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2023 Business Partners **THE POWER OF MEMBERSHIP.**

*The Strength
of Community.*

LeadingAge[®]
Oregon

7340 S.W. Hunziker, Suite 104, Tigard, OR 97223
Phone: (503) 684-3788 · Email: info@leadingageoregon.org

leadingageoregon.org

MEMBERSHIP BENEFITS AND OPPORTUNITIES

Build strong and lasting business relations with our provider members.

Did you know? Most senior living communities across Oregon offer more than housing and medical care options. In fact, facilities serving older adults often have restaurants, activity centers, robust transportation services, maintenance departments, and just about every aspect of daily living imaginable.

If you want to put your business front and center with the purchasing agents at some of these communities, join LeadingAge Oregon today! As a member and valued business partner, you will receive the latest trends and updates as it relates to the senior living industry in Oregon and beyond, plus have priority access to sponsorship opportunities to promote your brand (more info below). Importantly, your membership offers access to our senior care provider directory and goes a long way in increasing the visibility of your products and services.

Newsletter and Important Information

Stay abreast of news and trends in the Senior Living industry.

Get access to provider members at LeadingAge Oregon. Plus, read our informative bi-weekly newsletter and stay up-to-date with senior living trends in Oregon. You'll receive valuable information about our membership community that will help drive your business. You will also learn about educational webinars, plus opportunities to sponsor events and promote your products and services!

Annual Conference & Expo

Biggest event of the year!

Our largest conference of the year features a trade show and networking reception. You can attend the conference to meet other members and/or reserve a booth at the trade show to showcase your products and services. A Golf Tournament, Welcome BBQ and Fun Night are among the exciting and great ways to build relationships with key members.

Fall Leadership Conference

Celebrate future leaders.

Our Fall Conference is a great event for meeting present and future leaders in the Senior Living Community. It is a much more intimate setting -- a favorite networking experience of many!

Big Opportunities and More . . .

Bring greater visibility to your products and services.

Increased involvement means increased benefits. Business members choose their own level of commitment and involvement. Taking advantage of additional opportunities for exposure, from purchasing display ads in our Membership Directory to exhibiting or sponsoring events at conferences, allows for a structured, well-planned approach to marketing to LeadingAge Oregon membership. The greater your involvement, the greater your return!

MEMBERSHIP PLANS

Business Membership \$600

The first step in obtaining info and meeting our members.

- LeadingAge Oregon Business Membership (January- December)
- Access to Provider Member contacts
- News and updates delivered via email
- Member rates on all educational seminars

Business Partnership Memberships

Create a stronger presence with our Provider Members.

Silver, Gold and Platinum Memberships get Business Membership PLUS additional partner benefits designated in membership selection below:

Silver Membership \$5,000

- Annual Conference Booth with 8' table
- \$3,650 LeadingAge Oregon credit toward sponsorship opportunities
- Recognition as Platinum, Gold or Silver Partner throughout the year
- Host a webinar call on a timely topic
- Linked logo on the LeadingAge Oregon interior website to your company's website
- Logo identifying LeadingAge Oregon Partner Level for use on your website
- Your company's linkable ad in LeadingAge Oregon "News in Brief" newsletter (2x/year)
- Opportunity to lead a Business Partner Networking meeting on relevant topic
- Highly visible location for exhibit booth or table at Annual and Fall Conferences
- Recognition in Conference brochures and programs

Gold Membership \$7,500

- Silver membership benefits PLUS:
- Additional \$2,500 LeadingAge Oregon credit toward sponsorship opportunities (\$6,150 total credit)
- Four additional ads in LeadingAge Oregon News in Brief newsletter (6 total/year)
- Provider Membership contact lists provided annually (excluding emails)
- Sponsorship discounts
- Opportunity to have one white paper featured in the LeadingAge Oregon's News in Brief

Platinum Membership \$10,000

- Gold membership benefits PLUS:
- Additional \$2,500 LeadingAge Oregon credit toward sponsorship opportunities (\$8,650 total credit)
- First opportunity for special sponsorships at discounted price (when available)
- Linked logo on the LeadingAge Oregon home website to your company's website
- Six additional ads in LeadingAge Oregon News in Brief bi- weekly newsletter (12 total/year)
- One additional white paper(s) featured in News in Brief (2 total/year)
- Opportunity to develop and conduct LeadingAge Oregon educational webinar
- Sponsored email sent to entire distribution list



2023 Annual Conference & Expo

Annual Conference & Expo

Eagle Crest Resort

Redmond, Oregon

May 9-12, 2023

This year, we hope to host more than 250 attendees in an array of educational, informative, and networking events. Kick the event off Tuesday morning at the annual golf tournament, followed by an evening welcome BBQ where you can meet and network with other members. The next two days are filled with informative classes, a spectacular fun night, and our well-attended trade show where you can promote your products and services. Food, fun, and engagement for all!

