

SPONSORSHIP OPPORTUNITIES

Let member attendees know you support the work they are doing by becoming a sponsor and/or advertiser in the 2024 Spring Conference & Solutions Expo. 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 organizations 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 company's support helps make the LeadingAge Iowa Spring Conference & Solutions Expo successful. How can you gain even more meaningful exposure, connections, and brand awareness? Consider a sponsorship or an advertising opportunity!

Sponsorship Packages

Mobile App & Registration Sponsorship \$2,600

1 Available

- Banner on the mobile app landing page in a highly visible location.
- Includes the ability to greet attendees as they arrive.
- Includes one mobile app broadcast message sent during the event.
- Pull-up banner display at registration desk.
- Recognition in pre-event and on-site marketing promotions.

Keynote Speaker Sponsorship \$2,500

- Includes pull-up banner display on the keynote stage.
- Includes one mobile app broadcast message sent during the event.
- Recognition in pre-event and on-site marketing promotions.
- 30-second marketing video played before keynote address.

Lunch Sponsorship \$2,200

- Includes pull-up banner display in meal service area.
- Includes one mobile app broadcast message sent during the event.
- Recognition in pre-event and on-site marketing promotions.

Evening Social Reception Sponsorship \$2,200

- Includes pull-up banner display at social reception.
- Includes one mobile app broadcast message sent during the event.
- Recognition in pre-event and on-site marketing promotions.

Lanyard Sponsorship \$1,100

1 Available

- Lanyards supplied by sponsor and available at the registration desk.

New Sponsorship Opportunity!

Pre-conference will be held on Tuesday, May 7.

Pre-conference Workshop & Networking Social Event \$2,200

4 Available

- Greet attendees as they arrive for the pre-conference workshop.
- Pull-up banner at the pre-conference workshop registration desk and pre-conference networking social event.
- Recognition on pre-conference workshop webpage.
- Pre-conference workshop attendee list.
- 30-second recorded commercial included on the pre-conference workshop webpage.
- Recognition on pre-conference workshop digital marketing.
- Includes one mobile app broadcast message sent during the event.
- 1 attendee at the pre-conference workshop event (includes pre-conference networking social event).

More sponsorship opportunities will be added to the menu.

Have a sponsorship idea that is not listed above?

We are always open to discussing new and different ways to increase your exposure and add value to your partnership. 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

Digital Advertising

Video Advertisement \$1,000

1-minute video advertisement played at the conference.

Conference Webpage Advertisement \$1,000 (1 Available)

Your advertisement and a link to your company website to be featured exclusively on the Conference webpage. This webpage receives approximately 3,000 visitors.

Pre-Event Electronic Marketing \$400

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.

Registration Confirmation Email Advertisement \$400 (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.

Daily Conference Highlights Email Advertisement \$400 (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.

Mobile App Broadcast Message \$400

One mobile app broadcast message sent during the event.

Print Advertising

All print advertising purchases include full-color ad space in registration flyer. The registration flyer reaches an audience of more than 600 individuals in the mail. The registration flyer is also linked on the conference webpage that receives approximately 3,000 visitors.

Back Cover Full Page Ad	\$1,500
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Standard Full Page	\$1,000
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Standard Half Page	\$750
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Full Page 5.25" x 7.5"	Half Page 5.25" x 3.75"
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