

LeadingAge Premier Sponsor News, Updates and Deadlines

May 31, 2012

LeadingAge Annual Meeting & Expo Updates

Conference dates: October 21 – 24, 2012

Expo: The expo dates are October 22 – 24, 2012. The expo times on Monday and Tuesday will be 12:00 – 4:00; the expo time on Wednesday will be earlier than previous years: 10:00 – 12:30. Lunch will not be box lunches; we are working with the convention caterer to provide a variety of enticing foods. You can locate your booth on the [interactive floor plan](#).

Conference location: Colorado Convention Center, Denver

Headquarters hotel: Hyatt Regency Denver

Nights available for receptions/dinners: There will not be a large-scale social event this year, so dinners and receptions can be held any evening during the conference.

Registration: Opens late July.

Revamped expo publication: The publication formerly known as the *Pre-Con Planner* is being revamped as the *Expo Preview*. This tabloid-sized publication will be distributed to thousands of potential customers and attendees before the LeadingAge Annual Meeting. This new publication focuses solely on the reasons members should spend time in the Exhibit Hall. Each LeadingAge Premier Sponsor receives a complimentary full-page ad in the *Expo Preview*; the ad artwork deadline is Thursday, **July 5**; specs are in the [Premier Sponsor Advertising Toolkit](#).

Ignite LeadingAge: Each day of the Expo the Ignite LeadingAge Theater will feature presentations by exhibitors. We invite you to share an idea with LeadingAge members using 20 slides and just 5 minutes. This is not a stage for a sales pitch, but an opportunity to position yourself as an expert and knowledgeable resource to attendees. Here is a [great example](#) of what we're looking for. [Submit your idea](#) by **June 29** to be considered for this opportunity.

Prize Pack: LeadingAge is working with a company that will distribute (via print and digital) a card pack to Annual Meeting attendees. The card packs will include a card featuring LeadingAge Premier Sponsors. See [details](#) on additional ways in which you can participate in the Prize Pack.

Interactive Directory: The exhibit hall will feature the "You Are Here" system. [Find out](#) how you can enhance your listing.

More information for exhibitors: LeadingAge disseminates periodic exhibitor e-newsletters to all exhibitors. If you or your company are not receiving these e-newsletters, please contact Bruce Rosenthal.

Upcoming Premier Sponsor Benefit Deadlines

The deadline for advertisements in the July/August issue of *LeadingAge Magazine* is Friday, June 29. See details in the [Premier Sponsor Advertising Toolkit](#).

Premier Sponsors are welcome to submit a new artwork for any of their complimentary e-newsletter ads.

Annual Meeting Attendee Survey Results

Attached are the findings from our survey of attendees at last year's Annual Meeting.

LeadingAge's Strategic Plan

To fulfill LeadingAge's mission of expanding the world of possibilities for aging, it is essential that we understand the major driving forces that will inevitably shape the future so that we can use the power of those forces constructively and shape them when necessary. See the [LeadingAge Leadership Imperatives](#).

New State Affiliate in Maryland

LeadingAge Maryland is now the LeadingAge affiliate in Maryland. This is a development driven by LeadingAge's conviction that the most important part of our relationship with our state partners is the commitment to values inherent in the not-for-profit status of our members. [Geary Milliken](#) (443-605-1007) is chair of the board of LeadingAge Maryland.

Sponsorship Best Practices

- LeadingAge recently disseminated white papers submitted by Premier Sponsors Dixon Hughes Goodman, Holleran and Upstairs Solutions.
- LeadingAge publicized a webinar conducted by Premier Sponsor GlynnDevins; LeadingAge also publicized the recording from the webinar.
- LeadingAge continues to disseminate a strategic planning PowerPoint® developed by Premier Sponsor CliftonLarsonAllen and co-sponsored by LeadingAge.
- LeadingAge has included customized banner ads from Premier Sponsor Aon. Each ad links to a white paper on a topic of interest to members: Resident Falls; Disaster Preparedness
- LeadingAge has publicized case studies from several Premier Sponsors and Premier Sponsors on its website and in its e-newsletters.
- LeadingAge and Premier Sponsor Holleran co-disseminated a survey on CCRC member practices on social accountability; as a follow-up, Holleran produced a series of webinars and an interactive website on social accountability for providers.

Sponsor logo

Reminder: Premier Sponsors can use the LeadingAge Premier Sponsor logo on your materials. 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.

Questions, Comments, Ideas?

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