Silver, Gold & Platinum Members:
Use your Credit to purchase exhibit and sponsorship opportunities on next few pages

Exhibit Space at Annual Conference *Booths and other options.*

- 10' Booth w/8' table \$1,500
- 8' Table multi-day option \$2,500
- Electricity Options free upon request
- Additional Box Lunch \$25 (Two included with booth)

Sponsorship Opportunities

All sponsorships come with acknowledgement in conference brochure, plus dedicated conference signage with company name and logo.

Banquet and Fun Night | Unavailable

- Two free tickets to event

Principal Sponsor | Unavailable

- Company name and logo on all LeadingAge Oregon slide presentations (in key spot)

Keynote Sponsor | \$2,500

- Opportunity to introduce your sponsored speaker

Annual Meeting and Awards Luncheon | Unavailable

- Two free tickets to event
- Introduction at Awards Luncheon
- Sit at the "Reserved" table

2023 Annual Conference & Expo

Redmond, Oregon | May 9-12, 2023

Sponsorship Opportunities (Cont.)

Treasure Hunt | **Unavailable**

- “Compliments of (your company name)” on each Treasure Hunt Envelope
- Treasure box located at your booth

Closing Speaker | **\$1,500**

- Opportunity to introduce your sponsored speaker and brief intro about your business
- Draw the “Closing Session Prize” winning ticket

Welcome BBQ Beverage | **Unavailable**

- Featured drink
- Company name and logo on napkins

Welcome BBQ Venue (1 Available) **\$1,200**

- Appreciation for sponsoring a key event
- Opportunity to give away one of three huge door prizes

Fun Run and Drawing | **\$1,000**

- Yoga sign w/company name and logo at registration desk
- Announce giveaway winner

Conference App | **\$1,000**

- Exclusive sponsorship acknowledgement on “Conf App” home page

Online Registration | **Unavailable**

- Exclusive sponsorship acknowledgement on conference registration home page

Session Speaker | **\$400**

- Dedicated “Speaker Sponsors” conference signage
- Opportunity to introduce your sponsored speaker

Grand Prize Drawing | **\$600**

- “Grand Prize Sponsor” Conference signage
- You get to draw and announce the winner

Coffee Break (2 available) | **\$450**

- Dedicated “Coffee Break Sponsor” Conference signage



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2023 Annual Conference & Expo

Golf Tournament

EAGLE CREST RESORT * MAY 9, 2023

Event Sponsor | **Unavailable**

- Your company logo and name displayed on printed tournament and conference materials
- Your banner displayed at the golf course staging area (company must supply banner)
- Tee sign featuring your name and logo at a prominent course hole
- One complimentary foursome, including registration, golf cart

Eagle | \$500

- Tee sign featuring your name and logo at a prominent course hole
- Two complimentary players, including registration, golf cart
- Recognition on sponsor signage

Hole-in-One | \$1,000

- Provides insurance coverage with prize awarded to anyone making a “hole in one” on designated par-three hole
- Tee sign featuring your name and logo at the designated hole
- Recognition on sponsor signage

Beverage Cart (1 available) | \$700

- Your company logo and name displayed on beverage cart
- Tee sign featuring your name and logo at a prominent course hole
- Recognition on sponsor signage

Individual Contest (5 available) | \$350

- Tee sign featuring your name and logo at a selected contest course hole
- Recognition on sponsor signage
- Choose from one of the following: Long Drive (Men's), KP (Men's), Straight Drive, Long Drive (Women's), KP (Women's)

Tee-Sign (18 holes available) | \$325

- Tee sign featuring your name and logo at a prominent course hole

Golf Cart | \$800

- Company name and logo on all player golf carts

Golf Tournament Managed by:



ABOUT SPONSORSHIPS

All members can purchase sponsorships! Silver, Gold & Platinum Members use your Credit to purchase exhibit and sponsorship opportunities.



2023 Fall Leadership Conference

Newport, Oregon | October 17-19, 2023

Fall Conference

Agate Beach Inn

Join us at the coast for a conference at the beach! We will release more information on this event by the end of spring.

Sponsorship Opportunities

Principal Sponsor **Unavailable**

- 8' Tabletop Exhibit Space
- Dedicated PRINCIPAL SPONSOR signage
- Acknowledgement in conference brochure
- Introduction and opportunity to introduce Keynote Speaker

Welcome Reception | **Unavailable**

- Opportunity to hand out drink tickets at the door to attendees
- Acknowledgement in conference brochure
- Dedicated conference signage with company name and logo

Breakfast (2 available) | **\$800**

- Dedicated "Breakfast Sponsor" Conference signage
- Acknowledgement in conference brochure

Supporting Sponsor (3 available) | **\$1,000**

- Acknowledgement in conference brochure

Online Registration | **\$800**

- Company Name on online registration page

Conference App | **\$1,000**

- Dedicated "Conf App" conference signage
- Exclusive sponsorship acknowledgement on "Conf App"
- Acknowledgement in conference brochure

Exhibit Space at Annual Conference

Booths and other options.

