



2023
Associate Membership
and
Sponsorship/Advertising
Opportunities

JOIN • CONNECT • ENGAGE

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www.LeadinAgeIowa.org

LeadingAge Iowa is the State Affiliate of LeadingAge

Join the Team!

2023 ASSOCIATE MEMBER Benefits

LeadingAge Iowa (LAI) is the preeminent trade association representing Iowa not-for-profit aging services providers. LAI's members include more than 140 providers representing the full continuum of long-term support and service (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 non-profit LTSS providers in Iowa. We invite you to partner with us in support of the good 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 connects you with decision makers. Associate Membership, as well as Sponsorship/Advertising opportunities, can help you move your market share.

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 LAI demonstrates to current and prospective clients that you support their mission. That partnership says a lot to our members.
- Stay informed. Associate Members receive an electronic subscription to our Communiqué newsletter and other communications from LAI to stay current regarding important issues, events, and new members.
- Be the solution. Take advantage of opportunities to reach and engage our members through exhibiting (members receive discounted rate), sponsoring, and brand recognition. Place your company above all others and show provider members what you can bring to their organizations.
- 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 and networking meetings.
- Company listing and link to your company website on our website located in the Business Partner Directory (virtual tradeshow) open 365 days per year.
- Save on educational opportunities. Receive reduced member rates on all events designed to keep you informed about issues impacting your current clients and potential customers.
- Get answers from professional staff. Get answers to your questions about serving the needs of Iowa's LTSS providers with access to the LAI professional staff. Our staff has extensive experience in serving the LTSS provider community.
- Access to the "Members Only" portion of our website (www.LeadinAgeIowa.org).

Signature Events

2023 Spring Conference Exhibition

When: Wednesday, May 3, 2023

Where: The 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: Standard: \$1,400 Premium: \$1,700
After 1/6/23 Standard: \$1,700 Premium: \$2,000

Anticipated # of Attendees: 250-300

2023 Fall Leadership Conference Exhibition

When: Wednesday, September 13, 2023

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 companies at this event.

Member Cost: \$850

Anticipated # of Attendees: 170-185

ASSOCIATE MEMBERSHIP *Levels*

 2023	Platinum Associate Membership \$10,000	Gold Associate Membership \$7,500	Silver Associate Membership \$5,200	Bronze Associate Membership \$2,700	Standard Associate Membership \$700
Annual Associate Membership with LAI.	✓	✓	✓	✓	✓
Complete access to Members Only section of website including Membership Directory.	✓	✓	✓	✓	✓
Listing in LAI Online Virtual Tradeshow.	✓	✓	✓	✓	✓
Discounted rate to exhibit at the Spring and Fall Leadership Conference.	✓	✓	✓	✓	✓
Receive Communiqué electronically, published weekly.	✓	✓	✓	✓	✓
Opportunity to provide articles to be published in Communiqué.	✓	✓	✓	✓	✓
Discounted rate to attend LAI educational events.	✓	✓	✓	✓	✓
Company logo advertised on every page of LAI's website.	✓	✓	✓	✓	
Recognition in on-site Spring and Fall Leadership Conference signage.	✓	✓	✓	✓	
First Priority for booth locations.	✓	✓			
Premium booth space at Spring Conference and standard booth space at Fall Leadership Conference.		✓	AVAILABLE **	AVAILABLE **	AVAILABLE **
Standard booth space at Spring Conference and half-price booth space at Fall Leadership Conference.			✓		
Half-price standard booth space at Spring Conference.				✓	
Up to 2 additional exhibitor representatives provided at the Spring and Fall Leadership Conference Tradeshows.	✓	AVAILABLE **	AVAILABLE **	AVAILABLE **	AVAILABLE **
Up to 1 additional exhibitor representative provided at the Spring and Fall Leadership Conference Tradeshows.		✓	AVAILABLE **	AVAILABLE **	AVAILABLE **
Full-page ad in Spring and Fall Leadership Conference print publications.	✓				
Half-page ad in Spring and Fall Leadership Conference print publications.		✓	AVAILABLE **	AVAILABLE **	AVAILABLE **
Advertisement with link inserted into two Communiqué publications.	✓				
Advertisement with link inserted into one Communiqué publication.		✓			
Logo and link inserted into 52 Communiqué publications throughout the year.	✓	✓	✓		
Company name inserted into 52 Communiqué 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@LeadingAgelowa.org, 515-440-4630.

