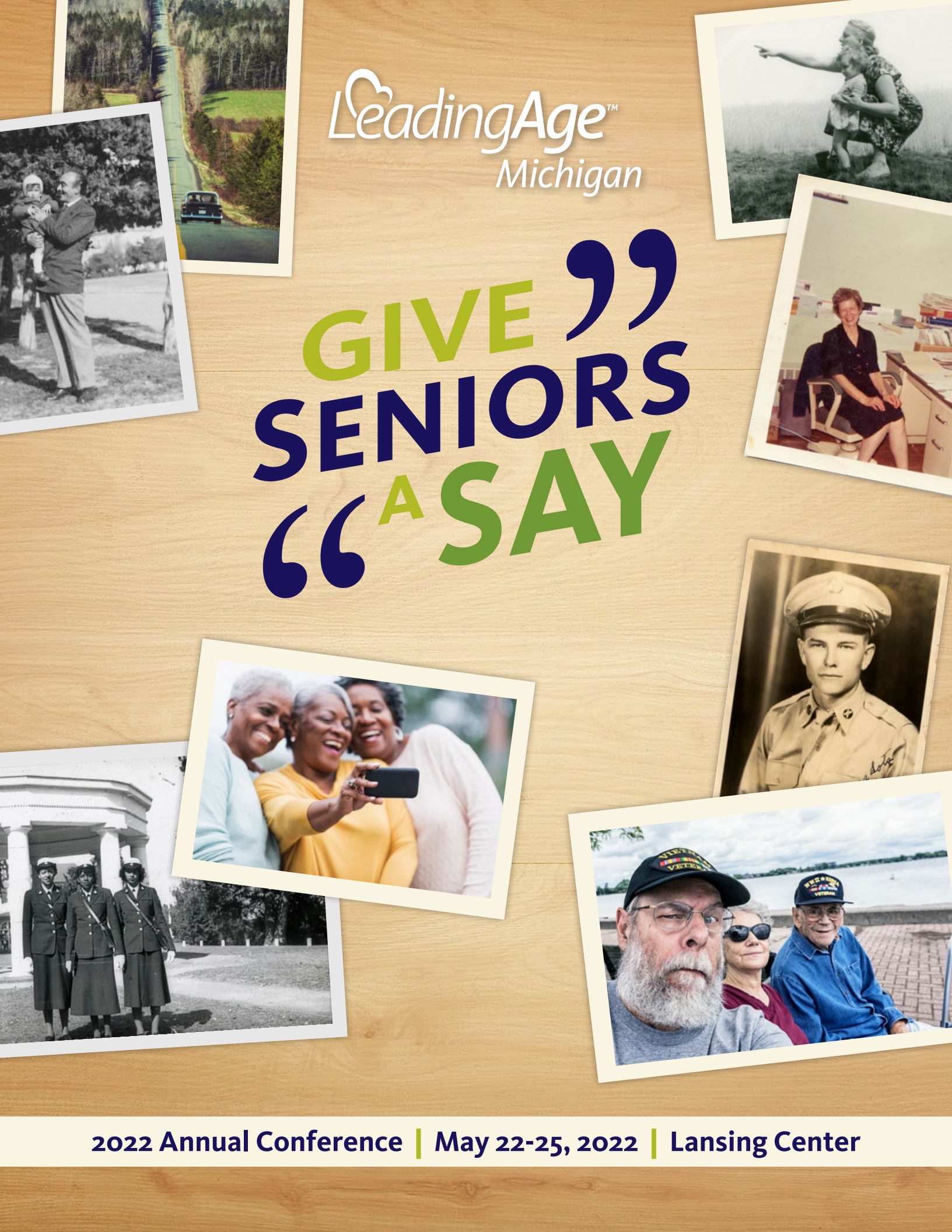


LeadingAge™  
Michigan

GIVE ”  
SENIORS  
“ A SAY



2022 Annual Conference | May 22-25, 2022 | Lansing Center

# DEAR FRIENDS,

On behalf of LeadingAge Michigan and the Board of Directors, we invite you to join us this year for a memorable Annual Conference & Solutions Expo, themed Give Seniors a Say. Beautiful downtown **Lansing, Michigan's capital**, is the location for our Annual Conference & Solutions Expo scheduled **May 22-25**.

