



# 2022 Spring Conference & Solutions Expo

MAY 4-5, 2022 • IOWA EVENTS CENTER, DES MOINES, IA



## Call for Exhibitors

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)

LeadingAge Iowa is the State Affiliate of LeadingAge

# Sponsorship Opportunities

Let member attendees know you support the work they are doing by becoming a sponsor and/or advertiser in the 2022 Spring 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 member facilities to see! A variety of sponsorship options are listed below. Please select the option that fits your desire and ability to share in the success of this conference. Your companies support helps make the LeadingAge Iowa (LAI) Spring Conference successful.

<b>\$2,200 Conference Pocket Agenda Sponsor (1 Available)</b>	Recognition on the bottom of every other page in the conference pocket agenda.
<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 Evening Social Food &amp; Drink Sponsor</b>	Includes pull-up banner display; 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>\$1,750 Keynote Speaker Sponsor</b>	Includes pull-up banner display on stage; 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>\$1,000 Registration Sponsor (1 Available)</b>	Includes ability to meet attendees during check-in; pull-up banner display at registration desk; 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.

**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.

# Advertising Opportunities

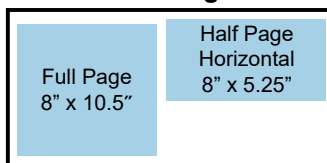
<b>\$1,000 Conference Webpage Advertisement (1 Available)</b>	Your advertisement and a link to your company website to be featured exclusively on the conference webpage.
<b>\$500 Pre-Conference Marketing Advertisement</b>	Your advertisement and a link to your company website to be featured in one pre-conference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

## Print Advertising Opportunities:

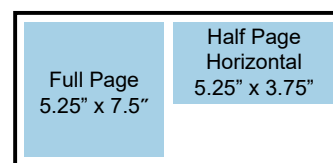
All advertising purchases below include full-color ad space in registration flyer, conference pocket agenda and on conference webpage, giving you three times the exposure for one low price. Please send advertisements in electronic format to Dawn Balder at [DBalder@LeadingAgeIowa.org](mailto:DBalder@LeadingAgeIowa.org). Advertisement for the registration flyer is due on **February 4** and for the pocket agenda due on **April 8**.

**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.)

# 2022 Spring Conference Solutions Expo

May 4, 2022 • Iowa Events Center, Des Moines

## Participation Benefits:

- Exposure to our member organizations - including CEOs, Administrators, Directors of Nursing, and Department Heads.
- Networking opportunities with existing customers, as well as new contacts with potential customers.
- The opportunity to highlight the benefits of your products and/or services.
- Access to all education sessions during the first day of the conference.
- Participation in the Social Reception.
- Booths located in break and meal areas to increase traffic.

## How to Participate & Booth Pricing:

To reserve your booth, go to: [www.LeadingAgeIowa.org/SpringConferenceExpo](http://www.LeadingAgeIowa.org/SpringConferenceExpo) and fill out the registration form online.

<b>Register by February 18, 2022 &amp; save \$300 off your exhibitor booth!</b>	<b>Early Bird</b> <i>Registration thru February 18, 2022</i>			<b>Standard</b> <i>February 19, 2022 - April 15, 2022</i>	
	<b>Member</b>	<b>Non- Member</b>	<b>New Member BONUS OFFER</b>	<b>Member</b>	<b>Non- Member</b>
<b>Exhibitor Booth Options</b>					
<b>Premium Booth Location</b>	\$1,600		\$2,100	\$1,900	
<b>Standard Booth Location</b>	\$1,300	\$1,900	\$1,800	\$1,600	\$2,200

## Booth Rental Includes

### Premium Booth:

- 10 ft. wide x 10 ft. deep booth with ID signage
- Location in main traffic areas
- One 8 ft x 2.5 ft. skirted table
- Two chairs
- Draped back and sides
- Listing in conference pocket agenda and conference webpage
- A list of names, titles and addresses of conference attendees
- Two Exhibitor Representatives (additional exhibitor booth representatives \$250)
- Box lunch for each exhibitor representative
- A giveaway or door prize opportunity, if desired

### Standard Booth:

- 10 ft. wide x 10 ft. deep booth with ID signage
- One 8 ft. x 2.5 ft skirted table
- Two chairs
- Draped back and sides
- Listing in conference pocket agenda and conference webpage
- A list of names, titles and addresses of conference attendees
- Two Exhibitor Representatives (additional exhibitor booth representatives \$250)
- Box lunch for each exhibitor representative
- A giveaway or door prize opportunity, if desired

Any additional decorating needs need to be ordered through Event Decorators of Iowa at [DecorateIowa@aol.com](mailto:DecorateIowa@aol.com) or 515-237-8282.

Any other additional needs (electricity, power strips) need to be ordered through the Iowa Events Center. Order form provided at a later date.

**Hurry, space sells quickly!**

Contact Dawn Balder today at 515.440.4630 to reserve your space at LeadingAge Iowa's Spring Conference, May 4, 2022, in Des Moines.

