

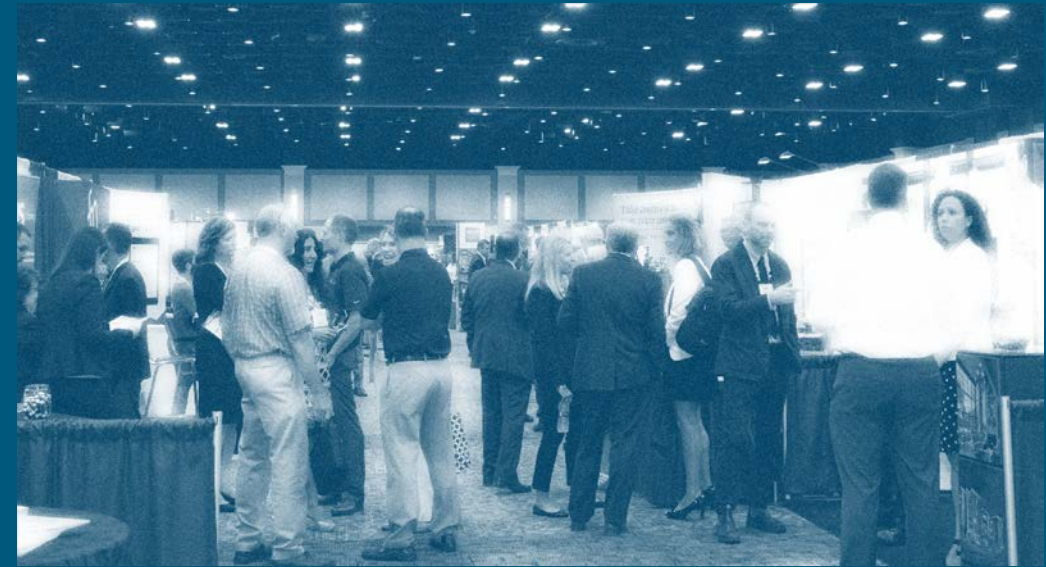
*LeadingAge*<sup>TM</sup> PA

# ANNUAL CONFERENCE 2023



## Exhibitor & Sponsorship Prospectus

May 16-18, 2023  
Kalahari Resort,  
The Pocono Mountains, PA



**WHO** you will meet: Representatives from the 370+ nonprofit providers of senior housing, health care and community services across the Commonwealth. These providers serve more than 75,000 older Pennsylvanians and employ over 50,000 dedicated caregivers on a daily basis.

## 373 Provider Members

134 Life Plan Communities

93 Single Site Members

176 Independent Living

184 Assisted Living/ Personal Care

191 Skilled Nursing

**WHAT** they are looking for: Inspiration to explore new and innovative ways to advance the quality and services they provide to seniors across Pennsylvania.

