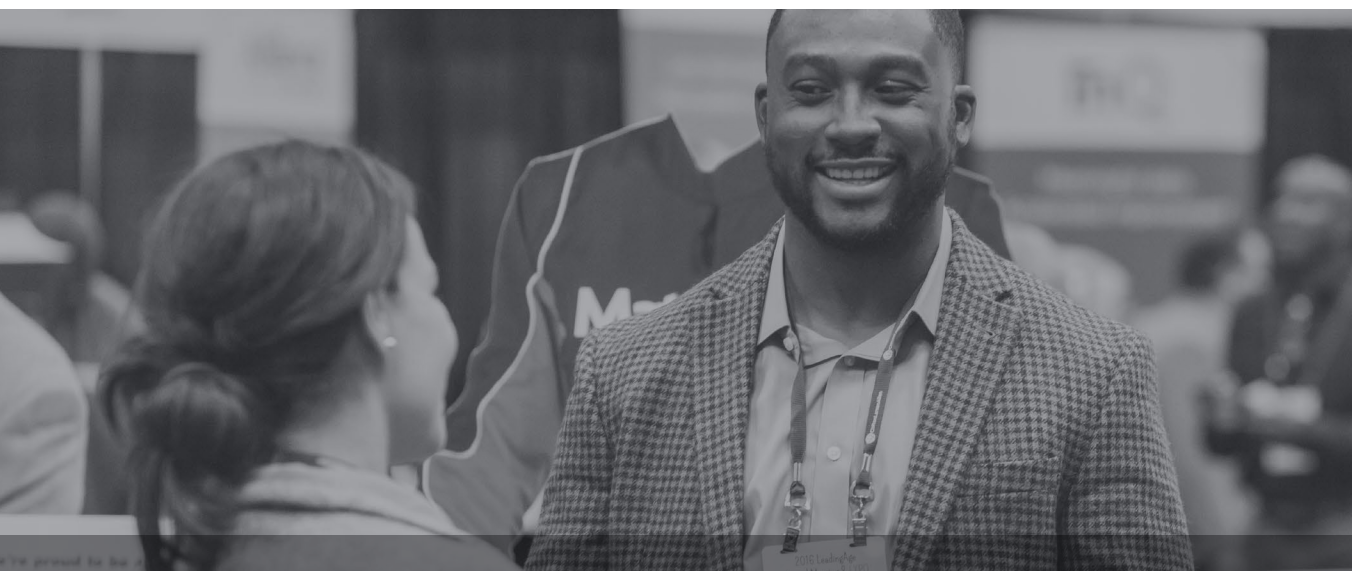




MARKETING PLANNER



LeadingAge, the trusted voice for aging.

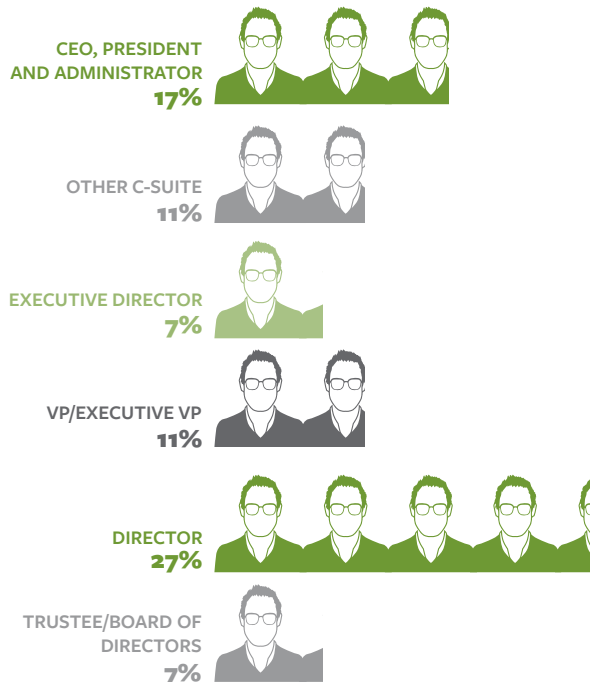
Our 6,000+ members and partners include not-for-profit organizations representing the entire field of aging services, 38 state partners, hundreds of businesses, consumer groups, foundations and research partners.

