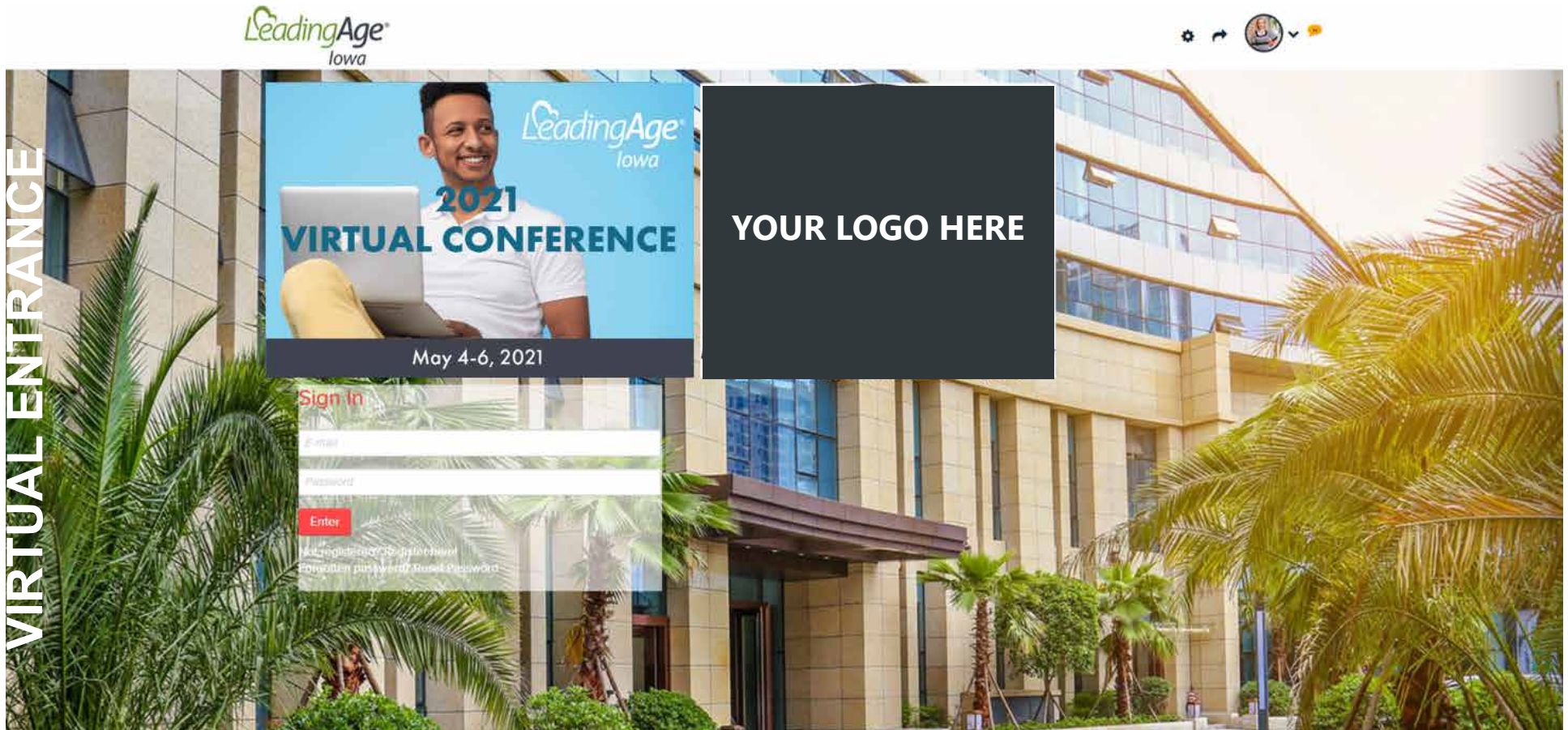
Your logo and a link directly to your booth will be featured on the bottom banner of every page throughout the entire virtual conference platform. This will be viewed by everyone who attends the live conference as well as the 2 months it is on-demand, which increases your audience exposure even more!



Registrant Care Package - Put Your Swag in the Bag \$500 | Multiple Available

A fun care package will be sent to the first 100 virtual conference registrants. Sponsors can provide branded items featuring their logo to be included in the package. Sponsorship will help cover shipping expense. Items must be approved by LAI in advance. Once approved, LAI will send shipment instructions and items will need to be delivered no later than April 9. Item examples include hand sanitizer, masks, fidget spinners, small stress balls, pens, notepads, or sunglasses.

Advertising and Sponsorship Opportunities



Virtual Conference Entrance Advertising

\$2,000 | Exclusive Sponsorship

Your company logo will be displayed on the entrance of the virtual conference platform where everyone will need to sign in to enter our conference. This will be viewed by everyone who attends the live conference as well as the 2 months it is on-demand, increasing your audience exposure even more! Your high resolution logo will need to be sent to LeadingAge Iowa by April 13.

