



2020
Associate Membership
and
Sponsorship/Advertising
Opportunities

JOIN • REACH • ENGAGE

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

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www.leadingageiowa.org

LeadingAge Iowa is the State Affiliate of LeadingAge



Join the Team!

2020 ASSOCIATE MEMBER Benefits

LeadingAge Iowa (LAI) is the preeminent trade association representing Iowa not-for-profit providers. LAI's members include more than 140 providers representing the full continuum of LTSS, including: skilled nursing, continuing care retirement communities, PACE, adult day centers, senior housing, home health care, independent and assisted living. We advance policies, promote practices and deliver education that empowers our members to help older adults live fully as they age. By becoming an Associate Member of LAI, your company receives access to the highest quality of non-profit long term support and service (LTSS) providers in Iowa. We invite you to partner with us in support of the good work our members 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. LAI Associate Membership amplifies your brand with members and makes your organization look best in class. Associate Membership can help you move your market share through our Associate Membership program and Sponsorship/Advertising opportunities.

All LeadingAge Iowa Associate Members will receive the following benefits:

- LAI connects you with decision makers through access to the online Membership Directory which includes key provider contact information.
- Best way to build your reputation. Being an Associate Member of LeadingAge Iowa demonstrates to current and prospective clients that you support their mission. That partnership says a lot to our members.
- Electronic subscription to our Communiqué newsletter (distributed to more than 1,000 LTSS employees across the state of Iowa).
- Discounts on exhibitor booths at both Spring & Fall Leadership conference tradeshow.
- Associate members are encouraged to show their subject matter expertise by submitting newsletter articles, leading professional development sessions, workshops and webinars and participating in LAI committees.
- Company listing and link on our website located in the virtual tradeshow open 365 days per year.
- Receive reduced member rates on all events designed to keep you informed about issues impacting your current clients and potential customers.
- Access to the "members only" portion of our website.

Signature Events

2020 Spring Conference Exhibition

When: Wednesday, May 6, 2020

Where: Meadows Conference Center, Altoona

Why attend: This is LeadingAge Iowa's largest conference over the course of the year. At this meeting, not only will you have access to the primary decision makers of our member organizations but also those who help to influence those people including: Chief Financial Officers, Board Members, Nursing Directors, Managers, etc. Don't underestimate the voice and purchasing power of these individuals!

Member Cost: Gold Level \$1,150; Silver Level \$900
After 1/24/20 Gold Level \$1,350; Silver Level \$1,100

Anticipated # of Attendees: 375-400

2020 Fall Leadership Conference Exhibition

When: Wednesday, September 16, 2020


Where: DoubleTree by Hilton Hotel Cedar Rapids Convention Complex

Why attend: This conference is largely comprised of decision makers in an intimate setting. You will spend less time having to qualify members and more time discussing your products/services with the people who can actually make the purchasing decisions. Spaces for vendors are limited so you will have less competition from similar type companies at this event.

Member Cost: \$575

Anticipated # of Attendees: 150-175

ASSOCIATE MEMBERSHIP *Levels*

 2020	Platinum Associate Membership \$10,000	Gold Associate Membership \$7,500	Silver Associate Membership \$5,200	Bronze Associate Membership \$2,600	Standard Associate Membership \$600
	Annual Associate Membership in LAI.	✓	✓	✓	✓
Complete access to Members Only section of website including Membership Directory.	✓	✓	✓	✓	✓
Listing in LAI Virtual Tradeshow.	✓	✓	✓	✓	✓
Discounted rate to exhibit at the Spring and Fall Leadership Conference.	✓	✓	✓	✓	✓
Receive newsletter electronically published bi-weekly.	✓	✓	✓	✓	✓
Opportunity to provide articles to be published in newsletter.	✓	✓	✓	✓	✓
Discounted rate to attend educational events.	✓	✓	✓	✓	✓
Company logo advertised at the bottom of every page of LAI's website.	✓	✓	✓	✓	AVAILABLE **
Recognition in pre, on-site, and post Annual Conferences & Tradeshow materials and signage.	✓	✓	✓	✓	AVAILABLE **
2 Gold Level booth spaces at Spring Conference and 2 booth spaces at Fall Leadership Conference.	✓	AVAILABLE **	AVAILABLE **	AVAILABLE **	AVAILABLE **
First Priority for Booth Locations.	✓	✓	✓	✓	
Gold Level booth space at Spring Conference and booth space at Fall Leadership Conference.		✓	AVAILABLE **	AVAILABLE **	AVAILABLE **
Silver Level booth space OR booth space at Fall Leadership Conference.			✓	✓	AVAILABLE **
Up to 2 additional exhibitor representatives provided at the Spring and Fall Leadership Conference Tradeshow.	✓	AVAILABLE **	AVAILABLE **	AVAILABLE **	AVAILABLE **
Up to 1 additional exhibitor representatives provided at the Spring and Fall Leadership Conference Tradeshow.		✓	AVAILABLE **	AVAILABLE **	AVAILABLE **
Full page ad in annual spring and fall leadership conference booklets.	✓	✓	AVAILABLE **	AVAILABLE **	AVAILABLE **
Half page ad in annual spring and fall leadership conference booklets.			✓	AVAILABLE **	AVAILABLE **
Logo and link inserted into 26 newsletter publications throughout the year.	✓	✓	✓		
Company name and link inserted into 26 newsletter publications throughout the year.				✓	

AVAILABLE - Represents items that are not included at that specific level, but are available for an additional fee.

For more information, contact Dawn Balder, Director of Marketing/Event Coordinator,
dbalder@leadingageiowa.org, 515-440-4630.

2020 EVENT SPONSORSHIP *Investments*

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 Options May 6-7, 2020 • The Meadows Conference Center, Altoona, IA

\$2,000 Lunch Sponsor	Includes half page ad in registration brochure and pocket agenda; pull-up banner display; recognition in pre-event marketing promotions, LAI program webpage and on-site.
\$1,600 Evening Social Events Food Sponsor (Social Reception & Downtown Des Moines Night Out)	Includes half page ad in registration brochure and pocket agenda; pull-up banner display; recognition in pre-event marketing promotions, LAI program webpage and on-site.
\$1,500 Breakfast Sponsor	Includes half page ad in registration brochure and pocket agenda; pull-up banner display; recognition in pre-event marketing promotions, LAI program webpage and on-site.
\$1,500 Keynote Speaker Sponsor	Includes half page ad in registration brochure and pocket agenda; pull-up banner display; recognition in pre-event marketing promotions, LAI program webpage and on-site.
\$1,500 Conference Pocket Agenda Sponsor (1 Available)	Includes half page ad in registration brochure and pocket agenda; recognition on the bottom of every other page in the conference pocket agenda, in pre-event marketing promotions, LAI program webpage and on-site.
\$1,500 Lanyard Sponsor (1 Available)	Includes half page ad in registration brochure and pocket agenda; company logo on all attendee lanyards to be ordered and supplied by sponsor; recognition in pre-event marketing promotions, LAI program webpage and on-site.
\$1,500 Hotel Room Key Cards Sponsor (1 Available)	Includes half page ad in registration brochure and pocket agenda; company logo on all hotel room key cards; recognition in pre-event marketing promotions, LAI program webpage and on-site.
\$1,500 Shuttle for Downtown Des Moines Night Out Sponsor (1 Available)	Includes half page ad in registration brochure and pocket agenda; recognition in pre-event marketing promotions, LAI program webpage on-site and on the bus.
\$1,250 Evening Social Reception Musician Sponsor (1 Available)	Includes pull-up banner display; recognition in pre-event marketing promotions, LAI program webpage and on-site.
\$1,000 Conference Mobile App Sponsor	Includes recognition in registration brochure and pocket agenda; banner ad on conference app linked to your website; recognition in pre-event marketing promotions, LAI program webpage and on-site.
\$1,000 Evening Social Events Drink Sponsor (Social Reception & Downtown Des Moines Night Out)	Includes recognition in registration brochure and pocket agenda; pull-up banner display; recognition in pre-event marketing promotions, LAI program webpage and on-site.
\$750 Afternoon Break Sponsor	Includes recognition in registration brochure and pocket agenda; pull-up banner display; recognition in pre-event marketing promotions, LAI program webpage and on-site.
\$500 Breakout Session Sponsor	Includes recognition in registration brochure and pocket agenda; recognition in pre-event marketing promotions, LAI program webpage and on-site.

