



2023 Fall Leadership Conference & Solutions Expo

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



Call for Exhibitors

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

Program Contact: Amy Huisman | Phone: 515-440-4630 | Email: AHuisman@LeadingAgeIowa.org

www.LeadngAgeIowa.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 Fall Leadership Conference. Sponsorship revenue is 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 to highlight your company 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


\$2,400 Conference App Sponsor & Registration Desk Sponsor (1 Available)	Includes ability to meet every attendee as they arrive at the conference; banner ad in the conference app; pull-up banner display at registration desk; recognition in pre-event marketing promotions; recognition of sponsorship onsite.
\$2,000 Evening Social Reception Sponsor	Includes pull-up banner display at social reception; recognition in pre-event marketing promotions; recognition onsite.
\$2,000 Keynote Speaker Sponsor	Includes pull-up banner display on the stage during the keynote session; recognition in pre-event marketing promotions; recognition of sponsorship onsite.
\$2,000 Lunch Sponsor	Includes pull-up banner display in meal service area; recognition at food tables during lunch; recognition in pre-event marketing promotions; recognition onsite.
\$2,000 Breakfast and Break Sponsor	Includes pull-up banner display in breakfast and break service area; recognition at food tables during breakfast and break; recognition in pre-event marketing promotions; recognition onsite.
\$1,750 Hotel Room Key Cards Sponsor (1 Available)	Includes company logo on all hotel room key cards; recognition in pre-event marketing promotions; recognition onsite.
\$1,700 Puppy Station Sponsor (2 Available)	Includes pull-up banner display in the puppy station; recognition in pre-event marketing promotions; recognition of sponsorship onsite; exhibit booth space near the puppy station.
\$1,500 Treasure Hunt Sponsor (1 Secured/1 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. Treasure hunt prize drawing winners will be announced at your booth. Recognition in pre-event marketing promotions; recognition onsite.
\$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 marketing promotions; recognition onsite.
\$1,100 Lanyard Sponsor (1 Available)	Company logo on all attendee lanyards (to be supplied by sponsor) available at the Information Desk. Recognition in pre-event marketing promotions; recognition onsite.

Have a sponsorship idea that is not listed above?

We love to hear your ideas. Please contact Amy Huisman at AHuisman@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

Digital 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. See the image to the right for an example of what this looks like.	
\$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 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 sent to 200 mailing addresses. Please send advertisements in electronic format to Amy Huisman at AHuisman@LeadingAgelowa.org. Advertisement for the registration flyer is due on **July 7**.

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

Full Page 8" x 10.5"	Half Page Horizontal 8" x 5.25"
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Important Deadlines

Print Advertising Due for Registration Flyer	July 7, 2023
Hotel Reservation Deadline	August 18, 2023
Exhibitor Registration Deadline	August 18, 2023
Notification Deadline to Make Alternative Arrangements for Booth Set-up or Tear-down	August 31, 2023



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Participation Benefits:

- Exposure to LAI 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 conference.
- Participation in the Social Reception.
- Booths located in break and lunch areas to increase traffic.

Exhibitor Schedule (subject to change):

Wed., Sept. 13	
8 - 11:45 a.m.	Exhibitor Set-up
12:15 - 3:45 p.m.	Solutions Expo Open
12:15 - 1:45 p.m.	Lunch in the Solutions Expo
3 - 3:45 p.m.	Afternoon refreshment break in the Solutions Expo
3:45 - 5 p.m.	Exhibitor Tear-down
5 - 6:30 p.m.	LAI encourages exhibitors to join attendees at the Social Reception

How to Participate:

- To reserve your booth, go to www.LeadingAgelowa.org/2023FallExpo and fill out the registration form online.

- Booth Fees:

\$850	Associate Member
\$1,550	New Member Bonus Offer (includes booth fees and remainder of 2023 Associate Membership Dues and Annual 2024 Associate Membership Dues)
\$1,500	Non-Member

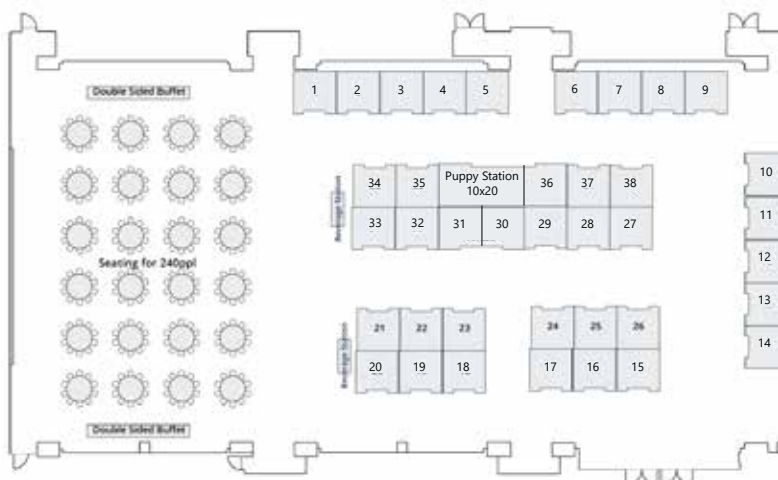
- **Registration Deadline: Friday, Aug. 18, 2023**

Booth Rental Includes:

- 10 ft. wide x 10 ft. deep booth with ID signage
- Draped back and sides
- One 8 ft. x 2.5 ft. skirted table
- Two chairs
- Listing on designated conference webpage
- Two Exhibit Booth Staff (additional exhibit booth staff available for purchase at \$275 each)
- Complimentary Wi-Fi in exhibit hall
- Participation in Treasure Hunt traffic generator
- Access to the Fall Leadership Conference App
- List of names, titles and addresses of conference attendees

Any additional services not listed above need to be ordered through the DoubleTree by Hilton Hotel Convention Complex using the information that will be provided prior to the conference.

Exhibitor Floor Plan



Exhibitor Information

Exhibit Fee and Cancellation Policy

All Fall Leadership Conference fees will require credit card payment at the time of registration. If an assigned space is cancelled by the exhibitor on or before July 21, 50% of the total cost will be retained by LAI. If assigned space is cancelled by the exhibitor after July 21, all fees paid will be retained by LAI.

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

Shipment Information

Please have all shipments 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. 13, ONLY. 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. 13. 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 DoubleTree by Hilton Hotel Convention Complex. All exhibits must be dismantled and removed by 5 p.m. on Wed., Sept. 13. Please contact LAI by Aug. 31 if you need to make 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 Staff

Booth fees cover two exhibit booth staff per company. You may purchase additional exhibit booth staff for \$275 per additional booth staff when you register. Booth staff 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.

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 3:45 p.m. on Sept. 13, 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. All exhibitors will also have the opportunity to participate in the Treasure Hunt traffic generator.

Lodging

Go to www.LeadinAgeIowa.org/FClodging for information regarding our host hotel.



LeadingAge Iowa Contact

Any questions about the LeadingAge Iowa Exhibition should be directed to:

Contact: Amy Huisman

Email: AHuisman@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

Phone 319-731-4514
