

*LeadingAge*<sup>®</sup>  
Florida

**2019**  
**Sponsorship**  
**Opportunities**



***The Power of***  
***Relationships***

## **Sponsorship Advantages**

Join us July 22 - 24, 2019 for the 56<sup>th</sup> Annual Convention and Exposition at the Hilton Bonnet Creek. The other events in addition to convention are listed on our website at [www.LeadingAgeFlorida.org](http://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 50 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 **2019 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 Slide 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 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, 2019.**

**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 Pocket Program: Ad submission deadline is May 31, 2019.**

\$3,000

## Digital Artwork

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

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*<sup>®</sup>  
*Florida*

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

# LeadingAge Florida – Sponsorship Program

## 2019 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](http://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 2019 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 2019 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 2019 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, 2019.

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](mailto: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

- Monday Keynote Speaker ..... \$10,000
- Monday Welcome Reception in the Exhibit Hall ..... \$10,000
- Monday Lunch ..... \$10,000
- Tuesday Lunch in the Exhibit Hall ..... \$10,000
- Exhibit Hall Lounge ..... \$3,000
- Silent Auction in the Exhibit Hall ..... \$3,000
- Plenary Session ..... \$5,000
- Tuesday Fun Night Dinner ..... \$15,000
- Tuesday Fun Night Dessert ..... \$3,500
- Tuesday Fun Night Entertainment ..... \$5,000
- Continental Breakfast (3 available) ..... \$8,000
- Wednesday Lunch ..... \$10,000
- Refreshment Breaks (5 available) each cost ..... \$1,500
- WiFi in the Meeting Rooms ..... \$7,500
- Hotel Room Keys ..... \$3,500
- Name Badges ..... \$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 with your logo ..... \$750
- Charging Stations ..... \$2,500
- Water Stations ..... \$1,000
- Every Attendee Confirmation Includes Your Ad ..... \$4,500
- Relaxation Lounge ..... \$6,500
- Items to be included the Tote Bags ..... Call for details
- Live Video ..... \$4,500

## Sunday Precon Events

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

## Monday Educational Tracks

- Executive Leadership ..... \$2,500
- Healthcare/Nursing ..... \$2,500
- Housing ..... \$2,500

## Tuesday Educational Tracks

- Executive Leadership ..... \$1,250
- Healthcare/Nursing ..... \$1,250
- Housing ..... \$1,250

## Wednesday Educational Tracks

- Executive Leadership ..... \$2,500
- Healthcare/Nursing ..... \$2,500
- Housing ..... \$2,500

## Convention Advertising - Full Color

- Pre-Convention Planner (circle size selection)  
Full / Half / Quarter ..... \$1,500 / \$1,200 / \$1,000
- Onsite Pocket Program ..... \$3,000

## Convention Mobile APP

- Home Slide ..... \$4,000
- Profile Page ..... \$1,500

## Other Educational Events

- Legislative Days: Advocacy In Action Workshop
  - Level One ..... \$7,500
  - Level Two ..... \$5,000
- One-Day Education Workshops ..... (Mem/Nonmem)
  - Breakfast ..... \$1,000
  - Exhibit Table ..... \$300/\$500
  - Name Badges ..... \$400
  - Refreshment Breaks (2 available) ..... \$800
  - Lunch ..... \$2,500
- Two-Day Education Workshops ..... (Mem/Nonmem)
  - Breakfast ..... \$2,000
  - Exhibit Table ..... \$400/\$600
  - Name Badges ..... \$500
  - Refreshment Breaks (4 available) each cost ..... \$800
  - Lunchs (2 available) each cost ..... \$2,500
  - Reception ..... \$4,000
- Webinar ..... \$1,000
- Live Video Distributed Throughout Year ..... \$6,500

## Other Networking Events

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

\*If you're not an exhibitor, the only option available is \$1,000.