



**COURAGE
IGNITED**

LeadingAge®
Iowa

SPONSOR PROSPECTUS

2024 | LEADERSHIP SYMPOSIUM

SEPTEMBER 11-12, 2024

GATEWAY HOTEL & CONFERENCE CENTER, AMES, IA

NEW LOCATION - NEW DESIGN - NEW OPPORTUNITIES

The 2024 Leadership Symposium for aging services leaders will be held at an exciting new location in Ames, Iowa, offering a reimagined experience for business partners. This year's event emphasizes interaction and provides numerous opportunities for sharing expertise and best practices with attendees.

Sponsors are invited to participate alongside attendees, engaging directly through TED-style talks, topical networking lunch tables, and more. Our goal is to foster engagement and facilitate a shared understanding of the timely issues facing our field.

Join us for the inaugural 2024 Leadership Symposium—an event like no other.

SPONSORSHIP OPPORTUNITIES

Show your solidarity with the valuable work of our member attendees by becoming a sponsor and/or advertiser for the 2024 Leadership Symposium. Sponsorships play a vital role in offsetting registration fees for our members, empowering them to bring more of their staff. This presents a chance for you to actively engage and have your name prominently showcased for member organizations. Explore the diverse sponsorship options listed here and choose the one that resonates with your desire and capacity to contribute to the success of this Leadership Symposium. Your company's support is integral to the success of the LeadingAge Iowa Leadership Symposium. Interested in expanding your visibility, forging connections, and enhancing brand awareness? Consider seizing a sponsorship or advertising opportunity today! Go to www.LeadingleAgeIowa.org/LeadershipSymposiumSponsorships to register now.

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.
- Includes 2 event registrations.

Ted Talk Sponsorship \$2,500

1 Available/ 3 Secured

- Present “ted talk” (10 minutes) about trends that you are seeing in the aging services field.
- Recognition in pre-event and on-site marketing promotions.
- Includes 2 event registrations.

Plenary Speaker Sponsorship \$2,500

- Includes pull-up banner display on the stage.
- Recognition in pre-event and on-site marketing promotions.
- Includes 1 event registration.

Lunch & Networking Table Sponsorship \$2,200

- Includes pull-up banner display in meal service area.
- Opportunity to exclusively facilitate and moderate a round table topic.
- Recognition in pre-event and on-site marketing promotions.
- Includes 1 event registration.

Evening Social Reception Sponsorship \$1,500

- Includes pull-up banner display at social reception.
- Recognition in pre-event and on-site marketing promotions.
- Includes 1 social reception attendee.

Lanyard Sponsorship \$1,100

1 Available

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

Have a sponsorship idea that is not listed?

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 Leadership Symposium.

Leadership Symposium Webpage Advertisement \$1,000 (1 Available)

Your advertisement and a link to your company website to be featured exclusively on the Leadership Symposium 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-Leadership Symposium 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 Leadership Symposium.

Daily Leadership Symposium 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 Leadership Symposium 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. The registration flyer is also linked on the Leadership Symposium webpage that receives approximately 3,000 visitors.

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

Full Page
5.25" x 7.5"

Half Page
5.25" x 3.75"

LeadingAge Iowa

11001 Aurora Ave.

Urbandale, IA 50322

www.LeadingAgeIowa.org

LeadingAge®
Iowa