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.

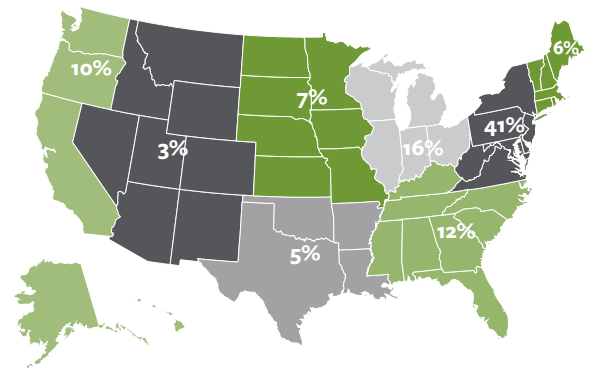
There are 6,000 LeadingAge provider members spanning the 43 states affiliated with LeadingAge.

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

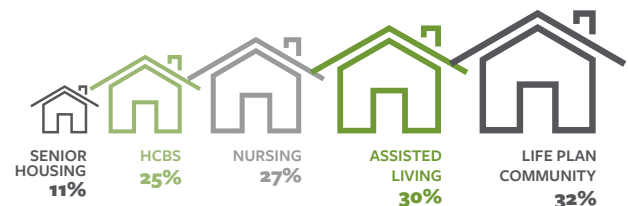
Titles of Annual Meeting Attendees



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. 	<ul style="list-style-type: none"> • \$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. 	\$1,750
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. 	<ul style="list-style-type: none"> • 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. 	\$2,750
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. 	<ul style="list-style-type: none"> • 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
LeadingAge Supporter	<p>Annual Meeting Sponsor Benefits plus:</p> <ul style="list-style-type: none"> • Complimentary advertisements in LeadingAge Magazine (3). • Recognition on the Annual Meeting and Leadership Summit websites. • Additional discounts on Annual Meeting and Leadership Summit advertising opportunities. 	<ul style="list-style-type: none"> • One complimentary 10' x 10' booth space at the Annual Meeting and a networking table in the GREAT ROOM at the Leadership Summit. • Recognition onsite at both the Annual Meeting and Leadership Summit. • Early selection of Annual Meeting EXPO space for next year (after Gold Partners and Silver Partners). 	\$25,000
LeadingAge CAST Supporter	<p>Cast Business Associate Benefits plus:</p> <ul style="list-style-type: none"> • A seat on the CAST Commission. • Additional discounts on Annual Meeting and Leadership Summit advertising opportunities. • One complimentary 10' x 10' booth space at the Annual Meeting. • One complimentary registration to the Leadership Summit. 	<ul style="list-style-type: none"> • Opportunity to have a CAST representative attend a conference or event. • Speaking opportunities at CAST-sponsored events outside of LeadingAge. • Early selection of Annual Meeting EXPO space for next year (after Gold Partners and Silver Partners). 	\$25,000
LeadingAge Corporate Partner	<p>Gold and Silver Partner engagements are managed by a dedicated LeadingAge account executive. Benefits and Opportunities for Corporate Partners include (but are not limited to):</p> <ul style="list-style-type: none"> • Access to LeadingAge's staff leadership and expertise • Opportunity to conduct a listserv survey of LeadingAge members • Access to LeadingAge member data and demographics • Complimentary exhibit booths and early selection on booth location at LeadingAge conferences • Exclusive sponsored component at the Annual Meeting • One written letter of consideration of services for a provider by a LeadingAge Staff Member 	<ul style="list-style-type: none"> • Cross-matching LeadingAge members with client/prospect lists. Provider member lists provided quarterly. • Inclusion of your company's content in LeadingAge listservs • Involvement with the Center for Aging Services Technologies (CAST) • Royalty rights to use the Partner logo <p>Benefits/services extended exclusively to LeadingAge Gold Partners only:</p> <ul style="list-style-type: none"> • Exclusive sponsored component at the Leadership Summit • Opportunity to co-present webinars with LeadingAge • Events with the LeadingAge Board of Directors • Events with Chief Executives of Multi-site Organizations (CEMO) 	<p>Contact the LeadingAge Sales Team at sales@LeadingAge.org for more details.</p>