As the effects of COVID-19 have been nothing short of exhausting and have brought on continuous challenges in the realm of long-term care, it is time for us all to be the support for, not only our Michigan seniors but for each other. We hope you will use our time together to reflect, refresh, and enjoy the networking and education opportunities available.

We also want to reach out and say thank you to our valued Business Partners for their strong support before and throughout the COVID-19 pandemic. Without your dedication to those we all serve, we would be unable to care for those who need us the most. Please join us in celebrating our Business Partners on **Tuesday, May 24**, at our **Solutions Expo**.

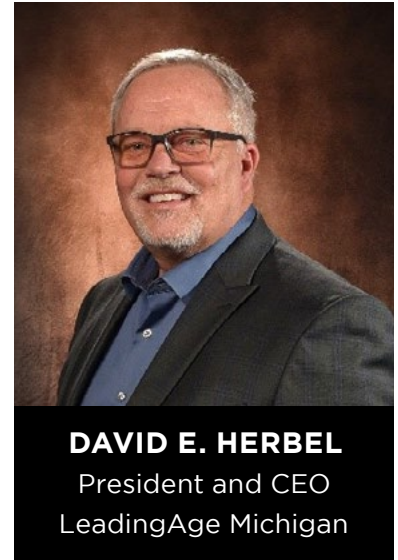
We greatly appreciate you.

Respectfully,



**DAVID E. HERBEL**

President and CEO  
LeadingAge Michigan



## ENGAGEMENT ADVANTAGES

We invite you to participate as a sponsor or exhibitor at our Solutions Expo. Engagement with LeadingAge Michigan during our Annual Conference and throughout the year connects you with aging services decision makers. Whatever your level of participation, aligning your company with LeadingAge Michigan helps you show current and prospective customers you support their missions.

If you are already a Business Partner, we thank you for your continued support and look forward to seeing you in May. For more information about becoming a member, please contact [Caitlin@LeadingAgeMI.org](mailto:Caitlin@LeadingAgeMI.org).



BY THE #S

**325** Conference Participants

**75** Solutions Expo Booths

**290** Member Gala Participants

**25** Member Award Winners

*The last 2 years have been without a doubt challenging and exhausting. We are looking forward to coming together to "Give Seniors a Say," and display our unified resilience with exceptional conference participation in 2022!*

- Showcase products and services to a captive audience of 300+ residential and community senior service organizations
- Network with senior care industry leaders
- 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 an expert in the field of aging
- Improved buyer experience with face-to-face communication
- Learn from nationally recognized presenters while having FUN

# DELIVERABLES AT A GLANCE

	BRONZE	SILVER	GOLD	PLATINUM	EXCLUSIVE
Member	\$2,500	\$4,250	\$6,250	\$8,250	\$13,000
Complimentary ticket to Awards Gala w/ reserved seating (Platinum: 2 tickets, Exclusive: 3 tickets)				✓	✓
Opportunity to provide company-printed materials at registration				✓	✓
Recognition during Keynote Presentation				✓	✓
On-Site Program Booklet Page Recognition (Silver: ¼ page, Gold: ½ page, Platinum: ½ page, Exclusive: Full Page)		✓	✓	✓	✓
Premium Exhibit Booth (Silver: 1 booth, Gold: 1 booth, Platinum: 1 booth (First Pick), Exclusive: 2 booths (First Pick))		✓	✓	✓	✓
Complimentary Conference Registration (Bronze: 1 reg., Silver: 1 reg., Gold: 1 reg., Platinum: 2 reg., Exclusive: 3 reg.)	✓	✓	✓	✓	✓
Recognition in major Association materials (Newsletter and website- see pages 7-11 for more details)	✓	✓	✓	✓	✓
Opportunity to Moderate Sponsored Education Session	✓	✓	✓	✓	✓
Complimentary ticket to Awards Gala (Bronze: 1 ticket, Silver: 1 ticket, Gold: 1 ticket)	✓	✓	✓		
Standard Exhibit Booth (Bronze: 1 booth)	✓				

**\*Additional Sponsor Area, Event, or Item Per Level**  
(More detailed information on pages 7-11)

Assigned one of the following:

\*Continental Breakfast (Monday, Tuesday, or Wednesday)