2023 EVENT SPONSORSHIPS

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 May 3-4, 2023 • The Meadows Conference Center, Altoona, IA

\$2,400 Conference Pocket Agenda Sponsor & Registration Sponsor (1 Available)	Recognition on the bottom of every other page in the conference pocket agenda. Includes the ability to meet every attendee; pull-up banner display at registration desk; recognition in pre-event and on-site marketing promotions.
\$2,000 Lunch Sponsor	Includes pull-up banner display in meal service area; recognition in pre-event and on-site marketing promotions.
\$2,000 Evening Social Reception Sponsor	Includes pull-up banner display at social reception; recognition in pre-event and on-site marketing promotions.
\$2,000 Breakfast and Break Sponsor	Includes pull-up banner display in breakfast and break service area; recognition in pre-event and on-site marketing promotions.
\$2,000 Keynote Speaker Sponsor	Includes pull-up banner display on the keynote stage; recognition in pre-event and on-site marketing promotions.
\$1,700 Puppy Station Sponsor	Includes pull-up banner display in the puppy station; recognition in pre-event and on-site marketing promotions.
\$1,500 Treasure Hunt Sponsor (2 Available)	The treasure hunt is a traffic generator in the Solutions Expo. Your company logo will be placed on the treasure hunt tickets and collection boxes which will be located at your booth. The treasure hunt prize drawing winners will be announced at your booth. Includes recognition on treasure hunt related signage, in the pocket agenda and in pre-event and on-site marketing promotions.
\$1,500 Evening Social Reception Entertainment Sponsor	Includes pull-up banner display on stage with musician/band; recognition in pre-event and on-site marketing promotions.
\$1,100 Lanyard Sponsor (1 Available)	Company logo on all attendee lanyards to be ordered and supplied by sponsor.

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 or 515-440-4630 to discuss your ideas and to help you find a solution that best fits your marketing needs and budget.



Fall Leadership Conference and Solutions Expo Sponsorship

September 13-14, 2023 • DoubleTree by Hilton Convention Complex, Cedar Rapids, IA

\$2,700 Networking Lounge Sponsor (1 Available)	The Networking Lounge is centrally located with soft seating furniture in an expanded exhibit booth space. For a high top table, a rack of marketing materials, and a pull-up banner display. Allows for up to 2 staff members to attend the entire conference and Solutions Expo. Includes recognition in pre-event and on-site marketing promotions.
\$2,400 Conference Pocket Agenda Sponsor & Registration Sponsor (1 Available)	Recognition on the bottom of every other page in the conference pocket agenda. Includes ability to meet every attendee; pull-up banner display at registration desk; recognition in pre-event and on-site marketing promotions.
\$2,000 Evening Social Reception Sponsor	Includes pull-up banner display; recognition in pre-event and on-site marketing promotions.
\$2,000 Keynote Speaker Sponsor	Includes pull-up banner display on the keynote stage; recognition in pre-event and on-site marketing promotions.
\$2,000 Lunch Sponsor	Includes pull-up banner display in meal service area; recognition in pre-event and on-site marketing promotions.
\$2,000 Breakfast and Break Sponsor	Includes pull-up banner display in breakfast and break service area; recognition in pre-event and on-site marketing promotions.
\$1,750 Hotel Room Key Cards Sponsor (1 Available)	Includes company logo on all hotel room key cards; recognition in pre-event and on-site marketing promotions.
\$1,700 Puppy Station Sponsor	Includes pull-up banner display in the puppy station; recognition in pre-event and on-site marketing promotions.
\$1,500 Treasure Hunt Sponsor (2 Available)	The treasure hunt is a traffic generator in the solutions expo. Your company logo will be placed on the treasure hunt tickets and collection boxes which will be located at your booth. The treasure hunt prize drawing winners will be announced at your booth. Includes recognition on treasure hunt related signage, in the pocket agenda and in pre-event and on-site marketing promotions.
\$1,300 WiFi Sponsor (1 Available)	Your company name on the WiFi password with your company website as the landing page when someone logs into the WiFi connection; recognition in pre-event and on-site marketing promotions.
\$1,300 Evening Social Entertainment Sponsor	Includes pull-up banner display on stage; recognition in pre-event and on-site marketing promotions.
\$1,100 Lanyard Sponsor (1 Available)	Company logo on all attendee lanyards to be ordered and supplied by sponsor.

