

2023 LEADINGAGE ANNUAL MEETING OPPORTUNITIES

Contact Sales@LeadingAge.org

LeadingAge
**ANNUAL
MEETING**

NOVEMBER 5-8, 2023
McCormick Place | Chicago, IL

E2: A BOLD NEW CONCEPT

LeadingAge E2 (EXPERIENCE EXPO)

Not your typical trade show.

Member centric space organized around focus area communities and designed for attendees to discover products and services through hands on experiences.

Each exhibitor has the opportunity to connect with and benefit from the collaborative activation closest to their community.

E2 is an extension of our educational sessions. Learning communities are aligned with our education program tracks.

Our audience of decision-makers is ready to connect and E2 takes the expo concept to the next level. LeadingAge is already known as the best place to source products and services that can evolve aging services organizations. Now with the E2 concept, thousands of leaders from across the aging services, in-home and community-based care spectrum will be poised to experience your product or service like it never has before.

This is your opportunity to advance your business—while helping your customers seize the moment.



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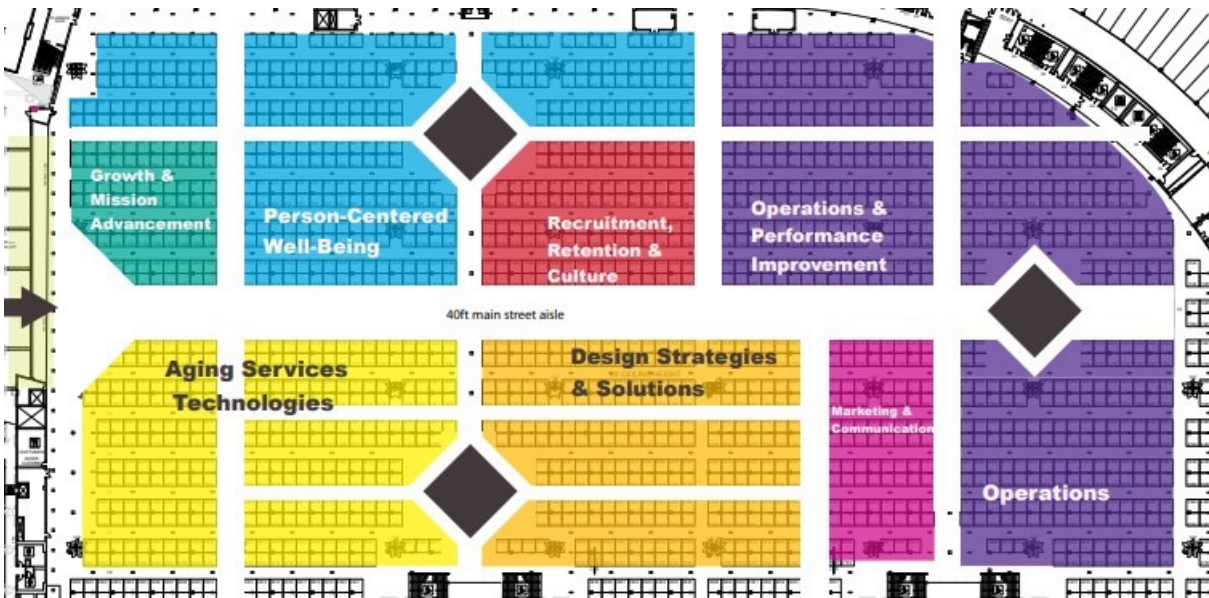
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CHOOSE YOUR COMMUNITY

E2 is organized around 7 Learning Communities.

All participating exhibitors will choose one community.

- Aging Services Technologies
- Design Strategies & Solutions
- Growth & Mission Advancement
- Marketing & Communications
- Operations & Performance Improvement
- Person-Directed Well-being
- Recruitment, Retention & Culture



