



2024

**ASSOCIATE MEMBERSHIP
& SPONSORSHIPS**

LeadingAge®
Iowa

ABOUT LEADINGAGE IOWA

LeadingAge Iowa (LAI) is the preeminent trade association representing Iowa's not-for-profit aging services providers. We advance policies, promote best practices, and deliver education that empowers our members to help older adults live fully as they age.

Vision: To be the champion for advancement and innovation in aging services

Mission: The voice, support, and connector for non-profit members and the people they serve

Values: Integrity ~ Leadership ~ Compassion

WHO ARE OUR MEMBERS

LAI's members includes 150 providers representing the 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.

WHY SHOULD YOU BECOME AN ASSOCIATE MEMBER

DIRECT CONTACT WITH OUR MEMBERS

LeadingAge Iowa connects you with decision makers at our annual Spring Conference, Leadership Symposium, and other events in our publications. Associate Members have access to our online Membership Directory which includes key provider contact information. Your company is included in our Business Partner Directory (virtual tradeshow) on our website, which our members use to search for vendors when in need of a new product or service

BEST WAY TO BUILD YOUR REPUTATION

Being an Associate Member of LeadingAge Iowa helps you show current and prospective clients you support their mission and the good they do. Your company plays a vital role in our association's ability to provide our members with top-notch products and services for the people they serve. LeadingAge Iowa Associate Membership amplifies your brand with members and connects you with decision makers.

ASSOCIATE MEMBERSHIP MENU

	STANDARD	BRONZE	SILVER	GOLD	PLATINUM
	\$725	\$2,700	\$5,200	\$7,500	\$10,000
Engage with Members					
Complete access to Members-only section of website including the online Membership Directory	●	●	●	●	●
Discounted rate to attend LAI educational events.	●	●	●	●	●
Discounted rate to exhibit at Spring Conference.	●	●	●	●	●
Maximize Brand Exposure					
On-site recognition at Spring Conference & Leadership Symposium.		●	●	●	●
Logo appears on website and Communiqué.		●	●	●	●
First priority for booth location.				●	●
Premium booth space at Spring Conference.				●	●
Standard booth space at Spring Conference.			●		
Half-price booth space at Spring Conference.		●			
One mobile app broadcast message at Leadership Symposium					●
Up to 2 additional exhibit booth staff provided at the Spring Conference.					●
Up to 1 additional exhibit booth staff provided at the Spring Conference.				●	
Full-page ad in Spring Conference and Leadership Symposium print publications.					●
Half-page ad in Spring Conference and Leadership Symposium print publications.				●	
Advertisement with link inserted into two Communiqué publications.				●	●
Logo and link inserted into Communiqué publications throughout the year.			●	●	●
Company name inserted into Communiqué publications throughout the year.		●			
Share & Receive Business Intelligence					
Receive Communiqué electronically, published weekly.	●	●	●	●	●
Receive survey trend reports electronically, sent monthly.	●	●	●	●	●
Participate in weekly member update calls.	●	●	●	●	●
Submit educational content (whitepaper, webinar, article, presentation)	●	●	●	●	●

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.

OTHER ADVERTISING OPPORTUNITIES

Communique (LeadingAge Iowa's weekly newsletter)

\$250 Per 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 1,700 members only. This opportunity is available to current associate members only.

LeadingAge Iowa Website
"Box" ad with vendor website link

\$1,000 Per Quarter (1 Available Each Quarter)

\$3,000 Per Year (1 Available)

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 approximately 70,000 visitors within a year or approximately 17,500 visitors per quarter. This opportunity is available to current associate members only.

For additional information, contact Dawn Balder at 515-440-4630 or DBalder@LeadingAgeIowa.org.

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/2024Sponsorship-Advertising

THANK YOU TO OUR 2023 ANNUAL SPONSORS & BUSINESS PARTNERS



- | | | |
|---------------------------------------|--|--|
| Aegis Therapies | Girard's Business Solutions, Inc. | Northwest Respiratory Services |
| Align Architecture & Planning, PLC | Graham Construction Co. | NuCara Pharmacy & Home Medical |
| American Medical Technologies, Inc. | Hamilton CapTel | Optum |
| Assured Partners | Health Care Information Systems | Pathway Health |
| BioTech X-ray Inc. | Healthcare of Iowa | Paycor |
| Bland & Associates, P.C. | Hillyard Des Moines | Performance Foodservice |
| Blue Stone Therapy | HJ Sims | PointClickCare |
| BrownWinick Law Firm | Hoglund Bus Company, Inc. | Prime Time Healthcare, LLC |
| Cattail Nurse Consulting | Holmes Murphy & Associates | REM Iowa, Part of the Sevita Family |
| CE Solutions/VGM Education | ID8 Architects, PLC | ResiDex Software |
| Choice Rehabilitation | Impact Medical Services | Right Dose Pharmacy |
| CLA | In Motion Care | Ryun, Givens & Company, P.C. |
| Community Living Solutions | Independent Insurance Services | Select Rehabilitation, Inc. |
| Compass Community Living | Iowa Long Term Care Risk Mgmt Assoc. | Sodexo |
| connectRN | KARE | Strategic Tax Planning |
| Consonus Pharmacy | Key Rehabilitation | Summit Care, Inc. |
| Continuum Health Care Services | Latitude Signage | Synchrony Health Services |
| Cottingham & Butler | Lee Agency, Inc. | Sysco Iowa |
| Custom Medical Solutions | Lument | The Schemmer Associates |
| Deer Oaks Behavioral Health Solutions | Main Healthcare Extended Care Pharmacy | Trio Pharmacy Services |
| Direct Supply | Marsh & McLennan Agency | TrueMed |
| Dorsey & Whitney, LLP | Martin Bros. Distributing | Tyrian |
| EasyShifts | McKesson Medical-Surgical | UnitedHealthcare Medicare & Retirement |
| EduCare by Mirabelle Management | Merrymakers Association | US Foods |
| Elim Preferred Services, Inc. | Midwest Compliance Associates | VRI & Healthcom |
| FORVIS | Millennium Therapy | Williams & Company PC |
| FOX Rehabilitation | NIT Therapy | Wold Architects and Engineers |
| Functional Pathways | Northland Securities, Inc. | Ziegler |

Program Contact:

Dawn Balder, Director of Marketing/
Event Coordinator
DBalder@LeadingAgeIowa.org
515.440.4630

LeadingAge Iowa

11001 Aurora Ave.
Urbandale, IA 50322
www.LeadngAgeIowa.org

