



ripples of
IMPACT

ANNUAL MEETING + EXPO

JUNE 17-19, 2025

Caesars | Atlantic City, NJ



We Invite Your

PARTNERSHIP

We are looking for exhibiting partners to redefine the Expo with thought-provoking experiences, engaging activities, and vibrant eateries. Every moment is designed to be more experiential and less transactional, creating an unforgettable journey beyond the traditional.

Sponsoring the 2025 LeadingAge NJ & DE Annual Meeting & EXPO offers a unique opportunity to showcase your brand to a diverse audience of senior living and aging services professionals, build meaningful connections, and position your organization as a leader in supporting innovative care and services for older adults.

Contact: Ivy Beck, Communications & Events Manager

ibeck@leadingagenjde.org | 609.452.1161

LeadingAge NJ & DE 3705 Quakerbridge Rd. Ste 102. Hamilton NJ 08619

2025 Annual Meeting + EXPO

June 17-19, Caesars AC

Strategic Thought Leader Opportunities

Keynote - Plenary Session | \$5,500 Investment | Exclusive Opportunity

Get in front of members at the most attended event at the LANJDE Annual Meeting. You will have the opportunity to introduce the keynote, produce branded marketing promotional materials for the keynote, and your logo exclusively featured on keynote marketing materials.

Premier Event Sponsor — | \$5,000 | Exclusive Opportunity

This opportunity is strategically linked to the delivery of the entire Annual Meeting, creating multiple avenues to shape attendee experience. You will have the opportunity to hold a focus group for attendees, can feature conference happenings / booth activities, and produce branded marketing promotions for members.

Opening Plenary Session | \$3,000 Investment | Exclusive Opportunity

Our opening plenary will set the tone of our Annual Meeting - take this opportunity to build momentum from the very beginning of conference! You will have the opportunity to introduce the plenary speaker, produce branded marketing promotional materials for plenary, logo exclusively featured on all plenary marketing materials.

Facilitated Roundtable Discussion | \$2,500 Investment | 2 Available

An opportunity to facilitate a discussion amongst attendees on a topic of your choosing, in coordination with the association.

Public Policy Forum | \$2,500 Investment | Exclusive Opportunity

An opportunity to host breakfast and introduce the speakers at our policy forum. Hear from members directly about policy priorities impacting our field. You will have the opportunity to introduce the policy forum speakers; greet members as they enter the session and network over breakfast; produce branded marketing promotions for the Policy Forum; logo exclusively on all policy forum promotional materials.

[Contract
Available Here](#)

2025 Annual Meeting + EXPO

June 17-19, Caesars AC

Strategic Networking Opportunities

Welcome Reception | \$4,000 Investment | Exclusive Opportunity

The welcome reception is an opportunity for all meeting attendees to connect and network over hors d'oeuvres and drinks on the first night of the meeting. This sponsorship includes speaking at the reception, providing branded banners to be placed throughout the reception, and your logo exclusively featured on all reception marketing.

Ripples of Impact Reception | \$4,000 Investment | Exclusive Opportunity

The member reception is an opportunity for all attendees to unwind and debrief the first two days of the Conference over hors d'oeuvres and drinks. This sponsorship includes speaking at the reception, providing branded banners to be placed throughout the reception, and your logo exclusively featured on all reception marketing.

Student Network | \$3,500 Investment | Exclusive Opportunity

We have strategic partnerships with universities and work hard to attract students in allied fields to join our conference. Empower their attendance & support our members in their efforts to build the future of aging services workforce. This sponsorship includes the opportunity to host a student networking meeting and provide branded marketing pieces promoting registration to students. Sponsorship funds will subsidize hotel and registration fees for students to attend at deeply discounted rates.

Power Our Attendees - Investment Varies

During long Annual Meeting days, our members look forward to sharing a meal and connecting with one another at the opportunities listed below. The features of sponsoring any of the below meals include brand recognition at the meal and on all meeting materials, signage, and pre and post show marketing.

