



ANNUAL MEETING & RECEPTION

Meeting Sponsorship Prospectus

LEADINGAGE HEADQUARTERS | WASHINGTON, DC | OCTOBER 5, 2017

Who we are

LeadingAge DC is the only District of Columbia association representing not-for-profit organizations with a long-term commitment to providing housing, health care, and community services for DC's seniors. Our membership base includes District of Columbia aging services providers representing the entire continuum of care:

- Continuing care retirement communities (CCRCs)/Life plan communities
- Nursing homes
- Affordable senior housing
- Home and Community Based Services
- Adult Day Services providers
- Villages

In addition, our membership includes business organizations who provide products and services to support the aging services industry.

Why Support our Annual Meeting and Reception?

Our Annual Meeting and Reception is our association's most popular event, providing quality education and thought-provoking information to our members. It's also an unparalleled opportunity for aging services providers and the business organizations that support them to engage in meaningful ways. LeadingAge DC is able to offer our Annual Meeting in large part because of the support of our business partners and sponsors. Our 2017 Annual Meeting will provide you with a dynamic atmosphere in which to promote your organization to executive leadership and other key decisions makers from LeadingAge DC provider communities throughout the District by offering increased visibility to help you stand out from your competitors.

Conference attendees include:

Administrators • Chief Executive Officers • Executive Directors • Chief Financial Officers • C-Suite Professionals • Directors of Nursing • Department Heads • And other key health care professionals

Benefits of Sponsorship

General Sponsorship/Reception “Exhibitor”

Sponsors at the LeadingAge DC Reception gain increased brand visibility among senior-level executives and other key decision makers from our members; opportunities to engage with prospective and existing customers conveniently located under one roof; and the ability to increase your awareness of emerging and critical issues in the aging services industry.

Each general sponsor receives the following:

- Cocktail Table in Reception/Networking Space
- One full complimentary conference registration, with unlimited access to the LeadingAge DC Annual Meeting
- Opportunity to provide 30 second introduction to entire audience during lunch
- General Sponsor on your registration badges.
- Recognition in the Annual Meeting program
- Further details:
 - Sponsors may bring pull-up banner and handouts/giveaways
 - No electrical connections provided

General Sponsor Schedule :

- 12:15 – 12:30 – 30 Second Business Partner Promo
- 3:30 – 4:00 – Reception Setup
- 4:00 – 5:00 - Reception

Annual Meeting Sponsorship

Business Partners who want to gain even greater visibility and further support our association’s mission are encouraged to also become Annual Meeting Sponsors by selecting a annual meeting sponsorship level as part of your sponsorship agreement. In addition to items described in the description of each opportunity below, each Annual Meeting sponsorship includes the following:

- An exclusive pre-meeting attendee list that is only made available to LeadingAge DC Sponsors, Exhibitors, and Annual Meeting Sponsors
- Recognition in the Annual Meeting program, as well as on-site signage recognizing your company as an Annual Meeting Sponsor
- ***Or, feel free to suggest an alternative sponsorship option based on your organization’s specific objectives.***

OPPORTUNITY PRICE DESCRIPTION

General Sponsor	Member	Non-Member	
Reception Exhibitor – 10 available	\$500	\$800	See general sponsor information above
Conference Sponsor	Member	Non-Member	
Continental Breakfast – 3 available	\$500 each	\$1,000 each	1. Your company logo on signage at breakfast
Lunch - 3 available	\$1,000 each	\$1,500 each	1. Your company logo on signage at lunch 2. Includes reception exhibitor
Reception Food/Beverage – 1 available	\$1,500	\$2000	1. Your company logo on signage at reception 2. Includes reception exhibitor
Conference Program Advertisement – ¼ page advertisement – 8 available	\$250 each	\$500 each	

LeadingAge DC 2017 Annual Meeting and Reception



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Application for Reception General Sponsor “Exhibitor” Space and/or Annual Meeting Sponsorship

COMPANY INFORMATION (Please enter all requested information and type or print clearly).	
COMPANY NAME	
CONTACT PERSON RECEIVING ALL ADVANCE MATERIALS	
EMAIL	PHONE
PRIMARY ON-SITE CONTACT	
EMAIL	PHONE (CELL)
COMPANY WEBSITE URL	
COMPANY DESCRIPTION (2-3 sentences that describe products/services – this information is REQUIRED in order to be included in the Annual Meeting Program)	

A maximum of two (2) staff from organization are allowed in each space. Exhibiting organizations may receive one (1) complimentary registration, with the option to register an additional attendees via the LeadingAge DC Annual Meeting 2017 registration site at the applicable rate. <http://www.leadingagedc.org/annual-meeting-2017/>

A. General Sponsor/Reception/Exhibit Space

	MEMBER RATE	NON-MEMBER RATE*
Cocktail table in networking/reception space (see page 2 of prospectus for further information)	\$500 each	\$800 each

**Interested in becoming a LeadingAge DC business partner and receiving the discounted member rate? Add, business partner dues to the total amount due on page 3 and email Christy Kramer at ckramer@leadingage.org.*

B. Annual Meeting Sponsorship

Gain even more exposure and demonstrate your support of their Association’s mission to existing and prospective clients during the Annual Meeting and Reception by becoming a Annual Meeting Sponsor. Annual Meeting sponsors will be acknowledged on promotional materials before and during the event, including on the LeadingAge DC website, in the digital and print versions of the Annual Meeting Program, and in on-site signage. View the Exhibitor and Sponsor Prospectus accompanying this contract for more details on the sponsorship opportunities listed below. Confirm your sponsorship choice(s) prior to submitting this form as some opportunities are limited in availability.

SPONSORSHIP OPPORTUNITY	MEMBER RATE	NON-MEMBER RATE*
Continental Breakfast – 3 available	\$500 each	\$1,000 each
Lunch - 3 available	\$1,000 each	\$1,500 each
Reception Food/Beverage – 1 available	\$1,500	\$2000
AM 17 Program ¼ page Advertisement —8 available	\$250 each	\$500 each

C. Payment Information

Full payment accompanying a signed contract is appreciated.. Annual Meeting sponsors will be acknowledged in promotional materials upon receipt of sponsorship payment.

Cancellation Policy: No refunds will be issued after September 1, 2017.

D. TOTAL AMOUNT DUE

	Amount
General Sponsor/Reception/Exhibitor (Includes one (1) meeting registration)	
• (\$500/\$800 each)	
Sponsorship (please specify)	
•	
•	
2017 Business Partner Dues (\$500)	
Total Amount Enclosed	

Paying by check:

Make check payable to LeadingAge DC and mail with completed application to LeadingAge DC, Attn: Christy Kramer, 2519 Connecticut Avenue, NW Washington DC, 20009,

Payment in full is due by September 15, 2017

Paying by Credit Card:

Please scan and email the completed form with credit card payment information to:

Christy Kramer

Email: ckramer@leadingage.org

Check one:

Charge full amount as indicated above: _____

Check one:

☐ MC ☐ Visa ☐ AmEx Credit Card Number _____ Exp. Date _____

Name as it appears on the front of the card _____

I authorize LeadingAge to use the above credit card to charge applicable exhibit fees and agree to the Terms and Conditions.

Authorized Signature _____ Date _____