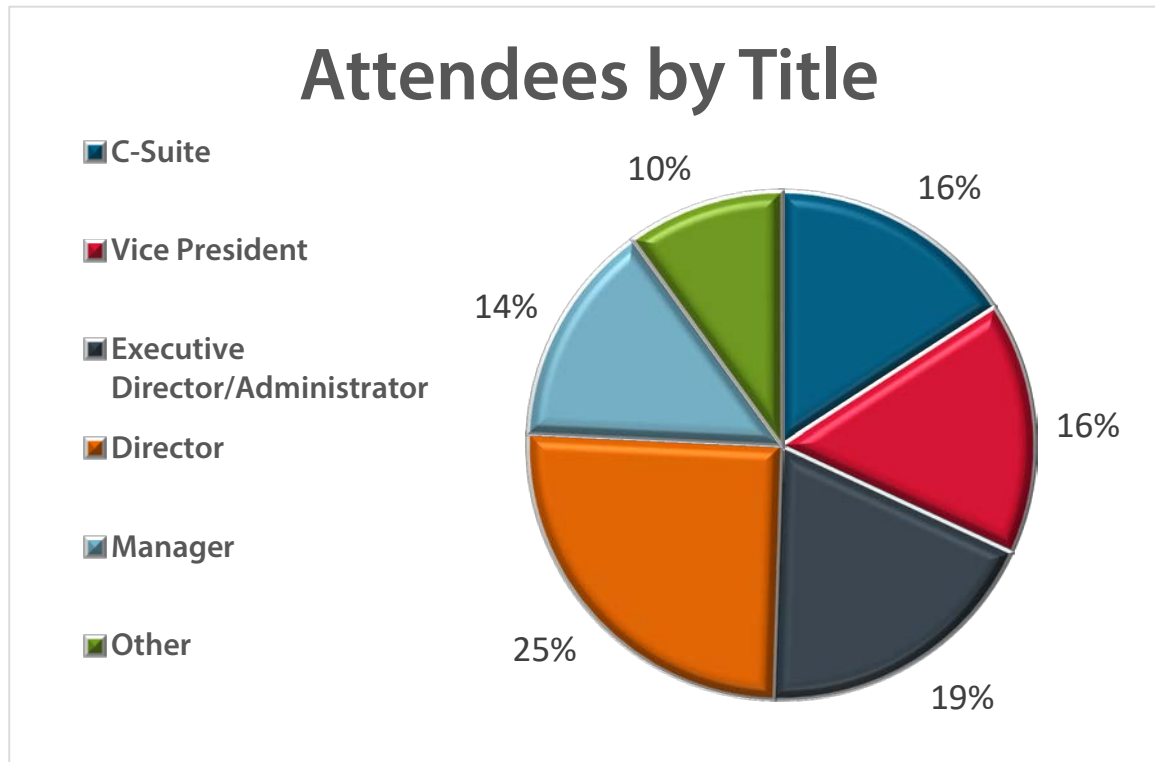
LeadingAge PA's Annual Conference & Exposition to be held May 16 through 18 at the Kalahari Resort in the Pocono Mountains, offers presenters an unparalleled forum for showcasing a variety of forward-thinking ideas centering on innovations in senior care and services, financial operations, reimbursement issues, current and emerging trends, advances in technology, and updates on the current and future regulatory environment.

### **Conference Audience**

The conference audience is comprised of CEOs, middle/senior managers and other key professionals of non-profit organizations providing services and housing to older adults. Professionals in aging services and allied fields (i.e. fundraising, architecture, marketing, education, law, financial management and public administration) also attend the conference.