Partial and customized sponsorships are available, please contact Dawn Balder at dbalder@leadingageiowa.org or 515-440-4630 to discuss these options to help find what best fits your marketing needs and budget.



Fall Leadership Conference and Solutions Expo Sponsorship Options

September 16-17, 2020 • DoubleTree by Hilton Convention Complex, Cedar Rapids, IA

\$1,600 Evening Social & Awards Ceremony Food Sponsor	Includes half page ad in registration brochure and pocket agenda; pull up banner display; recognition in pre-event marketing promotions, LAI program webpage and on-site.
\$1,500 Keynote Speaker Sponsor	Includes half page ad in registration brochure and pocket agenda; pull up banner display on stage; recognition in pre-event marketing promotions, LAI program webpage and on-site.
\$1,500 Lunch Sponsor	Includes half page ad in registration brochure and pocket agenda; pull up banner display in meal service area; recognition in pre-event marketing promotions, LAI program webpage and on-site.
\$1,500 Hotel Room Key Cards Sponsor (1 Available)	Includes half page ad in registration brochure and pocket agenda; company logo on all hotel room key cards; recognition in pre-event marketing promotions, LAI program webpage and on-site.
\$1,000 Breakfast Sponsor	Includes recognition in registration brochure and pocket agenda; pull-up banner display in breakfast service area; recognition in pre-event marketing promotions, LAI program webpage and on-site.
\$1,000 Water Bottle Sponsor (1 Available)	Attendees use your water bottles throughout the conference with your logo on it which you supply and send in advance; recognition in registration brochure and pocket agenda, pre-event marketing promotions, LAI program webpage and on-site.
\$1,000 WiFi Sponsor (1 Available)	Includes recognition on the WiFi sign on page along with WiFi password would be your company name; recognition in registration brochure and pocket agenda, pre-event marketing promotions, LAI program webpage and on-site.
\$1,000 Registration Sponsor (1 Available)	Includes ability to meet every attendee; pull up banner display at registration desk; recognition in registration brochure and pocket agenda, pre-event marketing promotions, LAI program webpage and on-site.
\$1,000 Evening Social & Awards Ceremony Musician Sponsor	Includes recognition in registration brochure and pocket agenda; pull up banner display; recognition in pre-event marketing promotions, LAI program webpage and on-site.
\$1,000 Evening Social & Awards Ceremony Drink Sponsor	Includes recognition in registration brochure and pocket agenda; pull up banner display; recognition in pre-event marketing promotions, LAI program webpage and on-site.
\$750 Afternoon Break Sponsor	Includes recognition in registration brochure and pocket agenda; recognition in pre-event marketing promotions, LAI program webpage and on-site.
\$500 Breakout Speaker Sponsor	Includes recognition in registration brochure and pocket agenda; recognition in pre-event marketing promotions, LAI program webpage and on-site.

Customized sponsorships are available, please contact Dawn Balder at dbalder@leadingageiowa.org or 515-440-4630 to discuss these options to help find what best fits your marketing needs and budget.

