



# 2020 Virtual Conference

September 15-17 & 22-24, 2020



**Digital  
Sponsorship,  
Expo &  
Advertising  
Opportunities**

Welcome to the first-ever  
LeadingAge Iowa Virtual  
Conference that will:

- Build brand awareness.
- Reach a larger audience than ever before!
- Provide more ways to network and connect with members.
- Simplify lead retrieval and follow up.

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

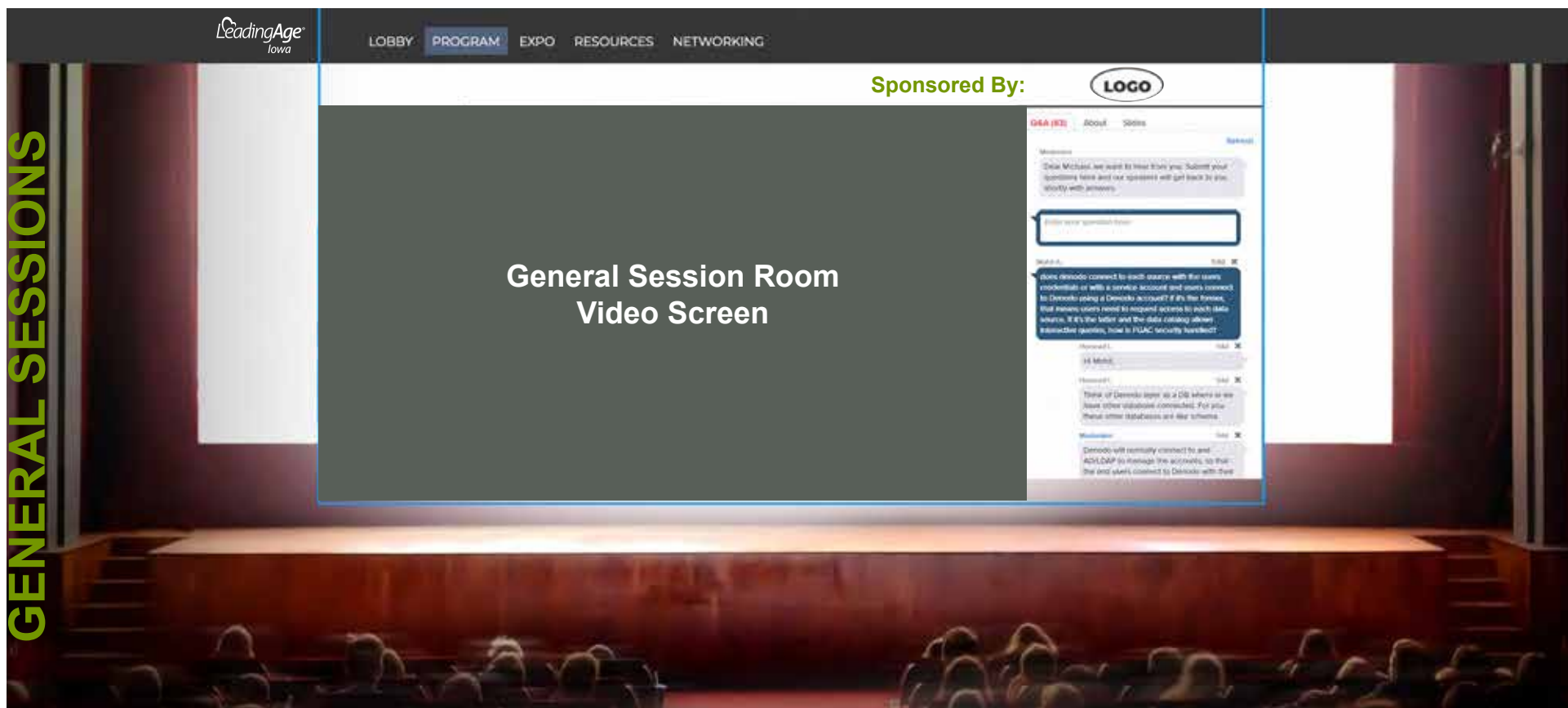
Program Contact: Dawn Balder | Phone: 515-440-4630 | Email: [dbalder@LeadingAgeIowa.org](mailto:dbalder@LeadingAgeIowa.org)

[www.LeadinAgeIowa.org](http://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 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](mailto:dbalder@LeadingAgeIowa.org) or 515-440-4630.



