

## LeadingAge Premier Sponsor News, Updates and Deadlines

February 13, 2012

### PEAK Leadership Summit Schedule for LeadingAge Premier Sponsors ([See full schedule](#))

#### Monday, April 23

7:30 – 8:30 a.m.

#### **Multi-Facility Networking Breakfast with Exhibitors**

To maximize the ability of exhibitors to connect with key buyers during PEAK, we have created a bonus breakfast event designed for senior management of multi-facility organizations. To ensure you meet more contacts, we're moving this event out of the exhibit hall and into a meeting space where you can sit at tables and talk with your best prospects over coffee. The breakfast is invitation only, so we'll be targeting your best prospects and customers to join us.

10:00 a.m. – 12:30 p.m.

#### **[Exhibit Hall](#) Open / Lunch with Exhibitors**

12:00 – 4:00 p.m.

#### **Leadership Workshop** (1 representative per Premier Sponsor)

The [Leadership Workshop](#) is an opportunity for you to sit "shoulder to shoulder" with LeadingAge members as they engage in interactive exercises and group discussions based on Dan Heath's latest book, *Switch: How to Change Things When Change is Hard.* (To maximize the learning experience, attendees are encouraged to read the book in advance.)

One representative from each Premier Sponsor are encouraged to leave the exhibit hall in time to arrive at the Leadership Workshop by 12:00, sit at tables with provider members, share you knowledge, and participate in the interactive discussion.

Known for blending practical information with an entertaining and motivational style, Heath has designed and taught executive education programs for Microsoft, Wal-Mart, Dow and Nissan.

As an added benefit of your participation, the Leadership Workshop will undoubtedly offer strategic content that will be valuable for your company. Please RSVP to [Bruce Rosenthal](#).

4:00 – 5:00 p.m.

#### **Leadership Workshop Cocktail Hour** (1 representative per Premier Sponsor)

5:00 – 7:00 p.m.

#### **[Exhibit Hall Open](#) / Welcome Reception**

#### Tuesday, April 24

1:00 – 5:00

#### **Congressional Briefing Visits**

Premier Sponsors are welcome to join members when they go to Capitol Hill. This is a great way to show your company's support for LeadingAge providers.

Wednesday, April 25

6:30 p.m. **Philanthropy Network Reception & Dinner** (1 representative per Premier Sponsor)

A reception and dinner for participants in the Philanthropy Network Program on Thursday. Please RSVP to [Bruce Rosenthal](#).

Thursday, April 26

8:30 a.m. – 4:00 p.m. **Philanthropy Network Program** (1 representative per Premier Sponsor)

This [program](#) – similar to a post-conference workshop – will address philanthropy with a focus on social accountability, advocacy and social media. Please RSVP to [Bruce Rosenthal](#).

Monday, April 23 – Wednesday, April 25

Various times **Education Sessions and Learning Circles**

The [Education Sessions and Learning Circles](#) are excellent opportunities for Premier Sponsors to (1) understand what members are learning, and (2) discover members' questions, concerns and ideas. Especially with the new focus this year's conference on strategy development, repositioning, planning for the future, creating partnerships, developing new service models, etc., this year's education program will provide you with unmatched insights. You can use your Education-related registrations to attend the Education Sessions and Learning Circles.

**Everything You Always Wanted to Know about your Premier Sponsor Benefits**

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

**Upcoming Premier Sponsor Benefit Deadlines**

Friday, February 15: Submit your information for the *LeadingAge Premier Sponsors' and Premier Sponsors' Areas of Expertise Directory*

Monday, February 27: Submit your artwork for new advertisements for *LeadingAge Magazine*

Monday, February 27: Reserve the three hotel guest rooms that LeadingAge is holding for each Premier Sponsor for the PEAK Leadership Summit

Monday, March 5: Submit your artwork for your advertisement for the PEAK Leadership Summit on-site program

Anytime: Submit information on your company's social accountability accomplishments

RSVPs: As noted above in the "PEAK Leadership Summit Schedule for LeadingAge Premier Sponsors"

### **The Role of Sponsorship in Business-to-Business Marketing**

The above heading was the title of an IEG Sponsorship Blog posting. The author believes that sponsorship "provides a compelling platform to enhance communications and provides relevancy to a company's messaging" for these reasons:

- Borrowed credibility from the property (*Note: LeadingAge is "the property"*)
- Sponsor can incorporate property into advertising and PR campaigns to better connect with audience. Immediate relevancy
- Multiple communication outlets help to deliver a complex B-to-B message on several levels
- Generally there are numerous opportunities for direct interaction
- Access to a very targeted and "clean" audience
- Better potential for a long-term relationship building
- Opportunity for more high-profile visibility
- Opportunities to showcase products and provide thought leadership

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

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