### LeadingAge Iowa Contact

Any questions about the LeadingAge Iowa Solutions Expo should be directed to:  
Contact: Dawn Balder  
Email: [DBalder@LeadingAgeIowa.org](mailto:DBalder@LeadingAgeIowa.org)  
Phone: 515-440-4630

### Exhibit Location

Iowa Events Center  
730 3rd St.  
Des Moines, IA 50309  
Phone 515-564-8000 • Fax 515-564-8008

### Decorator Service

Event Decorators of Iowa  
520 SE 4th Street  
Des Moines, IA 50309  
Phone: 515-237-8282  
Contact: Tim Lancial  
Email: [DecorateIowa@aol.com](mailto:DecorateIowa@aol.com)

Mailing Address:  
LeadingAge Iowa  
11001 Aurora Ave.  
Urbandale, IA 50322

# Exhibitor Information

## Exhibit Fee and Cancellation Policy

All booths must be paid in full by March 30, 2022. Any registrations after this date will need to be paid for immediately. No booth space will receive permanent assignment without receipt of full payment. If an assigned space is cancelled by the exhibitor on or before April 1, 50% of the total cost will be retained by LAI. If assigned space is cancelled by the exhibitor after April 1, all fees paid will be retained by LAI. Make checks payable to LeadingAge Iowa and use the following mailing address: LeadingAge Iowa, 11001 Aurora Ave., Urbandale, IA 50322.

## Assignment of Exhibit Space

LAI will assign your booth space. Efforts will be made to ensure there is reasonable separation between any competitors but this cannot be guaranteed.

## Shipment Information

Please have all shipments be delivered to: Event Decorators of Iowa, 520 SE 4th Street, Des Moines, Iowa 50309 by April 29. Complete shipping instructions and charges will be included in the supplier packet that will be emailed to you in mid-March.

## Exhibit Installation and Removal

Exhibitors will be emailed details. Installation of exhibits at the Iowa Events Center is from 6-8 p.m. on Tues., May 3, and from 8:30- 9:30 a.m. on Wed., May 4. Setup and teardown times are subject to change, and LAI will provide notice of this change in the pre-conference information. Displays must conform to local building and fire codes and regulations. Any booth not meeting booth requirements will be asked to correct the violation immediately. Assembled exhibits must not exceed the allotted booth space unless prior arrangements have been made with LAI. If additional space is needed, exhibitors will be required to purchase additional booth space. Your cooperation in not exceeding your allotted booth space is appreciated.

All exhibits will close no earlier than 1:30 p.m. on Wed., May 4. For safety reasons, as well as maintaining a professional and courteous atmosphere, any exhibitor closing or leaving their booth prior to this time may not be offered booth space in 2023. Each exhibitor is responsible for making the arrangements for removal of material from the exhibit area in accordance with instructions from the Iowa Events Center. All exhibits must be dismantled and removed by 3 p.m., Wed., May 4. Please contact LAI by April 22 if you need to make alternative arrangements for your booth installation and/or removal.

## Safety and Security

Although limited security will be provided, exhibitors must provide security of their goods, materials, equipment and general display at all times. LAI will not be responsible for the loss or damage of any material for any cause. LAI will follow all Federal, State, and Local health and safety mandates in place at the time of this conference. Other precautions will be carefully considered as we get closer to the event, using the latest information and recommendations from experts.

## Exhibit Booth Attendees

Booth fees cover two exhibitor representatives per company. You may purchase an additional exhibitor representative at \$250 per additional booth representative when you register. Attendance at May 4 education sessions, a box lunch, and social reception with attendees on May 4 are included for each booth representative.

## Special Audio Visual Effects

Audio visual and other attention-getting devices and effects will be permitted only in those locations and in such intensity, in the opinion of LeadingAge Iowa, that they do not interfere with the activities of neighboring exhibitors. Operational equipment demonstrated may not create noise levels objectionable to neighboring exhibitors.

## Subletting of Space

Exhibitors may not assign, sublet or apportion to others the whole or any part of the space allotted, and may not advertise or display goods or services other than those manufactured or sold by them in the regular course of their business.

## Door Prizes

Vendors can choose to supply a door prize to be displayed at their booth. You will post the winning names in your booth during the lunch break on Wed., May 4, from 12 - 1:15 p.m. LAI will extend leeway if you choose to offer door prizes multiple times or in a different fashion. Please consider this as a way of increasing your exposure to the group and saying "thank you" to the organizations that have supported your services throughout the years. If the winner does not claim their prize before the Solutions Expo closes at 1:15 p.m. on May 4, you will need to contact the winner to alert them of their gift. This is an additional benefit, as you will get another chance to chat one-on-one! LAI will not be responsible for unclaimed prizes.

## Lodging

Go to [www.LeadingAgeIowa.org/SC/Lodging](http://www.LeadingAgeIowa.org/SC/Lodging) for information regarding our host hotel.

### Exhibitor Schedule (subject to change):

Tues., May 3	
6 - 8 p.m. ONLY	Exhibitor Set-up
Wed., May 4	
8:30 - 9:30 a.m.	Exhibitor Set-up
10 a.m. - 10:45 p.m.	Exhibit Hall Open during morning break
11:45 a.m. - 1:15 p.m.	Exhibit Hall Open during lunch break
1:30 - 3 p.m.	Exhibitor Tear-down
5 - 7 p.m.	LAI encourages exhibitors to join attendees at the Social Reception

### Important Deadlines:

Early Bird Registration Deadline	February 18, 2022
Booth Fees Must be Paid in Full	March 30, 2022
Hotel Reservation Deadline	April 12, 2022
Exhibitor Registration Deadline	April 15, 2022
Notify Deadline to Make Alternative Arrangements for Booth Set-up or Tear-down	April 22, 2022
Shipment Delivery Deadline to Event Decorators of Iowa	April 29, 2022

