



MARKETING PLANNER



2020



LeadingAge, the trusted voice for aging.

Our 6,000+ members and partners include not-for-profit organizations representing the entire field of aging services, 38 state partners, hundreds of businesses, consumer groups, foundations and research partners.

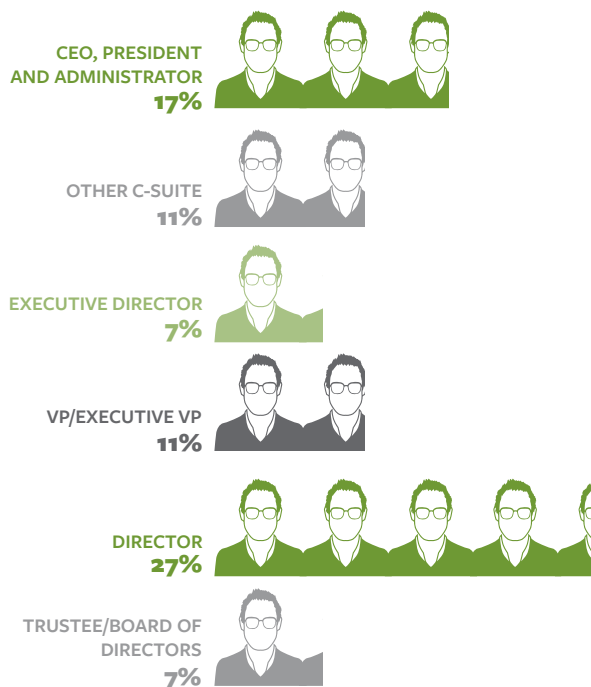
Our members represent the full continuum of providers. As not-for-profits, they are driven by a higher moral purpose to help positively transform the field from the ground up so older adults can age in a place called home safely with the most innovative care and services and, of course, with dignity.

There are 6,000 LeadingAge provider members spanning the 43 states affiliated with LeadingAge.

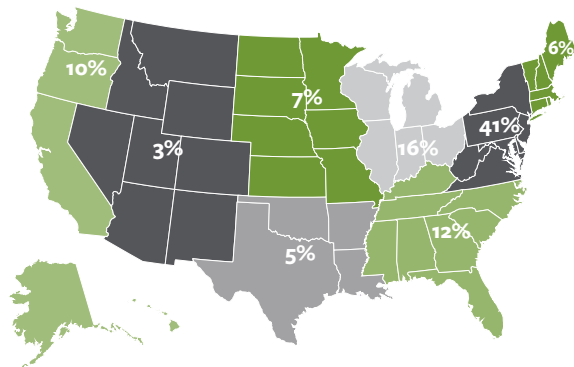
- **435** multi-site organizations represent two-thirds of provider members
- **1,153** are life plan communities (CCRC)

LeadingAge can help your business connect with the aging service providers nationwide. Whether you are looking to exhibit events, become a sponsor or launch a year-round corporate partnership, there is an opportunity for every one and every budget. Contact the LeadingAge Business Development and Sales Team at sales@leadingage.org to create your 2020 plan.

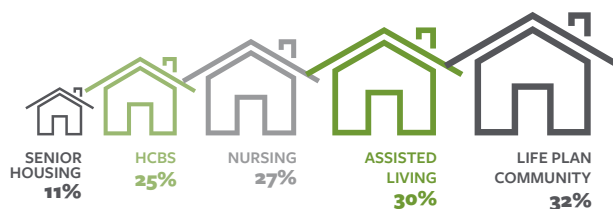
Titles of Annual Meeting Attendees



Regions Represented at Annual Meeting



Service Lines Represented at Annual Meeting





CORPORATE ALLIANCE PROGRAM

The Corporate Alliance Program is the membership category designated for for-profit companies and corporations. Membership in the Corporate Alliance Program provides your company with access to a variety of opportunities to engage with LeadingAge Provider Members year round while saving marketing dollars and keeping you connected with current topics and resources.

Our goal is to provide you with the access and information you need to effectively sell and market your products/services to one of the fastest growing markets in our country. Whether you're new to the market or looking to get more out of your current marketing budget, LeadingAge has a suite of options that will fit your needs.

