

2018 ANNUAL CONFERENCE AND EXPO

# *Sponsorship Prospectus*

THE HOTEL ROANOKE | ROANOKE, VIRGINIA | JUNE 6-8, 2018

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## *Who we are*

LeadingAge Virginia is the only statewide association representing not-for-profit organizations with a long-term commitment to providing housing, health care, and community services for Virginia's seniors. Our membership base includes over 130 aging services providers representing the entire continuum of care:

- Continuing care retirement communities (CCRCs)/Life plan communities
- Assisted living residences
- Nursing homes
- Independent living residences
- Affordable senior housing
- Adult Day Services providers

In addition, our membership includes another 100+ business organizations who provide products and services to support the aging services industry.

## *Why Support our Annual Conference and Expo?*

Our Annual Conference and Expo is our association's most popular event, providing quality education and thought-provoking information to our members. It's also an unparalleled opportunity for aging services providers and the business organizations that support them to engage in meaningful ways over three days.

LeadingAge Virginia is able to offer our Annual Conference and Expo in large part because of the support of our exhibitors and sponsors. Our 2018 Annual Conference and EXPO will provide you with a dynamic atmosphere in which to promote your organization to executive leadership and other key decisions makers from LeadingAge Virginia provider communities throughout the Commonwealth by offering increased visibility to help you stand out from your competitors.

Conference attendees include:

- Administrators
- Chief Executive Officers
- Executive Directors
- Chief Financial Officers
- C-Suite Professionals
- Directors of Nursing
- Department Heads
- And other key health care professionals

## Benefits of Conference Sponsorship

Organizations providing goods and services to aging services providers who want to gain greater visibility and further support our association's mission are encouraged to become Conference Sponsors by selecting one or more of the following conference sponsorship opportunities.

In addition to items described in the description of each opportunity below, each conference sponsorship includes the following:

- An exclusive pre-conference attendee list that is only made available to LeadingAge Virginia Elite Partners, Exhibitors, and Conference Sponsors
- Recognition in the Annual Conference program, as well as on-site signage recognizing your company as a Conference Sponsor
- Sponsor ribbons for your company attendees' name badges

Select one or more of the sponsorship opportunities listed below. Or, feel free to suggest an alternative sponsorship option based on your organization's specific objectives. Contact Sydney Thomas at [sydney@leadingagevirginia.org](mailto:sydney@leadingagevirginia.org) or (804) 925-2618 to discuss how you can become a 2018 Annual Conference Sponsor.

OPPORTUNITY	PRICE	DESCRIPTION
Annual Conference Champion (NEW – several available)	\$3,000	Maximize your sponsorship investment with exposure in a variety of ways, including: <ul style="list-style-type: none"> <li>• Recognition as sponsor of Light Breakfasts (3 days)</li> <li>• Recognition at two Keynote Sessions</li> <li>• Recognition as sponsor of EXPO Luncheon with Exhibitors</li> <li>• ½ page full-color ad in Conference Program</li> <li>• your company logo on conference signage, conference website page, and promotional materials</li> <li>• <b>1 full conference registration</b></li> </ul>
Mobile conference app (NEW)	\$3,000	Be the first to sponsor our new conference mobile app! Also includes <b>1 full conference registration</b>
Opening General Session Speaker: <i>Leslie Crutchfield, Author and Executive Director, Georgetown University Global Social Enterprise Initiative</i>	\$3,000	Your company logo on session signage, two-minute company infomercial and introduction of keynote speaker and <b>1 full conference registration</b>
Thursday General Session Speaker: <i>John Martin, CEO &amp; Managing Partner, SIR</i>	\$2,500	Your company logo on session signage, two-minute company infomercial and introduction of keynote speaker and <b>1 full conference registration</b>
Name Badges	\$2,500	Your company logo printed on conference name badges and <b>1 full conference registration</b>
Hotel Key Cards <b>&lt;SOLD&gt;</b>	\$2,500	Your company logo on hotel key cards and <b>1 full conference registration</b>
Opening General Session Luncheon (2 available)	\$2,000 each	Your company logo on signage at the luncheon
Reception w/Exhibitors (2 available)	\$2,000 each	Your company logo on signage during the Wednesday evening reception
Thursday evening reception (4 available)	\$2,000 each	Your company logo on signage at the reception and additional special recognition
Power Session: Leadership <b>&lt;SOLD&gt;</b>	\$1,500	Your company logo on signage at the event, two-minute company infomercial and introduction of session speaker(s) for this intensive 3-hour session for senior leaders
Power Session: Community Engagement	\$1,500	Your company logo on signage and in the conference program, two-minute company infomercial and

		introduction of session speaker(s) for this intensive 3-hour session for senior leaders
Phone Charging Locker (NEW) <b>&lt;SOLD&gt;</b>	\$1,500	Your company logo on a video monitor at a secure 8-unit phone charging locker near the Conference Registration Desk
Campfire Chats (NEW) – 2 available	\$1,500	Your company logo on signage at a series of Campfire Chats during the EXPO on Thursday
Thursday evening reception entertainment <b>&lt;SOLD&gt;</b>	\$1,500	Your company logo on signage at the Thursday evening reception
Things To Know Before You Go email blast (NEW)	\$1,200	Your company logo on email blast sent to all conference attendees a week prior to the conference.
Half-day coffee service (Friday)	\$1,200	Your company logo on signage during coffee service
Friday Snacks-To-Go (NEW)	\$1,200	Your company logo at serving table featuring snacks for conference attendees to take with them as they head home

If you have other sponsorship ideas we'd love to hear them! Contact Sydney Thomas at [sydney@leadingagevirginia.org](mailto:sydney@leadingagevirginia.org) or (804) 925-2618