

# Sponsorship Opportunities

Let member attendees know you support the work they are doing by becoming a sponsor and/or advertiser in the 2022 Fall Leadership Conference. 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 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 this conference. Your organization's support helps make the LeadingAge Iowa (LAI) Fall Leadership Conference successful.

## Sponsorship Options

<b>\$2,200 Conference Pocket Agenda Sponsor &amp; Registration Sponsor (1 Secured/1 Available)</b>	Recognition on the bottom of every other page in the conference pocket agenda. Plus it includes ability to meet every attendee; pull-up banner display at registration desk; recognition in pre-event and on-site marketing promotions.
<b>\$1,750 Evening Social Food &amp; Drink Sponsor</b>	Includes pull-up banner display; recognition in pre-event and on-site marketing promotions.
<b>\$1,750 Keynote Speaker Sponsor</b>	Includes pull-up banner display on stage; recognition in pre-event and on-site marketing promotions.
<b>\$1,750 Lunch Sponsor</b>	Includes pull-up banner display in meal 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>\$1,750 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>\$1,500 Puppy Station Sponsor</b>	Recognition on signage in the puppy booth; recognition in pre-event and on-site marketing promotions.
<b>\$1,100 WiFi Sponsor (1 Secured/1 Available)</b>	Your company name would be the WiFi password and your company website will be the landing page after someone logs into the WiFi connection; recognition in pre-event and on-site marketing promotions.
<b>\$1,100 Evening Social Musician Sponsor</b>	Includes pull-up banner display on stage; recognition in pre-event and on-site marketing promotions.
<b>\$1,000 Lanyard Sponsor (1 Secured/1 Available)</b>	Company logo on all attendee lanyards to be ordered and supplied by sponsor.
<b>\$550 Breakout Session Sponsor</b>	Includes recognition in pre-event and on-site marketing promotions for the sponsored session.

## 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.

# Advertising Opportunities

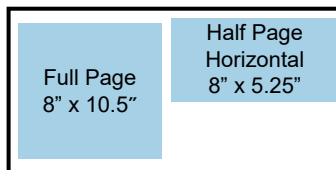
<b>\$1,000 Conference Webpage Advertisement</b> (1 Available)	Your advertisement and a link to your company website to be featured exclusively on the conference webpage.
<b>\$500 Pre-Conference Marketing Advertisement</b>	Your advertisement and a link to your company website to be featured in one pre-conference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

## Print Advertising Opportunities:

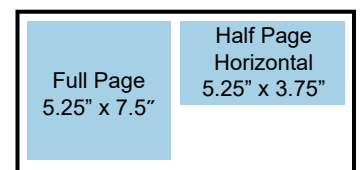
All advertising purchases below include full-color ad space in registration flyer, conference pocket agenda and on conference webpage, giving you three times the exposure for one low price. Please send advertisements in electronic format to Dawn Balder at [DBalder@LeadingAgelowa.org](mailto:DBalder@LeadingAgelowa.org). Advertisement for the registration flyer is due on **July 8** and for the pocket agenda due on **August 19**.

### Please Choose from the Following Advertising Options:

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



(Demonstrated for registration flyer.)



(Demonstrated for pocket agenda.)

## Important Deadlines

Print Advertising Due for Registration Flyer	July 8, 2022
Booth Fees Must be Paid in Full	August 5, 2022
Print Advertising Due for Pocket Agenda	August 19, 2022
Hotel Reservation Deadline	August 19, 2022
Exhibitor Registration Deadline	August 19, 2022
Notify Deadline to Make Alternative Arrangements for Booth Set-up or Tear-down	September 9, 2022