LEVEL	BENEFITS		COST
LeadingAge Business Associate	<ul style="list-style-type: none">• A complimentary listing in our exclusive Online Buyer's Guide.• Strategic positioning in the LeadingAge Annual Meeting EXPO.• Discounts on all LeadingAge National conference attendance.• Use of the LeadingAge business firm logo.• \$100 discount if current member of a LeadingAge State Partner.• \$500 discount on Annual Meeting exhibit space and an additional discount on advertising.• Access to member communication networks through our Listservs.		\$1,850
LeadingAge CAST Business Associate	<p>Business Associate Benefits plus:</p> <ul style="list-style-type: none">• Opportunity to participate in CAST workgroups.• Opportunity to contribute news to the CAST website and newsletter.• Company listing on the CAST website.• Speaking opportunities at CAST-sponsored events outside of LeadingAge (CAST Supporters have priority).• Priority access to CAST research, reports and white papers.• Media and business referral opportunities.		\$3,000
Annual Meeting Sponsor	<p>Business Associate Benefits plus:</p> <ul style="list-style-type: none">• Recognition on the Annual Meeting website.• Recognition in pre-conference printed promotional materials.• Recognition onsite at the Annual Meeting.• One complimentary 10' x 10' booth space at the Annual Meeting.• Early selection of Annual Meeting EXPO space for next year (after Gold Partners, Silver Partners and Supporters).		\$15,000





CORPORATE ALLIANCE PROGRAM

LEVEL

BENEFITS

ACTION

CAST Supporter

LEADERSHIP SUMMIT

- One complimentary Full Education registration CE credit eligible
- Early invite to participate in the GREAT ROOM with a networking table at an additional fee.
- LeadingAge will reserve one guest room (using the sponsors credit card) in our headquarter hotel.

ANNUAL MEETING & EXPO

- One complimentary 10' x 10' booth space
- Two complimentary Full Exhibitor Education registrations; includes CE credits
- Four complimentary Trade Show Only registrations
- Early selection of exhibit space (select after LeadingAge Gold and Silver Partners).
- Shared recognition in conference publications and website.
- Recognition on special signage in the CAST Booth.
- LeadingAge will reserve one guest room (using the sponsors credit card) in our headquarter hotel or co-headquarter hotel
- Recognition on signage in high traffic areas in the convention center

CAST COMMISSION

- A seat on the CAST Commission, an advisory board that sets CAST's strategic direction, provides thought leadership and meets in person twice a year at the Leadership Summit and the LeadingAge Annual Meeting.
- Opportunities to network in person with leaders in the field of technology and health care to find new technology solutions to the aging crisis, through the CAST Commission.
- The ability to help set and drive CAST's legislative agenda.
- Opportunities for your company representatives to participate in CAST workgroups.

CONCIERGE SERVICES

- Opportunities to arrange visits for your company personnel to sites where technology is being used or tested.
- Assistance in finding partners to participate in trials and pilots of new products and services.
- LeadingAge and CAST Website
- Company name, logo and description on the Sponsors page of the CAST website.

- Company name and link available on the Associates page of the CAST website.
- Logo in rotation with other category sponsors on pages of the CAST website.
- Opportunity to post client case studies on website (2 max.).
- Opportunities to share your company's news with LeadingAge members and CAST Business Associates through the CAST website to maximize the return on your PR efforts.
- Complimentary basic listing and Supporter designation filter in the LeadingAge Buyer's Guide, created in partnership with Multiview.
- Special designation on Products & Services page on the CAST website.
- Priority access to CAST research, reports and whitepapers.
- LeadingAge CAST Newsletters
- Subscription to our monthly e-newsletter, Tech Time.
- Logo in rotation with other category sponsors on pages of the CAST website.
- Opportunities to share your company's news with LeadingAge members and CAST Business Associates to maximize the return on your PR efforts.
- Media and business referral opportunities.

MEMBERSHIP ACCESS

- Access to list of state affiliates, contacts, and conferences information.
- Access to report of number, types of LeadingAge members.
- Access to the Business Associates only CAST/Technology Listserv.

VALUED ADDED

- Inclusion in LeadingAge's "Speakers Bureau" for members.
- Periodic conference calls with LeadingAge staff leadership (one call/year).
- Use of royalty-free rights for LeadingAge CAST Supporter logo.

