

LeadingAge® PA
**ANNUAL
CONFERENCE**
2024

Exhibitor & Sponsorship Prospectus

May 7-9, 2024

Kalahari Resort,
Pocono Manor, PA

LeadingAge® PA

WHAT'S AHEAD IN AGING SERVICES





Our Mission:

Advancing the evolving continuum of aging services in Pennsylvania

Our Vision:

To serve as the preeminent advocate for facilitating change and inspiring its members to positively impact the field of aging services in Pennsylvania



WHO you will meet: Representatives from the 400+ quality providers of senior housing, health care and community services across the Commonwealth. These providers serve more than 80,000 older Pennsylvanians and employ over 50,000 dedicated caregivers on a daily basis.

407 Provider Members

143 Life Plan Communities

87 Single Site Members

19 Independent Living

20 Assisted Living/ Personal Care

26 Skilled Nursing

121 Affordable Housing

49 Home and Community Based Services

12 Independent Living/ Personal Care

16 Personal Care/ 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 7 – 9 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.

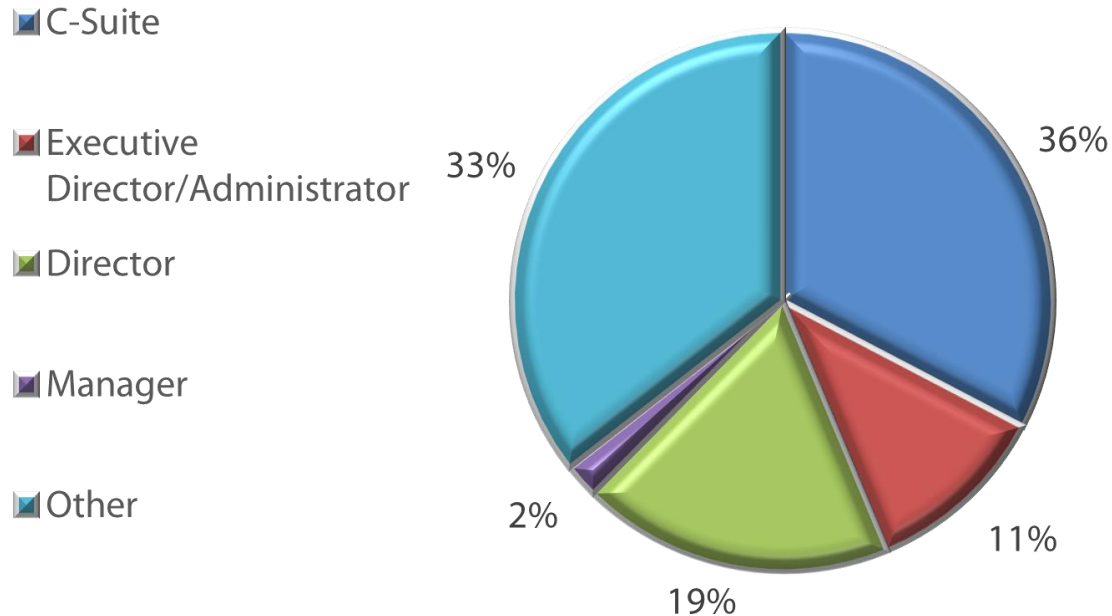
Conference Audience

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 lists and a post-conference attendee list. Connect and stay connected!

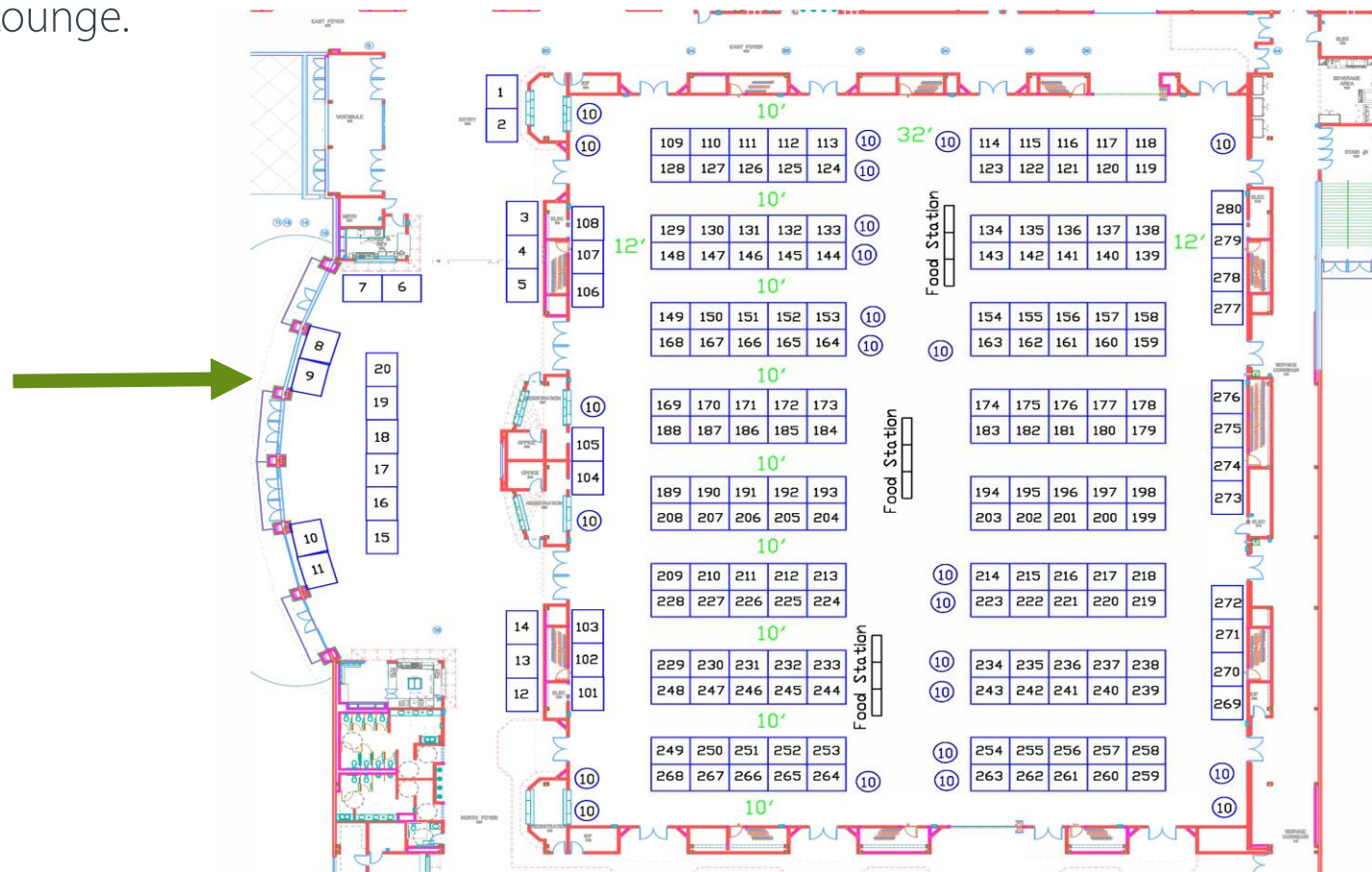
WHEN you will have an opportunity to interact with the attendees: The three-day conference offers four dedicated EXPO hours, an evening networking reception held inside the EXPO Hall, as well as countless casual networking opportunities.

