

Sponsorship Opportunities

LeadingAge New Jersey's Annual Meeting and EXPO is the premier event for mission driven providers of high quality health care, housing and services for seniors. Our members come to our annual meeting to find life changing products & services for their residents and clients and we connect you face to face with senior level leaders who purchase hundreds of thousands of dollars of goods and services annually. We have organized our sponsorship opportunities into three areas. Find the sponsorship that best fits your marketing goals, or we can custom create a sponsorship activation with your team.

STRATEGIC THOUGHT LEADER OPPORTUNITIES:

PREMIER EVENT SPONSOR — \$8,500

This level is strategically linked to the delivery of the LeadingAge New Jersey Annual Conference and has multiple opportunities to put your team in front of conference attendees and help us shape their experience.

Sponsorship Main Features:

Opportunity to hold a focus group or thought leader gathering at the conference; Speaking opportunity at the Opening or Closing General Session; Opportunity to feature your team's conference happenings/ booth activities in our Conference Preview Email; Thought Leader Quote on conference website; Premium booth location in EXPO Hall; [Blue Light](#) Special participation; Branding on all conference materials and the LeadingAge NJ Sponsorship Exposure package (*see website for full details*)

OPENING GENERAL SESSION — \$5,000

The most attended event at the LeadingAge NJ Annual Meeting focused on topics facing members today.

CLOSING GENERAL SESSION — \$5,000

One of the most memorable event of the conference featuring member driven content on a significant challenge for our member organizations.

Sponsorship Main Features:

Introduction of Keynote Speaker; Opportunity to talk with general session speaker in the Speaker Ready Room prior to the talk; Opportunity to greet members as they enter the general session; and the LeadingAge NJ Sponsorship Exposure package (*see website for full details*)

NETWORKING OPPORTUNITIES:

LIFE ON PURPOSE LOUNGE — \$5,000

Networking is the number one reason our members & non-members attend conferences. Have your organization host this hub of sharing and learning

Sponsorship Main Features:

Opportunity to host lounge with your staff; Opportunity to work with LeadingAge New Jersey staff on how area is organized; [Blue Light](#) Special participation; Branding on lounge; and the LeadingAge NJ Sponsorship Exposure package (*see website for full details*)

FOOD AND BEVERAGE EVENTS — \$3,000

SNACK-TO-GO — \$2,000

Like Holiday dinners, our members look forward to sharing a meal and connecting with one another every year at the functions below. Connect with members and discuss your solutions at one of these signature events:

- Welcome Reception (Tuesday, June 5th)
- LeadingAge New Jersey Reception (Wednesday, June 6th)
- Breakfast with the Exhibitors & Meet/ Greet New Pres. & CEO Jim McCracken (Wednesday, June 6)
- Lunch with the Exhibitors (Wednesday, June 6)
- Dessert with the Exhibitors (Wednesday, June 6)
- Breakfast Buffet & Networking (Thursday, June 7)

Sponsorship Main Features:

Opportunity to staff function and greet members; Opportunity to place post cards on tables themed to event's messages; and the LeadingAge NJ Sponsorship Exposure package (*see website for full details*)

BRANDING OPPORTUNITIES:

ON-SITE PROGRAM GUIDE — \$3,500

This is the main source of information to guide attendees through their conference experience. Put your ad and brand in the place they turn to multiple times each day.

Sponsorship Main Features: Your organization name & logo on the front cover of the program. Full page ad in program and the LeadingAge New Jersey Sponsorship Exposure Package (*see website for full details*)

WIFI — \$3,500

We live in a technology driven world. Our members are busy executives and need to stay connected to their organizations during the event. Have your website be the portal for all things members want to do on line while attending the Annual Conference.

Sponsorship Main Features: Wifi links to your organizations home page; Opportunity to change your home page to customize content each day of the event; Recognition from the general session stage; and the LeadingAge New Jersey Sponsor Exposure package (*see website for full details*)

CONFERENCE BADGE — \$2,500

CONFERENCE TOTE BAG — \$2,500

The LeadingAge NJ Conference Badges & Tote Bags are the all access pass to the entire Annual Conference. Have members see your logo every moment throughout the entire event.

Sponsorship Main Features: Company logo will be featured on the individual item; And the LeadingAge NJ Sponsor Exposure package (*see website for full details*)

ENTERTAINMENT — \$1,500

What makes a conference truly memorable are the special touches like custom entertainment. Help make events at the conference something that members will not soon forget, like YOU!

Sponsorship Main Features: Opportunity to suggest entertainment within budget; company branding on signage by entertainment feature; And the LeadingAge NJ Sponsor Exposure Package (*see website for full details*)

GIFTS & GIVE-AWAYS — \$1,000* (plus the cost of gift)

Members love to take home mementos from the conference ... especially those which help them be a more organized professional. Put your logo on something they will treasure and have it distributed at a prime opportunity during the conference. [Ideas such as: notepads, pens, water bottles, flash drives, portable power, cell phone wallet, etc., are welcome.]

Sponsorship Main Features: Opportunity to select and purchase the item of your choice with your name and logo; Opportunity to select your preferred distribution site [such as General Session entrance, Registration, EXPO entrance and more]; And the LeadingAge NJ Sponsor Exposure Package (*see website for full details*)

*All giveaways are supplied by the sponsor with the approval of LANJ staff. Distribution opportunities are first come, first served.

HAVE AN CREATIVE SPONSORSHIP IDEA?

Do you have a creative sponsorship idea? We would love to partner with you on a custom sponsorship offering. We know you have solutions our members need to expand their mission & we want to help you get those solutions in front of our conference attendees.

Let's strategize how we can do that!