Daily Conference Highlights Email Sponsorship

\$600 | 2 Available/1 Secured

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

Registration Confirmation Email

\$600 Each | Multiple Available

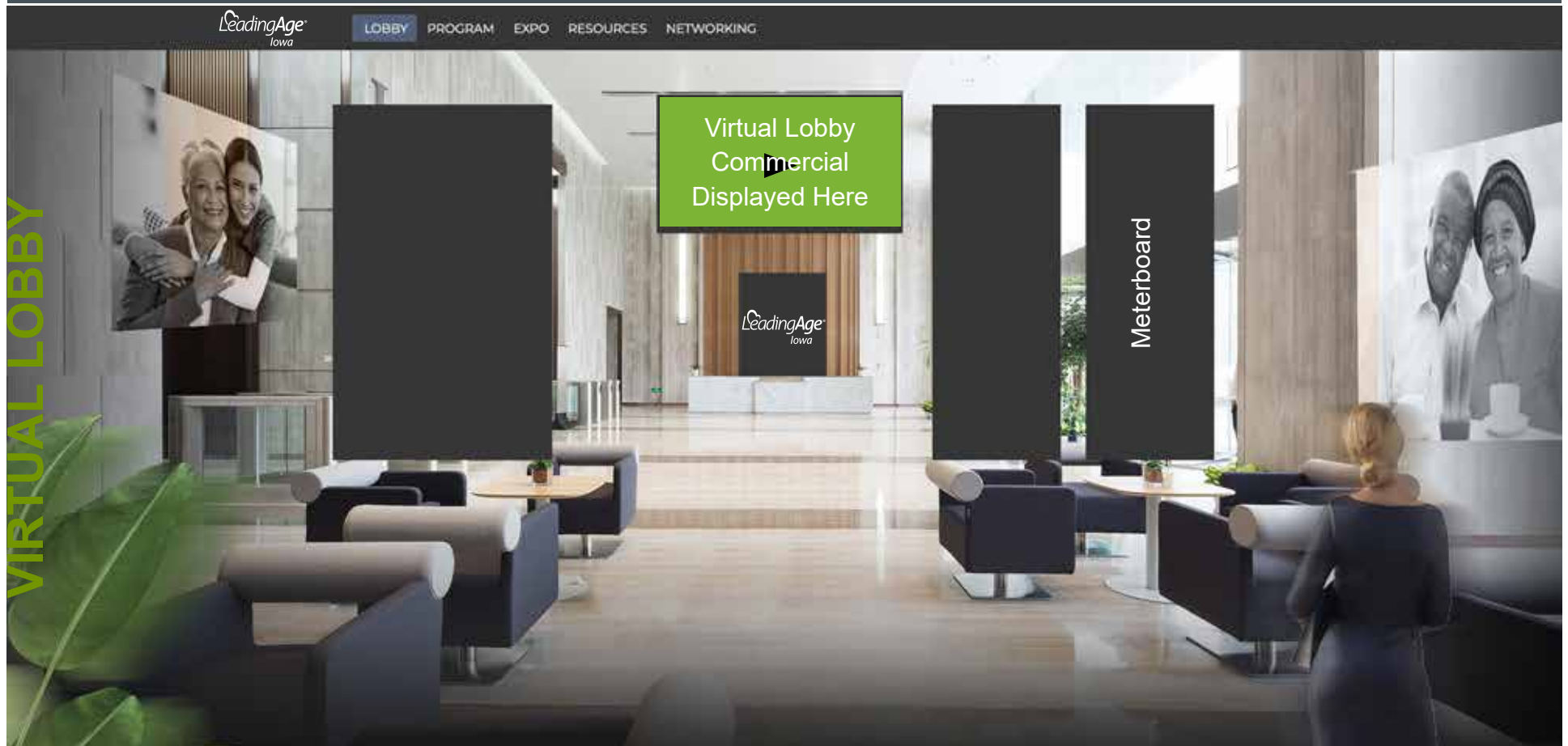
Your logo and a link to your website to be featured in the confirmation email that each registered attendee receives when they register for the virtual conference. We are anticipating an estimated 200-225 attendees.

Pre-Conference Marketing Advertisement

\$750 Each | Multiple Available

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

Advertising and Sponsorship Opportunities



Virtual Lobby Commercial \$2,000 | Exclusive Sponsorship

A pre-recorded video commercial up to 1 minute long playing on the video screen in the virtual conference lobby. The video commercial will be displayed during the conference as well as the 2 months it is available on-demand following the live event. The virtual lobby commercial video will need to be sent to LeadingAge Iowa by April 13 for advance approval.