ADDITIONAL BENEFITS

- Affiliation with a nationally recognized leader in promoting aging services technologies.
- Opportunity to partner with LeadingAge members to contribute a CAST case study published on the Pilots page of the CAST website.
- Speaking Opportunities at CAST-sponsored events outside of LeadingAge.

Contact the LeadingAge
Sales Team at
sales@LeadingAge.org
for more details.

LeadingAge Supporter

LEADERSHIP SUMMIT

- One complimentary networking table in the GREAT ROOM; exclusive to Corporate Sponsors
- Two complimentary Full Education registrations; includes CE credits
- LeadingAge will reserve one guest room (using supporters credit card) in our conference headquarters hotel

ANNUAL MEETING & EXPO

- One complimentary 10' x 10' exhibit booth space
- Booth space located in the VIP Sponsor area of the EXPO floor
- Two complimentary Full Exhibitor Education registrations; includes CE credits
- Four complimentary Trade Show Only registrations
- LeadingAge will reserve one guest room (using supporters credit card) in our headquarters or co-headquarters hotel
- Logo recognition on the Annual Meeting event website

- ¼- page color advertisement in the Annual Meeting EXPO Preview printed and digital publication
- Recognition on signage in high traffic areas of the convention center
- Early selection of Annual Meeting EXPO space for next year; after Gold Partners and Silver Partners
- Sponsor recognition in conference marketing collateral
- Recognition on signage in high traffic areas in the conference hotel
- Sponsor recognition in summit marketing collateral
- Logo recognition on the summit event website

ADDITIONAL BENEFITS

- Royalty-free use of the LeadingAge Supporter™ logo for marketing purposes
- Basic listing in the Buyer's Guide with added supporter designation
- (3) Complimentary advertisements in LeadingAge Magazine
- Additional discounts on advertising opportunities

Contact the LeadingAge
Sales Team at
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for more details.



CORPORATE ALLIANCE PROGRAM

LEVEL

BENEFITS

ACTION

Silver Corporate Partner

EVENT ENGAGEMENT

- As a LeadingAge Gold or Silver Corporate Partner, you'll participate in events year-round that provide the opportunity for more face-to-face member interaction.
- Complimentary exhibit booths and early selection on booth location at LeadingAge conferences.
- Exclusive sponsored component at the Annual Meeting.

BRAND EXPOSURE

- Your brand will be positioned in front of 6,000 provider LeadingAge members who are interested in solutions like yours to help solve their daily challenges.
- Personalized webpage on the LeadingAge website.
- Royalty rights to use the Partner logo.

THOUGHT LEADERSHIP

- Members will see your organization as one that stays current with industry changes and has the solutions to today's biggest questions.
- Inclusion of your company's content in LeadingAge Online Member Community (formerly listservs).

LEAD GENERATION SUPPORT

- Of course, lead generation is an important priority as a corporate partner, and LeadingAge offers additional tools to not only source leads for your organization, but to qualify and match the best leads for you.
- Cross-matching LeadingAge members with client/prospect lists. Provider member lists provided twice annually.

BUSINESS INTELLIGENCE

- LeadingAge will help you stay updated on industry changes through their in-house network and opportunities to source data directly from members.
- Access to member data collected in LeadingAge surveys.
- Access to LeadingAge's staff leadership and expertise.

Contact the LeadingAge
Sales Team at
sales@LeadingAge.org
for more details.

Gold Corporate Partner

EVENT ENGAGEMENT

- As a LeadingAge Gold or Silver Corporate Partner, you'll participate in events year-round that provide the opportunity for more face-to-face member interaction.
- Complimentary exhibit booths and early selection on booth location at LeadingAge conferences.
- Exclusive sponsored component at the Annual Meeting.
- Events with the LeadingAge Board of Directors.
- Events with Chief Executives of Multi-site Organizations (CEMO).

BRAND EXPOSURE

- Your brand will be positioned in front of 6,000 provider LeadingAge members who are interested in solutions like yours to help solve their daily challenges.
- Company logo on the home page of LeadingAge website (in rotation with other Gold partners).
- Personalized webpage on the LeadingAge website.
- Royalty rights to use the Partner logo.

THOUGHT LEADERSHIP

- Members will see your organization as one that stays current with industry changes and has the solutions to today's biggest questions.

- Opportunity to co-present webinars with LeadingAge.
- Inclusion of your company's content in LeadingAge Online Member Community (formerly listservs).