### General Session Introductions

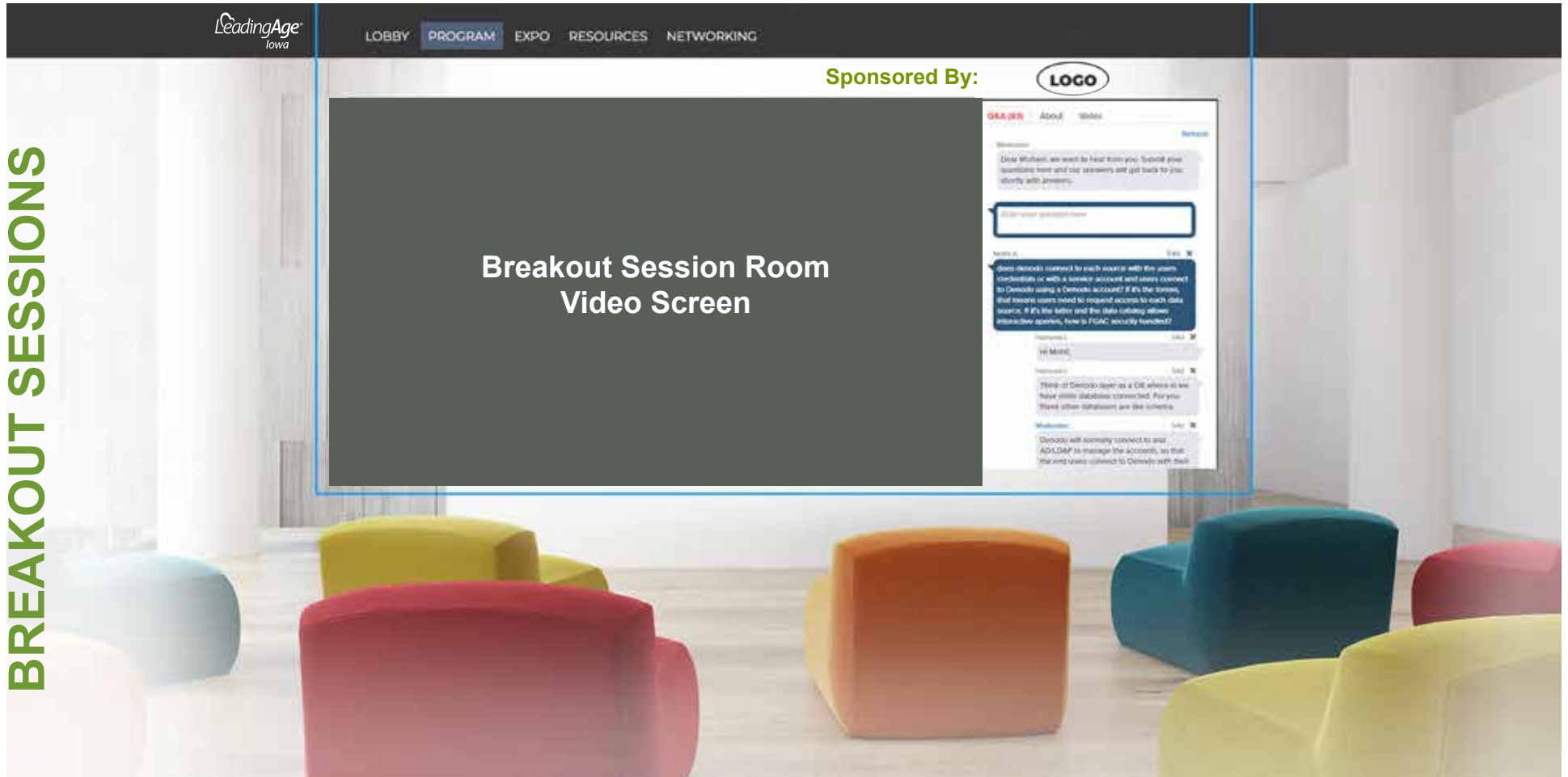
**\$1,500 Each | 2 Available/1 Secured**

The virtual conference will feature three 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 August 21 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 logo will be featured on a banner in the session room with a link directly connected to your company.
- Acknowledgment of your sponsorship in your booth space in the Solutions Expo.