E2 EXHIBIT & MARKETING OPPORTUNITIES

- E2 is like no other EXPO it is comprised of over 400 featured companies in 7 Learning Communities that include:
 - Experiential Exhibits – Feature your product or service in an experiential exhibit space in one of our 7 Learning Communities. Step out of the exhibit booth mold and create a truly impactful experience for attendees. Need help creating your experience? Watch for the Idea Book, education programs and other tools coming soon.
 - Start-Up Featured Spaces – Are you a Start Up? We will highlight your participation in E2 allowing attendees to identify you as a start up company.
 - Experience Partner Booths (4 available)
 - Annual Meeting Sponsorship – Choose from our sponsorship packages, or dozens of à la carte sponsorship opportunities.
 - Advertising in LeadingAge E2 Preview – There is only one pre-show publication dedicated to introducing E2 to our attendees. Advertising is exclusively available to exhibitors at cost-effective rates that will bring attendees to your booth.
 - Upgrade your Exhibitor Listing in the online Exhibitor Directory – The exhibitor directory is how the attendees at the Annual Meeting will learn about your company before, during and after the event. There are 3 opportunities to upgrade your listing: Essential, Premier and Deluxe.

WHO ATTENDS

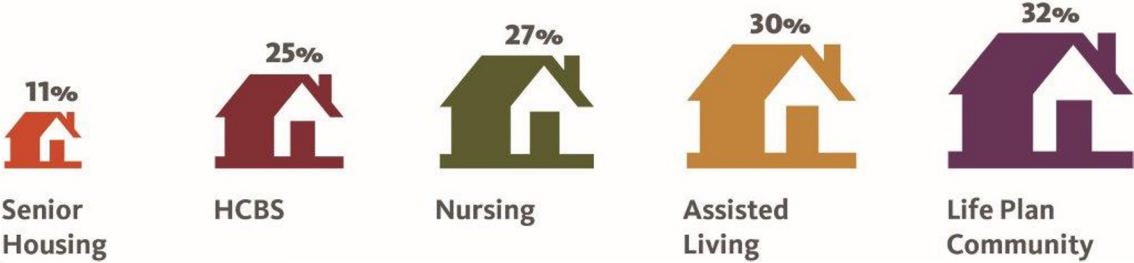
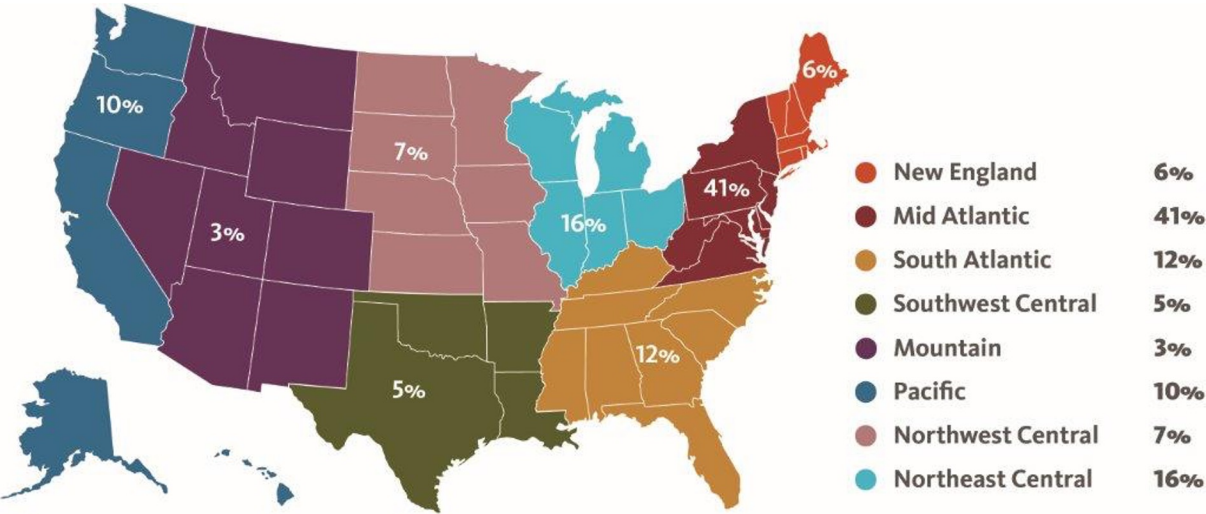
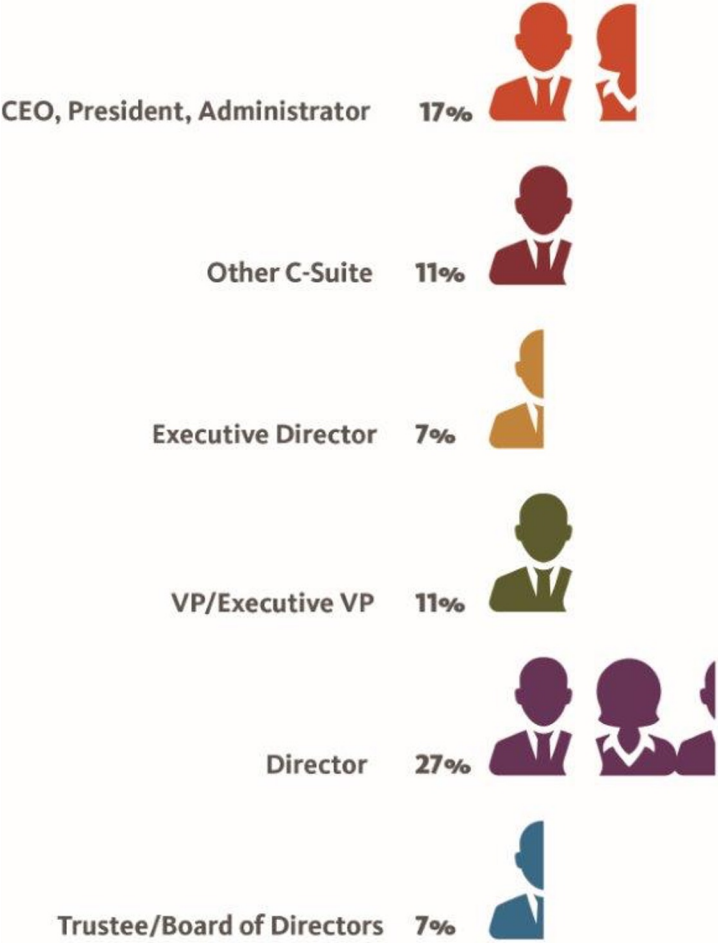


EXHIBIT IN E2

E2: EXHIBIT INFORMATION

Your E2 exhibit investment includes:

- Experience space (pipe/drape, ID sign).
- Four (4) E2 staff badges/each 10' x 10' exhibit space.
- Listing in the E2 Preview, in the online directory, mobile app, and Wayfinding systems.
- Lunch with attendees on Monday and Tuesday in the exhibit hall.
- Pre- and post-show attendee mailing list.
- Discounted education registration rates.
- Access to the Keynote Sessions.



EXHIBIT BOOTH RATES

Booth Size	Standard Rate	Standard Non-Member Rate
10' x 10' Inline Booth	\$2,850	\$3,700
10' x 10' Corner Booth	\$3,100	\$3,950
20' x 20' Island Booth	\$12,400	\$15,800
20' x 30' Island Booth	\$18,100	\$23,200
20' x 40' Island Booth	\$23,800	\$30,600
30' x 50' Island Booth	\$43,750	\$56,500

SPONSOR PACKAGES

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ANNUAL MEETING SPONSOR: \$15,000

- One (1) complimentary 10' x 10' E2 booth space
- Four (4) E2 Only registration badges
- One (1) Full Education registration badges – permits access to education sessions (includes CE credits), keynotes + E2
- Strategic E2 booth placement within the Corporate Alliance Sponsor Pavilion
- First opportunity to select an à la carte sponsorship for an additional discount (in order of sponsorship level)
- Staff support for private/public events held during the event
- One (1) guest room held at headquarters hotel (sponsor pays for room)
- Early access to the hotel group room block to hold for staff or clients – five (5) rooms maximum
- Sponsor brand recognition on venue signage throughout the event
- Sponsor brand recognition on entrance unit into E2
- Quarter-page color advertisement (or comparable) in the E2 Preview printed publication. Distributed to 20,000+ prospective attendees
- Sponsorship brand recognition in conference marketing materials featuring event website, digital and print as applicable
- Registered attendee list with mailing information for registrants who agree to disclose this information
- Listing and link in a Sponsor Preview Email sent to registered attendees prior to the event.

PREMIER ANNUAL MEETING SPONSOR: \$25,000

- Two (2) complimentary 10' x 10' E2 booth spaces
- Eight (8) E2 Only registration badges
- Four (4) Full Education registration badges – permits access to education sessions (includes CE credits), keynotes + E2
- Strategic E2 booth placement within the Corporate Alliance Sponsor Pavilion
- Distinctive Partner floor decal in front of booth (partner level to be displayed on decal)
- First opportunity to select an à la carte sponsorship for an additional discount (in order of sponsorship level)
- Staff support for private/public events held during the event
- Two (2) guest rooms held at headquarters hotel (sponsor pays for room)
- Early access to the hotel group room block to hold for staff or clients – ten (10) rooms maximum
- Three (3) VIP seats at keynote sessions – seats per session to be reserved in advance
- Opportunity to book a private meeting room; no more than two consecutive hours per day
- Sponsor brand recognition on venue signage throughout the event
- Sponsor brand recognition on entrance unit into E2 hall
- Half-page color advertisement (or comparable) in the E2 Preview printed publication. Distributed to 20,000+ prospective attendees
- Sponsorship brand recognition in conference marketing materials featuring event website, digital and print as applicable
- Registered attendee list with mailing information and includes email address for registrants who agree to disclose this information
- Listing and link in a Sponsor Preview Email sent to registered attendees prior to the event.

ELITE ANNUAL MEETING SPONSOR: \$35,000

- Four (4) complimentary 10' x 10' E2 booth spaces
- Sixteen (16) E2 Only staff badges
- Eight (8) Full Education registration badges – permits access to education sessions (includes CE credits), keynotes + E2
- Strategic E2 booth placement within the Corporate Alliance Sponsor Pavilion
- Distinctive Partner floor decal in front of booth (partner level to be displayed on decal)
- First opportunity to select an à la carte sponsorship for an additional discount (in order of sponsorship level)
- Staff support for private/public events held during the event
- Four (4) guest rooms held at headquarters hotel (sponsor pays for room)
- Early access to the hotel group room block to hold for staff or clients – 25 rooms maximum
- Six (6) VIP seats at keynote sessions – seats per session to be reserved in advance
- Opportunity to book a private meeting room; no more than two consecutive hours per day
- Sponsor brand recognition on venue signage throughout the event
- Sponsor brand recognition on entrance unit into E2
- Full page color advertisement (or comparable) in the E2 Preview printed publication. Distributed to 24,000+ prospective attendees
- Sponsorship brand recognition in conference marketing materials featuring event website, digital and print as applicable
- Registered attendee list with mailing information and includes email address for registrants who agree to disclose this information
- Listing and link in a Sponsor Preview Email sent to registered attendees prior to the event.

EXPERIENCE PARTNER: \$65,000

Works in partnership with LeadingAge Show Management to position your company's cutting-edge interactive exhibit as major activation and destination of the LeadingAge 2023 Annual Meeting. Prime booth space, enhanced with additional destination-level space and show management resources and branding.

E2activation and member experience subject to approval, must be cutting-edge, highly interactive, and fitting of this brand designation to be considered for this level.

In addition to the Elite Annual Meeting Sponsor benefits, the following benefits are also included:

- 2 hours of consulting time from LeadingAge's Experience Design Consultant
- 10 hours of strategy and project management time with LeadingAge's Brand Experience Team
- Exclusive show management anchor space on the show floor.
- LeadingAge Experience destination signage
- Upgraded space to a 30'x50'
- Overhead signage
- Carpet enhancement
- Carpet decal
- Brand positioning as a major new activation of the 2023 Annual Meeting. Listing of exhibit as an E2 happening in all promotional materials (print, app, web, social, etc.).
- Reminder to visit this new LeadingAge partnered experience from the keynote stage
- Drayage discounts

À LA CARTE SPONSORSHIPS: ATTENDEE EXPERIENCES



KEYNOTES



Monday: Keynote – Arthur C. Brooks, Harvard professor, PhD social scientist, columnist at The Atlantic, bestselling author of *From Strength to Strength*

Tuesday: Keynote – Karen Walrond, activism & leadership coach, speaker & photographer, Senior Director of Global Engagement of the Brené Brown Education and Research Group. Author of *Lightmaker's Manifesto*

Sponsor Features: Opportunity for representative to deliver LeadingAge scripted Intro of speaker from stage. Featured show a 2-minute video about your company (video provided by sponsor)

Price: \$25,000 each

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CAST RECEPTION

SOLD

Description: The CAST Reception is held on Tuesday evening and historically has attracted between 200 to 300 individuals. As a sponsor you would receive, brand awareness on our meeting website and on-site signage at the reception. You would also have an opportunity to address the attendees and welcome them to the reception.

Sponsor Features: Brand awareness on our meeting website, E2 preview and on-site signage at the reception. You would also have an opportunity to address the attendees and welcome them to the reception.

Price: \$5,500

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INTERACTIVE PUBLIC EXHIBIT

Location will be determined in July.
Exhibit is open for the week of Annual Meeting.

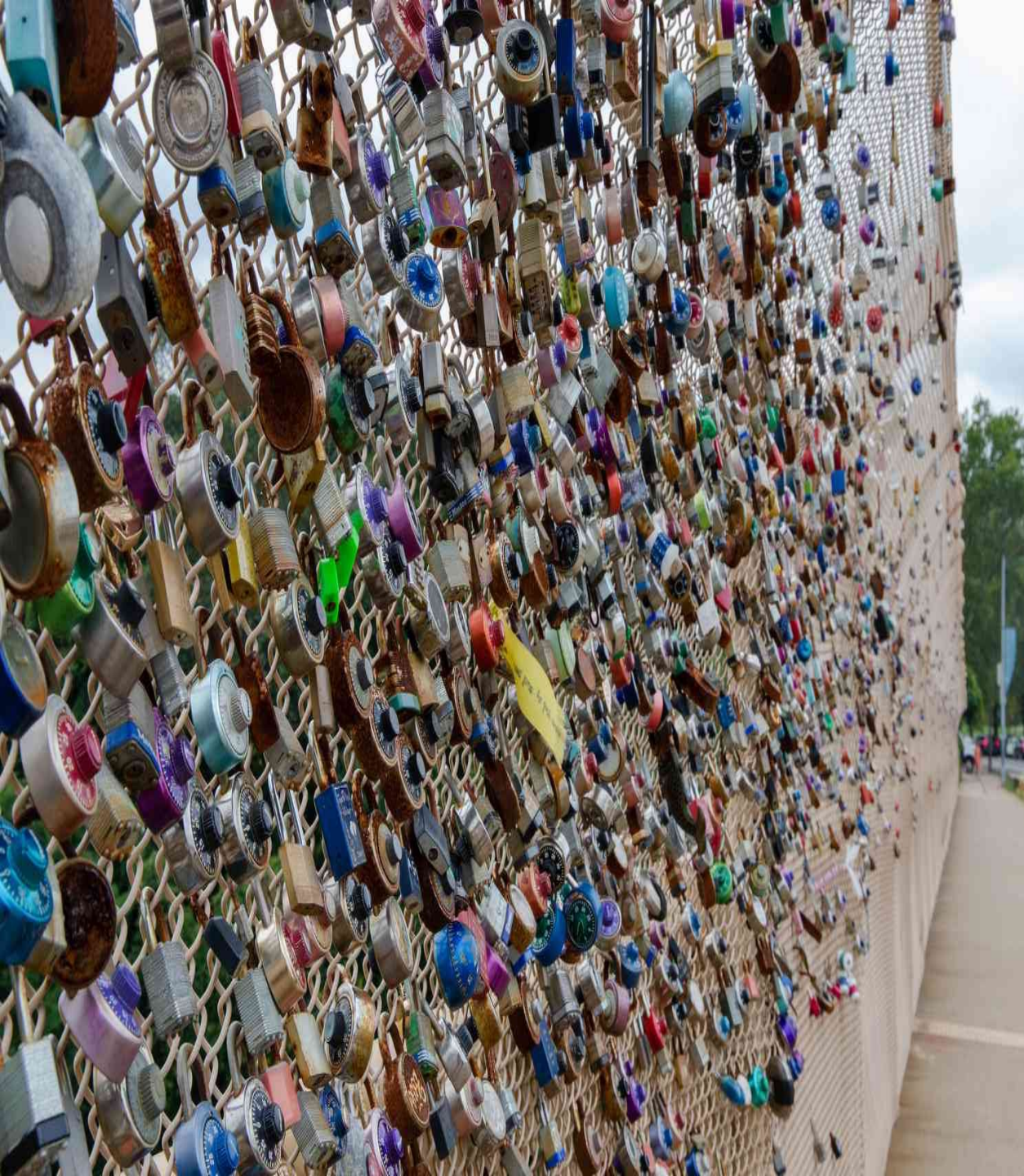
Description: McCormick Place receives over 3 million visitors pure year, making it one of the busiest public buildings in the city. LeadingAge will be teaming up professional elder artists with students to create a seating area which is not only beautiful but also prompts intergenerational conversation. This functional art will be featured at LeadingAge Annual Meeting in a high traffic location and then permanently donated to McCormick Place for all visitors to enjoy for years to come.