\*Refreshment Break (Monday or Tuesday)

Assigned one of the following:

\*Registration desk  
\*CEU Tracking System

Assigned one of the following:

\*Sunday welcome reception  
\*Name badge lanyards  
\*Solutions Expo Lunch

Assigned one of the following:

\*Monday or Tuesday keynote Speaker  
\*Conference Bag

Assigned one of the following:

\*Member Awards Gala  
\*Monday Full-Day Sponsor  
\*Tuesday Full-Day Sponsor

# RESERVE YOUR EXHIBITOR BOOTH

**Exhibitor Registration**  
[Click here](#)

## BOOTH PRICING

### MEMBER

Standard Booth .....	\$1,100
Premium or Game Booth .....	\$1,300
Addl' Standard Booth .....	\$700

### NON-MEMBER

Standard Booth .....	\$2,000
Premium or Game Booth .....	\$2,200
Addl' Standard Booth .....	\$1,400

## SOLUTIONS EXPO HOURS

Tuesday May 24, 2022  
Move-In: 7:30 a.m.-11:30 a.m.  
Lunch: 11 a.m. – 12 p.m.  
Show Open: 12-3 p.m.  
Move-Out: 3-5 p.m.

**Expo Floor Plan**  
[Click here](#)

**Terms & Conditions**  
[Click here](#)

## EXHIBIT SPACE

The Exhibit Hall is NOT carpeted. Exhibit booths include a 10' by 10' booth with solid draping with 8' high backs and 3' high sides, 1- 2' by 8' covered & skirted table, 2-folding chairs, 1-wastebasket

2022-2023 Business Partner Dues Will Be Renewed at the Time of Booth Purchase!

If you need special accommodations to set up your exhibit space or have any questions, please contact [Caitlin@LeadingAgeMI.org](mailto:Caitlin@LeadingAgeMI.org)

## DOOR PRIZES

We encourage you to supply a raffle prize to be displayed at your booth to draw more traffic. Make sure to complete a Raffle Form at the Solutions Expo.



# RESERVE YOUR SPONSORSHIP

All sponsored events are on a first-come, first-served basis. To secure a sponsorship, complete an online registration form by clicking on the Sponsor Registration button!

**Sponsor Registration**  
[Click here](#)

## SPONSORSHIP LEVELS

**Exclusive Sponsor** ..... \$13,000  
**Platinum Sponsor** ..... \$8,250

**Gold Sponsor** ..... \$6,250  
**Silver Sponsor** ..... \$4,250  
**Bronze Sponsor** ..... \$2,500

## WHY BECOME A SPONSOR?

### General Sponsorship Benefits Snapshot:

- Increase exposure and involvement within the membership
- Visibility among 300+ member organizations
- Access to top level management and key decision makers
- Opportunities to position your company as a leader in the long-term care industry services
- Complimentary exhibit booth(s)\*\*
- Complimentary conference registration(s)\*\*
- Complimentary ticket(s) for the Tuesday Member Awards Gala\*\*
- Electronic Conference Attendee List for two (2) Time Use
- Listing in Association Newsletter & Company Listing on Association Website
- Recognition in On-Site Program Booklet
- Recognition in Scrolling PowerPoint during education sessions
- Opportunity to Moderate Sponsored Education Sessions

*\*Dependent on Sponsorship Level*

## NETWORKING OPPORTUNITIES

**Welcome Reception**  
 Sunday, May 22

**Business Meeting**  
 Monday, May 23

**PAC Event**  
 Monday, May 23

**Member Awards Gala**  
 Tuesday, May 24



\*See pages 7-11 for a more detailed breakdown of each sponsorship level.

**Questions on sponsorship or interested in learning more?  
 Let's Chat! Contact Caitlin Crowley at [Caitlin@leadingagemi.org](mailto:Caitlin@leadingagemi.org)!**

# EXCLUSIVE \$13,000

## ONE OF THE FOLLOWING MAY BE ASSIGNED BY LEADINGAGE MICHIGAN:

### MEMBERS AWARDS GALA

- Become the exclusive sponsor for our highly anticipated annual recognition event where CEOs and board members convene to honor and acknowledge those individuals or organizations that enhanced the field of aging services by their involvement, innovation, leadership or advocacy as well as personal and organizational generosity.

