



2024 opportunities

Contact Sales@LeadingAge.org

LeadingAge[®]

**ANNUAL
MEETING**

OCTOBER 27-30, 2024
Music City Center | Nashville

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.



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 pro 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.
- **Onsite Digital Advertising & Pre-Show Print Advertising in LeadingAge E2 Preview:** There is only one pre-show publication dedicated to introducing E2 to our attendees, where advertising is exclusively available to exhibitors at cost-effective rates that will bring attendees to your booth. We also offer options for onsite digital advertising.
- **Enhanced Exhibitor Listing:** The exhibitor directory is how the attendees at the Annual Meeting will learn about your company before, during, and after the event. There are three opportunities to upgrade your listing: Essential, Premier and Deluxe.

WHO ATTENDS

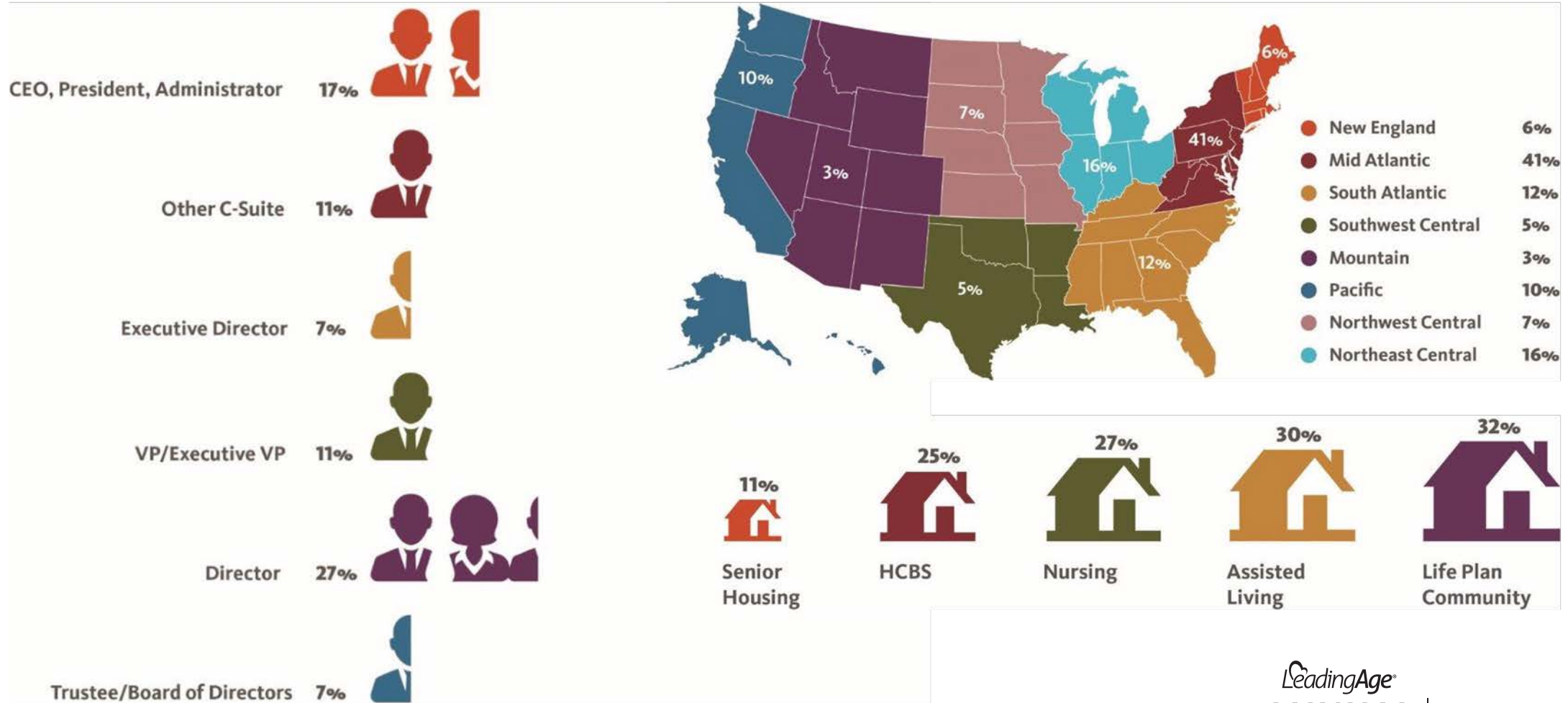


EXHIBIT IN

E2
Experience EXPO

LeadingAge

**ANNUAL
MEETING**

OCTOBER 27-30, 2024
Music City Center | Nashville

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 Rates	Standard Non-Member Rates
10' x 10' Inline Booth	\$2,850	\$3,850
10' x 10' Corner Booth	\$3,100	\$4,100
20' x 20' Island Booth	\$12,400	\$16,400
20' x 30' Island Booth	\$18,100	\$24,100
20' x 40' Island Booth	\$23,800	\$31,800
30' x 50' Island Booth	\$43,750	\$58,750

SPONSOR PACKAGES

LeadingAge

**ANNUAL
MEETING**

OCTOBER 27-30, 2024
Music City Center | Nashville

ANNUAL MEETING SPONSOR

Partner Rate: \$15,500

- 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 VIP area withing your Learning Community
- 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 24,000+ prospective attendees
- 10% discount on additional advertising
- 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
- Two priority points earned

PREMIER ANNUAL MEETING SPONSOR

Partner Rate: \$25,500

- 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 VIP area withing your Learning Community
- 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
- Half-page color advertisement (or comparable) in the E2 Preview printed publication. Distributed to 24,000+ prospective attendees
- 15% discount on additional advertising
- Sponsorship brand recognition in conference marketing materials featuring event website, digital and print as applicable
- Registered attendee list with mailing information and email addresses for registrants who agree to disclose this information
