

HOMETOWN HEROES



During
ArtPrize!

LeadingAge[™]
Michigan

SPONSOR PROSPECTUS

September 26-29, 2021 | Grand Rapids, Michigan

DEAR FRIENDS,

LeadingAge Michigan calls out to our Hometown Heroes to join us at this year's in-person Annual Conference and Solutions Expo held in downtown Grand Rapids at the Amway Grand Hotel, **September 26-29, 2021**.

This past year has challenged all mission-based providers to remain vigilant, patient, and flexible to protect and serve those entrusted to our care and has challenged our business partners who deliver exceptional services statewide. We are eager to offer you a well-deserved event that will provide you with a sense of renewal, understanding, and an opportunity to celebrate our Hometown Heroes. This year will be extra special as ArtPrize will also be in process. ArtPrize is a one-of-a-kind international art competition that showcases artists and their works throughout Grand Rapids as one of the world's most-attended public art events.



DAVID E. HERBEL
President and CEO
LeadingAge Michigan

We anticipate a record turnout this year given the tremendous venue, fantastic pricing, and everyone's desire to reconnect with our exceptional Business Partners at our **Solutions Expo** to be held **Tuesday, September 28th**, at **DeVos Place**. Enclosed you will find all the links and registration opportunities you need to maximize your engagement and support the members of LeadingAge Michigan by becoming an Exhibitor and Sponsor.

LeadingAge Michigan would also like to acknowledge our Business Partners and "Hometown Heroes" who continued their support of the association throughout the pandemic. We will celebrate their continued support throughout the conference. You will find a list of those companies on page 11 of this prospectus.

Thank you for sharing this experience with us. We look forward to **seeing** you in September!

Respectfully,

DAVID E. HERBEL
President and CEO
LeadingAge Michigan



ENGAGEMENT ACTIVITIES

We invite you to participate as a sponsor or exhibitor at our solutions expo. Engagement with LeadingAge Michigan during our annual conference and throughout the year connects you with aging services decision makers. Whatever your level of participation, aligning your company with LeadingAge Michigan helps you show current and prospective customers you support their missions. Luckily, this year we're offering any non-members who purchase a sponsorship a 1-year business partner membership with LeadingAge Michigan from July 1, 2021 – June 30, 2022.

If you are already a Business Partner, we thank you for your continued support and look forward to seeing you in September.

For more information about becoming a member, please contact Caitlin@LeadingAgeMI.org.



BY THE #S

450 Conference Participants

400 Member Gala Participants

100 Welcome Reception Participants

95 Solutions Expo Booth

20 Member Award Winners

- Showcase products and services to a captive audience of 300+ residential and community senior service organizations
- Network with senior care industry leaders and frontline staff
- Develop new leads and strengthen existing business relationships
- Create brand awareness and highlight your organization's products and services
- Increase your visibility within the membership and differentiate yourself from the competition
- Position your organization as a leader and an expert in the field of aging
- Improved buyer experience with face-to-face communication
- Learn from nationally recognized presenters while having FUN

DELIVERABLES AT A GLANCE

	STANDARD BOOTH	PREMIUM OR GAME BOOTH	BRONZE WITHOUT BOOTH	BRONZE WITH BOOTH	SILVER	GOLD	PLATINUM	EXCLUSIVE
Member	\$1,100	\$1,300	\$2,000	\$2,500	\$4,250	\$6,250	\$8,250	\$13,000
Non-Member	\$2,000	\$2,200	\$2,900	\$3,400	\$5,150	\$7,150	\$9,150	\$13,900
Exclusive Exhibit Booth							1	2
Premium Exhibit Booth		1			1	1		
Standard Exhibit Booth	1			1				
Complimentary Conference Registration			1	1	1	1	2	3
Complimentary ticket to Award Gala								
Complimentary ticket to Awards Gala w/ reserved VIP seating							1	3
On-Site Program Booklet – Full Page Recognition								X
On-Site Program Booklet – 1/2 Page Recognition						X	X	
On-Site Program Booklet – 1/4 Page Recognition					X			
On-Site Program Booklet – Logo Recognition				X	X			
Link on Association Website with Company Logo							X	X
Company Listing on Association website				X	X	X	X	X
Listing in Electronic Registration Booklet				X	X	X	X	X
Recognition during Keynote Presentation							X	X
Registration Packet Insert			X				X	X

