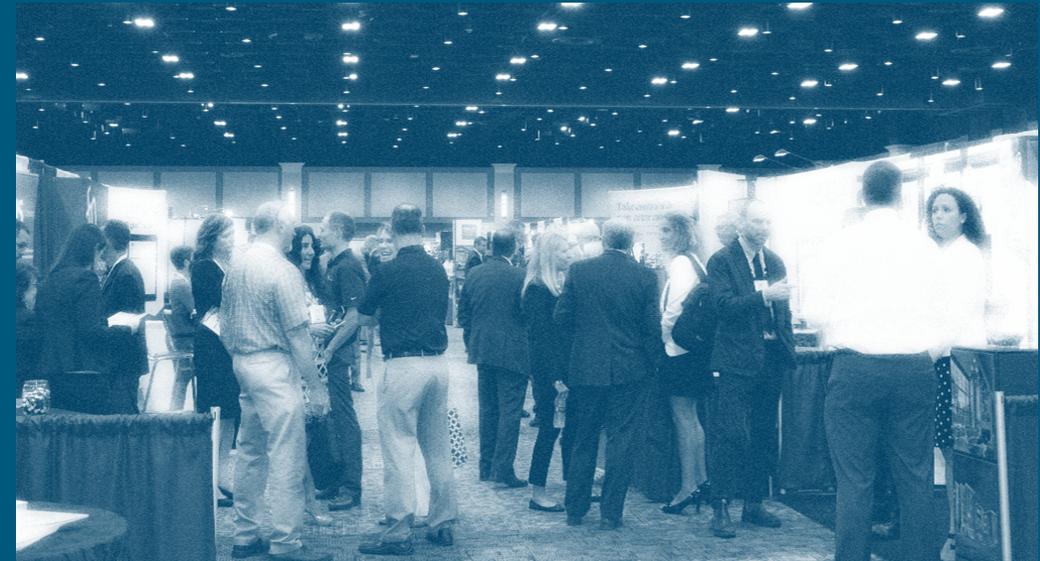


LeadingAge[™] PA

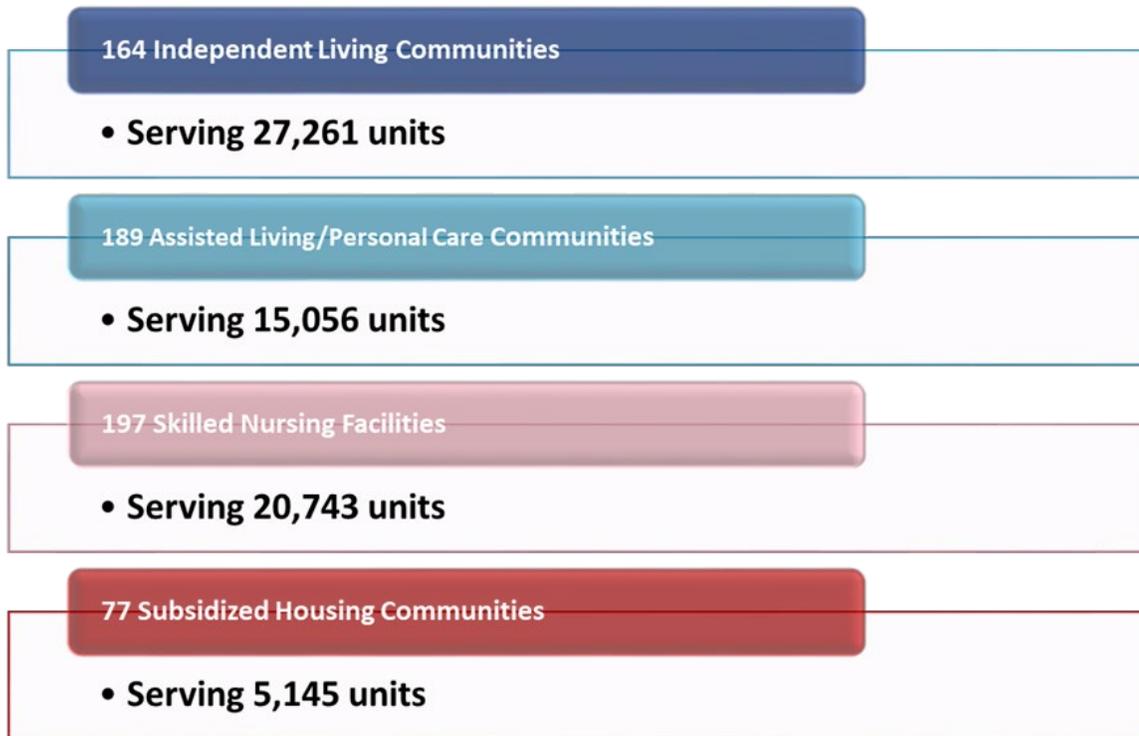
**ANNUAL
CONFERENCE**
2022

Exhibitor & Sponsorship Prospectus

June 21-24, 2022
Hershey Lodge,
Hershey, PA

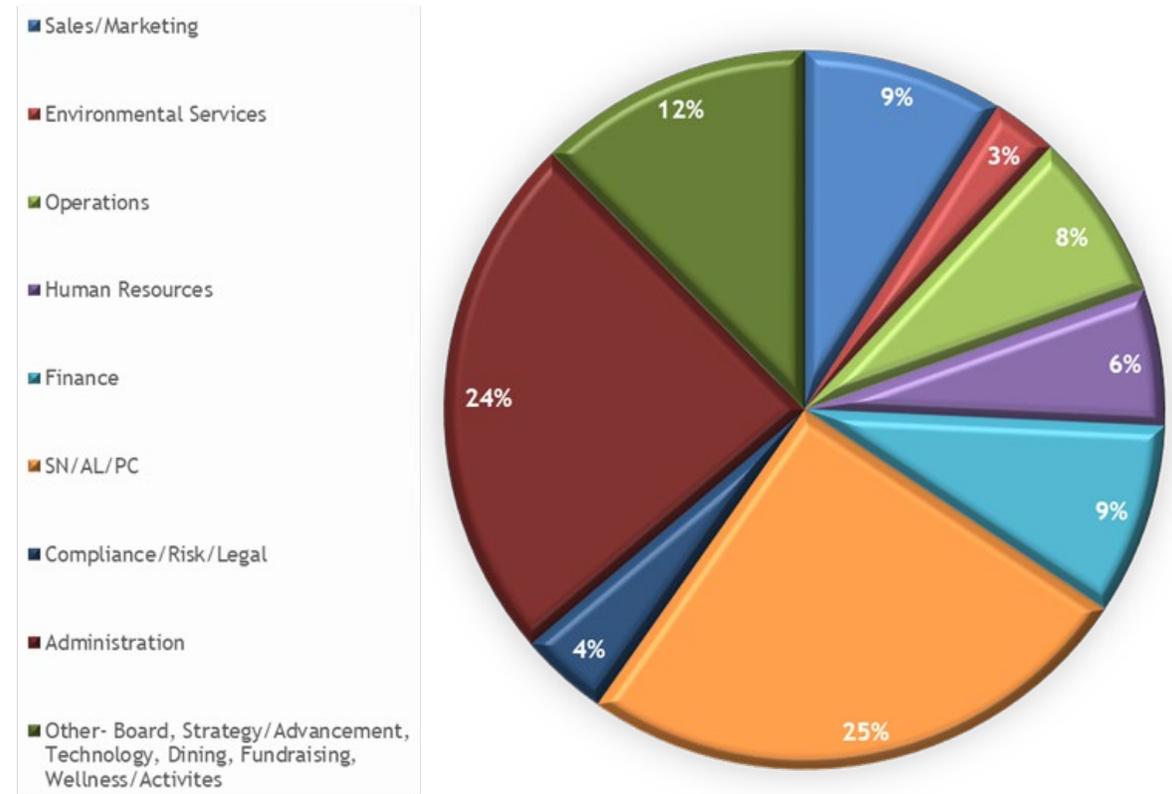


WHO you will meet: Representatives from the 380+ nonprofit providers of senior housing, health care and community services across the Commonwealth. These providers serve more than 75,000 older Pennsylvanians and employ over 50,000 dedicated caregivers on a daily basis.



