

LeadingAge Premier Sponsor 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 Premier Sponsor 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 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.

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.

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.