*Additional standard booth - Member \$700, Non-member \$1400

**With purchase of Non-Member sponsorship, you'll receive a 1-year Business Partner membership with LeadingAge Michigan from July 1, 2021, through June 30, 2022.

RESERVE YOUR SPONSORSHIP

All sponsored events are on a first-come, first-served basis. To secure a sponsorship, complete an on-line contract.

[Sponsor Registration](#)
Click here

NETWORKING OPPORTUNITIES

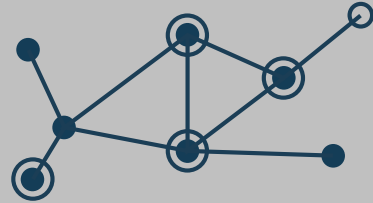
Welcome Reception - Sunday, September 26

Business Meeting - Monday, September 27

PAC Event - Monday, September 27

Special Event - Monday, September 27 (Evening)

Member Awards Gala - Tuesday, September 28



RESERVE YOUR EXHIBIT BOOTH

To secure a booth, complete applicable Exhibitor Registration:

[Exhibitor Registration](#)
Click here



EXHIBIT SPACE

Exhibit Space will not be carpeted. It includes a 10' by 12' booth with solid draping, covered and skirted 2' by 8' table, one-line identification sign, two folding chairs, wastebasket. Any additional exhibit items would need to be purchased through Art Craft Display. Order form will be provided closer to date of expo.

SOLUTIONS EXPO HOURS

Tuesday September 28, 2021

Move-In: 7:30-11:30 a.m.

Lunch: 11 a.m. - 12 p.m.

Show Open: 12-3 p.m.

Move-Out: 3-5 p.m.

If you need special accommodations to set up your exhibit space, please contact Conference@LeadingAgeMI.org

[Expo Floor Plan](#)
Click here

EXCLUSIVE \$13,000*

*Non-member rate will be additional \$900 which includes business partner membership July 1, 2021, through June 30, 2022.

ONE OF THE FOLLOWING MAY BE ASSIGNED BY LEADINGAGE:

MEMBERS AWARDS GALA

- Become an exclusive sponsor for our highly anticipated annual recognition event where CEOs and board members convene to honor and acknowledge those individuals or organizations that enhanced the field of aging services by their involvement, innovation, leadership or advocacy as well as personal and organizational generosity. Includes a full-page ad on the back cover of the Member Awards Gala Commemorative Program.

MONDAY FULL-DAY SPONSOR

- Logo item to all attendees at keynote presentation
- Recognized as Monday's Sponsor in the daily news, scrolling PowerPoint and on all conference monitors

TUESDAY FULL-DAY SPONSOR

- Logo item to all attendees at keynote presentation
- Recognized as Tuesday's sponsor in the daily news, scrolling PowerPoint and on all conference monitors

BENEFITS OF EXCLUSIVE SPONSORSHIP INCLUDES:

- Two (2) Exclusive Exhibit Booths at Tuesday Solutions Expo
- Three (3) Complimentary Conference Registrations
- Three (3) Complimentary Tickets with reserved seating to Tuesday Member Awards Gala
- Electronic Conference Attendee List for two-time use
- Recognition in Conference Publications
- Full-page ad in the On-Site Program
- Company's ad featured in a scrolling PowerPoint during keynote presentations and general sessions
- Recognition on Association website with a link to your company's website
- Recognition in Association e-Newsletter
- Recognition during Keynote Presentation
- Opportunity to insert company-printed materials into a registration packet given to all conference attendees (materials can be up to 8 1/2"x11" in sizes and up to 5 pages long)
- Sponsor Badge Ribbon

**Reserve Your
Sponsorship**

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PLATINUM

\$8,250*

*Non-member rate will be additional \$900 which includes business partner membership July 1, 2021, through June 30, 2022.

