



### Exhibit and Sponsor Opportunities

We have created a virtual event to help your company connect with providers during a time when gathering in person is not possible. Each day includes cutting edge educational programming, engaging conversation, social time and more. A dedicated EXPO of non-competing time is scheduled each day. Your company’s virtual booth will be viewable for 3 months on demand long after the conference is over.

#### Why Virtual?

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. We anticipate that hundreds of members will participate providing you unique ways to leverage attendee demographic data to target your messaging and engage with the right customers for your company’s products and services. With the new virtual experience we can offer you opportunities to fit every budget and business objective.

#### 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	X 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	
Social Media Link	X	
<b>Member Rate:</b>	\$799 On or Before 4/12 \$899 After 4/12	\$599 On or Before 4/12 \$699 After 4/12
<b>Non-Member Rate:</b>	\$1099 On or Before 4/12 \$1199 After 4/12	\$899 On or Before 4/12 \$999 After 4/12

## Exhibit Hall Schedule at a Glance

Tradeshow open all day and dedicated times below. Also available on-demand for 3 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

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.

The screenshot displays the LeadingAge CAST website interface. At the top, the navigation menu includes: Lobby, Presentations, Exhibits, Network/Game, Questions, Who's Online (1), and more. A search icon and a user profile icon are also visible.

The main content area features a large banner for "On Demand Content Thru February 28, 2021". Below this, there are two columns of on-demand presentations:

- On-Demand Presentations:**
  - Welcome and Pre-Opening Industry Forum - Data Analytics Tools** (56 min). Description: Learn about advanced data analytic tools designed for providers engaging in collaborative care. Watch button.
  - Opening of the 16th Annual Collaborative Care & Health IT Innovation Summit** (41 min). Watch button.
- Thanks to Our Exhibitors:**
  - BLUE ORANGE COMPLIANCE, BlueStar, BoardEffect, DrOwl, GrandPad, Healthcare Business Analytics Management, MatrixCare, Netsmart, PHILIPS, PointClickCare, ProviNET Solutions, Rcare.

At the bottom, the "Collaborative Members & Strategic Partners" section lists: CAST, LeadingAge, Acts, DistilINFO, Elevating HOME, VNAA, N.A.S., and COLUMBI.



Click to Visit our Sponsors: SUMMITCARE ABLE MEDICAL & UMBRELLA LUMENT MCKESSON Morrison more...

### Resources

- oau
- GROUP
- Welcome to Value First
- Ad National Conferenc
- LeadingAge
- Value First Banner
- About Value First Banner

### Booth Staff

Staff Visitor Log (Staff Only)

**Ann Castro** ☆  
Director of Business Development at Value First, Inc.

Click Below to Enter Raffle Giveaway!

Submit an Inquiry

Share

Value First is a group purchasing organization (GPO) owned by LeadingAge that leverages the collective buying power of LeadingAge members across the country and specializes in supporting the purchasing needs of members whose mission is better care and better outcomes for older adults.

PLATINUM

## **Sponsorship Opportunities**

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, 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 innovative 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 3 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 3 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. We know you have solutions our members need to expand their mission & we want to help you get those solutions in front of our conference attendees. Let’s strategize how we can do that!

## **Advertising Opportunities**

### **ADVERTISE IN THE CONFERENCE BROCHURE**

Ads must be high resolution, with no bleeds. Artwork accepted via email to [sarah@leadingagecolorado.org](mailto: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**

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