### MONDAY FULL-DAY SPONSOR

- Logo item to all attendees at keynote presentation
- Recognized as Monday's Sponsor in the scrolling PowerPoint

### TUESDAY FULL-DAY SPONSOR

- Logo item to all attendees at keynote presentation
- Recognized as Monday's Sponsor in the scrolling PowerPoint and on all conference monitors

## BENEFITS OF EXCLUSIVE SPONSORSHIP INCLUDES:

- Two (2) Premium exhibit booths with prime location at Tuesday Solutions Expo - You get first choice!
- Three (3) complimentary conference registrations
- Three (3) complimentary tickets with reserved seating to Gala
- Electronic Conference Attendee List for two-time use
- Recognition during Keynote Presentation
- Recognition in Association Newsletter
- Recognition on Association Website with a link to your company's website (for 3 weeks before & after conference)
- Company's ad featured in scrolling PowerPoint during keynote presentations and general sessions
- Full-page ad in the On-Site program
- Opportunity to moderate sponsored education session
- Opportunity to provide company-printed materials at registration
- Sponsor Ribbon

**Reserve Your  
Sponsorship**

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# PLATINUM

## \$8,250

### ONE OF THE FOLLOWING MAY BE ASSIGNED BY LEADINGAGE MICHIGAN:

- Monday Keynote Speaker\*
- Tuesday Keynote Speaker\*
- Conference bag: Designed with company logo that is distributed throughout all days of conference, especially at designated “swag” tables. This item is extremely popular for conference attendees!

*\*Keynote Speakers:* On Monday & Tuesday of the conference, we feature a nationally renowned speaker whose presentation provides our members with unique opportunities for professional and personal development. These presentations are highly anticipated by members and always draw big crowds.

### BENEFITS OF PLATINUM SPONSORSHIP INCLUDES:

- One (1) premium exhibit booth with prime location at Tuesday Solutions Expo – You get first choice!
- Two (2) complimentary conference registrations
- Two (2) complimentary tickets with reserved seating to Tuesday Member Awards Gala
- Electronic Conference Attendee List for two-time use
- Recognition during Keynote presentation
- Recognition in Association newsletter
- Recognition on Association website with a link to your company’s website (for 3 weeks before & after conference)
- Company’s ad featured in a scrolling PowerPoint during Keynote presentations and general sessions
- Half-page ad in On-Site program
- Opportunity to moderate sponsored education session
- Opportunity to provide company-printed materials at registration
- Sponsor Ribbon

**Reserve Your  
Sponsorship**

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**GOLD**

**\$6,250**

**ONE OF THE FOLLOWING MAY BE ASSIGNED BY LEADINGAGE MICHIGAN:**

• **SUNDAY WELCOME RECEPTION**

The Welcome Reception is a great way to introduce your organization to attendees and show your support for the industry. Sponsorship brings maximum visibility during this event while you can network with members in a relaxed and fun atmosphere.

• **CONFERENCE NAME BADGE**

Display your logo on the name badge and you will be able to advocate for your organization throughout the entire conference.

• **NAME BADGE LANYARDS**

Sponsoring the name badges will create a surefire way to filter your branding throughout the conference.

• **TUESDAY SOLUTIONS EXPO LUNCH**

During the Solutions Expo lunch, sponsor signage will highlight your organization inside the exhibit hall to maximize exposure. Attendees will enjoy lunch and dessert while visiting exhibits.

**BENEFITS OF GOLD SPONSORSHIP INCLUDES:**

- One (1) Premium Exhibit Booth at Tuesday Solutions Expo
- One (1) Complimentary Conference Registration
- One (1) Complimentary ticket for Tuesday member Awards Gala
- Electronic Attendee List for two-time use
- Recognition in Association Newsletter
- Recognition on Association website
- Company's ad featured in a scrolling PowerPoint during keynote presentations and general sessions
- Half-page ad in the On-Site Program
- Opportunity to moderate sponsored education session
- Sponsor badge ribbon

**Reserve Your Sponsorship**

[Click here](#)

# SILVER

## \$4,250

### ONE OF THE FOLLOWING MAY BE ASSIGNED BY LEADINGAGE MICHIGAN:

- **REGISTRATION DESK**

Have your company's logo prominently placed at our Registration Desk visited by all attendees.