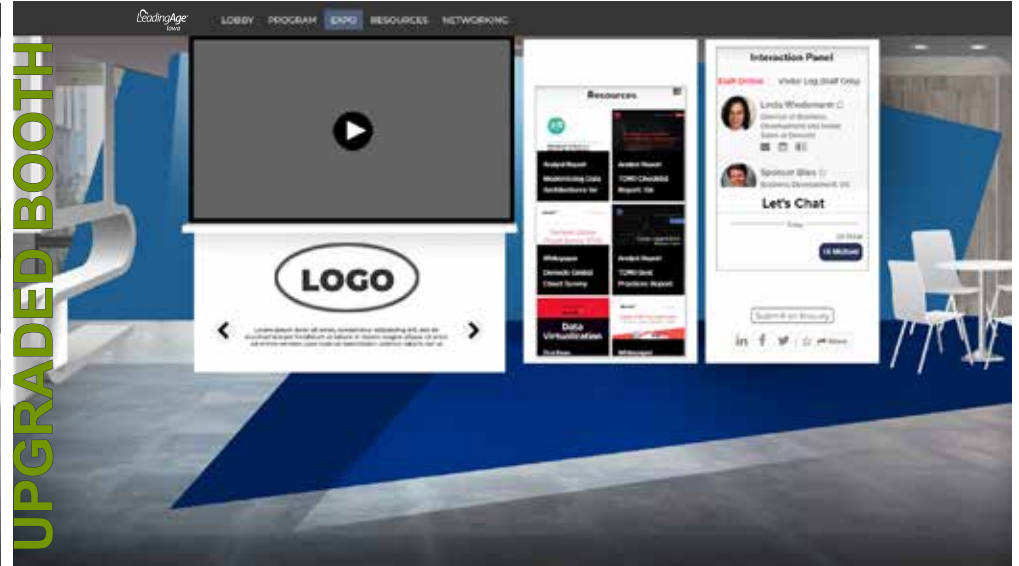
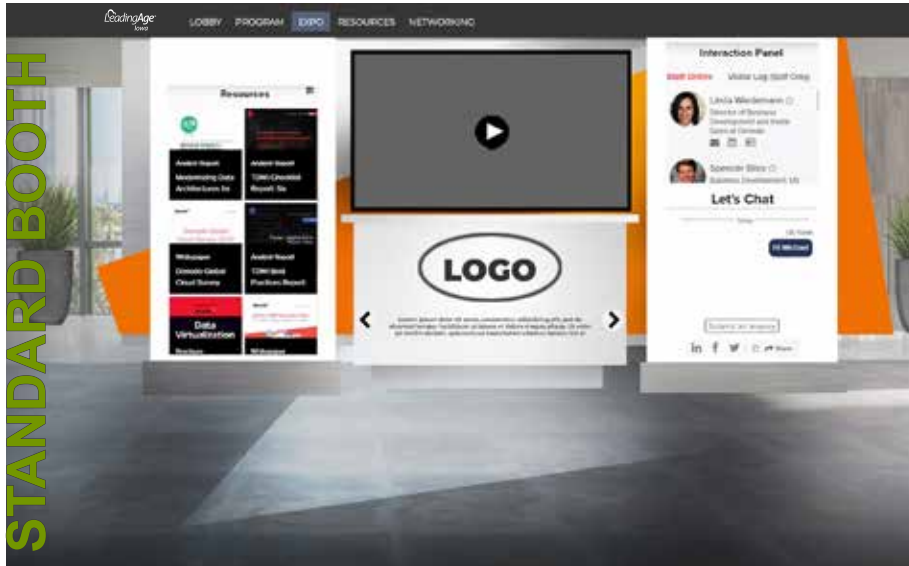
Have a sponsorship idea that is not listed?

We would love to hear your ideas. Please contact Dawn Balder at 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.

Virtual Lobby Meterboard \$1,200 | 1 Available

Your company advertisement will be displayed on one of the meterboards in the virtual lobby during the live virtual conference. Everyone who enters the virtual conference will see the meterboard, and it will be linked directly to your booth in the Solutions Expo. The virtual lobby meterboard advertisement will need to be sent to LeadingAge Iowa by April 13.

2021 Virtual Conference Solutions Expo



Virtual Expo Booth Information

Standard Booth: Associate Member \$750 Non-Member \$1,500

Standard Booth Includes:

- Video screen featuring up to a 2-minute video of your content.
- Company description (Up to 50-words maximum).
- Company logo recognition.
- Up to 3 resources posted (PDFs, videos, websites).
- Live chat room and ability to book 1:1 appointments.
- Prize giveaway opportunity.
- Virtual booth analytics.
- Pre- and Post- attendee lists including names, titles, addresses, and emails which are each to be used for a one-time contact only for conference-related information.
- Two booth representatives with full-access, complimentary conference registrations. Additional booth representatives can be purchased at a fee of \$150 each.

Upgraded Booth: Associate Member \$900 Non-Member \$2,000

Upgraded Booth Includes:

Everything that is included with a standard booth plus:

- Video screen featuring up to a 4-minute video of your content.
- Company social media links.
- Up to 5 resources posted (PDFs, videos, websites).
- Three booth representatives with full-access, complimentary conference registrations. Additional booth representatives can be purchased at a fee of \$150 each.

There will be a limit of only 28 booths this year so don't miss out, be sure to register early to reserve your booth!

To register go to: www.LeadingAgeIowa.org/Virtual-Conference-Expo

Deadline to Provide all Assets Needed for Virtual Platform: Friday, April 16, 2021.



Go to www.LeadingAgelowa.org/Virtual-Conference-Expo today to register for a sponsorship, advertisement, or virtual booth!

CONTACT INFORMATION

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