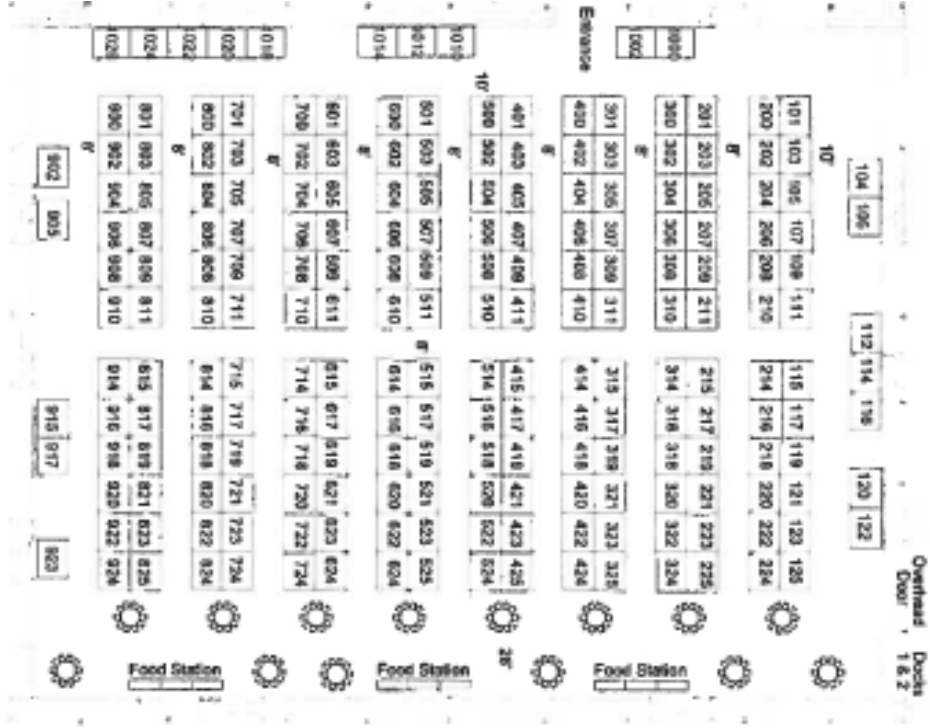
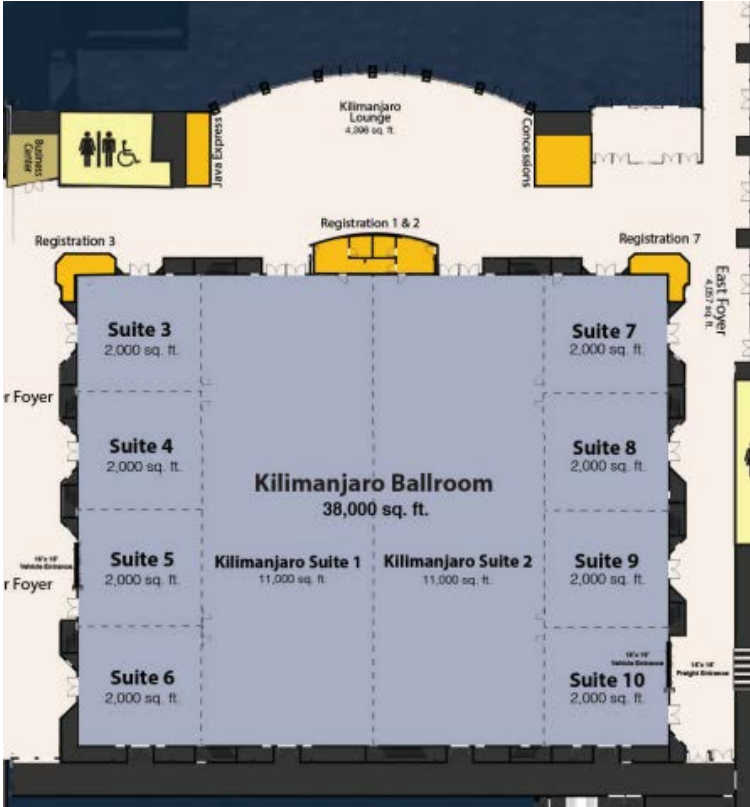
**WHERE** the leads and decision-makers come to you. The LeadingAge PA Conference + EXPO brings close to 1,000 senior living professionals directly to you. Over 80% of the attendees are decision makers or decision influencers. Get your products and services in front of the people who need to see it! Exhibitors receive a pre-conference registration list and a post-conference attendee list. Connect and stay connected!

**WHEN** you will have an opportunity to interact with the attendees: The three day conference offers four dedicated expo hours, an evening networking reception held inside the EXPO Hall, as well as countless casual networking opportunities.



# 2023 EXPO Hall Floor Plan

The Kilimanjaro Ballroom at Kalahari Resorts offers 38,000 sq. ft. of exhibit space that will accommodate 214 8x10 booths, as well as food stations and dining areas.



*Please contact [Natalie MacDonald](#) for current booth availability.*

# Exhibitor Notes & Details

## INVESTMENT

Standard Booth - \$2,800

Corner Booth - \$3,000

8' x 10' **unfurnished\*** booth space with pipe, drape and ID sign

**\*Please Note:** Table and chairs are **NOT** included. These items, as well as electricity and any additional booth amenities, may be ordered from Hershey Expositions. Ordering information is sent upon booth contract execution.

- Two staff registrations with access to the Expo Hall, education sessions (*does not include CEUs*), general sessions, lunch on Wednesday and Thursday, and the Networking Reception.
- Basic eDirectory package included for all exhibitors
- Online program listing and inclusion in the mobile app exhibitor directory
- Electronic lead tracking opportunities
- Business Membership included (a \$975 value)

**Cancellation Policy:** Cancellations prior to April 3, 2023, will be entitled to a 50% refund of the booth fee. Business Member dues are not refundable. No refunds will be issued after April 3, 2023.

