



# 2022 Fall Leadership Conference & Solutions Expo

September 14-15, 2022 • DoubleTree by Hilton Hotel Cedar Rapids Convention Complex



## 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.LeadingAgeIowa.org](http://www.LeadingAgeIowa.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 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

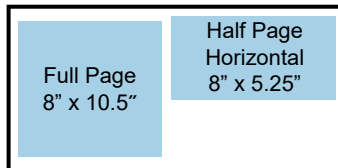
<b>\$1,000 Conference Webpage Advertisement (1 Available)</b>	Your advertisement and a link to your company website to be featured exclusively on the conference webpage.
<b>\$500 Pre-Conference Marketing Advertisement</b>	Your advertisement and a link to your company website to be featured in one pre-conference 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 (1 Secured/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:

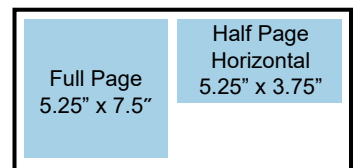
All advertising purchases below include full-color ad space in registration flyer, conference pocket agenda and on conference webpage, giving you three times the exposure for one low price. Please send advertisements in electronic format to Dawn Balder at [DBalder@LeadingAgelowa.org](mailto:DBalder@LeadingAgelowa.org).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

# 2022 Fall Leadership Conference Solutions Expo

Sept. 14, 2022 • DoubleTree by Hilton Hotel Cedar Rapids Convention Complex

## 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.

## Exhibitor Schedule (subject to change):

Wed., Sept. 14	
8 - 11:45 a.m.	Exhibitor Set-up
12:15 - 1:45 p.m.	Exhibit Hall Open during lunch
3 - 3:45 p.m.	Exhibit Hall Open during afternoon refreshment break
3:45 - 5 p.m.	Exhibitor Tear-down
5 - 7 p.m.	LAI encourages exhibitors to join attendees at the Social Reception

## How to Participate:

- To reserve your booth, go to [www.LeadingAgeIowa.org/2022FallExpo](http://www.LeadingAgeIowa.org/2022FallExpo) and fill out the registration form online.
- Cost of Booth: Associate Member \$800  
Non-Member \$1,600
- **Registration Deadline: Friday, Aug. 19, 2022**

## Booth Rental Includes:

- 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
- A listing on designated conference webpage
- A list of names, titles and addresses of conference attendees
- Two Exhibitor Representatives (additional exhibitor booth representatives \$250)
- Complimentary Wi-Fi in exhibit hall
- A giveaway or door prize opportunity, if desired

**Any additional services not listed above need to be ordered through the DoubleTree by Hilton Hotel Convention Complex using the information listed below.**

## LeadingAge Iowa Contact

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

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

## Exhibit Location

DoubleTree by Hilton Hotel Convention Complex  
350 1st Ave. NE, Cedar Rapids, IA 52401  
Contact: Travis Faust  
Email: [Travis.Faust@Hilton.com](mailto:Travis.Faust@Hilton.com)  
Phone 319-731-4514

# Exhibitor Information

## Exhibit Fee and Cancellation Policy

All booths must be paid in full by Aug. 5. 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 July 22, 50% of the total cost will be retained by LAI. If assigned space is cancelled by the exhibitor after July 22, 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 NO MORE THAN 3 DAYS in advance of the show. Any items arriving earlier will be refused by the facility. Please address items as follows: DoubleTree By Hilton Cedar Rapids, ATTN: LeadingAge Iowa/Travis Faust, 350 1st Ave. NE, Cedar Rapids, IA 52401.

## Exhibit Installation and Removal

Exhibitors will be emailed details. Installation of exhibits at the DoubleTree by Hilton Hotel Convention Complex will be 8 - 11:45 a.m. on Wed., Sept. 14. This schedule is 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 3:45 p.m. on Wed., Sept. 14. 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 DoubleTree by Hilton Hotel Convention Complex. All exhibits must be dismantled and removed by 5 p.m., Wed., Sept. 14. Please contact LAI by Sept. 9 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. Booth representatives can join education sessions, meal functions and networking opportunities during the entire conference.

## 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 LAI, 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. Companies not exhibiting at this conference are eligible to register to attend at the appropriate Non-Exhibiting vendor rate.

## 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 afternoon break on Wed., Sept. 14, from 3 - 3:45 p.m. 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 3:45 p.m. on Sept. 14, 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/FCLodging](http://www.LeadingAgeIowa.org/FCLodging) for information regarding our host hotel.