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

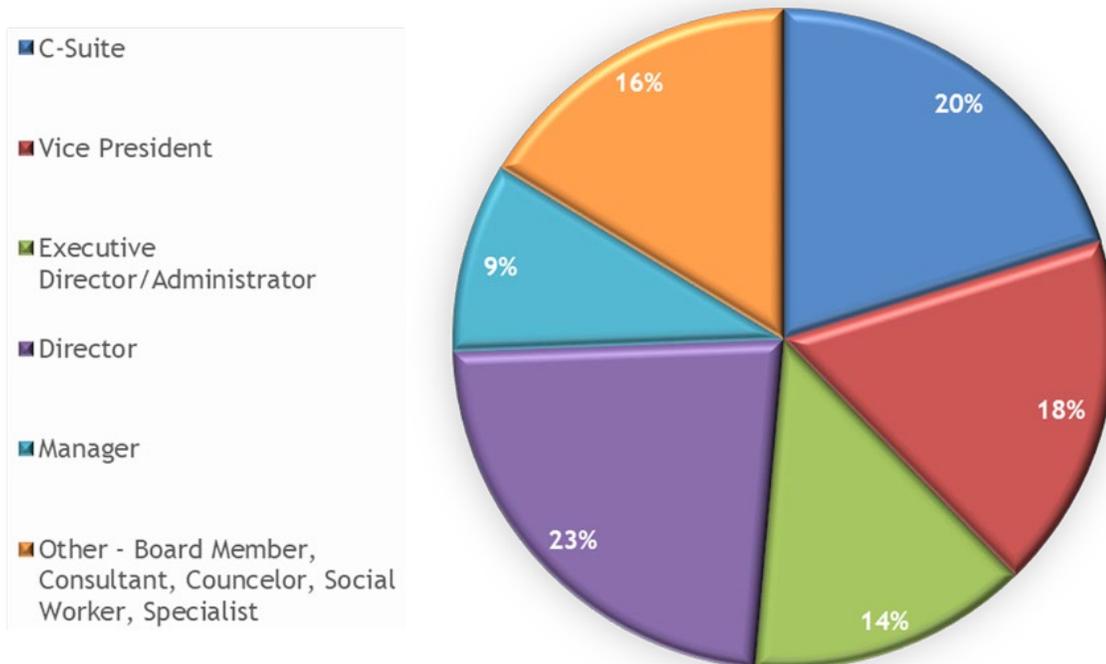
Attendees by Department



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.

Attendees by Title



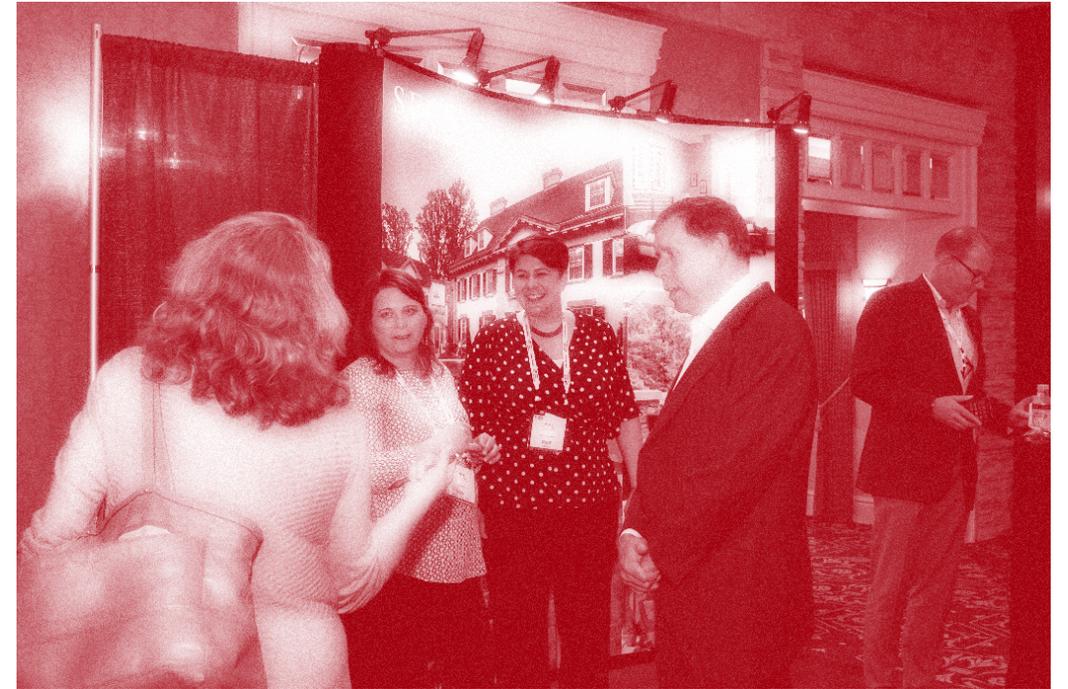
WHY you want to exhibit at the LeadingAge PA Conference – hear it from past exhibitors!