Attendees by Title



2024 EXPO Hall Floor Plan

The Kilimanjaro Ballroom at Kalahari Resorts offers 38,000 sq. ft. of exhibit space that will accommodate 180 8x10 booths, as well as food stations and dining areas. Twenty additional premium booths will be available outside the EXPO Hall in the Kilimanjaro Lounge.



Please contact [Heidie Dolan](#) for current booth availability.

Exhibitor Notes & Details

INVESTMENT

Standard Booth - \$3,000

Corner Booth - \$3,225

Premium Booth - \$3,550

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 Tuesday and Wednesday, 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 \$1,000 value)

Cancellation Policy: Cancellations prior to March 31, 2024, will be entitled to a 50% refund of the booth fee. Business Member dues are not refundable. No refunds will be issued after March 31, 2024.

INCREASE YOUR EXPOSURE WITH ONE OF THESE EXHIBITOR MARKETING ADD ON PACKAGES!!

eDirectory Package LAPA 2024

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	✗	✗	✗	✗	✓

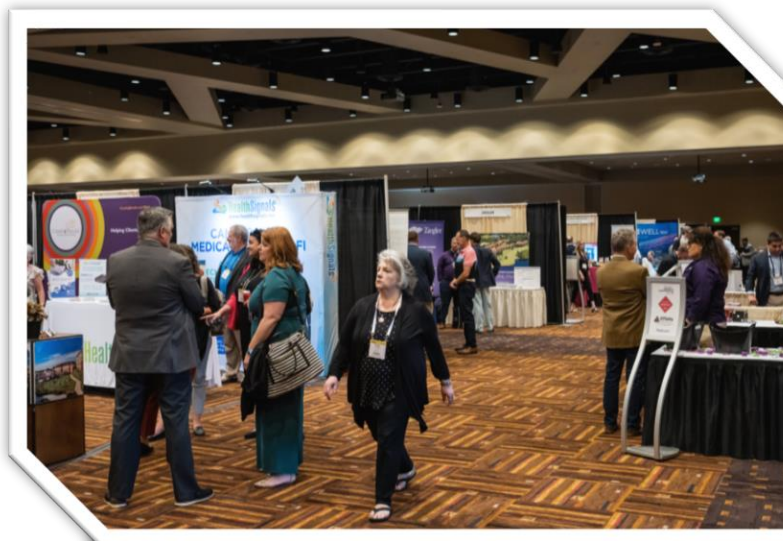
To reserve a booth, please submit a [Business Member Application](#)

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.”

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!

LeadingAge® PA



2024 Annual Conference Sponsorship Opportunities

\$20,000

Qualifies for Annual Sponsor Benefits

- Introduction of General Session Speaker - Day 1 AM

\$15,000 each

Qualifies for Annual Sponsor Benefits

- Introduction of General Session Speaker - Day 2 AM & PM
- Branding Sponsorship of Lanyards
- Breakfast
- Networking Reception

\$11,000 each

Qualifies for Annual Sponsor Benefits

- Tuesday Lunch
- Wednesday Lunch



2024 Annual Conference Sponsorship Opportunities

\$10,000 each

Qualifies for Annual Sponsor Benefits

- Leadership Experiential Workshop (2 available)
- Wi-Fi Service Sponsor



\$7,500

Qualifies for Annual Sponsor Benefits

- Leaders of Color Networking Events



2024 Annual Conference Sponsorship Opportunities

\$5,000 each


2024 SPONSOR

- All Day Coffee
- Board Networking Breakfast

\$4,000

- Attendee Arrival Experience

\$3,000 each

- Notepad & Pen Sponsor
- Conference App Sponsor

2024 Annual Conference Sponsorship Opportunities



\$2,500 &
below each

- Annual Conference Photo Booth Sponsor - \$2,500
- Annual Conference Networking Break Sponsor: Tuesday - \$2,500
- Annual Conference Networking Break Sponsor: Wednesday - \$2,500
- Handbid App Sponsor - \$2,000
- Annual Conference Daily Highlight email sponsor - \$500/day