



Exhibit and Sponsor Opportunities

We may not be able to gather in person, but your company can still connect with customers and leads at the **2021 LeadingAge Colorado Annual Conference and Exhibition!**

We're excited to feature new virtual tools to help your company gain visibility, exposure, and a chance to engage with attendees directly.

Our NEW digital format prioritizes quality engagement

- Multimedia 3D exhibits with interactive features (see examples on pages 5 + 6)
- Chat and one-on-one video meetings
- Digital branding opportunities in the virtual lobby
- Lead-capture features
- On-demand content for maximum reach – even after the conference has ended
- Ample opportunities to connect and engage with customers

Our members want to be TOGETHER and connect anyway they can now more than ever. They need you and the products and services you provide. Virtual events in many industries are seeing record-number attendance; we anticipate that hundreds of members will participate providing you with unique ways to target your message and engage with the right customers for your company's products and services. With the new virtual experience, we can offer you opportunities that fit every budget and business objective.

Sponsorship provides increased visibility at a fraction of the cost

- Virtual exhibit booth with optional premium upgrades
- Interactive networking
- Breakout sessions with live chat
- Brain-break videos
- Event communications

Interested in more – or something unique?

Let's customize a sponsorship based on your outreach goals! Contact Sarah McVeigh at sarah@leadingagecolorado.org to get started.

Interactive Virtual Exhibit Booth Options

| | Premium Booth | Standard Booth |
|-------------------------------------------------------------|---------------------------------------------|-------------------------------------------|
| 3D Booth | Large | Regular |
| Position in Exhibit Hall | Before Standard | After Premium |
| Company Representatives/Conference Registrations | 4 Reps | 2 Reps |
| Downloadable company resources to share with attendees | 4 Resources | 2 Resources |
| Video Screen to play video of your choice | Larger screen | X |
| Attendee List | X | X |
| Booth Live on Conference Platform for 3 months after event | X | X |
| Chat & One-on-One Video Meetings | X | X |
| Company Profile and Description | X | X |
| Giveaway Opportunity | X | X |
| Lead Capture/Submit an Inquiry Form | X | X |
| Website Link | X | X |
| Data (including contact info) showing who viewed your booth | X | X |
| Social Media Link | X | |
| Member Rate: | \$799 by 4/12 \$899 after 4/12 | \$599 by 4/12 \$699 after 4/12 |
| Non-Member Rate: | \$1099 by 4/12 \$1199 after 4/12 | \$899 by 4/12 \$999 after 4/12 |

Exhibit Hall Schedule at--a-Glance

The Virtual Tradeshow is open all day on both days as well as during the dedicated times below. Your booth will also be available on-demand for three months after the event.

Monday, May 17

9 – 9:50 am Opening General Session

9:50 – 10 am Break

10 – 10:30 am Solutions EXPO

10:30 – 11:15 am Concurrent Sessions

11:15 – 11:30 am Break

11:30 – 12 pm Solutions EXPO

12 – 1 pm Networking Event

Tuesday, May 18

9 – 9:50 am Concurrent Sessions

9:50 – 10:00 am Break

10 – 10:30 am Solutions EXPO

10:30 – 11:15 am Concurrent Sessions

11:15 – 11:30 am Break

11:30 – 12:00 pm Solutions EXPO

12:00 - 1 pm Networking Event

Wednesday, May 19

9 – 9:50 am Concurrent Sessions

9:50 – 10:00 am Break

10:00 – 10:45 am Networking Event

10:45 – 11:30 am Concurrent Sessions

11:30 – 11:45 am Break

11:45 am – 12:15 pm Solutions EXPO

12:15 - 1 pm Closing General Session

Sponsorship Opportunities

The **LeadingAge Colorado Annual Conference and Exhibition** is the premier event for Colorado senior living and care providers. Our virtual annual conference will afford our members new ways to connect and expanded opportunities to explore products and services from exhibitors and sponsors. Our virtual event will allow you to connect with every single participant in a new and interactive environment.

Registration Confirmation Email - \$1500

Your logo and a link to your website to be featured in the confirmation email that each registered attendee receives when they register for the virtual conference.

Virtual Lobby Commercial - \$1500

A pre-recorded video commercial up to 1-minute long playing on the video screen in the virtual conference lobby. The video commercial will be displayed during the conference as well as the three months it is available on-demand following the live event.

Virtual Lobby Meterboard - \$1500

Your company advertisement will be displayed on one of the meterboards in the virtual lobby during the live virtual conference. Everyone who enters the virtual conference will see the meterboard and it will be linked directly to your booth in the Solutions Expo.

General Session Introductions (2 available) — \$1,200

A pre-recorded video introduction for the general session and speaker you are sponsoring. This sponsorship is limited to one sponsor per general session, giving you exclusive sponsorship of the general session you choose. Your logo will be featured in the opening slide of the general session and your logo will also appear below the general session description. Acknowledgment of your sponsorship on LeadingAge Colorado website and virtual conference signage. Recognition in pre-event electronic marketing promotions specific to the general session you sponsor.

Bottom Banner Logo (3 Available) - \$900

Your logo and a link directly to your booth will be featured on the bottom banner of every page throughout the entire virtual conference platform. This will be viewed by everyone who attends the live conference as well as the three months it is on-demand which increases your audience exposure even more!

Interactive Networking Session (3 available) — \$900

A pre-recorded video introduction for the networking session and speaker you are sponsoring. This sponsorship is limited to one sponsor per networking session, giving you exclusive sponsorship of the networking session you choose. Your logo will appear below the networking session description. Acknowledgment of your sponsorship on LeadingAge Colorado website and virtual conference signage. Recognition in pre-event electronic marketing promotions specific to the networking session you sponsor.

Brain Break Sponsor (6 available) — \$600

Pre-recorded 10-15 minute video participation on “Brain Break” area of virtual venue, a video library of Brain Break sponsor videos. Topic is up to the sponsor. The video can be educational, a relaxation technique, cooking or exercise demo, or other fun activity...it is up to you. Your logo will appear next to your topic.

Breakout Session Introductions (15 available) — \$300

Ability to provide brief company introduction (commercial) and provide introduction of speaker (pre-recorded) as well as your company on banner during entire session, logo displayed as education session sponsor on conference signage.

*Sponsorships do not include conference registration.

HAVE A CREATIVE SPONSORSHIP IDEA?

Do you have a creative sponsorship idea? We would love to partner with you on a custom sponsorship offering. Contact Sarah at Sarah@LeadingAgeColorado.org.

Advertising Opportunities

ADVERTISE IN THE CONFERENCE BROCHURE

Ads must be high resolution, with no bleeds. Artwork accepted via email to sarah@leadingagecolorado.org or uploaded directly to designer’s website at <https://hightail.com/u/anstadt>. Please specify that it is for LeadingAge Colorado conference. Supply all files separately if possible. Files may be eps, jpg or pdf. No web graphics (swf, png). Make sure your artwork is at least 300 dpi. Please note: If your advertising requires manipulating you will be charged at the rate of \$65 per hour. **Deadline for ad artwork – March 16, 2021.**

Full Page (5” x 8.375”): \$600

Half Page Horizontal (5”x4.125”): \$300

To secure any of these exhibit, sponsorship or advertising opportunities sign up here today:

<https://www.leadingagecolorado.org/exhibit-sponsor-advertise>

Cancellation Policy: Cancellations before April 12, 2021, will receive a 50% refund. No cancellation refunds will be made after that date.

Virtual Lobby Example:

Virtual Tradeshow Example:

