

SPONSORSHIP OPPORTUNITIES

Extend your brand during the conference!

BOLD

ANNUAL CONFERENCE & EXPO
MAY 1-3, 2023 • MONTEREY, CA

EDUCATION & EVENT SPONSORSHIPS

Interested in a sponsorship opportunity? Contact Kevin Tuuaga at ktuuaga@leadingageca.org.



OPENING KEYNOTE | \$20,000 **SOLD**

Sponsoring the opening session is a unique opportunity to connect with the largest session at the annual conference! You'll have brand recognition on the large screens while being verbally thanked with the opportunity to show a 60 second video before the session begins.

SPONSORED BY ZIEGLER



PANEL OF PUNDITS | \$20,000

One of the most highly attended events will be the Tuesday Panel of Pundits, facilitated by LeadingAge California's President & CEO, Jeannee Parker Martin. You'll have brand recognition on the large screens while being verbally thanked with the opportunity to show a 60 second video before the panel begins.



CLOSING KEYNOTE | \$20,000 **PENDING**

Let's go out with a bang! All conference attendees are expected to attend the closing keynote speaker. You'll have brand recognition on the large screens while being verbally thanked with the opportunity to show a 60 second video before the session begins.



PRE-CONFERENCE SESSION | \$15,000 (2 available)

LeadingAge California provides two pre-conference discussions that are important to provider members. This year, the preconference will cover *Alzheimer's Update and Dementia Care*, and *A Deep Dive Into Your Organizations Health*. Each discussion will be given by leaders in our field, your sponsorship will be showcased in support of these important topics. You will also be able to introduce yourself as a sponsor along with introducing presenters.



WELCOME RECEPTION (MONDAY) | \$15,000 **SOLD**

The Welcome Reception will take place inside the Exhibit Hall on Monday, May 1st from 5:15 - 6:45 PM. You will receive sponsor recognition on signage and have an opportunity to stand by the entrance with the LeadingAge California President & CEO to greet attendees upon entry.

SPONSORED BY FRONT PORCH



EXPO LUNCHEON (TUESDAY) | \$15,000 **SOLD**

The EXPO luncheon will take place Tuesday, May 2 from 12:00 - 1:30 PM. The LeadingAge California team will have food and beverage stations to nourish conference attendees. This sponsorship includes recognition on signage at all food stations.

SPONSORED BY MASONIC HOMES OF CALIFORNIA

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SOCIAL EVENT (TUESDAY) | \$15,000

LeadingAge California is notorious for putting on jaw-dropping social events. The themed events range from a Beach Party, Mardi Gras, Luau, to an all White/En'Blanc party! As a Social Event sponsor, your logo will be seen throughout the event, and your brand will be known for producing a memorable experience.



INNOVATION SHOWCASE | \$10,000 **SOLD**

The Innovation Showcase encourages organizations with best practices or technology solutions that enable qualified individuals with any form of disability to have the same job opportunity as able-bodied individuals. As a sponsor, you will be recognized amongst all conference attendees of your commitment to innovation in our industry.

SPONSORED BY VALUE FIRST



CONTINENTAL BREAKFAST | \$8,500 (2 available)

Be the first signage attendees see as they refuel themselves before their conference day begins on Tuesday or Wednesday (or both!). A light continental breakfast will be available prior to the morning's education sessions.



TRUSTEE BREAKFAST | \$5,000

This breakfast, hosted by LeadingAge California President and CEO Jeannee Parker Martin is for Trustees (board members of provider organizations) and their administrators or executive directors. As a sponsor, you will be invited to attend the breakfast and will be acknowledged by the host and guest speaker.



COFFEE BREAK STATIONS | \$5,000 (2 available)

It's a fact: attendees run on coffee. Be the one that gives them this fuel by sponsoring Tuesday or Wednesday (or both!) coffee break stations. Your company brand will be seen as a hero in the morning to attendees as they refuel.

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ENGAGE CENTER | \$20,000

Designed to let attendees network and relax between sessions, by sponsoring the EngAge Center we will be able to place your logo at the entrance and reach out to a diverse group including conference newbies!

