

## **LeadingAge Premier Sponsor News, Updates and Deadlines**

### **March 16, 2012**

#### **PEAK Leadership Summit**

Please find the latest information about the conference on our website:

- [PEAK Leadership Summit website](#)
- [Schedule of Events](#)
- [Exhibit Hall Open](#) (don't miss the new early morning expo time on Monday)
- [Exhibitor Service Center](#)

An updated list of registered attendees will be e-mailed to exhibitors next week.

#### **Confirmations for Hotel Reservations at the PEAK Leadership Summit**

You should have received a confirmation for your reservation at the Marriott Wardman Hotel – whether you made your reservation via LeadingAge or on your own.

#### **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. Several sponsors have mentioned that they organize the “Premier Sponsor Deadline” column chronologically as a way of keeping track of their deadlines.

#### **New Opportunities for Visibility at the Annual Meeting**

You'll be receiving information in a couple of weeks about a new LeadingAge conference publication (including “new product announcements”) and other ways to gain visibility at the Annual Meeting.

#### **Royalty-free Rights to Use the LeadingAge Premier Sponsor Logo**

LeadingAge Premier Sponsors have royalty-free rights to the highly relevant LeadingAge Premier Sponsor 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. [Details here.](#)

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

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