Please note: Sponsor benefits include your branding only during the LeadingAge event.

Price: \$7,500

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YOU BELONG HERE

SOLD

Creativity and the arts have the power to open worlds, welcome people, and create a sense of belonging. As you first enter the McCormick Place, you will be welcomed by experiencing firsthand the power of creative engagement in the lives of older adults.

This interactive activation will inspire and provide attendees with a range of examples to help them ponder ways to implement their own belonging initiatives back home.

Sponsor Features: Branding on website, app, signage and logo in area. Opportunity to greet attendees as they arrive in the area.

Price: \$7,500

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STUDENT PROGRAM

Description: The Student Program is open to current students or recent graduates that might be interested in the field of aging services. By participating in the student program, students will network with executives, meet other students and receive unlimited access to all of the conference offerings.

Sponsor Features: Branding on event materials
Opportunity to deliver remarks at the Leaders in Residence event. Design and conduct an “Office Hours” session for students.

Price: \$7,500

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KICKOFF EVENT

Date: Sunday, November 5

Description: LeadingAge will host the Kick Off Event and entertainment stage in McCormick Place, including street food stands and a local band.

Sponsor Features: Branding on signage and marketing materials. Opportunity to thank entertainment and welcome attendees from stage.

Price: \$10,000 **Limit** 2

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BETWEEN THE SESSIONS ENTERTAINMENT



Description: Face to face sharing is what is at the center of every LeadingAge gathering. This comfortable networking space has diverse seating designed for optimizing spontaneous conversation between education sessions. Coffee barista and afternoon cocktails are served from cash bars. Each afternoon we will feature live entertainment during the breaks between sessions.

Sponsor Features: Branding on entertainment schedule signage. Opportunity to thank entertainment.

Price: \$10,000

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LEADINGAGE SERVICE PROJECT

Open Every Day in the Between the Sessions Lounge

Attendees will have the opportunity to make no sew blankets to help homeless seniors stay warm this winter. You can stop by all week long whenever you have time to use your free time to make the world a better place to grow old.

Sponsor Features: Signage in area, opportunity to present the finished to the charitable organization on the last day of the conference.

Price: \$12,000

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SOLE-FUL GIVING

On Display Every Day During the Conference

Over 582,000 people are homeless, many of them older adults. Feet work overtime when there is no cozy home or laundry room and unfortunately socks are the least donated item. LeadingAge wants to sock it to this problem. Attendees will be encouraged to bring a pair of socks to donate and place them in our giant bin. Help us meet our goal of 5,000 pairs of socks for Chicago people in need.

Sponsor Features: Signage in area, opportunity to present the finished to the charitable organization on the last day of the conference.