ONE OF THE FOLLOWING MAY BE ASSIGNED BY LEADINGAGE:

- Monday Keynote Speaker
- Tuesday Keynote Speaker
- Wednesday Keynote Speaker
- On each day of the Conference we feature a nationally renowned speaker whose presentation provides our members with unique opportunities for professional and personal development. These presentations are highly anticipated by members and always draw big crowds.

BENEFITS OF PLATINUM SPONSORSHIP INCLUDES:

- One (1) exclusive Exhibit Booth at Tuesday Solutions Expo
- Two (2) Complimentary Conference Registrations
- One (1) Complimentary Ticket with reserved seating to Tuesday Member Awards Gala
- Electronic Conference Attendee List for two-time use
- Recognition During the Keynote Presentation
- Recognition in Conference Publications
- Half-Page ad in the On-Site Program
- Company's ad featured in a scrolling PowerPoint during keynote presentations and general sessions
- Recognition on Association website with a link to your company's website
- Recognition in Association e-Newsletter
- Opportunity to insert company-printed materials into a registration packet given to all conference attendees (materials can be up to 8 1/2"x11" in size and up to 5 pages long)
- Sponsor Badge Ribbon

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GOLD

\$6,250*

*Non-member rate will be additional \$900 which includes business partner membership July 1, 2021, through June 30, 2022.

ONE OF THE FOLLOWING MAY BE ASSIGNED BY LEADINGAGE:

- **SUNDAY WELCOME RECEPTION**

The Welcome Reception is a great way to introduce your organization to attendees and show your support for the industry. Sponsorship brings maximum visibility during this event while you can network with members in a relaxed and fun atmosphere.

- **CONFERENCE NAME BADGE**

Display your logo on the name badge and you will be able to advocate for your organization throughout the entire conference.

- **NAME BADGE LANYARDS**

Sponsoring the name badge lanyard will create a surefire way to filter your branding throughout the conference.

- **TUESDAY SOLUTIONS EXPO LUNCH**

During the Solutions Expo lunch, sponsor signage will highlight your organization inside the exhibit hall to maximize exposure. Attendees will enjoy lunch and dessert while visiting exhibits.

- **Hometown Hero Conference Bag**

Display your logo on the tote bag and you will be able to advocate for your organization throughout the entire conference and even after when members take their tote bag home. This will remind members of your product long after the conference has ended.

- **Room Keys**

Have your organization called to attention every time a room door is unlocked and have your logo placed on the hotel key cards. Members will take brand recognition beyond the exhibit hall.

BENEFITS OF GOLD SPONSORSHIP INCLUDES:

- One (1) Premium Exhibit Booth at Tuesday Solutions Expo
- One (1) Complimentary Conference Registration
- One (1) Complimentary ticket for Tuesday Member Awards Gala
- Electronic Conference Attendee List for two-time use
- Recognition on Association website and Conference Publications
- Recognition in Association e-Newsletter
- Half-page Recognition in the On-Site Program
- Company's ad featured in a scrolling PowerPoint during keynote presentations and general sessions
- Sponsor Badge Ribbon

**Reserve Your
Sponsorship**

[Click here](#)

SILVER

\$4,250*

*Non-member rate will be additional \$900 which includes business partner membership July 1, 2021, through June 30, 2022.

ONE OF THE FOLLOWING MAY BE ASSIGNED BY LEADINGAGE:

- **ON-SITE PROGRAM**

Place your full-page ad on the back cover of the only printed conference publication.

- **REGISTRATION DESK**

Have your company's logo prominently placed at our Registration Desk visited by all attendees.