State Night Out - Iowa, Nebraska, and Missouri (San Antonio, TX)

Join LAI members in San Antonio for a networking reception during LeadingAge's Annual Conference. Around 200 attendees attend the reception from Iowa, Nebraska, and Missouri, it is among the favorite networking events each year.

\$1,500	Includes attendance for up to three staff members to attend; recognition in pre-event marketing promotions; on-site recognition and post event attendee roster.
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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.

\$500 (2 Available)	Includes recognition in pre-event marketing promotions; LAI program webpage and on-site recognition; post-event attendee roster; pull up banner display.
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Leadership Academy (4 summits)

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

\$1,200 (4 Available/ 3 Secured)	Includes recognition in pre-event marketing promotions; LAI program webpage and on-site recognition; post event attendee roster; pull up banner display; opportunity to attend one of days during the 4 summits and a 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.

\$500 (2 Available)	Includes recognition in pre-event marketing promotions; LAI program webpage and on-site recognition; post event attendee roster; pull up banner display.
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ADVERTISING *Opportunities*

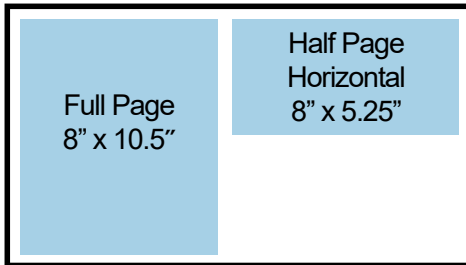
Conference Advertising

Spring Conference and Fall Leadership Conference

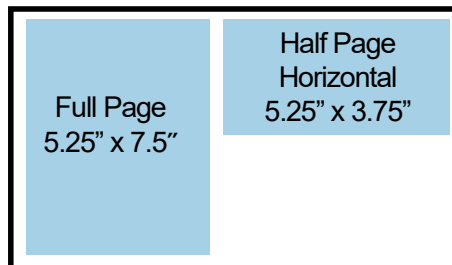
Placed in both registration booklets and pocket agendas.

Page Space	Price
Back Cover Full Page Ad	\$800.00
Standard Full Page	\$500.00
Standard Half Page	\$400.00

Registration Booklets



Pocket Agendas



Communiqué (LeadingAge Iowa's bi-weekly newsletter)

"Box" ad with vendor website link

Box ad can be no larger than half page ad as shown above for the pocket agenda. We will need one-week notice for all newsletter advertising. This is available to members only.

Per newsletter	\$50
Annual - 26 issues	\$1,000

AgEssentials (LeadingAge Iowa's quarterly printed newsletter)

"Box" ad

Box ad can be no larger than half page ad as shown above for the pocket agenda. This newsletter gets mailed out in December, March, June and September we will need notice by the first week of each of these months for all newsletter advertising. This is available to members only.

Per newsletter	\$500
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For additional information, contact Dawn Balder at 515-440-4630 or dbalder@leadingageiowa.org if you are interested in associate membership or any of the "a la carte" sponsorship or advertising options.

Thank you for supporting LeadingAge Iowa.

Remember - your marketing investment to 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!

What Current Associate Members are Saying About Us

"Dawn, Amy and their team at LeadingAge Iowa are phenomenal to work with! Hartig Pharmacy Services continues to benefit from LeadingAge's ability to bring people from all avenues of the industry (long term care) together with the common goal of improving the care/lives of our seniors. As an RN, I have personally benefited from LeadingAge Iowa offering many opportunities for continuing education and training to make sure members are ready for upcoming industry changes. As an exhibitor, LeadingAge Iowa works hard to accommodate any requests we have made and takes pride in providing an environment conducive to networking and learning. We are happy to support LeadingAge Iowa and their Vision and Mission. Thank you for all you do!"

Gayla Roarig, BSN, RN
Hartig Pharmacy Services

"Martin Bros. Distributing Inc., has been in partnership with LeadingAge Iowa for a number of years and can attest to their genuine concern for the betterment of our Senior Living Communities. They are committed to delivering relevant resources to their members and providing industry news and events to keep them up to date to ensure both the success of their business and the satisfaction of their residents. We appreciate our strong relationship with LeadingAge Iowa and look forward to many more years of shared advocacy for our aging population!"

