Business Membership and Sponsorships

Membership Benefits
Sponsorship Opportunities
Conference Schedules
Leadership Academy
Manager Training

2021
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www.LeadingAgeNC.org
As you review the 2021 Business Membership and Sponsorship packet you will notice two benefit options based on our ability to host in-person and virtual events. Like you, we have no way to predict where we will be in relation to the pandemic, whether we can host large gatherings again and/or if members will be comfortable attending. While we are tentatively planning for in-person programs, we must also make plans to host those programs virtually. Final details related to the conference and the future of in-person events will be made available throughout the year as we continue to monitor the pandemic and receive guidance from the governor.

Many 2020 Business Members made the decision to carry over their 2020 exhibit booth reservations to the 2021 Annual Conference and Expo. We are making plans to host the 2021 Annual Conference and Expo in-person with virtual components. At this time we are only planning to carry over booths reserved last year if the 2021 Annual Conference and Expo as we strive to stay within mandated requirements. More opportunities may be available depending on in-person restrictions and will be offered to Business Members. Business Members will also have additional opportunities for virtual portions of the conference.

Our Business Members Enjoy

- Direct contact with decision makers in their target market
- Sponsorship opportunities for members only
- First notification of Exhibit Hall booth sales
- First invitation to submit Annual Conference and Expo proposals
- Brand recognition
- Opportunity to leverage expertise
- Members-only registration
- Trends, best practices, and insights from informed staff
- High value, cost-effective way to reach prospective clients
- And more…
<table>
<thead>
<tr>
<th>Membership Level</th>
<th>IN-PERSON</th>
<th>VIRTUAL</th>
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</table>
| **SUPPORTER BUSINESS MEMBERSHIP:** $525 | • Receipt of RFP to present at Annual Conference and Expo, Fall Conference and other programs  | **SUPPORTER BUSINESS MEMBERSHIP:** $525  
• Same as In-Person |
|                                  | • Submit hosted webinar topics for consideration                           |                                                                        |
|                                  | • Discounted registration fees                                             |                                                                        |
|                                  | • Promotion of company sponsored programs                                  |                                                                        |
|                                  | • Profile on website and member directory listing                          |                                                                        |
|                                  | • Receipt of association updates and newsletters                           |                                                                        |
|                                  | • Additional sponsorship opportunities                                     |                                                                        |
| **BRONZE BUSINESS MEMBERSHIP:** $1,700 | • Supporter Business Membership Benefits                                  | **BRONZE BUSINESS MEMBERSHIP:** $1,700  
• Supporter Business Membership Benefits |
|                                  | • Receipt of Annual Conference and Expo Attendee list for one time usage   | • Receipt of Annual Conference and Expo Attendee list for one time usage |
|                                  | • Choice of exhibit booth or 2 complimentary registrations at Annual Conference and Expo | • Choice of virtual booth or 4 complimentary registrations at virtual Annual Conference and Expo |
|                                  |                                                                          | • Mailed swag bag sponsorship opportunities                              |
|                                  |                                                                          | • Post conference analytics                                              |
|                                  |                                                                          | • Post conference exposure for up to three months after conference       |
| **SILVER BUSINESS MEMBERSHIP:** $4,100 | • Supporter and Bronze Membership Benefits                                | **SILVER BUSINESS MEMBERSHIP:** $4,100  
• Supporter and Bronze Membership Benefits |
|                                  | • Recognition in Annual Conference and Expo program                       | • Prime virtual booth location                                            |
|                                  | • Priority on sponsorship opportunities                                    | • Priority on sponsorship opportunities                                  |
|                                  | • Submission of one position paper                                         | • Recognition on Annual Conference and Expo platform and in conference program |
|                                  | • Host a webinar/call on a timely topic                                   | • Submission of one position paper                                       |
|                                  | • Priority to lead a discussion on an affinity group call (with exception of CEOs) | • Host a webinar/call on a timely topic                                  |
|                                  | • Complimentary access to State Night Out event                           | • Priority to lead a discussion on an affinity group call (with exception of CEOs) |
|                                  |                                                                          | • Access to virtual State Night Out, if held                             |
| **PLATINUM BUSINESS MEMBERSHIP:** $7,200 | • Supporter, Bronze and Silver Membership Benefits                       | **PLATINUM BUSINESS MEMBERSHIP:** $7,200  
• Supporter, Bronze and Silver Membership Benefits |
|                                  | • 2 representatives at the Executive Leadership Breakfast held during Annual Conference and Expo | • Priority prime virtual booth location                                  |
|                                  | • Ad in conference program                                                 | • Access to CEO regional and roundtable discussions                      |
|                                  | • Company highlight in Member Update                                      | • Ad in Annual Conference and Expo program                              |
|                                  | • Logo on LeadingAge NC homepage                                           | • Company highlight in Member Update                                    |
|                                  | • Participation in C-Suite events                                         | • Logo on LeadingAge NC homepage                                         |
|                                  |                                                                          | • Participation in C-Suite events                                        |
|                                  |                                                                          | • First right of refusal of virtual conference and event sponsorships    |
### ADDITIONAL SPONSORSHIP OPPORTUNITIES

**Annual Conference and Expo – August 17 - 20, 2021, $2,700 (in-person) / $1,700 (virtual)**

Our largest educational event of the year, geared toward C-Suite staff. Multiple a la carte sponsorship opportunities are available.