- Listing and link in a Sponsor Preview Email sent to registered attendees prior to the event
- Three priority points earned

ELITE ANNUAL MEETING SPONSOR

Partner Rate: \$35,500

- 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 VIP area withing your Learning Community
- 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
- Full-page color advertisement (or comparable) in the E2 Preview printed publication. Distributed to 24,000+ prospective attendees
- 20% discount on additional advertising
- Sponsorship brand recognition in conference marketing materials featuring event website, digital and print as applicable
- Registered attendee list with mailing information and email addresses for registrants who agree to disclose this information
- Listing and link in a Sponsor Preview Email sent to registered attendees prior to the event
- Four priority points earned

EXPERIENCE PARTNER

Partner Rate: \$65,500

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.

E2 activation 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
- Five priority points earned

**À LA CARTE
SPONSORSHIPS:**
ATTENDEE EXPERIENCES

LeadingAge

**ANNUAL
MEETING**

OCTOBER 27-30, 2024
Music City Center | Nashville



ABBY WAMBACH



JAMIL ZAKI



JONAH BERGER



JOY HARJO

KEYNOTES

2024 keynote speakers will be confirmed soon. Recent examples include Abby Wambach (two-time Olympic gold medalist and best-selling author), Jamil Zak, (director of Stanford University's Social Neuroscience Laboratory), Jonah Berger (author and professor at University of Pennsylvania's Wharton School of Business), and Joy Harjo (U.S. Poet Laureate and Guggenheim Fellow).

Monday, November 6: Keynote SPEAKER TBD
Tuesday, November 7: Keynote SPEAKER TBD

Sponsor Features: Opportunity for a representative from your organization to deliver LeadingAge's scripted introduction of speaker from stage and show a two-minute video about your company (video provided by sponsor).

Price: \$25,000 each

LeadingAge
**ANNUAL
MEETING**

OCTOBER 27-30, 2024
Nashville Music City Center | Nash, TN



CAST RECEPTION

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: \$7,500

LeadingAge
**ANNUAL
MEETING**

OCTOBER 27-30, 2024
Nashville Music City Center | Nash, TN



SONG PROJECT

LeadingAge members will help contribute to an original song by an award-winning song writer, who will craft it during the Annual Meeting and then perform it on the Closing Keynote session. Song becomes a gift to the members and all LeadingAge members are given the rights to use the original score for their videos and other uses.