- Breakfast with Exhibitors - \$2,500 Investment
- Lunch with Exhibitors - \$3,500 Investment
- Afternoon Snack with Exhibitors - \$2,500 investment
- Snacks To Go - \$1,000 investment

[Contract Available Here](#)

2025 Annual Meeting + EXPO

June 17-19, Caesars AC

Strategic Branding Opportunities

Registration | \$4,000 Investment | Exclusive Opportunity

Your logo exclusively on all registration marketing and collateral; produce branded marketing promotion for registration

Conference App | \$3,500 Investment | Exclusive Opportunity

Your logo exclusively throughout the conference app, your logo featured on all marketing pieces to attendees about the app

Hotel Keycard | \$3,000 Investment | Exclusive Opportunity

During the lifespan of an event, an attendee will actively look at their KeyCard 8-12 times/day, representing repeat impressions to your targeted demographic.

Attendee Name Badge | \$3,000 Investment | Exclusive Opportunity

Your brand exclusively featured on each attendees' name badge, meaning our members will be viewing your logo every moment throughout the entire event

Attendee Lanyard | \$3,000 Investment | Exclusive Opportunity

Opportunity to provide lanyards that exclusively feature your brand, which attendees will be wearing throughout the entirety of the event

Entertainment | \$2,500 Investment | Exclusive Opportunity

Your logo exclusively featured near the entertainment provided at meeting

Conference WIFI | \$2,000 Investment | Exclusive Opportunity

Your logo exclusively throughout the conference app, your logo featured on all marketing pieces to attendees about the app

Conference Brochure | \$2,000 Investment | 2 Available

Logo featured on the Annual Meeting Brochure; Opportunity to provide a full page advertisement to be placed prominently in the brochure; logo exclusively featured on all informational marketing pieces about the brochure

Giveaways | \$1,000 Investment | Multiple Opportunities

Opportunity to provide a branded item for all attendees to be distributed at a prime opportunity. All items are to be supplied by the sponsor

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 & we want to help you get those solutions in front of our annual meeting attendees. Let's strategize how we can do that! Contact: ibeck@leadingagenjde.org

Exhibitor Quick Glance

June 17-19, 2025 | Caesars AC

Who We Are

Our membership represents the

continuum of aging services:

- Adult Day, Home Health, HCBS & PACE
- Affordable Senior Housing
- Assisted Living Residences & Programs (ALPs)
- Hospice
- Life Plan Communities (CCRCs)
- Nursing Homes



What We Buy

LeadingAge New Jersey & Delaware members spend millions of dollars annually on:

- Accounting / Banking / Financial Services
- Architecture/Construction/ Interior Design
- Bathing / Flooring / Furniture
- Building Equipment
- Communication Services / Consulting / Development Services
- Emergency Response Systems/ Wander & Fall Prevention
- Executive Search / Identification Systems
- Facility Management
- Food Management / Housekeeping
- Tech Solutions / Computer & Data Management

Exhibitor Contract Available Here

The Annual Meeting audience is comprised of professionals from across the continuum of care in the aging services and affordable senior housing sector.

This meeting attracts C-Suite professionals; middle/senior managers; department directors; administrators; nursing leaders; finance, quality and safety officers; public relations, communications and marketing professionals; human resources and information technology directors; affordable senior housing managers; social service coordinators and occupancy specialists; home and community based services providers; and more. Professionals in aging services and allied fields (i.e. fundraising, architecture, marketing, education, law, financial management and public administration) also attend the conference.



