



McKnight's
tech
Awards + Summit

2021
Honoring
Excellence in
Technology

AUGUST 25+26, 2021

MEDIA KIT

www.mcknightstechawards.com



McKnight's tech Awards + Summit



INTRODUCTION

The biggest and most prestigious event celebrating providers' use of technology in skilled nursing, senior living and home care arrives on Aug. 25 and 26, 2021, with the *McKnight's* Excellence in Technology Awards & Summit. It's never too early to start making plans.

The two-day event will both honor providers that have used technology to advance their mission and provide technology-themed educational webinars. The objective of the *McKnight's* Excellence in Technology Awards portion, which will take place the first day, is to recognize, champion and celebrate providers that have successfully improved care and services and furthered their missions with the help of some notable form of technology. The technology in focus can be as simple or complex as the entrant wishes. The goal is to honor successful providers.

As always, a national, independent judging panel comprising a wide array of industry experts will judge the entries. It is this broad, rigorous review that has

made the *McKnight's* Excellence in Technology Awards among the most prized in the industry. A *McKnight's* award is valued because recognition comes from industry peers and other stakeholders.

Of special note, *McKnight's* added the Home Care division to this year's program, providing an even wider array of caregivers an opportunity to earn industry-wide praise and recognition.

In addition to the awards competition, *McKnight's* will be delivering a full slate of technology-themed educational webinars over the two-day event. Attendees will learn the inside story about new developments and best practices while also having the opportunity to earn free continuing education (CE) credits for each session attended.

Sign on now to secure nearly a full year of branding leading up to the event, plus a huge presence during and after it via the many *McKnight's* well-trafficked channels.

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AWARD CATEGORIES

SKILLED NURSING:

Quality
Innovator of the Year
KISS (Keep it Super Simple)
Building Bridges

SENIOR LIVING:

Quality
Innovator of the Year
KISS (Keep it Super Simple)
Building Bridges

HOME CARE:

Quality
Innovator of the Year
KISS (Keep it Super Simple)
Building Bridges

CONTENT/BOOTH SPONSORS

All content/booth sponsors receive branding on pre-event marketing and in the virtual environment

- Your company logo will be branded in most areas of the virtual event environment. The welcome lobby, resource center, theater and networking lounge. Your company name and logo will also be referenced in the welcome video in the lobby.
- Your company name and/or logo will appear on all event promotions (online, newsletters, dedicated emails, marketing materials, etc.).

PLATINUM SPONSORSHIP: \$22,000

Category and Gold Winner Sponsor: You will present the Gold winner of your chosen sponsored category virtually via a pre-recorded video.

Webinar Sponsor: You will sponsor one of our thought leadership webinars or you can present an educational webinar relating to technology. CEUs are included, so presenters and topics need to be approved by *McKnight's* editorial team.

Exhibitor's Booth: Virtual booth located in the exhibit hall that includes booth representatives, unlimited collateral uploads (white papers, videos, website links, etc.), survey and a welcome video that could be a fun activation, product demo or company profile. Sponsor also will receive a detailed post-event report with information on attendee engagement and stats as well as attendee contact information on everyone that visits their booth.

Commercial: A 20-second video spot or commercial included in the *McKnight's* Tech Awards presentation.

List of Registrants & Attendees: You will receive a list of all registrants and live attendees who attended the event.

Social Media Posts: Social media posts surrounding the event theme.

Banner Ad(s): Digital ad(s) on mcknights.com for one (1) week. Ads can be 300x250 or 728x90. Must be within three (3) months of the event.

WEBINAR SPONSORSHIP: \$15,000

Category and Gold Winner Sponsor: You will present the Gold winner of your chosen sponsored category virtually via a pre-recorded video.

Webinar Sponsor: You will sponsor one of our thought leadership webinars or you can present an educational webinar relating to technology. CEUs are included, so presenters and topic need to be approved by *McKnight's* editorial team.

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Exhibitor's Booth: Virtual booth located in the exhibit hall that includes booth representatives, unlimited collateral uploads (white papers, videos, website links, etc.), survey and a welcome video that could be a fun activation, product demo or company profile. Sponsor also will receive a detailed post-event report with information on attendee engagement and stats as well as attendee contact information on everyone that visits their booth.

List of Registrants & Attendees: You will receive a list of live attendees who 'visited' your webinar session.

Social Media Posts: Social media posts surrounding the event theme.

ROUNDTABLE/PANEL DISCUSSION SPONSORSHIP: \$15,000

One of your executives will participate in a panel discussion with 5-7 Tech Award winners in a 60-minute pre-recorded discussion. This will be aired on Day 1, before the awards presentation or Day 2 after the sessions and will be promoted to our audience prior. Topics to be determined before the event and approved by editorial.

Exhibitor's Booth: Virtual booth located in the exhibit hall that includes booth representatives, unlimited collateral uploads (white papers, videos, website links, etc.), survey and a welcome video that could be a fun activation, product demo or company profile. Sponsor also will receive a detailed post-event report with information on attendee engagement and stats as well as attendee contact information on everyone that visits their booth.

List of Registrants & Attendees: You will receive a list of live attendees who 'visited' your roundtable session.