<table>
<thead>
<tr>
<th>IN-PERSON $2,700</th>
<th>VIRTUAL $1,700</th>
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<tbody>
<tr>
<td>Hotel Keycards</td>
<td>Conference Swag Bag (Multiple Sponsors)</td>
</tr>
<tr>
<td>Conference App</td>
<td>Learning Journal Logo/Ad</td>
</tr>
<tr>
<td>Lanyards</td>
<td>Keynote Sponsor with Video Ad</td>
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<tr>
<td>Face Masks</td>
<td>Virtual Reception Entertainment</td>
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<tr>
<td>Hand Sanitizer/Sanitizer Station</td>
<td>Stretch Break Video</td>
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<tr>
<td>Social Distance Bracelets</td>
<td>Regional Conference Meeting Pods</td>
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<tr>
<td>Meeting Room Wifi</td>
<td>Video Activity Option-Cooking, Technology, How To, Best Practices, etc.</td>
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<tr>
<td>Learning Journal Inside Pocket Logo/Ad</td>
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<tr>
<td>Tote Bags</td>
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<tr>
<td>Photo Booth</td>
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<tr>
<td>Reusable Cups</td>
<td></td>
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<tr>
<td>Reusable Straws</td>
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ADDITIONAL SPONSORSHIP OPPORTUNITIES continued

Leadership Academy: $20,000
The LeadingAge North Carolina Leadership Academy is a year-long program designed to develop statewide aging services leaders. The program provides a challenging and engaging learning environment that enhances the leadership capacity of aging services professionals so they are better equipped to serve our field. Sponsorship includes participation in academy events, logo on marketing materials and acknowledgement at Annual Conference and Expo. Business members are welcome to partner.

Manager Training Seminar: $1,500
One-day training targeting managers. Sponsorship includes table top booth, opportunity to provide a brief overview of goods and services provided and logo on marketing materials. If virtual, sponsor will provide video introduction and overview of product.

State Night Out: $1,000
October 25, 2021
Our largest networking event of the year and is held during the national LeadingAge Annual Conference and Expo in the fall. This event continues to grow each year and will be complimentary for platinum and silver members in 2021. The registration fee for bronze and supporter members will be $100 per attendee. Sponsorship includes logo on marketing materials and onsite signage.

Educational Content
Do you have new (or recycled) content you would like to share with LeadingAge North Carolina members? Please contact us at 919.571.8333 to discuss educational partnership opportunities.

LeadingAge North Carolina Foundation Vision Fund
Our Vision Fund at the LeadingAge North Carolina Foundation focuses on raising sustainable funds that will:
• Develop and disseminate specific diversity and inclusion tools and resources;
• Strengthen and broaden our leadership development efforts for member community staff;
• Enable the Foundation to utilize unrestricted dollars for areas of greatest need – now and moving forward – even once we are into the new normal ahead.
• These actions will assure a transformational change for our member communities and will position us well into the future. Thank you in advance for your thoughtful consideration of this opportunity to lead our State and to support our member communities.

For more information contact
Tom Akins at Tom.Akins@LeadingAgeNC.org

SPONSORSHIP AGREEMENT
LeadingAge North Carolina reserves the right to determine whether a company meets the standards for sponsorship determined by LeadingAge North Carolina and its Board of Directors. If it does not, sponsorship application will be denied and any prepaid fees will be returned in full. Sponsorships cannot be processed without the required remittance, in order to guarantee all benefits outlined. All recognition of sponsorship is solely the responsibility of LeadingAge North Carolina and its member task forces and committees. No additional signage or display by the sponsoring company is permitted unless approved by LeadingAge North Carolina in advance. Promotion of the sponsor’s products, services or facilities at sponsored events is not allowed. If the sponsor fails to comply with this policy the company forfeits sponsorship rights for the year 2021 and will not be entitled to any refund. LeadingAge North Carolina’s recognition of sponsors in no way constitutes LeadingAge North Carolina’s endorsement of the sponsor’s products, services or facilities. A cancellation fee of twenty-five percent (25%) of booth rental will apply to all cancellations received prior to July 1, 2021. After that date, no refunds will be made. The Exhibit Rules and Regulation Contract will be provided for completion to all booth rental participants.
2021 BUSINESS MEMBERSHIP & SPONSORSHIP FORMS (PARTS A & B)

BUSINESS MEMBERSHIP (Part A)

☐ Platinum ($7,200)  ☐ Silver ($4,100)  ☐ Bronze ($1,700)  ☐ Supporter ($525)  ☐ Guest/Non-member

PRIMARY CONTACT (Main contact for company, to be listed in member directory and all marketing materials)