Price: \$12,000

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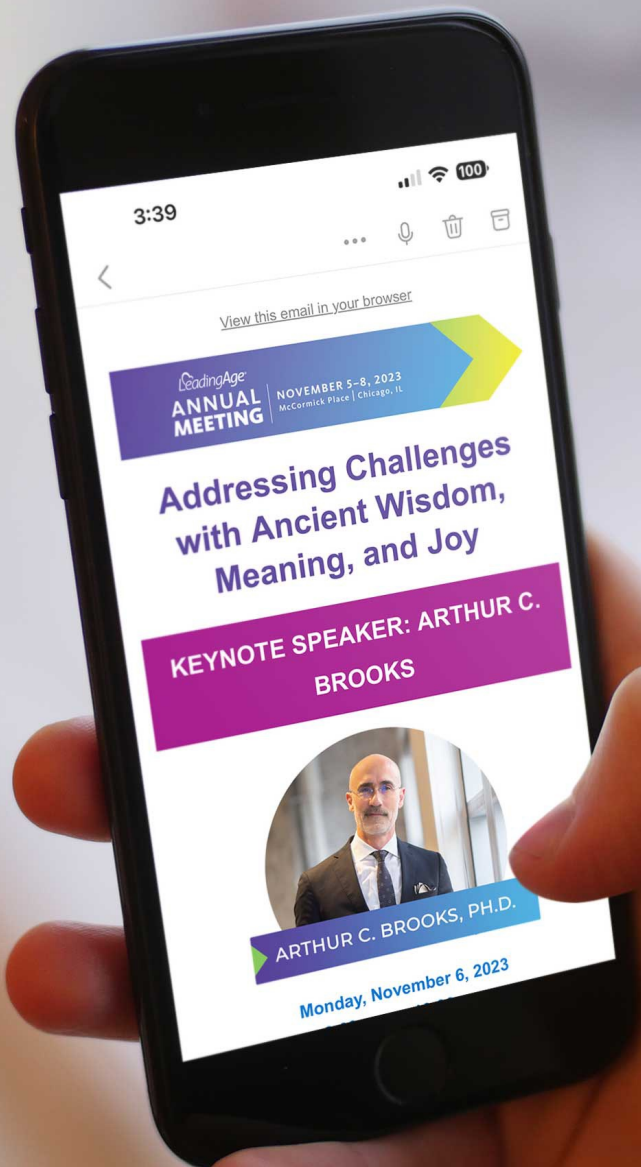
À LA CARTE SPONSORSHIPS: BRAND AWARENESS

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ATTENDEE REMINDER EMAIL

SOLD



Description: Must-read information for all conference attendees to ensure they arrive in Chicago ready to learn and network. Sent to each registrant one week before Annual Meeting.

Sponsor Features: Banner ad and a 40-word listing of what is going on at your booth written in the form of an announcement of an event feature.

Price: \$5,000

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CONFERENCE APP & ONSITE WAYFINDER



Description: Serves as the main information source to navigate the Annual Meeting and includes all conference information.

Sponsor Features: Banner advertisement with URL link to sponsor's website. Ability to send 3 in-app messages throughout conference.

Price: \$25,000

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DAILY JAVA (4 AVAILABLE)

Description: Host complimentary coffee each day at a high-profile location(s) in the main concourse and LeadingAge booth

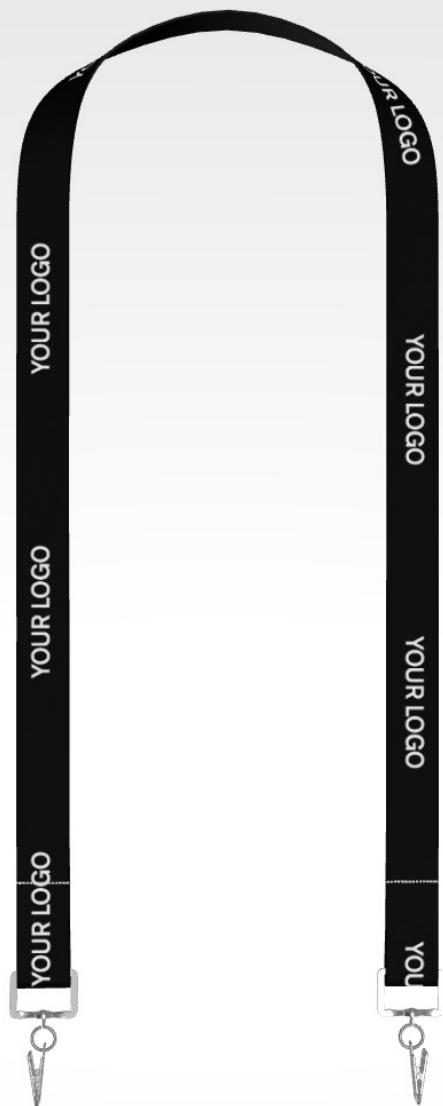
- Sunday
- Monday — **SOLD!**
- Tuesday
- Wednesday

Sponsor Features: Logo on coffee sleeves, signage recognition in area, on marketing materials and in daily push notifications.