Sponsor Features: Name on all promotional communications, opportunity to introduce the song at the keynote segment. Name and logo on website page that hold the song for future downloading for up to one (1) year.

Price: \$25,000



YOU BELONG HERE

Creativity and the arts have the power to open worlds, welcome people, and create a sense of belonging. As you first enter Music City Center, 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

LeadingAge
**ANNUAL
MEETING**

OCTOBER 27-30, 2024
Nashville Music City Center | Nash, TN



STUDENT PROGRAM

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

LeadingAge
**ANNUAL
MEETING**

OCTOBER 27-30, 2024
Nashville Music City Center | Nash, TN



KICKOFF EVENT

LeadingAge will host the kickoff event and entertainment stage in Music City Center, 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: \$20,000



LEADERSHIP ACADEMY ALUMNI RECEPTION

Sponsor a reception where LeadingAge's Leadership Academy alumni can reconnect, network, and welcome the incoming cohort of alumni. These events typically attract about 75+ attendees and grow each year as the Academy alumni community expands. There are currently more than 600 alumni of the Leadership Academy.

Sponsor Features: Branding on signage and marketing materials, plus opportunity to deliver welcoming remarks that LeadingAge scripts, and up to three representatives from sponsoring organization may participate.

Price: \$12,500

LeadingAge
**ANNUAL
MEETING**

OCTOBER 27-30, 2024
Nashville Music City Center | Nash, TN



BETWEEN THE SESSIONS ENTERTAINMENT

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. Premium coffee drinks 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: \$12,000

LeadingAge
**ANNUAL
MEETING**

OCTOBER 27-30, 2024
Nashville Music City Center | Nash, TN



LEADINGAGE SERVICE PROJECT

Open Every Day in the Between the Sessions Lounge

ACTIVITY TO BE DETERMINED

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

Price: \$12,000

**À LA CARTE
SPONSORSHIPS:**
BRAND AWARENESS

LeadingAge

**ANNUAL
MEETING**

OCTOBER 27-30, 2024
Music City Center | Nashville



ATTENDEE REMINDER EMAIL

Must-read information for all conference attendees to ensure they arrive in Nashville 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

LeadingAge
**ANNUAL
MEETING**

OCTOBER 27-30, 2024
Nashville Music City Center | Nash, TN

CONFERENCE APP & ONSITE WAYFINDER

The Annual Meeting mobile app is the central source of information attendees rely on to navigate the conference. Don't miss your opportunity to sponsor a piece of technology that thousands of attendees will use multiple times during the four-day event.

Sponsor Features: An in-app banner advertisement and URL link to sponsor's website, plus the ability to send three custom, in-app messages throughout the conference.

Price: \$25,000



COFFEE CUPS SPONSOR

Coffee is a hot commodity at Annual Meeting, and you can have your logo placed on all coffee cups sold during the event! Attendees will become your own brand ambassadors as they walk around the conference center sipping on their morning or afternoon cup of brew.