Exhibitor Quick Glance

June 17-19, 2025 | Caesars AC

Draft EXPO Schedule

This is a tentative schedule and is subject to adjustments

Tuesday, June 17, 2025

10:00 - 2:30 Registration & Set up

3:00 - 4:00 Opening Plenary

5:00 - 6:30 Welcome Reception

Wednesday, June 18, 2025

8:00 - 9:30 Breakfast with Exhibitors

12:00 - 2:00 Lunch with Exhibitors

2:00 - 5:30 EXPO Breakdown

5:30 - 7:00 Reception

BOOTH PACKAGE:

- Chose from 2 layout options detailed below
- Two booth badges - badges get you access to the all Annual Meeting activities
 - Exhibitors may purchase up to 2 additional booth badges for \$350 for Business Partners; \$450 for non partners
- Opportunity to participate in all Annual Meeting events; gain critical insights from education sessions and take advantage of networking opportunities at evening receptions
- Hosted meal and break times with attendees
- Access to Annual Meeting App
- Receipt of attendee list with contact information

INVESTMENT:

LANJDE Business Partners:

EXPO Booth: \$1,500

Preferred Placement: \$1,800

Additional Booth Badge: \$350

Non Business Partner Rate:

EXPO Booth: \$2,000

Additional Booth Badge: \$450

[Exhibitor Contract Available Here](#)

LeadingAge®
New Jersey & Delaware

Booth Packages



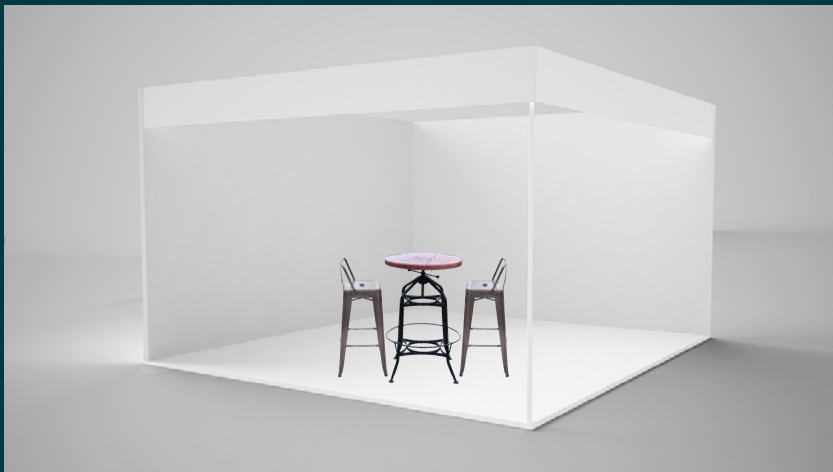
Option 1:

Classroom Table

2 Chairs

Waste Basket

Two booth badges



Option 2:

High Top Table

2 Chairs

Waste Basket

Two booth badges

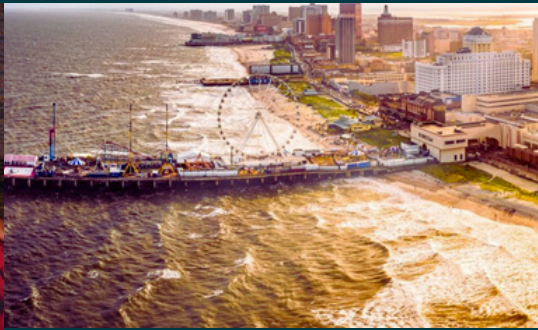
**[Check out the 2025
Floorplan Here!](#)**

Questions?

Contact Ivy Beck, Communications & Events Manager
e: ibeck@leadingagenjde.org

ACCOMMODATIONS

CAESARS ATLANTIC CITY HOTEL & CASINO



Guest rooms have been reserved at Caesars Hotel Atlantic City for LeadingAge New Jersey & Delaware meeting Exhibitors & Attendees, at a discounted Average nightly rate of \$101.00 + Taxes & Fees, from Monday June 16th through Thursday, June 19th.

Reservation Instructions

Call Ins: Room Reservations – 888-516-2215 (8am-2am EST, 7 days a week)

Group name: LeadingAge New Jersey | Group code: SCLDA5

All callers will be asked for this code but can also book by saying ***LeadingAge New Jersey

Online: <https://book.passkey.com/go/sclda5>



Caesars Atlantic City gives the Jersey Shore the royal treatment.

From exciting nightlife, celebrity chef dining, and world-class spa treatments, there's something for everyone at our Annual Meeting + EXPO.