Joe O'Brien, VP of National Accounts
Martin Bros. Distributing Inc.

2020 Membership, Sponsorships & Advertising Opportunities Commitment Form

3 Ways to Sign Up Fax: 515-440-4631 Email: dbalder@leadingageiowa.org Mail: 11001 Aurora Ave.

Urbandale, IA 50322

2020 Membership Level:

- Standard Associate Member: \$600
- Bronze Associate Member: \$2,600
- Silver Associate Member: \$5,200
- Gold Associate Member: \$7,500
- Platinum Associate Member: \$10,000

Tradeshows:

Spring Conference

- Gold Booth - Associate Member Price: \$1,150
- Silver Booth - Associate Member Price: \$900

Fall Leadership Conference

- Exhibit Booth - Associate Member Price: \$575

Conference Advertising:

Spring Conference

- Back Cover Full Page Ad: \$800
- Standard Full Page Ad: \$500
- Standard Half Page Ad: \$400

Fall Leadership Conference

- Back Cover Full Page Ad: \$800
- Standard Full Page Ad: \$500
- Standard Half Page Ad: \$400

Communiqué Advertising:

"Box" ad with vendor website link

- Per newsletter: \$50
- Annual - 26 issues: \$1,000

AgEssentials Advertising:

- Per newsletter: \$500

Company Information:

Company Name: _____

Contact First & Last Name: _____

Title: _____

Email: _____

Address: _____

City, State, Zip: _____

Phone: _____

Amount Due:

Membership Dues	\$
Advertising Total	\$
Sponsorships Total	\$
Tradeshows Total	\$
Total	\$

Event Sponsorships:

Spring Conference

- Lunch Sponsor: \$2,000
- Evening Social Events Food Sponsor: \$1,600
- Breakfast Sponsor: \$1,500
- Keynote Speaker Sponsor: \$1,500
- Conference Pocket Agenda Sponsor: \$1,500
- Lanyard Sponsor: \$1,500
- Hotel Room Key Care Sponsor: \$1,500
- Shuttle for Downtown DSM Night Out Sponsor: \$1,500
- Evening Social Reception Musician Sponsor: \$1,250
- Conference Mobile App Sponsor: \$1,000
- Evening Social Events Drink Sponsor: \$1,000
- Afternoon Break Sponsor: \$750
- Breakout Session Sponsor: \$750

Fall Leadership Conference

- Keynote Speaker Sponsor: \$1,500
- Evening Social & Awards Ceremony Food Sponsor: \$1,500
- Lunch Sponsor: \$1,500
- Hotel Room Key Card Sponsor: \$1,500
- Breakfast Sponsor: \$1,000
- Water Bottle Sponsor: \$1,000
- WiFi Sponsor: \$1,000
- Registration Sponsor: \$1,000
- Evening Social & Awards Ceremony Musician Sponsor: \$750
- Evening Social & Awards Ceremony Drink Sponsor: \$750
- Afternoon Break Sponsor: \$500
- Breakout Speaker Sponsor: \$500

State Night Out: \$1,500

Assisted Living Leadership Certification Class: \$500

Nurse Leadership Symposium: \$500

Leadership Academy: \$1,200

Payment Method:

Check (Please mail to: LeadingAge Iowa; 11001 Aurora Ave., Urbandale, IA 50322)

Please send me an invoice.

Visa Mastercard Discover American Express

Cardholder's Name: _____

Card Number: _____

Expiration Date: _____ CVV: _____

Signature: _____
(Authorized signature required in order to process payment)



LeadingAge iowa is a state partner of LeadingAge.

PROGRAM CONTACT

Dawn Balder

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Urbandale, IA 50322

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