

LeadingAge[®]
Florida

**2018
Sponsorship
Opportunities**



*The Power of
Purpose*

Sponsorship Advantages

Join us July 29 - August 1, 2018 for the 55th Annual Convention and Exposition at the Gaylord Resort and Convention Center. The other events in addition to convention are listed on our website at www.LeadingAgeFlorida.org

- Showcase your products and services to a captive audience of residential and community based senior service organizations
- Network with senior care industry leaders and frontline staff
- Develop new leads and strengthen existing business relationships
- Create brand awareness and highlight your organization's products and services
- Increase your visibility within the membership and differentiate yourself from the competition
- Position your organization as a leader and expert in the field of aging
- Overcome objections face-to-face and accelerate the buying process
- Learn from nationally recognized presenters while having fun

Who Attends?

Hundreds of long-term care and housing professional decision-makers will be on hand to learn, network and build new relationships! The convention attracts all disciplines within long-term care and senior housing. Convention events feature over 35 educational programs, networking, and a Expo. For other events, the target audience will be listed on promotional materials.

Sponsorship Opportunities

Events/items available for sponsorships are on a first-come, first-served basis. To secure sponsorships, please complete the **2018 Sponsorship Agreement and Application**.

Sponsor Deliverable

- Track sponsors have the opportunity to introduce the speaker at each session for that track for that day and place marketing materials in the room.
- Sole sponsor for a particular event will be given the opportunity to introduce and to give brief remarks about your company.
- Convention attendee list two time use for event related correspondence
- Listing in Association newsletter - two times before and after event
- Listing on Association website - three weeks before and after event
- Sponsor acknowledgment flier in the convention bags
- Sponsor ribbons

Advertisement Options

Association/Convention APP: A year-round Association app for use of our more than 400 mission-driven communities with the goal of communicating with people where they are, how they want it, when they want it. As a sponsor for the LeadingAge Florida app, your organization will reach the decision makers, the c-suite executives, and movers and shakers. Below are the details concerning this year's sponsorship levels:

\$4,000 – Home Slider Sponsor: This is a first come, first served opportunity. Put your company front and center. Your logo will be prominently placed on the home page of the app screen.

\$1,500 - Sponsor Profile: Ensure everyone knows your name and can easily find their way to your website.

Convention Planner & Onsite Program: The digital version will be posted on the LeadingAge Florida website and will be distributed to members and key LeadingAge Florida audiences (3,000 plus). The digital Preliminary Convention Planner is continually updated; submit your ad early. **Ad submission deadline is January 31, 2018.**

Convention Planner Color Ad Rates:

Full page (7.5”w x 9.5”h) - \$1,500 | Half page (7.5”w x 4.5”h) - \$1,200 | Quarter page (3.25”w x 4.5”t) - \$1,000

Onsite Program Color Ad Rates: Ad submission deadline is May 31, 2018.

Full page (7.5”w x 9.5”h) - \$1,200 | Half page (7.5”w x 4.5”h) - \$900 | Quarter page (3.25”w x 4.5”t) - \$600

Digital Artwork

- Acceptable file formats: JPG/EPS. Save files to size required.
- Resolutions: 300 dpi minimum for continuous tone images (photographs).

Newsletter and Website Advertising Opportunities: Place your message on our official website or in our newsletter, and see increased traffic. Your advertisement is a direct link to your website.

Files Accepted: All files should be submitted as JPG file format in RGB color mode at 150dpi. Send all artwork to jcopeland@LeadingAgeFlorida.org

Available Advertising Space

Website	Ad Size	# Available	3 Months	6 Months	12 Months
			Mem/Nonmem	Mem/Nonmem	Mem/Nonmem
Featured Sponsor Ad	285x100px	5 (Rotating)	\$600/\$1200	\$1,000/\$2,000	\$1,500/\$3,000
Footer Banner Ad (appears on every page)	496x92px	3	\$1,000/\$2,000	\$2,500/\$3,500	\$4,000/\$5,000
Newsletter					
Ad (with hyperlink to company)	550px (wide) x 275px (height)	3	\$900/\$1,800	\$1,500/\$3,000	\$1,800/\$3,600

The logo for LeadingAge Florida features the word "Leading" in a green, cursive font with a heart shape integrated into the letter "L". The word "Age" is in a dark blue, bold, sans-serif font with a registered trademark symbol (®). Below "Age" is the word "Florida" in a dark blue, italicized, sans-serif font.

LeadingAge[®]
Florida

1812 Riggins Road Tallahassee, FL 32308 | (850) 671-3700 | Fax (850) 671-3790 | www.LeadingAgeFlorida.org

LeadingAge Florida – Sponsorship Program

2018 Sponsor Agreement and Application

INSTRUCTIONS – Please select from the menu choices on the back of this page. Full payment or one-half of the total amount is due with application. Checks should be made payable to LeadingAge Florida or you may charge with Visa, MasterCard or American Express online only at LeadingAgeFlorida.org. Return payment with this agreement and application, along with the Menu Choices to: LeadingAge Florida, Attention: Julie Copeland, 1812 Riggins Road, Tallahassee, FL 32308.

