



2023 Spring Conference & Solutions Expo

MAY 3-4, 2023 • THE MEADOWS CONFERENCE CENTER, ALTOONA, IA



Call for Exhibitors

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

Program Contact: Dawn Balder | Phone: 515-440-4630 | Email: DBalder@LeadingAgeIowa.org

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 2023 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.

\$2,400 Conference App Sponsor & Registration Sponsor (1 Available)	Recognition in the conference app. 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 Evening Social Reception Entertainment Sponsor	Includes pull-up banner display on stage with musician/band; 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/2 Secured)	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.
\$1,100 Lanyard Sponsor (1 Available/1 Secured)	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.



Advertising Opportunities

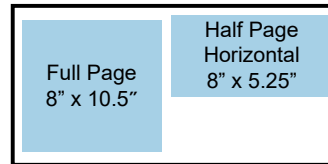
\$1,000 Conference Webpage Advertisement (1 Available)	Your advertisement and a link to your company website to be featured exclusively on the conference webpage.
\$400 Pre-Conference Marketing Advertisement	Your advertisement and a link to your company website to be featured in one pre-conference electronic marketing promotion. Reaches an audience of more than 2,500 individuals.
\$400 Registration Confirmation Email Advertisement (1 Available)	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)	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. Please send advertisements in electronic format to Dawn Balder at DBalder@LeadingAgelowa.org. Advertisements for the registration flyer are due on **February 3**.

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.)

2023 Spring Conference Solutions Expo

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

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.LeadngAgelowa.org/SpringConferenceExpo and fill out the registration form online.

Register by January 20, 2023 & save \$300 off your exhibitor booth!	Early Bird <i>Registration thru January 20, 2023</i>			Standard <i>January 21 - April 14, 2023</i>	
	Member	Non-Member	New Member BONUS OFFER	Member	Non-Member
Exhibitor Booth Options					
Premium Booth Location	\$1,700		\$2,200	\$2,000	
Standard Booth Location	\$1,400	\$2,000	\$1,900	\$1,700	\$2,300

***New Member Bonus Offer** – New Associate Members receive a discount on membership and receive the benefits of membership including booth discount for conferences (up to \$800 savings), recognition in the virtual tradeshow, access to LAI membership lists, and more.

Exhibit Booth Information

Booth Rental Includes

Premium Booth:

- 10 ft. wide x 8 ft. deep booth with ID signage with carpet
- Location in main traffic areas
- One 8 ft x 2.5 ft. skirted table
- Two chairs
- Draped back and sides
- Listing on conference webpage
- A list of names, titles and addresses of conference attendees
- Two Exhibitor Representatives (additional exhibitor booth representatives \$275)
- Boxed lunch for each exhibitor representative
- A giveaway or door prize opportunity, if desired

Standard Booth:

- 10 ft. wide x 8 ft. deep booth with ID signage with carpet
- 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 \$275)
- Boxed lunch for each exhibitor representative
- A giveaway or door prize opportunity, if desired

Exhibitor Floor Plan

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

Any other additional needs (electricity, power strips) need to be ordered through The Meadows Conference 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 3, 2023, in Altoona.

LeadingAge Iowa Contact

Any questions about the LeadingAge Iowa Solutions Expo should be directed to:

Contact: Dawn Balder

Email: DBalder@LeadingAgeIowa.org

Phone: 515-440-4630

Mailing Address:

LeadingAge Iowa

11001 Aurora Ave.

Urbandale, IA 50322

Exhibit Location

The Meadows Conference Center

1 Prairie Meadows Drive

Altoona, IA 50009

Phone 515.967.8556 • Fax 515.967.1362

Contact: Jamey Johnston

Email: jamey.johnston@prairiameadows.com

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

Exhibitor Schedule (subject to change):

Tues., May 2	
6 - 8 p.m. ONLY	Exhibitor Set-up
Wed., May 3	
7 - 7:45 a.m.	Exhibitor Set-up
8 - 9 a.m.	Exhibit Hall Open during attendee registration/check-in
10 a.m. - 10:45 a.m.	Exhibit Hall Open during morning break
11 a.m. - 11:45 a.m.	Lunch for Exhibitors
11:45 a.m. - 1:15 p.m.	Exhibit Hall Open during attendee lunch break
1:15 - 3 p.m.	Exhibitor Tear-down
5 - 6:30 p.m.	LAI encourages exhibitors to join attendees at the Social Reception

Important Deadlines:

Early Bird Registration Deadline	January 6, 2023
Booth Fees Must be Paid in Full	March 31, 2023
Hotel Reservation Deadline	March 31, 2023
Exhibitor Registration Deadline	April 14, 2023
Notify Deadline to Discuss Alternative Arrangements for Booth Set-up or Tear-down	April 21, 2023
Shipment Delivery Deadline to Event Decorators of Iowa	April 28, 2023

Exhibitor Information

Exhibit Fee and Cancellation Policy

All booths must be paid in full by March 31, 2023. 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 3, 50% of the total cost will be retained by LAI. If assigned space is cancelled by the exhibitor after April 3, 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.

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.

Shipment Information

Please have all shipments be delivered to: Event Decorators of Iowa, 520 SE 4th Street, Des Moines, Iowa 50309 by April 25. 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 Meadows Conference Center is from 6-8 p.m. on Tues., May 2, and from 7- 7:45 a.m. on Wed., May 3. Set-up and tear-down 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 1:15 p.m. on Wed., May 3. 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 2024. Each exhibitor is responsible for making the arrangements for removal of material from the exhibit area in accordance with instructions from the Meadows Conference Center. All exhibits must be dismantled and removed by 3 p.m., Wed., May 3. Please contact LAI by April 21 if you need to discuss alternative arrangements for your booth installation and/or removal.

Failure to Occupy Space: Space not occupied by the close of the exhibit installation period as specified in the accompanying material will be forfeited by the exhibitor and this space may be resold, reassigned, or used by LAI. If the exhibit is on hand, LAI reserves the right to assign labor to set up any display that is not in the process of being erected by the given deadline and to instruct that the exhibitor be billed for all charges thus incurred.

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 \$275 per additional booth representative when you register. Attendance at May 3 education sessions, boxed lunch, and social reception with attendees on May 3 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.

Door Prizes

Vendors can choose to supply a door prize to be displayed at their booth 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 3, 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 for information regarding our host hotel.