LEADERSHIP SUMMIT OPPORTUNITIES



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

Be Your Company's Information Advocate.

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 is a branded space for attendees to join you and have a conversation.

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). **Learn more at LeadingAge.org/LeadershipSummit.**



COLLABORATIVE CARE & HEALTH IT INNOVATIONS SUMMIT

June 23-25, 2019 | Hyatt Regency Inner Harbor, Baltimore, Maryland

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:

\$1950 - Member Rate

\$2450 - Non-Member Rate

Table Top Exhibit Fee includes:

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

SPONSOR

\$10,000 - 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 - SOLD

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



LEADINGAGE ANNUAL MEETING + EXPO

October 27-30, 2019

San Diego Convention Center | San Diego, CA

EXHIBIT & MARKETING OPPORTUNITIES

The LeadingAge Annual Meeting & EXPO is the nation's largest EXPO dedicated to the trusted voice of aging services. 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** – Seize the opportunity to highlight your product as part of 3 different pavilions representing a new approach to community living.
- **Annual Meeting Sponsor** – 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** – 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 30, 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 ALEXA, voice automated location assistants
- Lunch with attendees on Monday and Tuesday in the EXPO hall.
- Coffee with attendees on Wednesday 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

\$2500 Member Rate
\$3000 Non-Member Rate
\$2650 Late Member Rate
\$3150 Late Non-Member Rate

CORNER BOOTH

\$2750 Member Rate
\$3250 Non-Member Rate
\$2900 Late Member Rate
\$3400 Late Non-Member Rate

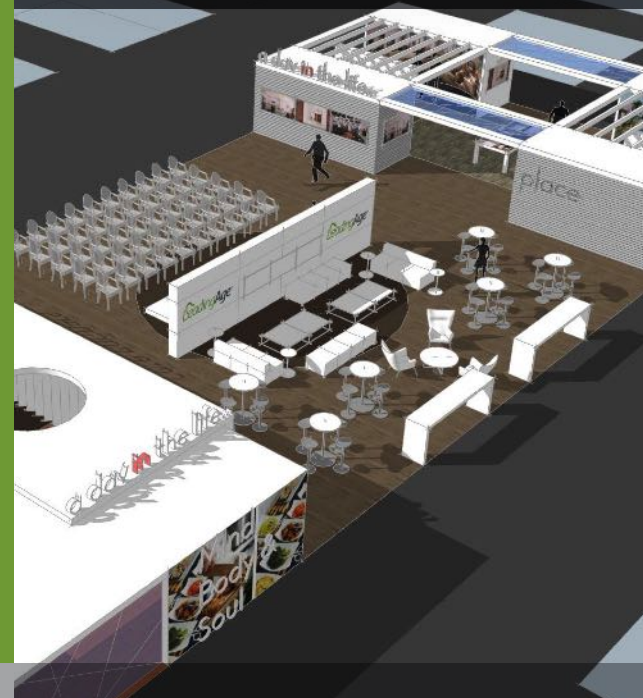
[CLICK HERE TO ACCESS THE 2019 FLOOR PLAN](#)

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 NEW 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 a year?

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

[CLICK HERE TO ACCESS THE START-UP GARAGE APPLICATION AND SUBMIT FOR CONSIDERATION.](#)

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 front cover	\$4,070
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.](#)

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.



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[®]