SPONSORSHIP AGREEMENT – Sponsoring company is required to provide LeadingAge Florida a company logo as a high resolution jpg, or pdf file. All recognition of sponsorship is solely the responsibility of LeadingAge Florida. No additional signage or display by the sponsoring company is permitted unless approved by LeadingAge Florida in advance. If the sponsor fails to comply with this policy the company forfeits sponsorship rights for the year 2018 and will not be entitled to any refund. LeadingAge Florida's recognition of sponsors in no way constitutes LeadingAge Florida's endorsement of the sponsor's products, services or facilities. Monies not allocated in 2018 will not be rolled over into future years.

COMPETITIVE COMPANIES – LeadingAge Florida is sensitive to competition between companies when assigning sponsored events. Every attempt will be made to prevent competing companies from sponsoring and speaking at the same event.

AGREEMENT – We hereby apply to become a 2018 LeadingAge Florida Sponsor. We agree to abide by the rules and regulations printed on this application, which are made part of this agreement.

Company Name: _____

Key Contact Name: _____ Email: _____

Address: _____

City, State, Zip: _____

Telephone: _____ Fax: _____

Website: _____

PAYMENT:

- Enclosed is the total amount due for Sponsorship.
- Enclosed is a deposit of 50% of the total amount due for sponsorship. The remaining amount due must be paid in full before July 1, 2018.

Amount Enclosed: _____

Registration Number: CH17697

"A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800-435-7352) WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE."

For More Information, Contact:

Julie Copeland

(850) 702-0317

jcopeland@LeadingAgeFlorida.org



Menu Choices — Indicate your selection with a check mark.

Multiple companies can co-sponsor the same event if the amount is \$5,000 and above.

Annual Convention

- WiFi in the Meeting Rooms \$10,000
- Monday Keynote Speaker \$20,000
- Monday Welcome Reception \$15,000
- Monday Lunch \$10,000
- Tuesday Lunch in the Exhibit Hall \$10,000
- Silent Auction in the Exhibit Hall \$3,000
- Tuesday Plenary Session \$5,000
- Tuesday Fun Night Dinner \$15,000
- Tuesday Fun Night Dessert \$3,500
- Tuesday Fun Night Entertainment \$8,000
- Wednesday Breakfast (Leadership Academy Alumni) \$1,000
- Wednesday Lunch \$10,000
- Refreshment Breaks (5 available) each cost \$1,500
- Hotel Room Keys ~~\$3,500~~
- Name Badges Lanyards ~~\$3,000~~
- Tote Bags ~~\$5,000~~
- Tote Bags Inserts \$1,000
- Notebooks ~~\$3,000~~
- Pens \$1,500
- Exhibit Hall Bingo Game (Exhibitors only) \$800/\$400
- Chair's VIP Reception \$1,000* / \$500
- Window Panel \$500

Sunday Precon Events

- Business Excursion \$10,000
- Preceptor Training and Luncheon \$2,000

Monday Educational Tracks

- Executive Leadership ~~\$2,500~~
- Leadership Growth & Development ~~\$2,500~~
- Healthcare/Nursing \$2,500
- Housing \$2,500

Tuesday Educational Tracks

- Executive Leadership ~~\$1,250~~
- Leadership Growth & Development \$1,250
- Healthcare/Nursing \$1,250
- Housing \$1,250

Wednesday Educational Tracks

- Executive Leadership \$2,500
- Leadership Growth & Development \$2,500
- Healthcare/Nursing \$2,500
- Housing \$2,500

Convention Advertising - Full Color

- Onsite Program (circle size selection)
Full / Half / Quarter \$1,200 / \$900 / \$600

Association APP

- Home Slider \$4,000
- Profile Page \$1,500

*Not an exhibiting company, \$1,000 is only available.

Other Educational Events

- Fall Conference (Mem/Nonmem)
 - Breakfast \$2,000
 - Exhibit Table \$400/\$600
 - Name Badge \$500
 - Refreshment Breaks (3 available) each cost \$1,000
 - Lunchs (2 available) each cost \$2,500
 - Reception \$4,000
- One-Day Education Workshops (Mem/Nonmem)
 - Breakfast \$1,000
 - Exhibit Table \$300/\$500
 - Name Badge \$400
 - Refreshment Breaks (2 available) \$800
 - Lunch \$2,500
- Two-Day Education Workshops (Mem/Nonmem)
 - Breakfast \$2,000
 - Exhibit Table \$400/\$600
 - Name Badge \$500
 - Refreshment Breaks (4 available) each cost \$800
 - Lunchs (2 available) each cost \$2,500
 - Reception \$4,000
- Webinar \$1,000

Other Networking Events

- Florida Reception at LeadingAge Annual Meeting
 - Level 1 \$1,000
 - Level 2 \$500

Newsletter Advertising (Mem/Nonmem)

- Three (3) Months \$900/\$1,800
- Six (6) Months \$1,500/\$3,000
- Twelve (12) Months \$1,800/\$3,600

Website Advertising (Mem/Nonmem)

- Featured Rotating Sponsor Ads
 - Three (3) Months \$600/\$1,200
 - Six (6) Months \$1,000/\$2,000
 - Twelve (12) Months \$1,500/\$3,000
- Footer Banner Ads
 - Three (3) Months \$1,000/\$2,000
 - Six (6) Months \$2,500/\$3,500
 - Twelve (12) Months \$4,000/\$5,000