

SPONSORSHIP OPPORTUNITIES

Let member attendees know you support the work they are doing by becoming a sponsor and/or advertiser in the 2025 Spring Conference & Solutions Expo. Sponsorships are used to help defray the registration fees for our members which enables them to bring even more staff. This is another opportunity for you to be actively involved and have your name in print for member organizations to see! A variety of sponsorship options are listed below. Please select the option that fits your desire and ability to share in the success of this conference. Your company's support helps make the LeadingAge Iowa Spring Conference & Solutions Expo successful. How can you gain even more meaningful exposure, connections, and brand awareness? Consider a sponsorship or an advertising opportunity!

Mobile App Lead Sponsor \$2,000

1 Available

The conference app is the mobile version of the annual meeting session locator that provides information on sessions, exhibitors, and speakers at the annual meeting. Includes banner on the mobile app landing page in a highly visible location, listing as a sponsor in signage and program.

Keynote/General Session Sponsor \$2,500

Opportunity to speak at keynote and introduce speaker and give a 5-minute overview of your company and services offered. Includes listing as a sponsor in signage and program.

Lunch Sponsor \$2,200

2 Available

Includes pull-up banner display in meal service area, one mobile app broadcast message sent during the event and listing as sponsor in signage and program.

Attendee Registration Sponsor \$2,000

Ability to meet and greet attendees as they arrive, includes one mobile app broadcast message sent during the event, pull-up banner display at registration desk area, and listing as sponsor in signage and program.

Social Reception Sponsor \$1,750

Includes pull-up banner display at social reception, one mobile app broadcast message sent during the event and listing as sponsor in signage and program.

Attendee Name Badge Sponsor \$1,500

1 Available

Sponsor logo displayed prominently on badges, includes listing as sponsor in signage and program.

Education Track Sponsor \$1,500

Exclusive sponsor per track. Includes listing as a sponsor in signage and program.

Lanyard Sponsor \$1,200

1 Available

Lanyards supplied by sponsor and available at the registration desk.

ADVERTISING OPPORTUNITIES

Digital Advertising

Conference Webpage Advertisement **\$1,000** (1 Available)

Your advertisement and a link to your company website to be featured exclusively on the Conference webpage. This webpage receives approximately 3,000 visitors.

Pre-Event Electronic Marketing **\$400**

Your advertisement and a link to your company website to be featured in one pre-Conference electronic marketing promotion. Reaches an audience of more than 2,500 individuals.

Registration Confirmation Email Advertisement **\$400** (1 Available)

Your logo and a link to your website to be featured in the confirmation email that each registered attendee receives when they register for the Conference.

Daily Conference Highlights Email Advertisement **\$400** (2 Available)

Your logo and a link to your website to be exclusively featured on one of the daily emails that will be sent out to all attendees each morning of the event that features the Conference highlights of the day.

Print Advertising

Advanced Program Conference Guide Advertisement

This promotional publication provides information on sessions and speakers at the spring conference to increase attendance and allow individuals to better plan their time for attending.

Back Cover Full Page Ad	\$1,000
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Standard Full Page	\$750
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Standard Half Page	\$400
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Full Page 5.25" x 7.5"	Half Page 5.25" x 3.75"
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