LeadingAge® Iowa

2027 SPONSORSHIP PROSPECTUS



2027 Exhibitor and Sponsorship Prospectus

WHO IS LeadingAge Iowa

LeadingAge Iowa is a trusted statewide association and a powerful advocate for not-for-profit aging services providers, championing innovation and excellence in care for older adults. Our members represent the leading providers across the entire continuum of aging services, including nursing care, assisted living, senior housing, and home- and community-based services. Dedicated to meeting the needs and preferences of the aging population, our members set the standard for innovative practices and quality care. As the state affiliate of LeadingAge, we remain committed to advancing aging services and supporting providers in delivering exceptional care.

Whether you're looking for name recognition, creative ways to generate new business relationships, or aligning your brand with association signature events and communication pieces, we have a number of ways to help your company elevate its brand and get the industry talking.

WHO ATTENDS THE ANNUAL CONFERENCE?

Attendees represent senior living communities throughout Iowa, including independent living, assisted living, skilled nursing facilities, CCRCs/life plan communities and home and community based services. Industry leaders, decision makers and more attend LeadingAge Iowa's Annual Conference to:



LEARN FROM FORWARD THINKING AND NATIONALLY RECOGNIZED FACULTY IN 30+ EDUCATION SESSIONS WHILE EARNING UP TO 9.5 CE CREDITS.



CONNECT WITH 250+ SENIOR LIVING PROFESSIONALS ON THE SOLUTIONS EXPO FLOOR AND DURING NUMEROUS NETWORKING OPPORTUNITIES.



DISCOVER NEW PRODUCTS, SERVICES AND BUSINESS MODELS PRESENTED BY OVER 40 EXHIBITING COMPANIES.

Exhibit Investment

10'X10' EXHIBIT SPACE RATES	EARLY BIRD RATE *Deadline January 15, 2027*	STANDARD RATE *After January 15, 2027*
Member Standard Booth	$1,499	$1,899
Member Premium Booth	$1,699	$2,099
Non-Member Standard Booth	$2,199	$2,399
Non-Member Premium Booth	$2,399	$2,599
Iowa & Illinois Joint Member Booth	$2,699	$3,299
Iowa & Illinois Joint Premium Member Booth	$3,099	$3,799
Iowa & Missouri Joint Member Booth	$2,149	$2,549
Iowa, Illinois & Missouri Joint Member Booth	$3.549	$4,149

EXHIBIT BENEFITS

- Exhibit booth includes 10x10 booth space with 8 ft skirted table, two chairs, wastebasket and electrical hookup.
- Two staff badges with full conference access.
- Listing online, in the advance program distributed to members and non-members prior to the conference (if reserved before February 12, 2027) and in the mobile app exhibitor directory.
- Pre-show and post-show attendee mailing list.

BACK THIS YEAR-NOW WITH THREE CONFERENCES!

Book exhibit space for all three conferences, or select just Iowa/Illinois or Iowa/Missouri to expand your reach and connect with even more potential customers across the region.

Iowa Annual Conference:
May 5-6, 2027 The Meadows Events & Conference Center, Altoona, IA
Illinois Annual Conference:
June 23-24, 2027 Tinley Park Convention Center, Tinley Park, IL
Missouri Annual Conference:
September 21-22, 2027 Lake of the Ozarks, MO

Choose all three states and recieve a $550 discount
Choose Illinois and Iowa conference and receive a $500 discount
Choose Iowa and Missouri and receive a $250 discount

SPONSORSHIPS

Annual Conference Sponsorship Options

BRANDING OPTIONS

Mobile App Lead Sponsor – $2,000 *(Exclusive)*

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.

Attendee Name Badges – $1,500 *(Exclusive)*

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

Attendee Lanyards – $1,200 *(Exclusive)*

Lanyards supplied by sponsor and available at the registration desk.

Date Saver Gift – $1,500 *(Exclusive)*

Your logo featured prominently on the Date Saver gift for next year's conference—a useful, take-home reminder attendees will keep and use all year. This 'thank you for attending' gift ensures your brand stays top of mind well beyond the event.

NETWORKING OPTIONS

Attendee Registration – $2,000

Ability to meet and greet attendees as they arrive, includes signage at registration desk area, and listing as sponsor in signage and program.

PreConference Sponsor - $3,500

C-suite level attendees. Sponsorship is the only way a business partner would be able to attend and participate in the workshop.

Social Reception – $1,900

Featured business recognition on event signage, website and social media.

Social Reception Bar Sponsor (Exclusive) - $3,200

Featured business recognition on event signage, website and social media.

Lunch Buffet Sponsor – $2,200 (2 Available)

Includes recognition on signage at event and in meal service area, website, and social media.

Breakfast & Coffee Sponsor – $1,500 (Exclusive)

Exclusive two-day sponsor—your brand featured on event signage, in meal service area, and across our website and social media.

