



WELCOME

We invite you to join us as a sponsor or exhibitor at the 2026 LeadingAge Michigan Annual Conference and Solutions Expo. Partnering with LeadingAge Michigan, both during the conference and throughout the year, puts your organization in front of key decision makers across the aging services sector.

No matter your level of involvement, aligning your brand with LeadingAge Michigan demonstrates your commitment to supporting providers and the mission-driven work they do every day.

If you are already a Business Partner, thank you for your ongoing partnership. We look forward to seeing you in April. If you are interested in becoming a member, please reach out to kelly@leadingagemi.org for more information.

By the Numbers:

200+ ATTENDEES

70 SOLUTIONS EXPO BOOTHS

23 MEMBER AWARD WINNERS

We must actively embrace change and invest in meaningful improvements to strengthen the future of long-term care. We are grateful to our sponsors and partners for your unwavering support.

New This Year!

Get ready for something new and exciting at this year's Annual Conference! **Tuesday's lunch** will take place **in the Ballroom**, creating a fun, relaxed atmosphere at noon before the Expo officially opens. This fresh format brings members and business partners together for lively, open conversations and effortless networking. It's the perfect chance to discover innovative solutions, spark new ideas, and share the challenges you're looking to solve, all before the flag marshal says, *LeadingAge Michigan, start your engines!*

SOLUTIONS EXPO HOURS

Exhibitor Setup in Kellogg Arena

- › 4/27 – 3:00 pm to 5:00 pm
- › 4/28 - 7:30 am to 11:00 am

Luncheon

- › Ballroom
- › 4/28- noon to 1:00pm

Solutions Expo Showtime

- › 4/28 - 1:00 pm to 4:00 pm

Tear Down

- › 4/28 – 4:00 pm to 6:00 pm

NETWORKING OPPORTUNITIES

- › Annual Business Meeting: 4/27
- › Monday Mingle: 4/27
- › Awards Gala: 4/28

GALA PROGRAM ADVERTISING FOR BUSINESS PARTNERS ONLY

Full Page \$1,250 Half Page \$1,000

Monday Mingle Ticket \$80

Add'l Gala Ticket \$75

Gala Table for 8 \$480

Our theme, Life in the Fast Lane, reflects our continued mission to enhance the lives of seniors and be the voice for aging services in Michigan.

The workforce is the very backbone of our profession, and nurturing its growth is vital for our aging community's well-being.

DELIVERABLES AT A GLANCE

	Booth	Bronze	Silver	Gold
BUSINESS PARTNER INVESTMENT LEVEL	\$1500	\$3,000	\$5,000	\$7,500
Recurringly updated Attendee List-Electronically**		2 Weeks	3 Weeks	4 Weeks
Tuesday All-Inclusive Conference Registration***		1	1	2
Sponsor Badge Ribbon		3	3	3
Premium Booth Placement			x	x
Game Booth Upgrade – Upon Request			x	x
Recognition from the main stage as a sponsor		x	x	x
Session Moderator(s)		x	x	x
Recognition:*				
Inclusion in Onsite Program		x	x	x
Scrolling PowerPoints		x	x	x
Digital Signage Advertising		x	x	x
Social media channels		x	x	x
Newsletter and Website		x	x	x
Name Badge Sponsor				x
Logo on Member Registration Page		x	x	x
Logo in Post-Conference Member Email				x

**All recognition varies by sponsorship level.*

***Electronic Conference Attendee list includes name and organization.*

****Includes Tuesday Day Pass, and Gala Ticket*

GENERAL SPONSORSHIP BENEFITS SNAPSHOT:

- › Complimentary ticket(s) for the Tuesday Member Awards Gala*.
- › Electronic Conference Attendee List.
- › Listing in the Association Newsletter
- › Recognition in the Onsite Program.
- › Recognition in Scrolling PowerPoint.
- › Opportunity to moderate sponsored education sessions.
- › Increased exposure and involvement within the membership.
- › Visibility among 200+ 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

**DEPENDENT ON SPONSORSHIP LEVEL.
SEE PAGE 4 FOR DETAILS*.*

SPONSORSHIP LEVEL SELECTIONS

Gold Sponsor

\$7,500

The following marketing opportunities (first come, first-served basis):

- › Keynote (2) - On Monday and Tuesday, we feature events that are highly anticipated by members and always draw big crowds.
- › Name Badge Sponsor (1) throughout the entire conference.

Silver Sponsor

\$5,000

Your choice of one of the following marketing opportunities (first-come, first-served basis):

- › Annual Business Meeting (1) - Become the title sponsor for the lunch of the Association's Annual Business Meeting on Monday.
- › Monday Mingle (2) - Become one of two sponsors of the Monday Mingle, where attendees will have the chance to mix, mingle, and network.
- › Registration Desk Sponsor (1) - Have your company's logo prominently placed at our Registration Desk visited by all attendees.
- › Solutions Expo Luncheon Sponsor (1) - During the Solutions Expo strolling lunch, our signage will highlight your organization inside the exhibit hall to maximize exposure.

Bronze Sponsor

\$3,000

Your organization's logo on all general signage throughout the conference:

- › Sunday Welcome Reception
- › Breakfasts, and Monday and Tuesday Breaks
- › Monday's Member Tour

EXHIBITOR BOOTH PRICING

BUSINESS PARTNER

Standard Booth	\$1,500
Game/Premium Booth	\$1,600
Add'l Standard Booth	\$900
Add'l Full Conference Attendee	\$925
Add'l Tues. Conference Attendee	\$350
2026-27 Dues	\$900

NON-MEMBER

Standard Booth	\$2,800
Premium	\$2,950

REGISTRATION LIST

All Business Partner exhibitors will receive a hard copy of the attendee list at the registration desk.

Business Partnership

New business partners may join now through June 2027 for \$900.

Existing Partners will renew dues at checkout, valid through June 2027.

Door Prizes

For additional exposure, include your giveaway details when you register.

WHAT'S INCLUDED

- › 10' wide x 10' deep booth with elegant 8' high backs and
- › 3' high sides on the Kellogg Arena floor
- › 1 covered and skirted 2' x 8' table
- › 2 chairs
- › Waste basket

Sponsors & Exhibitors will pay with Visa or MasterCard online at the time of registration or arrange to pay via ACH or check by contacting kelly@leadingagemi.org.

Payment is REQUIRED for inclusion.

All sponsored activities are determined on a first-come, first-served basis.