**NEW this year!** Increase your exposure with one of these exhibitor marketing add on packages!!

### eDirectory Package LAPA 2023

Listing Options	Basic	100	200	300	400
Basic Profile	✓	✓	✓	✓	✓
Social Media	✓	✓	✓	✓	✓
Website URL	✓	✓	✓	✓	✓
Company Logo	✓	✓	✓	✓	✓
Company Profile (characters):	400	600	1000	1000	1000
Product Categories	3	5	Unlimited	Unlimited	Unlimited
Online Product Showcase	✗	✗	1	2	4
Press Release	✗	✗	1	2	4
Document Upload	✗	1	2	2	4
Video Upload	✗	✗	1	2	3
Highlighted Listing	✗	✗	✓	✓	✓
Directory Profile Header Image	✗	✗	✗	✓	✓
Premium Position	✗	✗	✗	✗	✓

To reserve a booth, please submit a [Business Member Application](#)



**WHY** you want to exhibit at the LeadingAge PA Conference – hear it from past exhibitors!

*“Participation was strong on both days of the EXPO and everything went very smoothly. Applause all around!”*

*“...LeadingAge PA is better than most at driving traffic through the EXPO hall.”*

*“LOVED moving it (networking reception) into the EXPO Hall. Great additional exposure!”*

*“Very well done. Loved the idea of putting different food at each of the tables within the exhibition area. It forced us all to walk around and mingle. As an exhibitor, it was nice to have another chance to represent at a lower key level. It was fun to chat with folks over a glass of wine/appetizers.”*



**HOW** can you gain even more meaningful exposure, connections, and brand awareness? Consider a sponsorship! To discuss sponsorships or request more information, contact **Natalie MacDonald** at **717-790-3971** or [nmacdonald@leadingagepa.org](mailto:nmacdonald@leadingagepa.org). Sponsorship opportunities are available at all investment levels. Remaining sponsorship opportunities are listed on the following pages.

**DO** you have a creative sponsorship idea? Let’s talk about it! We are always open to discussing new and different ways to increase your exposure and add value to your partnership with LeadingAge PA!

# 2023 Annual Conference Sponsorship Opportunities

**\$15,000 each**

Qualifies for Annual Sponsor Benefits



**\$10,000 each**

Qualifies for Annual Sponsor Benefits

- Introduction of General Session Speaker
- Wi-Fi Service Sponsor
- Branding Sponsorship of Lanyards
- Annual Conference Breakfast
- Annual Conference Networking Reception

- AL/PC Pre-Con Sponsor
- Annual Conference Tote Bag Sponsor
- Annual Conference Monday Lunch Sponsor
- Annual Conference Tuesday Lunch Sponsor

# 2023 Annual Conference Sponsorship Opportunities

\$5,000 each

- Annual Conference Live Illustrator Sponsor
- Board Networking Breakfast Sponsor
- Annual Conference Friday Lunch Sponsor

  
2023 SPONSOR

\$3,000 each

- Annual Conference Charging Station
- Annual Conference Notepad & Pen Sponsor
- Annual Conference App Sponsor



# 2023 Annual Conference Sponsorship Opportunities



\$2,500 &  
below each

- Annual Conference Photo Booth Sponsor - \$2,500
- Annual Conference Coffee Break Sponsor: Wednesday - \$2,500
- Annual Conference Coffee Break Sponsor: Thursday - \$2,500
- Annual Conference Afternoon Snack Sponsor - \$2,500
- Annual Conference Ice Cream Novelty Sponsor - \$2,000
- Annual Conference Coffee Break – Wednesday Sponsor - \$1,500
- Annual Conference Movie Night Sponsor - \$1,000
- Annual Conference - Intern Dinner - \$1,000
- Annual Conference Daily Highlight email sponsor - \$500/day
- Annual Conference Community Service Project Sponsor – In Kind