UNIQUE & EDUCATIONAL EXPERIENCES

Keynote/General Session (Day One) – $2,500

Opportunity to speak at keynote and introduce speaker and give a 3-minute overview of your company and services offered. Includes listing as a sponsor in signage and program.

Keynote/General Session (Day Two) – $2,500

Opportunity to speak at keynote and introduce speaker and give a 3-minute overview of your company and services offered. Includes listing as a sponsor in signage and program.

Education Track Sponsorship – $1,500

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

Have a new Idea? Would you like to add a Fun Activity/Experience, contact us for more information!

Other Sponsorship Options

EDUCATIONAL OPPORTUNITIES SPONSORSHIPS

Single Webinar - $1,000 *(Exclusive Content Provider)*

Opportunity to present a 60 minute webinar to both Illinois & Iowa members. Includes recognition as the sponsor on the event webpage and on registration form.

Webinar Series - $2,500 *(Exclusive Content Provider)*

Opportunity to present a series of webinars that are each 60 minutes long to both Illinois & Iowa members. Includes recognition as the sponsor on the event webpage and on registration form.

Regional Meeting - $350

Regional meeting sponsorship includes attending a regional meeting at a community and networking with those in attendance. The meeting also includes a tour of the community and a presentation by a panel of staff working at that community. Lastly, the sponsor is included on the shared email roster so they may continue networking after the event.

Assisted Living Program Manager Class Spring & Fall - $700 *(Exclusive)*

Assisted Living Program Manager Class will allow the leadership of the assisted living programs from the administrator, manager, and/or assisted living nurse to have an understanding of the core components of a well-managed assisted living program. This includes both the spring and fall classes and recognizes sponsor in pre-event marketing promotions, on program webpage and on-site. Sponsor also receives a post-event attendee roster.

Leadership Academy I 4 Summits - $1,600

The fellows in this program are up-and-coming decision makers in the senior living field. Allows you to present to fellows during one of the four summits and join the networking dinner with fellows on the first night of your assigned summit. Includes attendee roster, recognition in pre-event marketing promotions, as the sponsor on the event webpage and in marketing brochure.

In-Person Bootcamps/Workshops - $1,000

Put your brand front and center at our in-person bootcamps/workshops. Sponsorship includes recognition in pre-event marketing, on-site visibility, and a post-event attendee roster to continue building connections.

SPONSORSHIPS

Other Sponsorship Options

BOARD OF DIRECTORS MEETING SPONSORSHIP

Retreat Sponsorship – $5,000

Participate in a 2-day strategic planning with board. Sponsors will receive presentation time in front of the board (10-15 minutes). Limit to one elite sponsor per meeting.

Board Meeting – $2,500

90 minutes general discussion and network with board. Sponsors will receive presentation time in front of the board (5 minutes). Limit to three per board meeting.





BOD Sponsor Opportunity

Sponsors are welcome to attend the second half of each BOD meeting, which includes a networking lunch. During the second half of each board meeting, a generative discussion topic of importance to either the field of senior living and services, the direction of the association, and/or the relationship with our vendor partners will be covered. Sponsors are encouraged to contribute to this generative discussion topic as well as connect with board members during the lunch. Other topics of interest will be covered as well depending on the business needs of the board at that time.

STATE NIGHT SPONSORSHIP - ILLINOIS, IOWA, KANSAS, NEBRASKA, AND MISSOURI

$6,000 Co-Host

- Includes unlimited tickets to the event.
- Your company will be recognized on onsite signage, email communications, newsletters, and social media.
- Exclusive opportunity: only one company per service or industry category, ensuring no direct competitors are present.

$2,000 Event Sponsor

- Includes two tickets to the event.
- Your company will be recognize on onsite signage, email communications, newsletters, and social media.
- This sponsorship is not exclusive to companies within your service or industry category.

$250 Attendee Fee

- Fee for first person, $100 for second person. Up to 2 people max per company.

Advertising Options

ANNUAL CONFERENCE ADVERTISING OPTIONS

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.

- Outside Back Cover – $950
- Full Page – $700
- Half Page – $350

Conference Webpage Advertisement - $1,000 *(Exclusive)*

Your advertisement and a link to your company website to be featured exclusively on the Conference webpage.

Pre-Event Electronic Marketing - $400

Your advertisement and a link to your company website to be featured in one pre-Conference electronic marketing promotion.

Registration Confirmation Email Advertisement - $400 *(Exclusive)*

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.

ANNUAL ADVERTISING OPPORTUNITIES

These opportunities are available to current business members only.

Dedicated eblasts – $750

Membership Directory

Full Page - $250

eNewsletter Banner Advertising

Sent to all members weekly on Thursdays.
Body Banner - $250 per newsletter
Sponsored Content - $995 *(per month, exclusive)*

LeadingAge Iowa Website – $1,000 Per Quarter (1 Available Each Quarter) $3,000 Per Year (1 Available)

Your ad will be placed on the homepage of the LAI website and viewed by everyone that visits our website.