Social Media Posts: Social media posts surrounding the event theme.

BOOTH SPONSORSHIP: \$6,000

Exhibitor's Booth: Virtual booth located in the exhibit hall that includes booth representatives, unlimited collateral uploads (white papers, videos, website links, etc.), survey and a welcome video that could be a fun activation, product demo or company profile. Sponsor also will receive a detailed post-event report with information on attendee engagement and stats as well as attendee contact information on everyone that visits their booth.

List of Attendees to your booth: You will receive a list of everyone who 'visited' your booth, along with their activities - all downloads, questions asked, videos watched, etc.

Social Media Posts: Social media posts surrounding the event theme.

All sponsors receive branding on pre-event marketing and in the virtual environment

Your company name and/or logo will be branded in most areas of the virtual event environment: the welcome lobby, resource center, theater and networking lounge. Your company name and/or logo will also be referenced in the welcome video in the lobby.

Your company name and/or logo will appear on all event promotions (online, newsletters, dedicated emails, marketing materials, etc.).

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ACTIVATION SPONSORS

All activation sponsors receive branding on pre-event marketing and in the virtual environment

- Your company name and/or logo will be branded in most areas of the virtual event environment: the welcome lobby, resource center, theater and networking lounge. Your company name and logo will also be referenced in the welcome video in the lobby.
- Your company name and/or logo will appear on all event promotions (online, newsletters, dedicated emails, marketing materials, etc.).

CATEGORY AND GOLD WINNER SPONSOR: \$3,000

- You will present the Gold winner of your chosen sponsored category virtually via a pre-recorded video.
- Your brand will align with digital and social media announcements for each Gold, Silver and Bronze winner in that category.
- Social media posts surrounding the event theme.

CHAMPAGNE GIVEAWAY: \$2,500

Three bottles of champagne to be won during the event pre-game party when the environment opens. At random, *McKnight's* will pick three attendees to win the champagne courtesy of the sponsor, the winners names will be announced via *McKnight's* social media channels before the awards presentation begins. The winner names will also be referenced in the thank you email to all attendees. Champagne to be delivered to winners the next day.

GAMING & TRIVIA: \$2,500

- Exclusive sponsor of the leaderboard gamification activity for attendees:
- Attendees are allotted points for completing tasks throughout the virtual environment (attending sessions, visiting sponsor booths, joining a Q&A in the networking lounge, etc.)
- As attendees complete tasks, they will be featured on the leaderboard with their points total.
- The attendee with the highest score will win a prize. The winner will be announced via *McKnight's* social media channels after the event closes and referenced in the thank you email to all attendees. Prize is purchased and sent to the winner by *McKnight's*.

Exclusive sponsor of the trivia activity for attendees:

- Attendees will be invited to participate in the trivia game over the course of the virtual event.
- The attendees with the three highest scores will win a prize. The winners' names will be announced via *McKnight's* social media channels after the event closes. The winners' names will also be referenced in the thank you email to all attendees. The prizes are purchased and sent to the winners by *McKnight's*.

CUPCAKES & COFFEE: \$4,000

McKnight's will choose 25 people who attend the event to receive a box of cupcakes and a \$20 Starbucks gift card courtesy of the sponsor. The cupcake box will be branded with your logo. Cupcakes and Starbucks gift cards to be delivered to winners within a week after the event.

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SNACK ATTACK: \$5,500

Grubhub credit of \$10 will be sent to the first 300 attendees to enter the virtual event. We will send a promotion to registrants letting them know that the snack is courtesy of the sponsor.

GET CONNECTED: \$2,500

- Your logo is present on a live social media wall in the virtual environment.
- Post-event report with all Twitter/Instagram interactions and Twitter handles.
- Social media competition to be decided with sponsor. Winner of competition to be announced after the virtual ceremony and awarded a bottle of champagne. Champagne to be delivered to the winner the next day.

SOCIAL COVERAGE: \$2,000

Company to share 2-3 social posts to all *McKnight's* social media channels (FB, Twitter/IG) the evening before the *McKnight's Awards* (e.g. anticipation for the big day!).

- Sponsor to share 3-4 social posts to all *McKnight's* social media channels the day of the awards.
- Sponsor and *McKnight's* to discuss social media strategy in advance of the coverage days with *McKnight's* to approve. Official event #McKnightsTechAwards to be used.
- Company and *McKnight's* to run a social competition the month before the awards across social media channels to encourage social activity in the lead up to the event.
- *McKnight's* to present company with a number of options (e.g., where will you be watching the awards, who will you be tuning in with, how will you be getting ready)

ASK YOUR REP ABOUT PROGRAMMATIC RETARGETING FOR THIS EVENT!

Efficiency in digital engagement is important NOW more than ever for our advertising partners. Retargeting allows you to engage our audience off our site. *McKnight's* leverages our first-party data to identify specific audience segments that are then used to deliver targeted impressions to increase the scale and performance of your campaign. These retargeting impressions are delivered non-endemically across mobile devices, tablets and desktop environments both in-app and on the web for maximum reach potential.

Retargeting is completely scalable and can usually be delivered at lower CPMs than our standard rates.

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