



THE POWER OF PARTNERSHIP

The Strength of Community

**2024 PARTNER &
SPONSOR OPPORTUNITIES**

LeadingAge[®]
New Jersey & Delaware

INSPIRE. CONNECT. ENGAGE.



Partnering with us delivers professional tools and resources—and offers access to a network like no other. Our members include more than 150 providers representing the full continuum of aging services. Empowered by our business partners, we work to advance policies, promote practices, and deliver education that empowers our members to help older adults live fully as they age.

We invite you to partner with us in support of the good our members do.

Questions?

Business Partner Program Contact:

Emma Bender

Membership Associate

ebender@leadingagenjde.org

609-452-1161 (Option 1)

Sponsorship & EXPO Contact:

Ivy Beck

Communications & Events Manager

ibeck@leadingagenjde.org

609-452-1161 (x2110)

LeadingAge New Jersey & Delaware 2024 Business Partner Packages



	PINNACLE \$10,000	PEAK \$7,500	PREMIER \$5,000	FEATURE \$3,000	STANDARD \$1,000
BRAND RECOGNITION					
Listing in and receipt of Electronic Member Directory	✓	✓	✓	✓	✓
Advertisement in Member Directory	Preferred Full Page	Preferred Full Page	Preferred Full Page	Half page	
Company listed on LANJDE website with logo and hyperlink	✓	✓	✓	✓	✓
Logo featured on scrolling web banner	✓	✓	✓	✓	
Receipt of electronic Member Decal	✓	✓	✓	✓	✓
New Partner Spotlight in newsletter & socials	✓	✓	✓	✓	✓
Partner advertisement in newsletter	✓ (4)	✓ (3)	✓ (2)	✓ (1)	
Holiday message to members	✓	✓			
Recognition at Annual Meeting + EXPO	✓	✓	✓	✓	
THOUGHT LEADERSHIP & MEMBER INSIGHTS					
Receipt of LANJDE e-newsletters	✓	✓	✓	✓	✓
Opportunity to provide an educational article or resource for e-newsletter	✓	✓	✓	✓	✓ (2)
Custom email to LANJDE members	✓ (2)	✓ (1)			

LeadingAge New Jersey & Delaware 2024 Business Partner Packages



	PINNACLE \$10,000	PEAK \$7,500	PREMIER \$5,000	FEATURE \$3,000	STANDARD \$1,000
THOUGHT LEADERSHIP & MEMBER INSIGHTS cont.					
Opportunity for partner content to be shared on LANJDE social media	✓	✓	✓	✓	✓
Access to insights from LANJDE provider member focus groups	✓	✓	✓	✓	
Opportunity to speak at Annual Meeting + EXPO	✓				
Priority consideration to sponsor and co-host an educational workshop, webinar, or member roundtable	✓	✓	✓	✓	
Opportunity to be referred or connected to provider members	✓	✓	✓	✓	✓
Access to association management system with member only content	✓	✓	✓	✓	✓
Opportunity to serve on a LANJDE member committee	✓	✓	✓	✓	✓
Opportunity to join a meeting with our Board of Trustees	✓	✓			
Opportunity to participate in bi-annual business partner focus group	✓	✓	✓	✓	✓

LeadingAge New Jersey & Delaware 2024 Business Partner Packages



	PINNACLE \$10,000	PEAK \$7,500	PREMIER \$5,000	FEATURE \$3,000	STANDARD \$1,000
ASSOCIATION EVENTS					
Receive discounted member rates	✓	✓	✓	✓	✓
Complimentary Registration to LANJDE Awards Ceremony	✓ (2)	✓ (2)	✓ (2)	✓ (1)	
Exhibit Booth at LANJDE Annual Meeting + EXPO	Booth in preferred location + 2 Badges	Booth in preferred location + 2 Badges	Booth in preferred location + 2 Badges	Booth + 2 badges	
Opportunity to attend exclusive networking events with members	✓	✓	✓	✓	✓
Featured at Annual Golf Classic	Foursome + Tee Sponsor	Foursome	Foursome	1 Promo Item	
Complimentary Registration to State Night Out at the LeadingAge Annual Meeting	Sponsor (4)	(4)	(2)	(2)	
Featured at LANJDE Annual Awards Ceremony	Speaking opportunity	Branded Item			
Access to attendee registration lists of LANJDE events	✓	✓	✓	✓	
Opportunity to volunteer and get involved with LANJDE	✓	✓	✓	✓	✓

2024 Sponsor Opportunities

LANJDE provides multiple touchpoints and opportunities for our partners to get facetime with members through these unique sponsor opportunities.

Annual Spring Training Sponsor | \$1,500 | 3 Opportunities

Opportunity to empower our Annual Spring Training for Affordable Senior Housing providers. Logo featured on all promotional materials, opportunity to attend training and offer remarks.