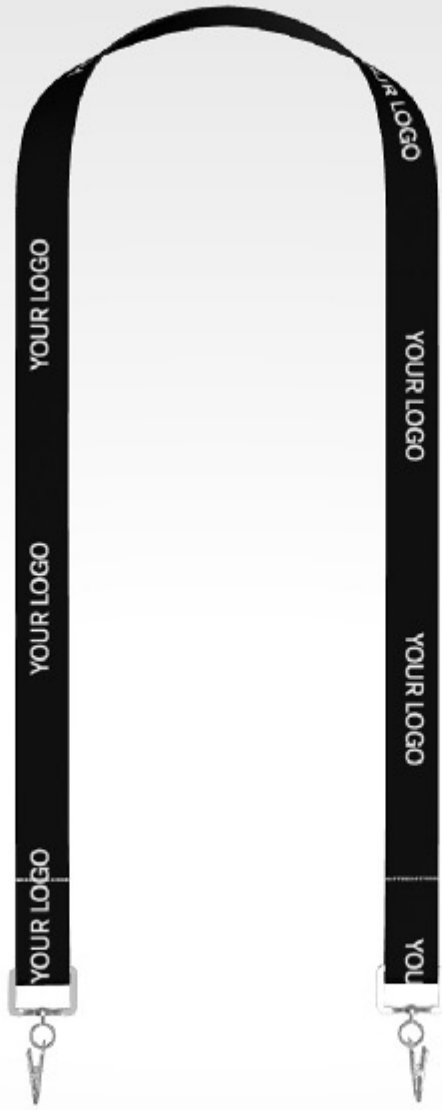
Cups that display your company's logo will be purchased and distributed to the on-site caterer so that all outlets will use your cup for hot beverage purchases during the conference.

Price: \$15,000

LeadingAge
**ANNUAL
MEETING**

OCTOBER 27-30, 2024
Nashville Music City Center | Nash, TN

LANYARD & BADGE EMAIL SPONSORSHIP



Badge credentials are required for all Annual Meeting events. Sponsor the conference's badge and lanyard, and your company's logo will be prominently featured on something worn by every attendee!

Sponsor Features: Logo on badge lanyard, plus your company's logo and booth number on an important email that is sent to all attendees that contains instructions for them to print out their badge. Your company's logo will also be featured in signage in the conference registration area.

Price: \$25,000

LeadingAge
**ANNUAL
MEETING**

OCTOBER 27-30, 2024
Nashville Music City Center | Nash, TN



WATER STATIONS

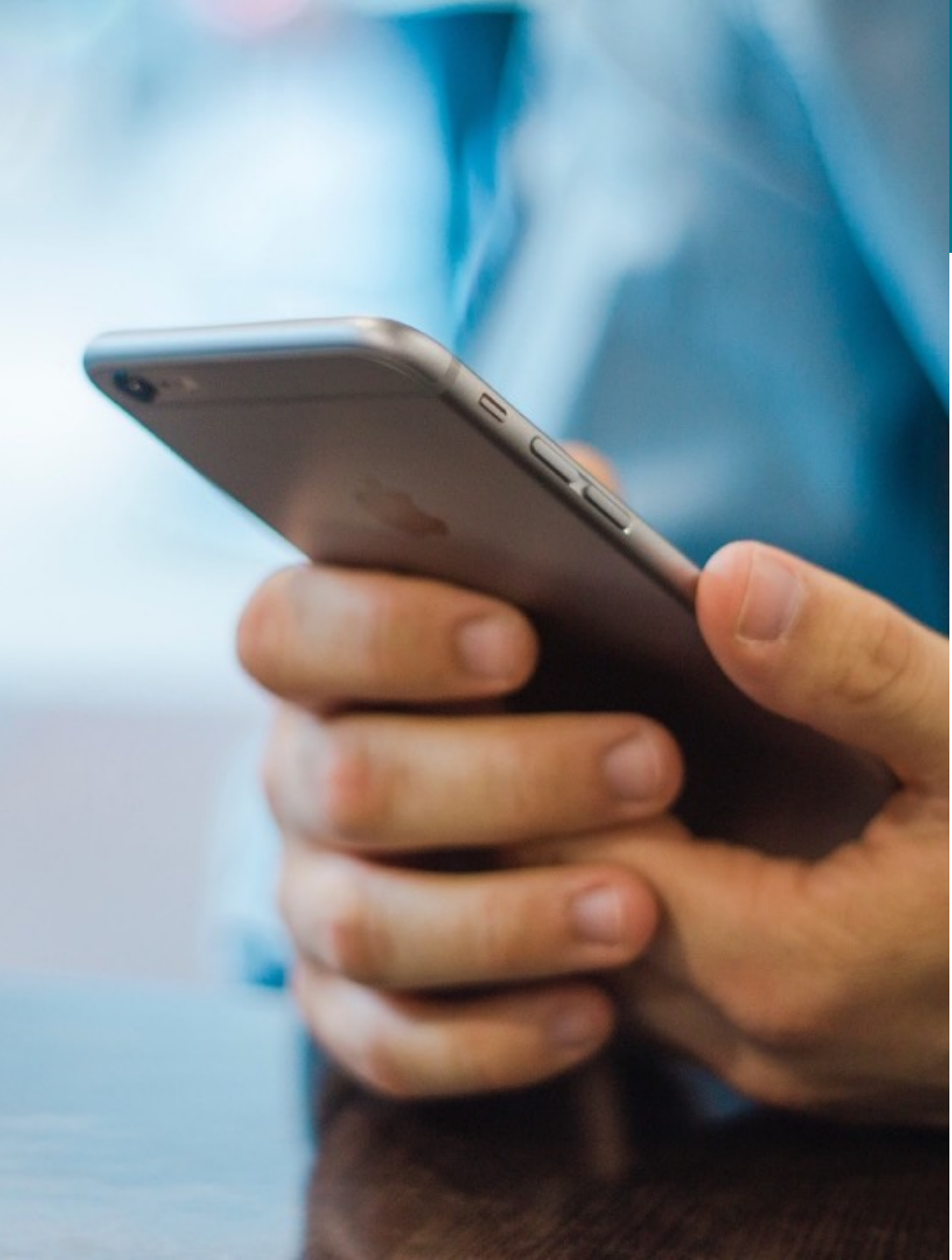
Annual Meeting attendees are always seeking out water stations to fill up their own bottles or grab a quick sip in between sessions. Seize the opportunity to have your brand prominently displayed at 15 or more water stations located in high-traffic areas around the convention center.

