

# 2023 EVENT SPONSORSHIPS

Event Sponsorship puts your company in the spotlight at LeadingAge Iowa educational and networking events. Sponsors of LAI events help to keep attendee rates affordable, which allows organizations to participate in more events throughout the year and/or send more staff to these events. Let members know you support the work they are doing by becoming a sponsor and/or advertiser. This is another opportunity for you to be actively involved and have your name in print for members to see! A variety of sponsorship options are listed below. Please select each option that fits your desire and ability to share in the success of these programs. Your company's support helps make the LeadingAge Iowa educational programs successful.

## Spring Conference and Solutions Expo Sponsorship May 3-4, 2023 • The Meadows Conference Center, Altoona, IA

<b>\$2,400 Conference App Sponsor &amp; Registration Sponsor (1 Available/1 Secured)</b>	Recognition on the bottom of every other page in the conference pocket agenda. Includes the ability to meet every attendee; pull-up banner display at registration desk; recognition in pre-event and on-site marketing promotions.
<b>\$2,000 Lunch Sponsor</b>	Includes pull-up banner display in meal service area; recognition in pre-event and on-site marketing promotions.
<b>\$2,000 Evening Social Reception Sponsor</b>	Includes pull-up banner display at social reception; recognition in pre-event and on-site marketing promotions.
<b>\$2,000 Breakfast and Break Sponsor</b>	Includes pull-up banner display in breakfast and break service area; recognition in pre-event and on-site marketing promotions.
<b>\$2,000 Keynote Speaker Sponsor</b>	Includes pull-up banner display on the keynote stage; recognition in pre-event and on-site marketing promotions.
<b>\$1,700 Puppy Station Sponsor</b>	Includes pull-up banner display in the puppy station; recognition in pre-event and on-site marketing promotions.
<b>\$1,500 Treasure Hunt Sponsor (2 Available/2 Secured)</b>	The treasure hunt is a traffic generator in the Solutions Expo. Your company logo will be placed on the treasure hunt tickets and collection boxes which will be located at your booth. The treasure hunt prize drawing winners will be announced at your booth. Includes recognition on treasure hunt related signage, in the pocket agenda and in pre-event and on-site marketing promotions.
<b>\$1,500 Evening Social Reception Entertainment Sponsor</b>	Includes pull-up banner display on stage with musician/band; recognition in pre-event and on-site marketing promotions.
<b>\$1,100 Lanyard Sponsor (1 Available/1 Secured)</b>	Company logo on all attendee lanyards to be ordered and supplied by sponsor.

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

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

We love to hear your ideas. 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.



## Fall Leadership Conference and Solutions Expo Sponsorship

September 13-14, 2023 • DoubleTree by Hilton Convention Complex, Cedar Rapids, IA

<b>\$2,700 Networking Lounge Sponsor (1 Available)</b>	The Networking Lounge is centrally located with soft seating furniture in an expanded exhibit booth space. For a high top table, a rack of marketing materials, and a pull-up banner display. Allows for up to 2 staff members to attend the entire conference and Solutions Expo. Includes recognition in pre-event and on-site marketing promotions.
<b>\$2,400 Conference App Sponsor &amp; Registration Sponsor (1 Available)</b>	Recognition on the bottom of every other page in the conference pocket agenda. Includes ability to meet every attendee; pull-up banner display at registration desk; recognition in pre-event and on-site marketing promotions.
<b>\$2,000 Evening Social Reception Sponsor</b>	Includes pull-up banner display; recognition in pre-event and on-site marketing promotions.
<b>\$2,000 Keynote Speaker Sponsor</b>	Includes pull-up banner display on the keynote stage; recognition in pre-event and on-site marketing promotions.
<b>\$2,000 Lunch Sponsor</b>	Includes pull-up banner display in meal service area; recognition in pre-event and on-site marketing promotions.
<b>\$2,000 Breakfast and Break Sponsor</b>	Includes pull-up banner display in breakfast and break service area; recognition in pre-event and on-site marketing promotions.
<b>\$1,750 Hotel Room Key Cards Sponsor (1 Available)</b>	Includes company logo on all hotel room key cards; recognition in pre-event and on-site marketing promotions.
<b>\$1,700 Puppy Station Sponsor</b>	Includes pull-up banner display in the puppy station; recognition in pre-event and on-site marketing promotions.
<b>\$1,500 Treasure Hunt Sponsor (2 Available)</b>	The treasure hunt is a traffic generator in the solutions expo. Your company logo will be placed on the treasure hunt tickets and collection boxes which will be located at your booth. The treasure hunt prize drawing winners will be announced at your booth. Includes recognition on treasure hunt related signage, in the pocket agenda and in pre-event and on-site marketing promotions.
<b>\$1,300 WiFi Sponsor (1 Available)</b>	Your company name on the WiFi password with your company website as the landing page when someone logs into the WiFi connection; recognition in pre-event and on-site marketing promotions.
<b>\$1,300 Evening Social Entertainment Sponsor</b>	Includes pull-up banner display on stage; recognition in pre-event and on-site marketing promotions.
<b>\$1,100 Lanyard Sponsor (1 Available)</b>	Company logo on all attendee lanyards to be ordered and supplied by sponsor.