- 6' exhibit table \$800
- 6' table (multi-day option) \$1,200
- Electricity free upon request
- Additional Box Lunch \$25 (Two included with booth)

Contributing Sponsors (3 available) | **\$700**

- Acknowledgement in conference brochure

Grand Prize Sponsors (3 available) | **\$600**

- Opportunity to announce winner and present prize

Audio Visual Equipment | **\$1250**

- Acknowledgement in conference brochure
- Conference signage with company name

Phone/Device Charging Station | **\$400**

- Dedicated "Charging Station" Conference signage

Closing Prize | **\$350**

- Opportunity to announce winner and present prize

Coffee Break (2 available) | **\$350**

- Dedicated "Coffee Break Sponsor" Conference signage

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More Sponsorship Opportunities

Educational

Sponsor Training - \$200

Have your business name and logo associated with a particular educational webinar. As well, you are invited to attend and introduce the course instructor.

Networking Meetings

Timely Topic Discussion - \$250

If your business would like to introduce a timely topic and hold an informative 15-30 minute conversation at one of our networking meetings, this sponsorship opportunity is for you! Our networking meetings include members from healthcare, human resources, marketing, wellness, finance, maintenance and more. With this sponsorship, you can attend and host the meeting. Topic must be approved.

Informational Webinars

Host a Webinar - \$250

Similar to our networking meeting opportunity, hosting a webinar allows you to plan and host a webinar from 15 minutes to an hour. The audience isn't pre-defined and is open to anyone who would like to attend. We will send out the invitation! Topic must be approved.

Leadership Academy | \$2,500

- Acknowledgement in our newsletter, conference brochures, Leadership Academy application and materials
- Dedicated signage with company name and logo at Leadership Academy Events and Fall Leadership Conference
- Introduction to the incoming Leadership Academy Class at Fall Conference Meet & Greet with Alumni present
- Opportunity to share your leadership journey with the 2019-2020 Class
- Leadership Luncheon Sponsor at Fall Conference
- Introduction at Leadership Luncheon at Fall Leadership Conference
- Two tickets to the Leadership Luncheon at Fall Leadership Conference
- Class Project Presentations Attendance Invitation

Ageless Art Event (2 available) | \$600

- Full one-day event
- Sponsorship logo on marketing flyers
- Sponsorship signage at event
- Company name and logo on the "Virtual Exhibit Video" posted on website.

Creative Writing Event (2 available) | \$600

- Full one-day event
- Sponsorship logo on marketing flyers
- Sponsorship signage at event
- Company name and logo on the "Reflections" electronic book; posted on website.

**Silver, Gold &
Platinum Members:
Use your Credit to
purchase exhibit and
sponsorship
opportunities
on next few pages**

BECOME A MEMBER TODAY

Ready to join? There has never been a greater need for an effective, unified, and collaborative voice for aging services:

Adult Day

Affordable Housing

Assisted Living

Home Health

Hospice

Life Plan Community

PACE

Nursing Home

LeadingAge members and state associations are united by a collective commitment to:

- **Quality & Innovation:** We provide quality care and services. Our work reflects promising practices, and we seek to advance innovation.
- **Integrity & Transparency:** We are mission-driven organizations. We are accountable to our workforce, our community, and the people we serve.
- **Shared Learning & Fellowship:** We are a cross-continuum community of providers serving older adults, people with disabilities, and youth. Our collective power is made greater through sharing, learning, and collaboration.
- **Inclusion, Diversity, & Equity:** We are steadfast in our efforts to build an equitable and inclusive aging services community, in which our staff, leadership, and the people we serve reflect the rich diversity of the U.S., and opportunities exist for all to thrive.
- **Compassion & Community:** We believe that aging services should be person-centered and rooted in community. Our work is guided by compassion and respect.



We are LeadingAge: the trusted voice for aging.

We are making America better for older adults in all the places they call home.



LeadingAge is focused on caring for our nation's elders like no other organization. I encourage you to join—you will not regret it.

— Deke Cateau
CEO, A.G. Rhodes,
Atlanta, GA

Now, more than ever, we are grateful for the leadership and collaboration that are hallmarks of what this association makes possible.

— Lorri W. Sommer, CPA, MBA
CFO, The Park Danforth,
Portland, ME



To become a member of LeadingAge, contact Rob West at rwest@leadingageoregon or by phone (503) 968-7205

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