Price: \$15,000/day

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LANYARD & BADGE EMAIL SPONSORSHIP



Description: Badge credentials are worn by every attendee to every event, have your logo featured prominently on every attendee.

Sponsor Features: Logo on badge lanyard. Logo and booth number on email that goes out to all attendees and used to print out their badge. Signage in registration.

Price: \$20,000

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WATER STATIONS

SOLD

Description: Water is the number one sought out need for Annual Meeting attendees. Seize the opportunity to have your brand front and center at more than 15 water stations located in high-traffic areas around the convention center.

Sponsor Features: Your company will be recognized on promotional materials, including website and app. Plus, your company name and logo will appear on signage next to each water cooler station. You'll also have the exclusive opportunity to provide cups customized with your brand (at an additional cost).

Price: \$15,000

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TRANSPORTATION



Description: Chicago is a big city and members will be celebrating your brand as they take their morning and afternoon ride to and from the convention center.

Sponsor Features: Brand recognition all bus signage, schedules and marketing materials. Shout out from bus drivers and opportunity to show video on buses.

Price: \$10,000

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A close-up photograph of a person's hands holding a silver smartphone. The person is wearing a light blue button-down shirt. The background is blurred, showing what appears to be an indoor setting with other people.

WIFI THROUGHOUT THE CONVENTION CENTER

SOLD

Description: Sponsor identified with Wi-Fi service in the convention center used by many attendees.

Sponsor Features: Signage and other reminders about the Wi-Fi service throughout convention center. Splash page during log in with company logo.

Price: \$10,000

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INSIDE E2

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CULINARY EXPERIENCE IN THE E2

Description: On Monday and Tuesday, members will enjoy chef inspired hot buffet lunches in spaces that feel as if you stepped off the E2 floor and onto a downtown hot urban restaurant block.

Monday and Tuesday Lunch

Sponsor Features: Branding on restaurant signage and opportunity to have staff welcome attendees to lunch. Sponsors can place tent cards on table (sponsor provided)

Price: \$15,000/day

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E2 is a collaborative experiential space with seven learning communities and a variety of eateries and collaborative spaces. New this year is the opportunity to host one of the specialty eateries.

Benefits:

- Listing on conference website
- Signage at eatery with company logo.
- Listing on Conference/ E2 APP
- Listing in link to App push message
- Listing E2 program/map handed to each attendee as they enter

NEW! E2 EATERY

- Poppies Cookies (1)
- Cheesecake Shake (1)
- Smoothies (1) **SOLD**
- Garrett Popcorn (1) **SOLD**
- Frozen Coffee (1) **SOLD**
- Frozen Lemonade (1) **SOLD**
- Ice Cream Bars (1) **SOLD**
- Warm Nuts (1)
- Hot Chocolate with toppings (1)

Sponsor Feature: Includes costs of treat, logistical arrangements, 10x10 location close to your booth. Sponsor will work with sales on exact location of the eatery.

Price \$7,500 each

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ADVERTISE

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PRE-SHOW ADVERTISING

DEADLINE PASSED

The E2 Experience Guide is a publication that is mailed to over 24,000 LeadingAge provider members, as well as distributed on the floor of the E2. It is a cost-effective pre-show marketing tool that will increase visibility and ROI.

Maximize your pre-show visibility by placing an ad in this high-touch piece. This is an exhibitor exclusive opportunity and a great, budget-friendly way to draw attendees to your booth.

ADVERTISEMENT	RATE
Full-Color Options	
Back Cover	\$5,025 SOLD
Inside Back Cover	\$3,650 SOLD
Full Page	\$2,950
Half Page Horizontal	\$2,150
Quarter Page	\$1,150
Black and White	
Full Page	\$2,150
Half Page Horizontal	\$1,550
Quarter Page	\$750

EXHIBITOR DIRECTORY LISTING



Upgrade your basic listing to increase your visibility in the online directory, interactive floor plan and show planner. [There are 3 options to capture attendee's attention before, during and after the Annual Meeting.](#)

- Essential Package \$500
- Premier Package \$1,500
- Deluxe Package \$2,500

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