REJUVENATION STATION | \$20,000

LeadingAge California is planning several activities that attendees are sure to interact with as they explore the Exhibit Hall. From the Puppy Petting Station, Professional Headshot Station, to a Re-Charging experience, these are all several ways to not only increase your brand awareness but to also draw traffic to your booth!

SPORTS RADIO | \$20,000 **SOLD**

Back by popular demand! LeadingAge California's conference layout in 2023 had attendees talking – or should we say, listening. Attendees will be using the sports radio for the breakout sessions in the main general session room. Your logo will be placed on the headphones that everyone will use to listen in on the sessions. This opportunity is one you will not want to pass up!

SPONSORED BY ESKATON

CONFERENCE WIFI | \$15,000

Upon arrival in Monterey, one of the first things attendees will do is log into the wifi. This is an excellent opportunity to provide a marketing landing page upon activation.

WORKBOOK | \$10,000

LeadingAge California is providing all attendees with a custom workbook that will include conference related content, guides, activities, and much more! As a sponsor your full page advertisement will be placed on the inside cover of the conference workbook.

WATER BOTTLE | \$8,500

Attendees will enjoy water breaks throughout the show by using the custom branded retractable water bottle at the bottle filling stations throughout the convention center. Get your logo on reusable water bottles while you can!

HAND SANITIZER | \$5,000

Your brand name in the hands of every attendee at the conference! Personal-sized hand sanitizers will help promote health and your brand, with your company logo printed on the bottle.

HOTEL KEY CARDS | \$5,000

Looking to get your brand out there? Put your four-color message on the hotel room keys of the attendees staying at the LeadingAge California headquarter hotel.

MOBILE APP SPONSOR | \$5,000 **SOLD**

Place your company's brand in the hands of every attendee! Your company's logo will be on the conference mobile app's landing page. Attendees will see your logo each time they open the app to check the schedule, view exhibitor/sponsor listings, send messages, and make appointments with other attendees.

SPONSORED BY CONNECTRN

SESSION SPONSOR | \$2,000

(over 30 available)

Support high quality, applicable industry topics affecting our industry by sponsoring one of many educational breakout sessions throughout the conference. Sponsorship includes one (1) complimentary registration for the day of the sponsored session and recognition on the breakout session session.

SPONSORSHIP LEVELS + BENEFITS



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Interested in combining multiple opportunities or creating a customized sponsorship to meet your marketing needs? Let's talk!
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	ELITE \$20,000	PREMIUM \$15,000	SIGNATURE \$10,000	SELECT \$8,500	SUPPORTER \$5,000
Full Conference Registrations <i>Number of complimentary registrations per level</i>	5	4	3	2	1
Conference Email Spotlight <i>Logo recognition</i>	●	●			
Conference Workbook Advertisement* <i>Elite Level - Full page Premium Level - Half page Signature Level - Quarter page</i>	●	●	●		
General Session Recognition <i>Logo recognition as sponsor by level</i>	●	●	●	●	
Conference Workbook Recognition* <i>Recognition as sponsor by level</i>	●	●	●	●	●
Conference Website Recognition <i>Logo recognition as sponsor by level</i>	●	●	●	●	●
Conference Mobile App Recognition <i>Logo recognition as sponsor by level</i>	●	●	●	●	●
Sponsored Education, Event or Branded Items <i>Sponsor recognition for education, event or branded item from listed options (One available per level)</i>	Choose one: <ul style="list-style-type: none"> • Opening Keynote • Panel of Pundits • Closing Keynote • EngAge Center • Rejuvenation Station • Sports Radio 	Choose one: <ul style="list-style-type: none"> • Pre-Conference Session • Welcome Reception • Expo Luncheon • Social Event • Conference WiFi 	Choose one: <ul style="list-style-type: none"> • Innovation Showcase • Workbook 	Choose one: <ul style="list-style-type: none"> • Continental Breakfast • Water Bottles 	Choose one: <ul style="list-style-type: none"> • Trustee Breakfast • Coffee Break Stations • Hand Sanitizer • Hotel Key Cards • Mobile App

*Subject to print deadlines.