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# 2023 EDUCATION SPONSORSHIPS

## Assisted Living Leadership Certification Class (2-day on-site/15 on-demand recordings)

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.

<b>\$700</b> <b>(1 Available)</b>	Includes recognition in pre-event marketing promotions; LAI program webpage and on-site recognition; and post-event attendee roster. This is for both the April and October classes and includes the Nurse Delegation class.
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## Leadership Academy

The fellows in this program are up-and-coming decision makers in the senior living field. Sponsors will also receive recognition at the Fall Leadership Conference for their generous support in making this program possible.

<b>\$1,500</b> <b>(4 Available)</b>	Includes recognition in pre-event marketing promotions; LAI program webpage and on-site recognition; post-event attendee roster; opportunity to present during one of the 4 summits (dedicated); and a half-price exhibit booth space at the Fall Leadership Conference.
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## Nurse Leadership Symposium (1-day on-site)

This program is designed to help nurse leaders meet the everyday challenges they face in this ever-changing aging services environment. It will also help them connect, collaborate, and excel in their role as nurses.

<b>\$700</b> <b>(2 Available)</b>	Includes recognition in pre-event marketing promotions; LAI program webpage and on-site recognition; post-event attendee roster; table top display at event; and pull-up banner display at event.
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# 2023 OTHER SPONSORSHIPS

## Weekly Membership Calls

This call is open to all members and provides key updates related to COVID-19 and other key topics.

<b>\$250 (Per Weekly Call)</b>	Includes acknowledgment in a COVID-19 newsletter prior to the call you are sponsoring and acknowledgment during one of the weekly membership calls.
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## State Night Out - Iowa, Nebraska, and Missouri (Chicago, IL)

Join LAI members in Chicago, IL, for a networking reception during LeadingAge's Annual Meeting on November 5-8. Around 200 attendees attend the reception from Iowa, Nebraska, and Missouri, and it is among the favorite networking events each year.

<b>\$1,500</b>	Includes attendance for up to three staff members at the networking event; recognition in pre-event marketing promotions; on-site recognition and post-event attendee roster.
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# CONFERENCE ADVERTISING *Opportunities*

## Options for Both Spring Conference and Fall Leadership Conference

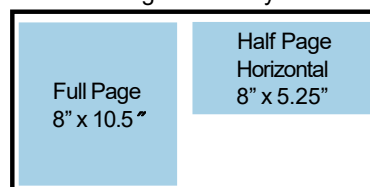
<b>\$1,000 Conference Webpage Advertisement (1 Available Per Conference)</b>	Your advertisement and a link to your company website to be featured exclusively on the conference webpage.
<b>\$400 Pre-Conference Marketing Advertisement</b>	Your advertisement and a link to your company website to be featured in one pre-conference electronic marketing promotion. Reaches an audience of more than 2,500 individuals.
<b>\$400 Registration Confirmation Email Advertisement (1 Available Per Conference)</b>	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.
<b>\$400 Daily Conference Highlights Email Advertisement (2 Available Per Conference)</b>	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.

## Conference Print Advertising

Placed in both registration flyers.

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

Registration Flyer



# OTHER ADVERTISING *Opportunities*

## Communiqué (LeadingAge Iowa's weekly newsletter)

### "Box" ad with vendor website link

Box ad using the following dimensions: 8" width x 2.5" height. LAI must receive the ad content one-week prior to the publication. This newsletter is emailed to members only. This opportunity is available to current associate members only.

Per newsletter	\$400
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## PD Campaign (LeadingAge Iowa's bi-weekly education newsletter)

### "Box" ad with vendor website link

Box ad using the following dimensions: 8" width x 2.5" height. LAI must receive the ad content one-week prior to the publication. This newsletter is emailed to all members as well as non-members. This opportunity is available to current associate members only.

Per newsletter	\$400
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## LeadingAge Iowa Website

### "Box" ad with vendor website link

Box ad using the following dimensions: 8" width x 2.5" height. Your ad will be placed on the homepage of the LAI website and will be viewed by everyone that visits the LAI website. This opportunity is available to current associate members only.

Ad - per quarter (1 Available each quarter.)	\$1,000
Ad - per year (1 Available)	\$3,000

For additional information, contact Dawn Balder at 515-440-4630 or [dbalder@LeadingAgeIowa.org](mailto:dbalder@LeadingAgeIowa.org).

If you are interested in associate membership or any of the sponsorship or advertising options.

Thank you for supporting LeadingAge Iowa.

*Remember - your marketing investment with LeadingAge Iowa not only benefits your organization, but it also supports LeadingAge Iowa's efforts in assisting Iowa Providers of Long-Term Support and Services (LTSS) members in building a better future for aging Iowans!*

**To become an Associate Member or to secure any sponsorships or advertising opportunities sign up here today:**

[www.LeadngAgeIowa.org/2023Sponsorship-Advertising](http://www.LeadngAgeIowa.org/2023Sponsorship-Advertising)