LEAD GENERATION SUPPORT

- Of course, lead generation is an important priority as a corporate partner, and LeadingAge offers additional tools to not only source leads for your organization, but to qualify and match the best leads for you.
- Cross-matching LeadingAge members with client/prospect lists. Provider member lists provided quarterly.
- One written letter of consideration of services for a provider by a LeadingAge Staff Member.

BUSINESS INTELLIGENCE

- LeadingAge will help you stay updated on industry changes through their in-house network and opportunities to source data directly from members.
- Access to member data collected in LeadingAge surveys.
- Access to LeadingAge's staff leadership and expertise.

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LEADERSHIP SUMMIT OPPORTUNITIES



April 19-22, 2020 | Omni Shoreham Hotel, Washington, DC

Become a Summit Sponsor

Sponsorship of a Networking Table is an exclusive benefit to our year-round partners—LeadingAge Gold Partners, Silver Partners and LeadingAge Supporters. CAST Supporters can upgrade to participate (similar to a kiosk upgrade in prior years).

The GREAT ROOM is a place to maximize your visibility and your commitment to leading change with LeadingAge members. It is not a booth or kiosk. It's branded space for attendees to join you and have a conversation.

Learn more at <https://leadingageleadershipsummit.org/become-a-sponsor>





COLLABORATIVE CARE & HEALTH IT INNOVATIONS SUMMIT

June 14-16, 2020 | Omni Shoreham, Washington DC

Technology Integrating Pre-Acute and LTPAC Services into the Healthcare and Payment Ecosystems.

The Collaborative Care & Health IT Innovation Summit, formerly known as Long-Term and Post-Acute Care (LTPAC) Health IT Summit, is the premiere health IT conference for executives and information technology leaders from LTPAC sector, as well as acute care providers, payers, and technology vendors serving the older adult and individuals with chronic conditions throughout the continuum of healthcare. As the key conference of Health IT leaders, strategists, policymakers, providers, vendors and professionals, the Summit, co-organized by LeadingAge, LeadingAge CAST and tour partners in the LTPAC Health IT Collaborative, continues to advance initiatives facing the LTPAC sector as well as the interfacing, interacting, and partnering with the acute care and payer's worlds.

Join Us:

EXHIBIT

Table Top Exhibit Rate:

\$1,950 - Member Rate

\$2,450 - Non-Member Rate

Table Top Exhibit Fee includes:

- 6' skirted display table & ID sign
- 2 Full conference registrations
- Listing on CCHIT website

SPONSOR

\$7,500 - Reception Sponsor

\$7,500 - Conference Opening Remarks

\$7,500 each - Afternoon Keynote Sponsor -
Monday or Tuesday

\$7,500 - Closing Technology Keynote Sponsor

\$5,000 - Wi-Fi Sponsor

\$5,000 - Mobile App

[CLICK HERE TO VIEW FLOOR PLAN.](#)



LEADINGAGE

Annual Meeting & EXPO

NOVEMBER 4-7, 2020

HENRY B. GONZALEZ CONVENTION CENTER
SAN ANTONIO, TX

EXHIBIT & MARKETING OPPORTUNITIES

The LeadingAge Annual Meeting & EXPO is the nation's largest EXPO dedicated to aging services providers and the members they serve. The Annual Meeting brings together top-notch education to inspire, serve and educate. This EXPO is like no other—comprised of over 550 exhibiting companies and interactive areas that include:

- **Exhibit Space** – Be a part of a community providing products and services to the LeadingAge Provider Members
- **My Community Showroom** – Seize the opportunity to highlight your product as part of 3 different pavilions representing a new approach to community living.
- **Annual Meeting Sponsorship** – This Corporate Alliance Program level incorporates pre-show, online and onsite visibility among the benefits that will make you stand out from your competition.
- **Advertising in LeadingAge Annual Meeting & EXPO Preview and LeadingAge LIVE** – There is only one pre-show publication dedicated to the EXPO and advertising is exclusively available to exhibitors at cost-effective rates that will bring attendees to your booth.
- **Start Up Garage** – Are you a Start Up? Be a part of the Start Up Garage and connect with attendees in this cutting-edge space to introduce themselves

As an Annual Meeting Sponsor or Exhibitor, you are part of a community providing products and services to the LeadingAge providers and 3 million people they serve. Book your booth today! After June 1, booth rates increase by \$150.