Sponsor Features: Your company will be recognized on promotional materials, including the conference 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 (available for an additional cost).

Price: \$15,000

LeadingAge
**ANNUAL
MEETING**

OCTOBER 27-30, 2024
Nashville Music City Center | Nash, TN



WIFI THROUGHOUT CONVENTION CENTER

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



HOTEL KEYCARDS

Sponsor the hotel keycards at Annual Meeting's headquarters hotel in Nashville, TN.

Sponsor Features: Annual Meeting attendees who are guests at the Omni hotel in Nashville will see your company's logo will appear on room keycards they receive at check in, and will use throughout their stay. The Omni is the conference's headquarters hotel, where 850+ attendees will stay during their visit.

Price: \$10,000

SPONSORSHIPS INSIDE

E2

Experience EXPO

LeadingAge
**ANNUAL
MEETING**
OCTOBER 27-30, 2024
Music City Center | Nashville



CULINARY EXPERIENCE IN E2

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 into a popular downtown restaurant.

MONDAY & TUESDAY LUNCH

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

Price: \$15,000 per day

LeadingAge
**ANNUAL
MEETING**

OCTOBER 27-30, 2024
Nashville Music City Center | Nash, TN



E2 EATERY

E2 is a collaborative experiential space with seven learning communities where you can host one of several specialty eateries

Sponsor Features: Includes costs of treat, logistical arrangements, 10x10 location close to your booth. Sponsor will work with sales on exact location of the eatery. Eatery will be promoted on the conference website, with signage that includes company logo, with a listing on the conference app.

Price: \$7,500 each

ADVERTISING OPPORTUNITIES

LeadingAge

**ANNUAL
MEETING**

OCTOBER 27-30, 2024
Music City Center | Nashville



DIGITAL ADVERTISING

Exhibit hall screens on Level 3, where registration, keynote, and E2 are located.

Ad Rate: \$5,000 each (10 available)

Video Rate: \$7,500 (1 available)

Note: Non-partners will incur an additional fee of \$500.00, but if purchased with a full-page ad in the E2 Preview (pg. 37), a 20% discount on digital advertising will be offered

Sponsor Features: There are three (3) screens (located in B, C, D halls). Each ad will run for 15 seconds, and the video ad (without sound) will run for up to 30 seconds. Content will loop and include four (4) LeadingAge house ads, including sponsor logos, and repeat every four (4) minutes.