- **CEU TRACKING SYSTEM**

For every attendee who wishes to receive CEUs at the electronic CEU Tracking System, display your logo as a reminder of your support and dedication for their continuing education.

- **CYBER CAFÉ**

Invite the attendees to the Cyber Café which will provide a comfortable area for them to relax and check their emails.

BENEFITS OF SILVER SPONSORSHIP INCLUDES:

- One (1) Premium Exhibit Booth at Tuesday Solutions Expo
- One (1) Complimentary Conference Registration
- One (1) Complimentary ticket for Tuesday Member Awards Gala
- Electronic Conference Attendee List for two-time use
- Recognition on Association website and Conference Publications
- Recognition in Association e-Newsletter
- Quarter-Page Recognition in the On-Site Program
- Company's ad featured in a scrolling PowerPoint during keynote presentations and general sessions
- Sponsor Badge Ribbon

**Reserve Your
Sponsorship**

[Click here](#)

BRONZE

WITH
BOOTH

\$2,500*

*Non-member rate will be additional \$900 which includes business partner membership July 1, 2021, through June 30, 2022.

- One (1) Standard Exhibit Booth at Tuesday Solutions Expo
- One (1) Complimentary ticket for Tuesday Member Awards Gala
- Upgrade to Premium or Game Booth Available (\$200)

ONE OF THE FOLLOWING MAY BE ASSIGNED BY LEADINGAGE:

- **CONTINENTAL BREAKFAST**
3 Available – Select One Day: Monday – Tuesday – Wednesday
Be the first name our members see in the morning while having a hearty breakfast with a cup of coffee.
- **REFRESHMENT BREAK**
2 Available – Select One Day: Monday – Tuesday
Win attendees over by sponsoring a refreshment break with snacks and beverages. Let this be the way to show them you care about their education and training.
- **TURNDOWN SERVICE**
(sponsor supplies gift and note)
3 Available - Select one night Sunday -Tuesday
Impress each Annual Conference guest with a gift from your organization. Be the last name they talk about as they wind down after a busy day.

WITHOUT
BOOTH

\$2,000*

*Non-member rate will be additional \$900 which includes business partner membership July 1, 2020, through June 30, 2021.

If you are interested in supporting the Annual Conference but do not want to participate in the Solutions Expo, this sponsorship level is for you! Opportunity to provide company logoed item to each participant.

ALL BRONZE SPONSORSHIP INCLUDES:

- One (1) Complimentary Conference Registration
- One (1) Complimentary ticket for Tuesday Member Awards Gala
- Electronic Conference Attendee List for two-time use
- Recognition on Association website and Conference Publications
- Recognition in Association e-Newsletter
- Logo Recognition in the On-Site Program
- Company's logo featured in a scrolling PowerPoint during keynote presentations and general sessions
- Sponsor Badge Ribbon

Reserve Your
Sponsorship

[Click here](#)

THANK YOU!

The past year has been difficult for everyone in many different ways. We are grateful to the following **Hometown Heroes** who continued their financial support of the association and our members. We are blessed to have so many amazing business partners in membership and we encourage everyone to stop by their booths at this year's Solutions Expo and thank them for their involvement!

360care
All Med Medical Supply, LLC
Basic American Medical Products
Compass Communications Group, LLC
Concept Rehab, Inc.
Creative Dining Survices
FOX Rehabilitation
Functional Pathways
GMB Architecture & Engineering
HealthPRO Heritage
Hoekstra Transportation
HomeTown Pharmacy LTC
HPS
It's Never 2 Late, LLC
Kalamazoo Long Term Care Pharmacy
Kingscott Associates

Marcus & Millichap
Midwest Juice
Omnicare
PCA Pharmacy
PharMerica
The ProSure Fund
PS of MI
Reliant Rehabilitation
Remedi SeniorCare Pharmacy
Select Rehabilitation
Service Care Industries Inc.
The Compliance Store
Therapy Management, Inc.
TMC
Value First
Ziegler

