



THE POWER OF MEMBERSHIP

The Strength of Community.



INSPIRE. SERVE. ADVOCATE.

Why Partner with LeadingAge?

LeadingAge is more than a trade association—it's a nationwide community of nonprofit aging services providers, mission-driven organizations, and business partners dedicated to making America a better place to grow old.

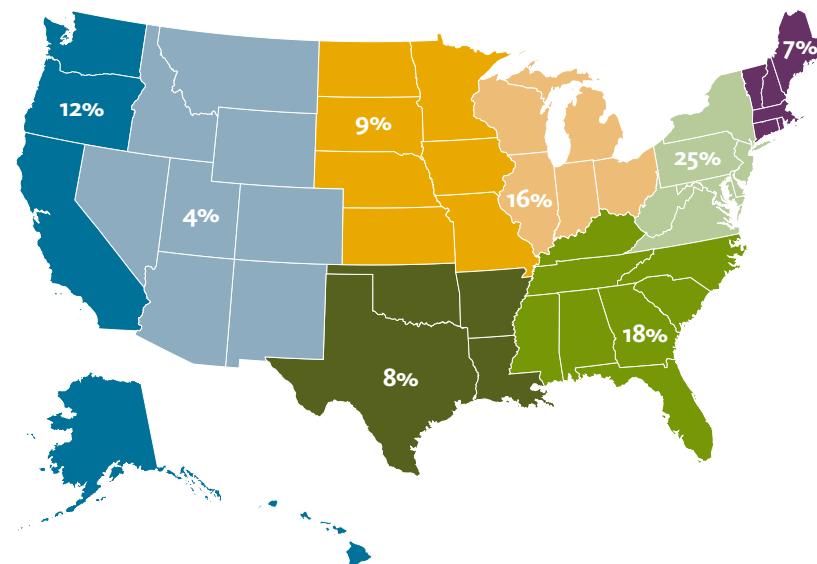
When you join, you'll be part of:

5,000+ providers across the aging services continuum

36 state partners in 41 states

350+ business partners committed to improving care for older adults

Together, we're building an equitable, inclusive sector where everyone can thrive.



- | | |
|------------------------|-------------------------|
| ● New England 7% | ● Northeast Central 16% |
| ● Mid Atlantic 25% | ● Northwest Central 9% |
| ● South Atlantic 18% | ● Mountain 4% |
| ● Southwest Central 8% | ● Pacific 12% |



Senior Housing 15%



HCBS 22%



Assisted Living 37%



Nursing 44%



Life Plan Community 44%

LeadingAge membership delivers professional tools and resources—and offers access to a network like no other. Your company will join a community of more than 5,000 providers, [36 state partners in 41 states](#), and 350+ business partners who are committed to making America a better place to grow old. Together we are building an equitable and inclusive aging services sector, in which opportunities exist for all to thrive. We offer everything you would expect from your trade association, plus much more.

LEADINGAGE PROVIDES MEMBERS:

Business Solutions & Discounts

to help providers access the right partners for the right price.

LeadingAge members get special discounts and incentives from our trusted [Corporate Partners](#) and our member-driven group purchasing program [Value First](#) offers discounted pricing and rebates on food, equipment, and supplies.

Advocacy & Public Relations

to amplify the collective voice of providers.

Through our relationships with lawmakers and the press, LeadingAge elevates and illuminates the [issues that matter most](#) to aging services providers and older adults. Nationally and in your state, we fight to remove barriers to care and improve funding for the sector.

Education & Professional Development

to strengthen our field.

At the [LeadingAge Annual Meeting + E2](#) and [Leadership Summit](#), aging services providers can earn CE credits while networking with peers from across the sector. On-demand learning is available anytime from the [LeadingAge Knowledge Center](#)—and it's discounted or free for members. Members also have exclusive access to our signature [Leadership Academy](#), which has ignited the careers of hundreds of aging services professionals.

BUSINESS MEMBER BENEFITS - \$2,200



Nonprofit associations, organizations, and universities are eligible to receive a 50% discount off the Business Member rate

Account Management & Care

- Dedicated LeadingAge account executive(s)
- Partner Dropbox folder that houses activation reports, photos, logos, member data, and survey findings
- Royalty-free rights to the LeadingAge Corporate Partner logo

Membership Benefits

- Membership benefits for up to 5 staff members (\$400 per additional staff member)
- Policy and research updates, as available
- Member data and survey findings, as available
- Member discounts on all LeadingAge national event attendance
- Member access to LeadingAge resources and content (including live and archived webinars) via the LeadingAge Learning Hub
- Member-level access to all LeadingAge e-newsletters
- Member-level access to LeadingAge Peer Groups

Annual Meeting + E2

- Partner rate for LeadingAge Annual Meeting E2 booth space
- Access to sponsorship packages that are available exclusively to Corporate Partners
- Corporate Partners who exhibit receive complimentary access to education sessions (4 per 10' x 10' booth)

Website Listings & Recognition

- LeadingAge Buyer's Guide listing (listing enhancements are available)
- Recognition as a Corporate Partner on the LeadingAge website
- Opportunities to add press releases and newsworthy content to the Corporate Partner News webpage



Ready to Join LeadingAge's Corporate Partner Program?

Contact Sales@LeadingAge.org and one of our account executives will get you signed up.