# Advertising and Sponsorship Opportunities

## BREAKOUT SESSIONS



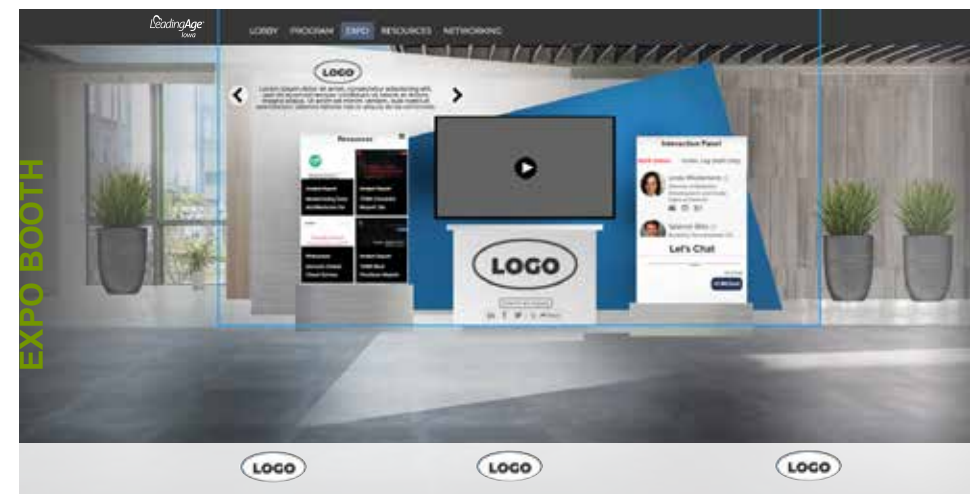
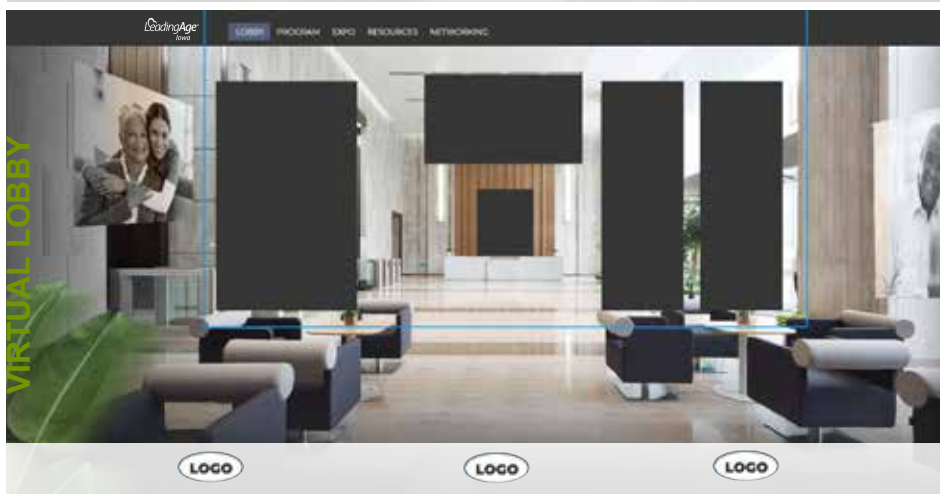
## Breakout Session Introductions

### \$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 which increases 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 August 21 for advance approval.

- A representative from your company will pre-record the breakout session introduction video.
- Your logo will be featured on the banner in the session room with a link directly connected to your company.
- 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

**\$2,500 | 3 Available**

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!

## Registration Confirmation Email

**\$600 Each | Multiple Available**

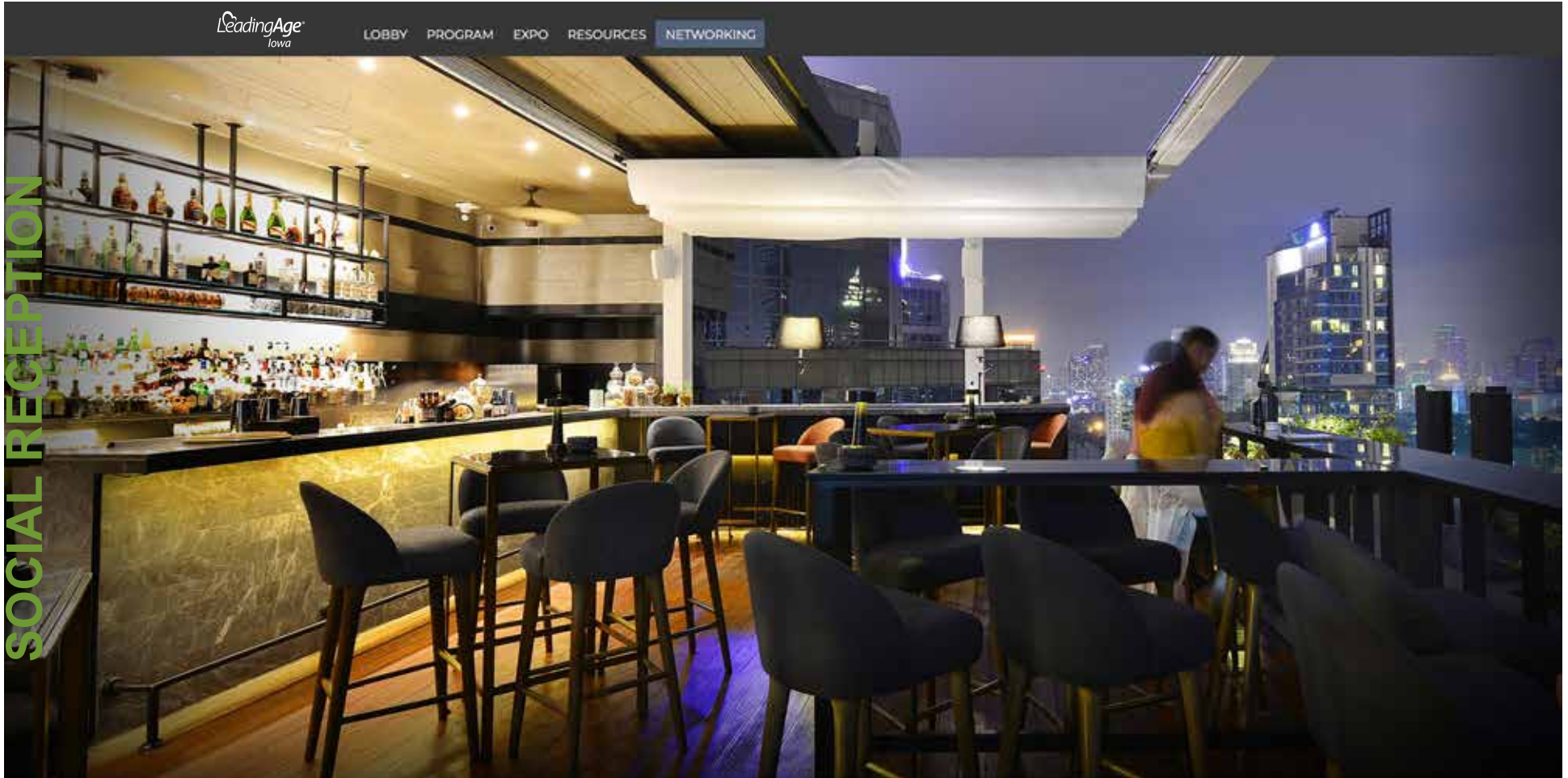
Your logo and a link to your website to be featured in the confirmation email that each registered attendee receives when they register for the virtual conference. We are anticipating an estimated 300-400 attendees.