Annual Fall Training | \$1,500 | 3 Opportunities

Opportunity to empower our Annual Fall Training for Affordable Senior Housing providers. Logo featured on all promotional materials, opportunity to attend training and offer remarks.

Career Corner Sponsor | \$2,000 | Exclusive Opportunity

Be the exclusive partner on our Aging Services Career Corner - where members post open positions to attract a mission driven workforce. Your logo exclusively on Career Corner and company mention on all marketing of the Career Corner.

Monthly Newsletter Sponsor | \$2,000 | Exclusive Opportunity; By Month

Provide a branded image advertisement to run in our Aging Services Newsletter, which is distributed to 2,000 + contacts twice each week. Your ad will run in all newsletters the month of your sponsorship.

Annual NotePad Sponsor \$2,500 – Exclusive Opportunity

Partner provided branded notepads to be used at association annual events, Board Meetings, and member trainings.

Annual Pen Sponsor \$2,500 – Exclusive Opportunity

Partner provided branded pens to be used at association annual events, Board Meetings, and member trainings.

Fidget Spinner Sponsor \$2,500 – Exclusive Opportunity

Partner provided branded fidget spinners to be used at association annual events, Board Meetings, and member trainings.

Stress Ball Sponsor \$2,500 – Exclusive Opportunity

Partner provided branded stress balls to be used at association annual events, Board Meetings, and member trainings.

2024 Awards Ceremony

February 7, 2024 | 9:00 – 12:00 noon

Our Annual Awards Ceremony is the premiere opportunity to recognize and honor our provider members across the continuum for all the ways that they make a positive impact on their community, their colleagues, and the residents they serve.



Host Sponsor with Speaking Opportunity: \$4,000 Investment | 2 Available

- 2 minute speaking opportunity at opening or closing remarks
- Opportunity to write email blast to promote the event, to be sent by association
- Company logo on pre and post event marketing and event signage
- Two Tickets to the Awards Ceremony
- Receipt of attendee list before & after event

Awards Sponsor: \$2,000 Investment | Multiple Available

- Company logo on pre and post event marketing and event signage
- Two Tickets to the Awards Ceremony
- Receipt of attendee list before & after event

2024 Annual Golf Classic

September 9, 2024 | Cherry Valley Country Club

This is your opportunity to join us for a fun day out of the office with fellow LANJDE members on the links. The Golf Classic includes brunch, a full round of golf, and an afternoon reception for even more networking! All opportunities include receipt of the attendee list and sponsor logo on event signage and pre & post marketing.

Host Sponsor \$5,000 – Exclusive Opportunity

Complimentary foursome; speaking opportunity & recognition throughout event; Tee Sign

Cocktail Reception Sponsor \$5,000 – Exclusive Opportunity

Complimentary foursome; speaking opportunity at reception; Tee Sign

Buggy Cooler Sponsor \$4,500 – Exclusive Opportunity

Complimentary foursome; speaking opportunity at Shot Gun Start; logo exclusively on buggy coolers

Golf Ball Sponsor \$3,500 – Exclusive Opportunity

Two complimentary golfers; logo on golf balls (golf ball sleeves provided by sponsor)

Breakfast Sponsor \$3,500 – Exclusive Opportunity

Two complimentary golfers; speaking opportunity at brunch

Scorecard Sponsor \$3,000 – Exclusive Opportunity

Two complimentary golfers; logo on scorecards, speaking opportunity

Halfway House Sponsor \$3,000 – Exclusive Opportunity

Two complimentary golfers; logo on signage at the halfway house

Tee Sponsors \$1,200 – 12 Available

Logo on tee sign; One complimentary reception ticket

Contest Prize Sponsors \$1,000 – 5 Available

Logo on sign for Named Contest; One complimentary reception ticket

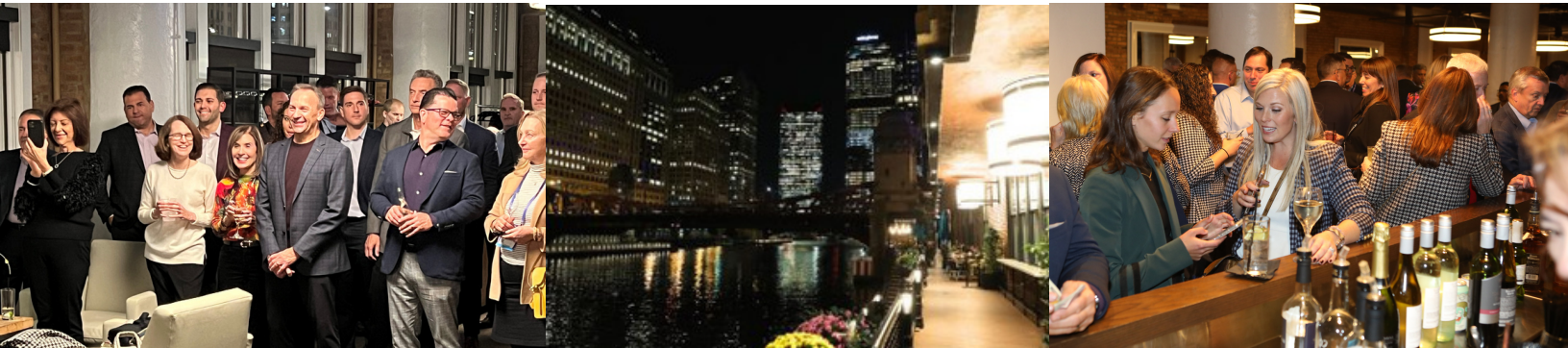
Swag Bag Sponsors \$1,000 - Multiple available