More sponsorship opportunities will be added to the menu.

Have a sponsorship idea that is not listed above?

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2023 EDUCATION SPONSORSHIPS

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.

\$700 (1 Available)	Includes recognition in pre-event marketing promotions; LAI program webpage and on-site recognition; and post-event attendee roster. This is for both the April and October classes and includes the Nurse Delegation class.
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Leadership Academy

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

\$1,500 (4 Available)	Includes recognition in pre-event marketing promotions; LAI program webpage and on-site recognition; post-event attendee roster; opportunity to present during one of the 4 summits (dedicated); and a half-price 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.

\$700 (2 Available)	Includes recognition in pre-event marketing promotions; LAI program webpage and on-site recognition; post-event attendee roster; table top display at event; and pull-up banner display at event.
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2023 OTHER SPONSORSHIPS

Weekly Membership Calls

This call is open to all members and provides key updates related to COVID-19 and other key topics.

\$250 (Per Weekly Call)	Includes acknowledgment in a COVID-19 newsletter prior to the call you are sponsoring and acknowledgment during one of the weekly membership calls.
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State Night Out - Iowa, Nebraska, and Missouri (Chicago, IL)

Join LAI members in Chicago, IL, for a networking reception during LeadingAge's Annual Meeting on November 5-8. Around 200 attendees attend the reception from Iowa, Nebraska, and Missouri, and it is among the favorite networking events each year.

\$1,500	Includes attendance for up to three staff members at the networking event; recognition in pre-event marketing promotions; on-site recognition and post-event attendee roster.
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CONFERENCE ADVERTISING *Opportunities*

Options for Both Spring Conference and Fall Leadership Conference

\$1,000 Conference Webpage Advertisement (1 Available Per Conference)	Your advertisement and a link to your company website to be featured exclusively on the conference webpage.
\$400 Pre-Conference Marketing Advertisement	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.
\$400 Registration Confirmation Email Advertisement (1 Available Per Conference)	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.
\$400 Daily Conference Highlights Email Advertisement (2 Available Per Conference)	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.

Conference Print Advertising

Placed in both registration flyer and pocket agendas.

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

Registration Flyer

Full Page 8" x 10.5"	Half Page Horizontal 8" x 5.25"
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Pocket Agenda

Full Page 5.25" x 7.5"	Half Page Horizontal 5.25" x 3.75"
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OTHER ADVERTISING *Opportunities*

Communiqué (LeadingAge Iowa's weekly newsletter)

"Box" ad with vendor website link

Box ad using the following dimensions: 8" width x 2.5" height. LAI must receive the ad content one-week prior to the publication. This newsletter is emailed to members only. This opportunity is available to current associate members only.

Per newsletter	\$400
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PD Campaign (LeadingAge Iowa's bi-weekly education newsletter)

"Box" ad with vendor website link

Box ad using the following dimensions: 8" width x 2.5" height. LAI must receive the ad content one-week prior to the publication. This newsletter is emailed to all members as well as non-members. This opportunity is available to current associate members only.

Per newsletter	\$400
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LeadingAge Iowa Website

"Box" ad with vendor website link

Box ad using the following dimensions: 8" width x 2.5" height. Your ad will be placed on the homepage of the LAI website and will be viewed by everyone that visits the LAI website. This opportunity is available to current associate members only.

Ad - per quarter (1 Available each quarter.)	\$1,000
Ad - per year (1 Available)	\$3,000

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 sponsorship or advertising options.

Thank you for supporting LeadingAge Iowa.

Remember - your marketing investment with 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!

To become an Associate Member or to secure any sponsorships or advertising opportunities sign up here today:

www.LeadngAgeIowa.org/2023Sponsorship-Advertising



LeadingAge Iowa is a state partner of LeadingAge.

PROGRAM CONTACT

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