

## **LeadingAge Partner News, Updates and Deadlines**

### **April 20, 2012**

#### **PEAK Leadership Summit**

If you will be attending the conference, we're looking forward to seeing you. Complete information about the conference appears on our [PEAK website](#).

Bruce Rosenthal can be reached on-site at the conference by cell phone (301-922-6179) and [e-mail](#) from Saturday, April 21 through Wednesday, April 25.

#### **Upcoming Partner Benefit Deadlines**

If you are submitting new artwork for your [ad](#) in the May/June *LeadingAge Magazine*, the deadline is Monday, April 30.

#### **Use the Sponsor Logo to Attract Members' Attention**

LeadingAge Partners have royalty-free rights to the highly relevant [LeadingAge Partner logo](#). This is the most visible statement you can make to showcase your commitment to your customers' professional development, giving LeadingAge members another substantial reason to increase sales and loyalty to your services.

#### **Everything You Always Wanted to Know about your Partner Benefits**

Your [2012 Partner benefits](#) are conveniently posted on the LeadingAge website. The Excel [spreadsheet of benefits](#) can be used to track and organized your benefits.

#### **Why Companies are Sponsors of Associations**

- Increase brand loyalty
- Create awareness and visibility
- Change or reinforce image
- Drive sales
- Differentiate brand from competitors
- Demonstrate commitment to niche market
- Business-to-business marketing

#### **Questions, Comments, Ideas?**

Please contact [Bruce Rosenthal](#), Vice President for Corporate Partnerships, LeadingAge, 202-508-9499.