Exhibit

Your exhibit fee will include:

- 10' x 10' exhibit space (pipe/drape, ID sign)
- 4 EXPO staff badges/each 10 x 10 exhibit space
- Listing in the EXPO Preview, Annual Meeting website, mobile app and Wayfinding systems
- Lunch with attendees on Thursday and Friday in the EXPO hall.
- Coffee with attendees on Saturday in the EXPO Hall
- Pre and post show attendee mailing list
- Discounted education registration rates

Exhibitors also have access to Exhibitor Exclusive EXPO Preview advertising opportunities along with access to the Exhibitor Success Program.

Exhibit rates per 10' x 10' space are:

INLINE BOOTH

\$2550 Early Member Rate
\$3050 Early Non-Member Rate
\$2700 Standard Member Rate
\$3200 Standard Non-Member Rate

CORNER BOOTH

\$2800 Early Member Rate
\$3300 Early Non-Member Rate
\$2950 Standard Member Rate
\$3450 Standard Non Member Rate

* Early rates apply to booths reserved and paid in full before June 1, 2020.

[CLICK HERE TO ACCESS THE 2020 FLOOR PLAN](#)

MY COMMUNITY SHOWROOMS

Feature your product in our state-of-the-art showrooms at the LeadingAge Annual Meeting in San Diego. Here, attendees can see, touch, and experience the beauty and functionality of what you have to offer for their project in interactive demonstration rooms representing the latest design thinking in senior living. This new destination on the show floor offers a unique and comprehensive shopping experience that is distinguished by modern, innovative room vignettes and a merchandise mix that completely stretches the imagination of attendees as they experience the latest innovations in everything from wellness and technology to furniture and fixtures. Seize the opportunity to highlight your product as part of 3 different pavilions representing a new approach to community living.

Companies can participate as a full room host or through place product in an existing room. For more information and participation rates, please contact the Sales Team at Sales@LeadingAge.org.

Be a part of our interactive museum caliber exhibit where attendees experience the ultimate vision of elderhood



START UP GARAGE

**Do you have an innovative product or service
and have been in business for less than two years?**

Inquire about our pavilion that invites attendees to visit the latest new entries to the marketplace. Space is limited.

**CONTACT THE LEADINGAGE SALES TEAM AT
SALES@LEADINGAGE.ORG FOR MORE DETAILS.**

ADVERTISING

Annual Meeting & EXPO Preview

Advertising is an EXHIBITOR EXCLUSIVE opportunity. This publication is mailed to over 20,000 industry professionals and copies are distributed from the EXPO. It is a cost-effective pre-show marketing tool that will increase visibility and ROI.



Ad space

FOUR-COLOR AD

back cover	\$4,975
inside back cover	\$3,650
full page	\$2,950
half page horizontal	\$2,150
quarter page	\$1,150

BLACK & WHITE AD

full page	\$2,150
half page horizontal	\$1,550
quarter page	\$750

New Product Highlight – *Special feature in the Annual Meeting & EXPO Preview*

Call out your new product to invite attendees to see what's new and exciting at this year's EXPO. Include a photo, description, booth number and contact information in the New Product Highlight section of the EXPO Preview for \$575

DEADLINES:

- Insertion Orders are due June 30
- Artwork is due July 15

**CLICK HERE FOR THE ANNUAL MEETING
PREVIEW AD INSERTION ORDER FORM.**

LeadingAge Live

Spotlight your company with placement in the Daily Social Video.

1 FEATURED INTERVIEW IN LEADINGAGE TV'S DAILY SOCIAL VIDEO! Package includes:

- Interview with a representative from your company
- 10-20 seconds of that interview featured in one of LeadingAge TV's daily social videos
- On-screen graphic with your company's name & booth number
- Distribution to all LeadingAge's social channels, mobile app AND e-mail database

2 TITLE SPONSOR FOR LEADINGAGE TV'S DAILY SOCIAL VIDEOS! Package includes EVERYTHING a featured interview includes, PLUS:

- Your company logo as a watermark on ALL LeadingAge TV's daily social videos
- All videos branded as "LeadingAge TV, powered by (your company)"
- A special mention in the daily e-mail blast
- Insertion of a sponsor-provided commercial, up to :30 seconds in length

ANNUAL MEETING SPONSOR

Annual Meeting Sponsorship is one of the Corporate Alliance Program levels of engagement and is focused on increasing your company's visibility up to six months prior to the Annual Meeting, online and onsite.