Company: ______________________________________________________________________________________________
Primary Contact Name: ___________________________________________________________________________________
Title: __________________________________________________________________________________________________
Email: _________________________________________________________ Phone: __________________________________
Address: ________________________________________________________________________________________________
City: _________________________________________________ State: ________________ Zip Code: ____________________
Website: ________________________________________________________________________________________________

PRIMARY BUSINESS TYPE (Select all that applies):

☐ Accounting  ☐ Actuarial  ☐ Architecture  ☐ Assisted Living  ☐ Banking/Financial Services  ☐ Bathing Systems
☐ Construction  ☐ Consulting  ☐ Dining Management  ☐ Emergency Response Systems  ☐ Employee Recruiting/Staffing
☐ Employee Training/Benefits  ☐ Facility Management  ☐ Furniture  ☐ Housekeeping  ☐ Identification Systems
☐ Information Technology  ☐ Insurance  ☐ Interior Design  ☐ Legal Services  ☐ Maintenance Supplies
☐ Marketing/Sales  ☐ Medical Products/Services  ☐ Nutrition  ☐ Pharmaceutical  ☐ Pharmacy Services
☐ Rehabilitation Services  ☐ Resident Care and Personal Products/Services  ☐ Retirement Planning
☐ Signage/Printing Services  ☐ Technology Assistive Devices  ☐ Telecomm  ☐ Transportation  ☐ TV Systems
☐ Wellness  ☐ Other Profession

COMPANY DESCRIPTION (500 words max):

__________________________________________________________________________________________________________
__________________________________________________________________________________________________________
__________________________________________________________________________________________________________
__________________________________________________________________________________________________________

If the Annual Conference and Expo is in-person, please mark your preference if an exhibit booth is available:

☐ Yes, I prefer an Exhibit Booth at the Annual Conference and Expo
☐ No, I prefer 2 complimentary registrations (not offered to Supporter Business Members)

TOTAL FOR BUSINESS MEMBERSHIP (PART A): $ __________________
SPONSORSHIPS (PART B)

Sponsorships are based on availability and offered on a first come basis. Opportunities are available to Business Members only. A decision will be made later in the year as to whether the Annual Conference and Expo and Fall Conference will be held in-person. We encourage you to plan sponsorships with both scenarios in mind and select your preferred option(s) in both categories. Your sponsorship request will be confirmed and credit card charged once a decision has been made as to whether the Annual Conference and Expo and Fall Conference will be held in-person or virtually.

ANNUAL CONFERENCE AND EXPO | MAY 11-14, 2021 | WILMINGTON, NC

$2,700/ITEM (In-Person Sponsorships)

- Customized Hotel Keycards
- Facemasks
- Meeting Room Wifi
- Reusable Cups
- Lanyards
- Social Distance Bracelets
- Photo Booth
- Conference App
- Hand Sanitizer/Sanitizer Stations
- Reusable Straws
- Conference App
- Hand Sanitizer/Sanitizer Stations
- Reusable Straws
- Meeting Room Wifi
- Reusable Cups
- Lanyards
- Social Distance Bracelets
- Photo Booth
- Conference App
- Hand Sanitizer/Sanitizer Stations
- Reusable Straws

Multiple opportunities available

- Trade Show Tote Bags
- General Session Keynote

$1,700/ITEM (Virtual Sponsorships)

- Learning Journal Logo/Ad
- Conference Swag Bag (Multiple)
- Regional Conference Meeting Pods
- Keynoter Sponsor with Video Ad
- Virtual Reception Entertainment
- Video Activity
- Stretch Break Video

LEADERSHIP ACADEMY

- $20,000 Academy Sponsor

MANAGER TRAINING SEMINAR

- $1,500 Seminar Sponsor

NIGHT OUT | OCTOBER 25, 2020 | ATLANTA, GA

- $1,000 Event Sponsor

TOTAL FOR SPONSORSHIP (PART B): $ __________________
THREE WAYS TO SUBMIT YOUR FORMS AND PAYMENT

1) EMAIL the forms to info@LeadingAgeNC.org.
2) FAX the forms to 919.869.1811.
3) MAIL with payment to our **NEW mailing address**: LeadingAge NC, PO Box 27527, Raleigh, NC 27611.

Checks should be made payable to **LeadingAge North Carolina**.

Business membership form and payment must be received in full in order to reserve booths for members eligible to receive a complimentary booth. Payment for sponsorships is to be submitted after confirmation.

**TOTAL AMOUNT ENCLOSED**

A. Business Membership
   $____________________

B. Sponsorship(s)
   $____________________ (In-Person)
   $____________________ (Virtual)

   **TOTAL A&B**
   $____________________ (In-Person)
   $____________________ (Virtual)

**PAYMENT INFORMATION**

☐ Check  ☐ VISA  ☐ Master Card  ☐ Discover  ☐ AmEx

Name on Card: ________________________________________________________________________________________

Card number: __________________________________________________________________________________________

Security code: ____________________ Exp: __________

Billing Address: _______________________________________________________________________________________

City: ______________________________________________ State: __________________ Zip Code: _________________

Email to receive receipt: ________________________________________________________________________________

Phone: _____________________________________________________