Provide 150 sponsored items (towels, tees, sunscreen, lip balm etc.) with name/logo for swag bag; One complimentary reception ticket

2024 Annual State Night Out October 28, Nashville, TN



LANJDE's State Night Out is an exclusive event offering our Business Partners the opportunity to gather, network & socialize with our members. Free to provider members, our sponsors make this special event possible.



HOST SPONSORSHIP: \$5,000 Investment (2 available)

- Speaking opportunity at State Night Out
- Logo featured prominently on event signage
- Logo featured prominently on all pre & post event marketing
- Six complimentary access passes to State Night Out
- Receipt of attendee list before and after State Night Out

STANDARD SPONSORSHIP : \$2,500 Investment (Multiple)

- Logo on event signage
- Logo on all pre & post event marketing
- Four complimentary access passes to State Night Out
- Receipt of attendee list before and after State Night Out



**Sponsor Contract
will be available soon**

2024 Annual Meeting + EXPO June 4-6, Caesars AC

[Contract Available Here](#)

Strategic Thought Leader Opportunities

GENERAL SESSION - KEYNOTE | \$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 SPONSORS — | \$5,000 | 2 Available

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 | \$3,000 Investment | 2 Available

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.

Strategic Networking Opportunities

WELCOME RECEPTION | \$3,750 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.

Sponsorship Main Features:

Opportunity to speak at reception; provide branded banners to be placed throughout the reception; logo exclusively featured on all welcome reception marketing

MEMBER RECEPTION | \$3,750 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.

Sponsorship Main Features:

Opportunity to speak at reception; provide branded banners to be placed at reception; logo exclusively on 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.

Sponsorship Main Features:

Opportunity to host student networking meeting; provide branded marketing pieces promoting registration to students; 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 - \$2,000 Investment
- Lunch with Exhibitors - \$3,000 Investment
- Afternoon Snack with Exhibitors - \$2,000 investment
- Snacks To Go - \$1,000 investment

Contract
Available Here

Strategic Branding Opportunities

REGISTRATION | \$4,000 Investment | Exclusive Opportunity

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

HOTEL KEYCARD | \$4,000 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 | \$4,000 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 | \$4,000 Investment | Exclusive Opportunity

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

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

CONFERENCE WIFI | \$3,000 Investment | Exclusive Opportunity

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

ENTERTAINMENT | \$2,500 Investment | Exclusive Opportunity

Your logo exclusively featured near the entertainment provided at meeting

CONFERENCE BROCHURE | \$2,500 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

GIVE AWAYS | \$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

2024 Annual Meeting EXHIBITOR QUICK GLANCE

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.



2024 Annual Meeting EXHIBITOR QUICK GLANCE

Draft EXPO Schedule

This is a tentative schedule and is subject to adjustments

Tuesday, June 4

10:00 – 2:30 Registration & Set up

2:30 – 4:00 Opening Plenary

6:00 – 7:30 Welcome Reception

Wednesday, June 5

8:00 – 9:00 Breakfast with Exhibitors

11:45 – 1:15 Lunch with Exhibitors

3:30 – 4:00 Snack Break with Exhibitors

5:30 – 7:00 Member Reception

Thursday, June 6

9:00 – 10:00 Breakfast & Policy Forum

10:00 – 12:30 Exhibitor Breakdown

12:15 – 12:30 Snacks to go

INVESTMENT:

LANJDE Business Partners:

EXPO Booth: \$1,200

Preferred Placement: \$1,400

Non Business Partner Rate:

EXPO Booth: \$2,000

BOOTH PACKAGE:

- 8' by 8' floor space in EXPO hall
- Pipe & drape and an ID sign
- Standard table, two chairs, and a waste basket
- Two booth badges
 - Exhibitors may purchase additional booth badges for \$250 for Business Partners; \$350 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

[Exhibitor Contract Available Here](#)