“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**.

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.

2022 Annual Conference Sponsorship Opportunities

\$15,000 each

Qualifies for Annual Sponsor Benefits



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

\$10,000 each

Qualifies for Annual Sponsor Benefits

- AL/PC Pre-Con Sponsor
- Annual Conference Tote Bag Sponsor
- Annual Conference Wednesday Lunch Sponsor
- Annual Conference Thursday Lunch Sponsor

2022 Annual Conference Sponsorship Opportunities

\$5,000 each


2022 SPONSOR

- Annual Conference Live Illustrator Sponsor
- Board Networking Breakfast Sponsor
- Annual Conference Friday Lunch Sponsor
- Randy's Jokes Sponsor

\$3,000 each

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

2022 Annual Conference Sponsorship Opportunities



\$2,500 &
below each

- Coffee Break Sponsor: Wednesday - \$2,500
- Coffee Break Sponsor: Thursday - \$2,500
- Afternoon Snack Sponsor - \$2,500
- Ice Cream Novelty Sponsor - \$2,000
- Coffee Break – Friday Sponsor - \$1,500
- Caricaturist Sponsor - \$1,500
- Movie Night Sponsor - \$1,000
- NxtBook Digital Conference Brochure Sponsor - \$1,000
- Intern Dinner - \$1,000
- Daily Highlight email sponsor - \$500/day
- Smoothie/Coffee Ticket @ Coco Beanery \$5/conference attendee
- Community Service Project Sponsor – In Kind

Exhibitor Notes & Details

INVESTMENT

Standard Booth - \$2,800

Corner Booth - \$3,000

Lobby Booth - \$3,300

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 [here](#).

- 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.
- Online and printed 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 May 6, 2022, will be entitled to a 50% refund of the booth fee. Business Member dues are not refundable. No refunds will be issued after May 6, 2022.

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

DRAFT EXHIBITOR AGENDA (times are subject to change)

Sponsor only

Set Up:

Tuesday, June 21 10:00 am—1:00 pm

Set Up:

Tuesday, June 21 1:00 pm—7:30 pm

Wednesday, June 22 7:30 am—9:30 am

EXPO Hours:

Wednesday, June 22 10:30 am—12:30 pm

Thursday, June 23 10:30 am—12:30 pm

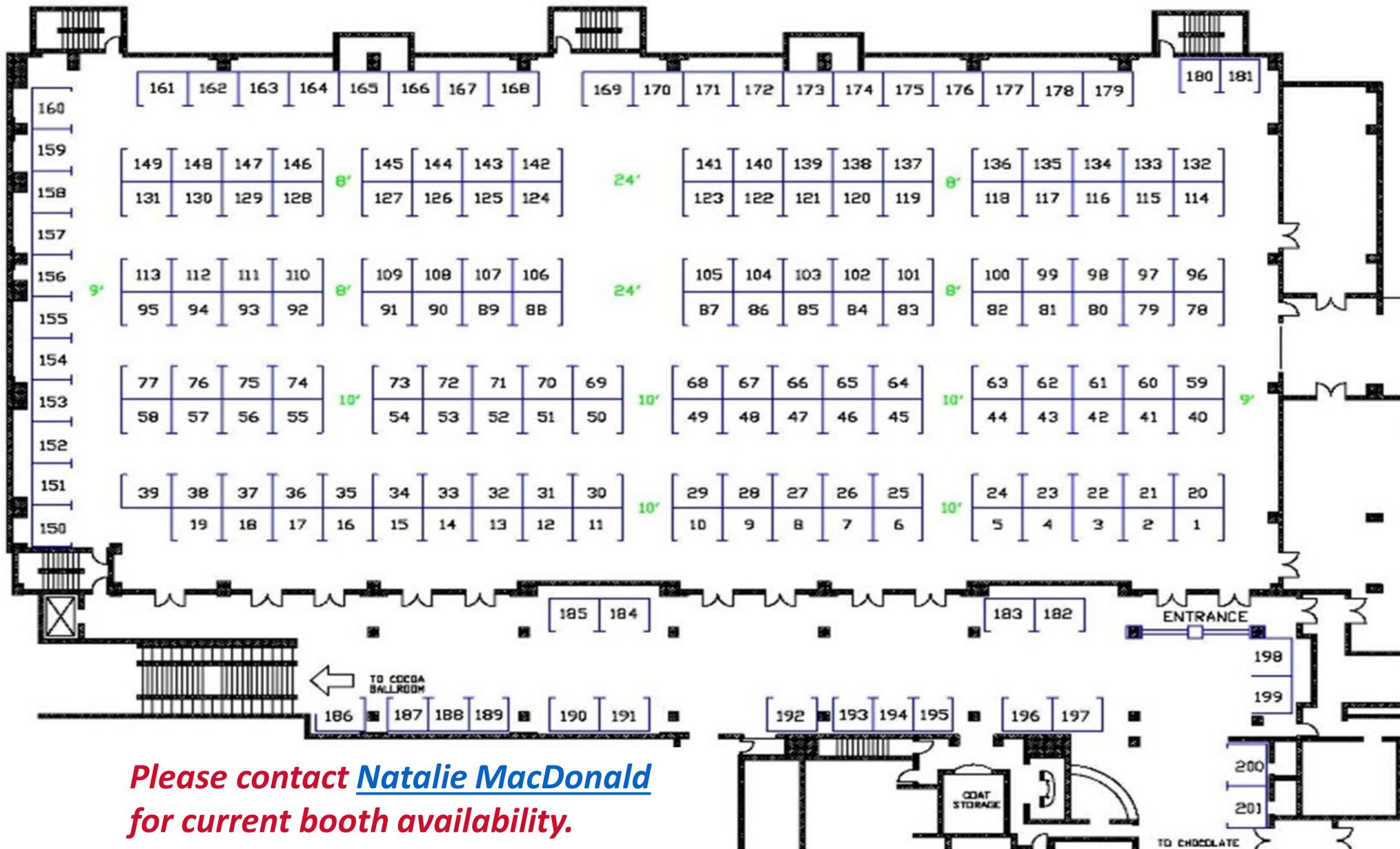
Networking Reception:

Wednesday, June 22 5:15 pm—6:15 pm

Teardown:

Thursday, June 23 12:30 pm—4:00 pm

2022 EXPO Hall Floor Plan



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

LAPA Golf Tournament

Tuesday, June 21st at the Hershey Country Club

Benefits LeadingAge PA Scholarship Fund

Golf sponsorship Opportunities:

- Beverage Cart Sponsor - \$4,000
- Lunch Sponsor - \$3,000
- Reception Sponsor - \$3,000
- Contest Hole Sponsor - \$500/each (3 available)
- Tee Sponsor - \$200/each (15 available)