## 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

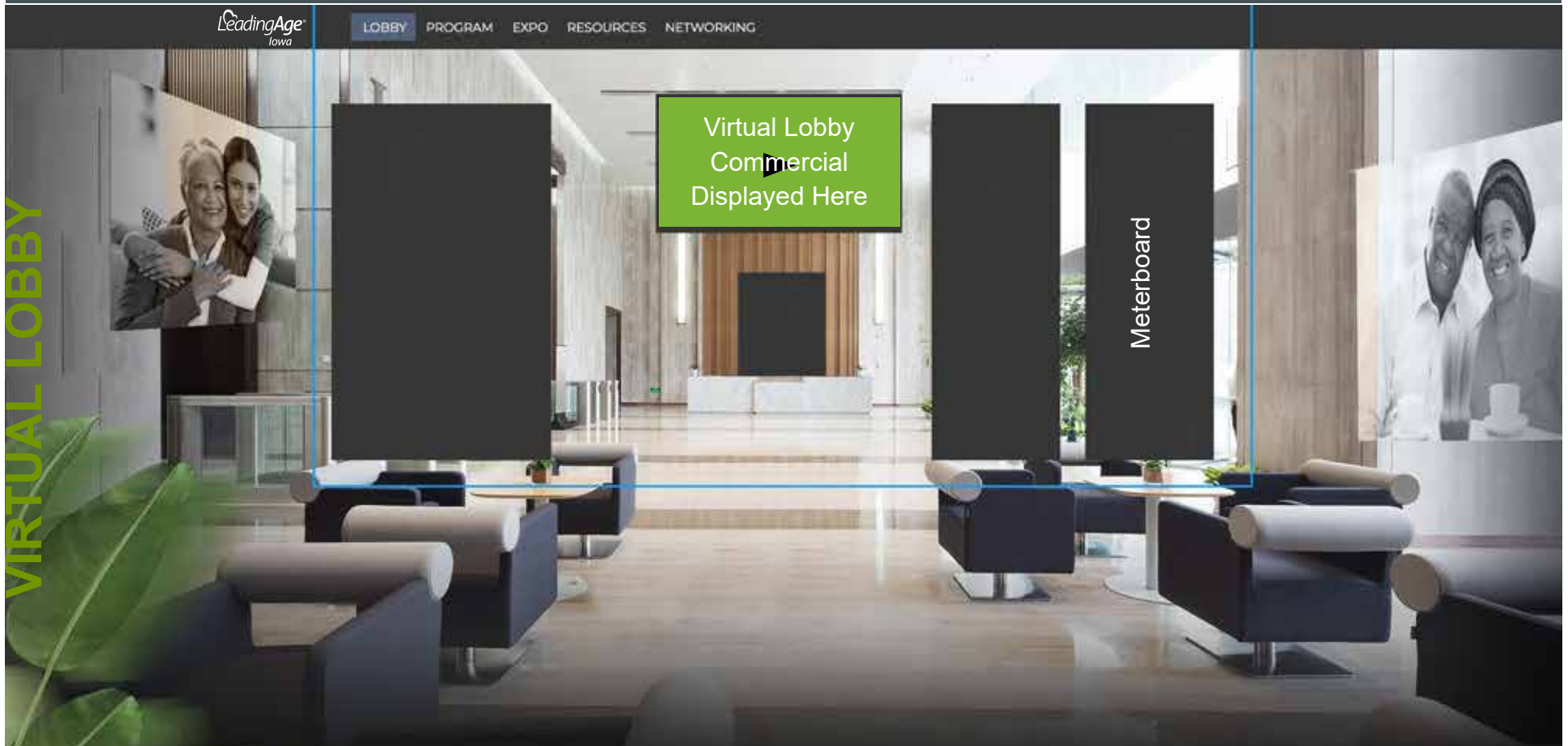


## Social Reception Virtual Game Sponsor

**\$750 | 0 Available/2 Secured**

LAI will host a virtual game creating some friendly competition among campuses as part of a virtual networking event. The sponsorships will support the event logistics and winning prize. Help us boost team morale and celebrate the winning campus. Sponsors will be recognized throughout the event and in marketing materials.

# Advertising and Sponsorship Opportunities



## Virtual Lobby Commercial

**\$2,000 | Exclusive Sponsorship/Secured**

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 August 21 for advance approval.

## Virtual Lobby Meterboard

**\$1,000 | 0 Available/2 Secured**

Your company logo or advertisement on one of the meterboards in the virtual lobby during one week of the live virtual conference. Everyone who enters the virtual conference will see the meterboard during that week and 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 August 21.

## Have a sponsorship idea that is not listed?

We would 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 solutions that best fits your marketing needs and budget.

# 2020 Virtual Conference Solutions Expo



## Virtual Expo Booth Information

**Standard Booth:** Associate Member \$700 Non-Member \$1,500

### Standard Booth Includes:

- Video screen featuring up to a 2-minute video of your content.
- Company profile (website, email, and 50-word description).
- Company logo recognition.
- Choice of booth representative avatar.
- Up to 3 PDFs posted (products, services and specials).
- Live chat room and ability to book 1:1 appointments.
- Virtual booth analytics.
- A list of names, titles and addresses of conference attendees.
- 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 PDFs posted (products, services and specials).
- Three booth representatives with full-access, complimentary conference registrations. Additional booth representatives can be purchased at a fee of \$150 each.

To register go to: [www.LeadingAgelowa.org/Virtual-Conference-Expo](http://www.LeadingAgelowa.org/Virtual-Conference-Expo)

**Deadline to Provide all Assets Needed for Virtual Platform: Friday, August 28, 2020.**



Go to [www.LeadingAgelowa.org/Virtual-Conference-Expo](http://www.LeadingAgelowa.org/Virtual-Conference-Expo) today to register for a sponsorship, advertisement, or virtual booth!

## CONTACT INFORMATION

**Dawn Balder, Director of Marketing/Event Coordinator**

LeadingAge Iowa  
11001 Aurora Ave.  
Urbandale, IA 50322

Phone: 515-440-4630 Ext. 101  
dbalder@LeadingAgelowa.org  
www.LeadingAgelowa.org