

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.

The LeadingAge New Jersey Sponsorship Exposure Package

Sponsorship Exposure Package includes:

- Acknowledgement in the 2019-2020 LeadingAge NJ Membership Directory
- Acknowledgement on LeadingAge NJ website with logo/link
- Acknowledgement on Conference Signage

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 & Conference App; Thought Leader Quote on conference website; Premium booth location in EXPO Hall; Opportunity to produce Promotional Marketing video; Branding on all conference materials and the LeadingAge NJ Sponsorship Exposure package

GENERAL SESSION – KEYNOTE — \$5,000

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

CLOSING SESSION – TOWN HALL CONVERSATION — \$2,500

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

NETWORKING OPPORTUNITIES:

REFRESH & RECHARGE 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; Opportunity to produce Promotional Marketing video; Branding on lounge; and the LeadingAge NJ Sponsorship Exposure package

FOOD AND BEVERAGE EVENTS — \$3,000

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 11th)
- LeadingAge New Jersey Reception (Wednesday, June 12th)
- Breakfast with the Exhibitors (Wednesday, June 12th)
- Lunch with the Exhibitors (Wednesday, June 12th)
- Dessert with the Exhibitors (Wednesday, June 12th)
- Networking Breakfast Buffet (Thursday, June 13th)

SNACK-TO-GO — \$2,000

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

BRANDING OPPORTUNITIES:

HOTEL KEYCARD — \$3,750

During the lifespan of an event, an attendee will actively look at their Hotel KeyCard 8-12 times/day, representing repeat impressions to your targeted demographic. You will have the opportunity to place an alternative to a business card in all of their hands.

Sponsorship Main Features: Company artwork on KeyCard; Recognition from the general session stage; and the LeadingAge New Jersey Sponsor Exposure package

CONFERENCE APP — \$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 will turn to multiple times each day.

Sponsorship Main Features: Your organization name, logo and link on the opening page of the APP; Recognition from the General Session stage; and the LeadingAge New Jersey Sponsorship Exposure Package

ATTENDEE NAME CARD & LANYARD — \$3,500 [plus the cost of the items]

CONFERENCE TOTE BAG — \$2,750 [plus the cost of the bags]

The LeadingAge NJ Attendee Name Cards & Lanyards and Conference Tote Bags are the all access pass to the entire Annual Conference. Have members viewing your logo every moment throughout the entire event.

Sponsorship Main Features: Company logo will be featured on the individual items; and the LeadingAge NJ Sponsor Exposure package

ENTERTAINMENT — \$2,000

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

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.]

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

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

HAVE A 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!