Cost is \$15,000 and includes: Business Associate benefits, plus:

- Right to use LeadingAge Annual Meeting Sponsor designation and logo in conjunction with the Annual Meeting in company advertising promotions and packaging
- Logo Recognition on the Annual Meeting website.
- Sponsor Recognition in conference promotional materials; printed EXPO Preview Guide, attendee mobile app and Quick Guide
- Recognition in pre-conference printed promotional materials.
- 1/4 page advertisement in the EXPO Preview printed publication
- One complimentary 10' x 10' booth space at the Annual Meeting.
- Booth space located in the VIP Sponsor area of the EXPO floor
- Recognition on signage in high traffic areas at Annual Meeting.
- Early selection of Annual Meeting EXPO space for next year (after Gold Partners, Silver Partners and Supporters)
- Access to one coaching session prior to the submittal of an education session for the Annual Meeting
- One complimentary full exhibitor education registration (includes ce credits)
- Four complimentary trade show registrations (in addition to the registrations you receive with your booth)
- LeadingAge will reserve one guest room (using sponsors credit card) in our headquarters hotel or co-headquarters hotel
- Concierge service including prioritized/ personalized service of orders (prioritized move-in and move-out at LeadingAge Annual Meeting)
- Participation in Annual Sponsor Summit when developed
- Access to LeadingAge quotes/content for company press releases
- Copies of LeadingAge news releases/ research upon distribution to news media
- Annual Fulfillment report detailing sponsorship benefits delivered

Contact our sales team for more information or start your application today!



LEADINGAGE MAGAZINE

LeadingAge Magazine is our award-winning digital publication comprised of 6 issues which address the most cutting-edge issues facing senior living. LeadingAge Magazine is distributed electronically to over 8,000 leaders in senior living including LeadingAge members. This marketing strategy is ideal for companies looking to maintain subtle visibility in front of their customers and potential buyers throughout the year. It also works as an inexpensive pre-show or post-show marketing tool for companies who are exhibiting at Annual Meeting or Collaborative Care & Health IT Summit..

Ad Rates and Sizes

	Size	1x	3x	5x
Subscriber E-mail	200 x 200 pixels	\$1,500	\$1,300	\$1,100
Landing Page	272 x 181 pixels	\$1,500	\$1,300	\$1,100
Article Pages	272 x 181 pixels	\$600	\$400	\$200

**[CLICK HERE TO ACCESS THE 2019 LEADINGAGE MAGAZINE
INSERTION ORDER FORM AND EDITORIAL CALENDAR.](#)**

LeadingAge Corporate Alliance Members receive a 15% discount on advertising rates.





UPCOMING APPLICATION DATES

Be sure to check for the most up to date deadlines and opportunities under the Events page www.leadingage.org.

Ongoing	Applications for 2020 Corporate Partners, LeadingAge & CAST Supporters, Annual Meeting Sponsors
October 15, 2019	Early Annual Meeting Booth Space Booking for Corporate Partners
October 28-30, 2019	<ul style="list-style-type: none">• Collaborative Care & Health IT Innovations exhibit open for renewals• Onsite space selection for the 2020 Annual Meeting & EXPO renewals at the EXPO Headquarters (in the EXPO Hall at the 2019 Annual Meeting)• Exhibit sales open for Collaborative Care & Health IT Innovations Summit
November 10, 2019	Exhibit applications accepted from new companies for the 2020 Annual Meeting & EXPO

Participation Deadlines:

June 2020	<ul style="list-style-type: none">• IO and artwork for Annual Meeting EXPO Preview• My Community Showroom Agreement
July 2020	LeadingAge Live Video Insertion Order

*Companies who reserve their 2020 Corporate Partner, LeadingAge Supporter, CAST Supporter or Annual Meeting Sponsorship before October 28, will be able to reserve their 2020 booth space before onsite space selection begins.

QUESTIONS?

Contact the LeadingAge Sales Team at
sales@LeadingAge.org
for more details.



Let us create a package that puts you in front of our members all year long.

LeadingAge[®]