

2021 EXHIBITOR PROSPECTUS

Partnership Benefits

SPONSORSHIP *Benefits*

* Weekly e-newsletter - 2,000+ email addresses

**With LeadingAge Kansas Approval

Access and Information	Diamond \$20,000	Platinum \$15,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500
Access to Member Directory	X	X	X	X	X
Excel File of Membership List	X	X	X		
Subscription of Aging Update*	X	X	X	X	X
Member Rates for All Events	X	X	X	X	X
Access to Password-Protected Portions of LeadingAge Kansas Website	X	X	X	X	X
Board Meeting Sponsorship - 10 Minute Presentation	X	X			
Complimentary Attendance at State Night Out	2 Attendees	1 Attendee			
Committee/round-table Participation	X	X	X	X	X
Email Updates on Industry-Related Legislative News	X	X	X	X	X
Invitation to Attend LeadingAge Kansas Legislative Day	X	X	X	X	X
Spring and Fall Conference Exhibitors	Conference	Conference	Conference	Conference	Conference
Spring Conference Attendee List	X	X	X	X	X
Spring Conference Trade Show Booth	X	X	X	X	50% Discount
Possibility to Present at Spring Conference**	X	X	X	X	X
Name Recognition in Conference App	X	X	X	X	
Featured Sponsor in Events App	X	X	X	X	
Opportunity to Sponsor Mix & Mingle	X	X			
Listing on Partnership Banner Displayed	X	X	X	X	
Sponsorships	Sponsorship	Sponsorship	Sponsorship	Sponsorship	Sponsorship
Introduce Keynote Speakers at Conference - Limit 2**	X	X			
LeadingAge Kansas Foundation Scholarships	X	X			
Invitation to Spring or Fall Regional Roundtables	X	X	X		
Sponsor Webinars (Logo Featured at Beginning)	All Webinars	All Webinars	All Webinars	All Webinars	
Center For Leadership Sponsor (Ask About Scholarship Opportunities)	X	X	X	X	
Recognition/Marketing	Recognition	Recognition	Recognition	Recognition	Recognition
Profile Listing on Website Partnership Page	X	X	X	X	X
Member Directory Listing	X	X	X	X	X
Rotating Logo on LeadingAge Kansas Website Front Page	6 Months	4 Months	2 Months	1 Month	
Deliver Expertise Specific Webinar*	2 Webinars	1 Webinar			
Company Logo and Link in The Aging Update	12 Months	6 Months			
Promotion of Your Company on LeadingAge Kansas Social Media**	12 Postings	8 Postings	6 Postings	3 Postings	1 Posting
Company Profile in One Edition of The Aging Update	X	X	X	X	
Advertisement in Online Directory	6 Weeks	3 Weeks	2 Weeks	1 Week	
LeadingAge Kansas Digital Badge for Company to Use on Website	X	X	X	X	
Submit Article of Expertise for Aging Update	4 Articles	3 Articles	2 Articles	1 Article	
Exclusive Sponsor of In-person Event	X	X	X	X	
Logo Featured on Select Direct Mail Pieces	4 Mailings	3 Mailings	2 Mailings	1 Mailing	
Recognition on All Education/Event Online Registration Pages	X	X	X	X	

ABOUT *LeadingAge Kansas*

LeadingAge Kansas is an association of nearly 160 not-for-profit aging services providers dedicated to serving the needs of aging Kansans. We advance policies, promote practices and learning that empowers our members to help seniors live fully as they age. Our members serve over 25,000 seniors in Kansas each day.

WHO ARE OUR MEMBERS

LeadingAge Kansas members are your current and potential customers! Our members represent the continuum of long term care, services and housing for seniors in Kansas. They are comprised of five major categories:

- Life Plan Communities, formerly CCRCs
- Senior Housing
- PACE
- Assisted Living/Home Plus
- Nursing Homes/Skilled Nursing
- Home and Community Based Services and Hospice

WHY SHOULD YOU BECOME A PARTNER?

DIRECT CONTACT WITH OUR MEMBERS

LeadingAge Kansas connects you with decision makers at our Conference Events and in our publications. We also provide you a current list of our members and their contact information. Our members also can use our website to search for new vendors when in need of a new product or service.

BEST WAY TO BUILD YOUR REPUTATION

Being an Associate Member of LeadingAge Kansas helps you show current and prospective clients you support their mission. That partnership says a lot to our members.

BASIC PARTNERSHIP | \$600

All Partnerships include

- Listing in the Online Membership Directory with a Company Description
- Attend Seminar and Conference at Member Rate
- Opportunity to Exhibit at Spring and Fall Conference



Thank You TO OUR 2020 SPONSORS



PROGRAM CONTACT

Nicole Schings

LeadingAge Kansas
217 SE 8th Ave.
Topeka, KS 66603

Phone: 785.233.7443
nicole@leadingagekansas.org
www.leadingagekansas.org



217 SE 8th Ave.
Topeka, KS 66603
Phone: 785.233.7443
lisa@leadingagekansas.org
www.leadingagekansas.org