DIGITAL ADVERTISING

Education room screens on Level 2, where education session rooms are located

Ad Rate: \$5,000 each (10 available)

Video Rate: \$7,500 (1 available)

Note: Non-partners will incur an additional fee of \$500.00, but if purchased with a full-page ad in the E2 Preview (pg. 37), a 20% discount on digital advertising will be offered

Sponsor Features: Displayed on 65-inch monitors, each ad will run for 15 seconds, and the video ad (without sound) will run for up to 30 seconds. Content will loop and include four (4) LeadingAge house ads, including sponsor logos, and repeat every four (4) minutes.



PRE-SHOW ADVERTISING

The E2 Experience Guide is a publication that is mailed to 24,000+ LeadingAge provider members, plus distributed on the floor of the E2. Placing an ad is a cost-effective pre-show marketing tactic that will increase your visibility and show ROI. It's available exclusively to exhibitors and is a reliable, budget-friendly way to draw attendees to your booth.

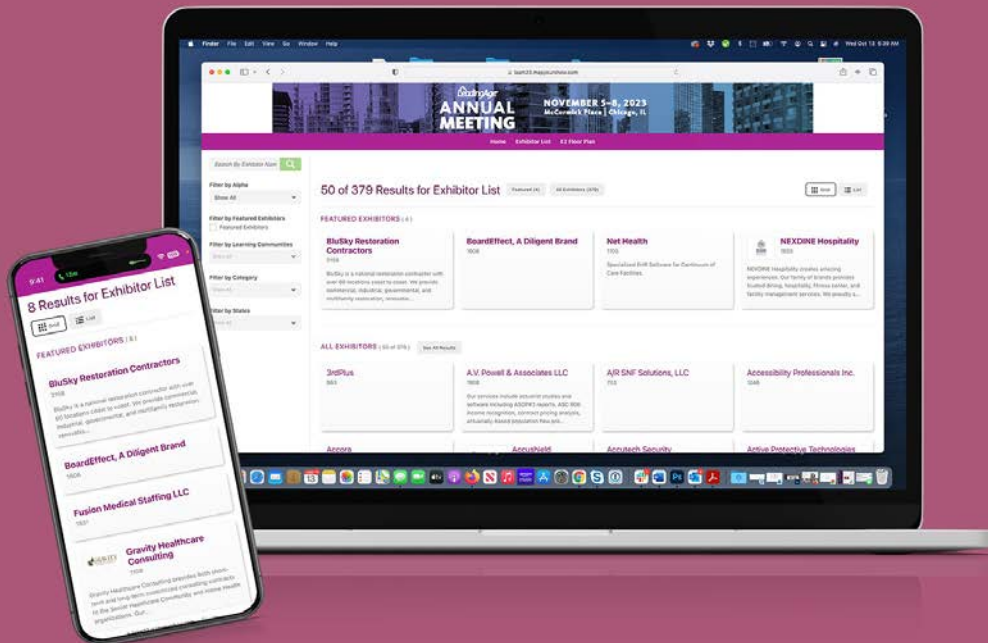


Advertisement Type	Full-Color Rate	Black and White Rate
Back Cover	\$5,025	N/A
Inside Back Cover	\$3,650	N/A
Full Page	\$2,950	\$2,150
Half Page Horizontal	\$2,150	\$1,550
Quarter Page	\$1,150	\$750

EXHIBITOR DIRECTORY LISTING

Upgrade your basic listing to increase your visibility in the online directory, interactive floor plan, and show planner. There are three (3) options to capture the attention of attendees before, during, and after Annual Meeting:

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





questions?

Contact Sales@LeadingAge.org

LeadingAge[®]

**ANNUAL
MEETING**

OCTOBER 27-30, 2024
Music City Center | Nashville