

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

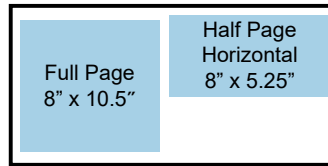
\$1,000 Conference Webpage Advertisement (1 Available)	Your advertisement and a link to your company website to be featured exclusively on the conference webpage.
\$400 Pre-Conference Marketing Advertisement	Your advertisement and a link to your company website to be featured in one pre-conference electronic 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.