- **CEU TRACKING SYSTEM**

For every attendee who wishes to receive CEUs at the electronic CEU Tracking System, display your logo as a reminder of your support and dedication for their continuing education.

### BENEFITS OF SILVER SPONSORSHIP INCLUDES:

- One (1) Premium Exhibit Booth at Tuesday Solutions Expo
- One (1) Complimentary Conference Registration
- One (1) Complimentary ticket for Tuesday Member Awards Gala
- Electronic Conference Attendee List for two-time use
- Recognition on Association newsletter
- Recognition on Association website
- Company's ad featured in a scrolling PowerPoint during keynote presentations and general sessions
- Quarter-Page ad in the On-Site Program
- Opportunity to moderate sponsored education session
- Sponsor Badge Ribbon

**Reserve Your  
Sponsorship**

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## BRONZE

# \$2,500

### ONE OF THE FOLLOWING MAY BE ASSIGNED BY LEADINGAGE MICHIGAN:

- **CONTINENTAL BREAKFAST**

3 Available : Monday – Tuesday – Wednesday

Be the first name our members see in the morning while having a hearty breakfast with a cup of coffee.

- **REFRESHMENT BREAK**

2 Available : Monday – Tuesday

Win attendees over by sponsoring a refreshment break with snacks and beverages. Let this be the way to show them you care about their education and training.

### BENEFITS OF BRONZE SPONSORSHIP INCLUDES:

- One (1) Standard Exhibit Booth at Tuesday Solutions Expo
- One (1) Complimentary Conference Registration
- One (1) Complimentary ticket for Tuesday Member Awards Gala
- Electronic Conference Attendee List for two-time use
- Recognition in Association Newsletter
- Recognition on Association website
- Company's logo featured in a scrolling PowerPoint during keynote presentations and general sessions
- Logo Recognition in the On-Site Program
- Opportunity to moderate sponsored education session
- Sponsor Badge Ribbon

**Reserve Your  
Sponsorship**

[Click here](#)

# THANK YOU!

We are so grateful to those who continue to provide tremendous support to the association and to our members. We are beyond thankful to have so many amazing business partners in membership, and are also extremely appreciative of our generous sponsors. We recognize our 2021 Exhibitors and Sponsors below, and cannot thank them enough for their involvement.

360Care  
Accelerated Care Plus  
Align Senior Care  
All-Med Medical Supply  
American Medical Technologies  
Assembly Health-Preferred Podiatry Group  
Basic American Medical Products  
Broad River Rehab  
Compass Communications Group, LLC  
Concept Rehab, Inc.  
Creative Dining Services  
Dignity Lifts  
Encore Rehabilitation Services  
EV Construction  
Forefront Culinary & Support Services  
FOX Rehabilitation  
Functional Pathways  
Fusco, Shaffer & Pappas, Inc.  
Genemarkers LLC  
Genesis Rehabilitation Services  
GMB Architecture + Engineering  
Guardian Pharmacy  
HJ Sims  
HOBBS+BLACK Architects  
Holland Bus Company  
HomeTeam Mobile Diagnostics  
HomeTown Pharmacy LTC  
HPS  
Hydroz

It's Never 2 Late  
Kingscott Associates  
LeadingAge Michigan Health Plan Initiative,  
Powered by Integrity Benefit Solutions  
Lument  
Luminaut  
Midwest Juice  
Morrison Living  
MOVE Communications  
NEXDINE Hospitality  
Nextaff  
Omnicare, a CVS Health company  
PharMerica  
PointClickCare  
PS of MI  
Reliant Rehabilitation  
Remedi SeniorCare Pharmacy  
RetirementHomeTV  
Select Rehabilitation  
Service Care Industries, Inc.  
Synchrony Health Services  
The Compliance Store  
Therapy Management, Inc.  
TMC  
Unidine  
Value First  
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# 2021 SPONSORS

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**Omnicare**

a **CVS** Health company

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AT  
*Eastgate*



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CAPITAL :: INVESTMENTS :: ADVICE

## SILVER SPONSORS



## BRONZE SPONSORS

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EV Construction  
GMB  
HJ Sims  
Luminaut

MOVE Communications  
Plante Moran  
Reven  
Service Care Industries, Inc.  
It's Never 2 Late