



2018 Media Kit

Who Is LeadingAge Nebraska?

LeadingAge Nebraska is Nebraska's only Association committed to the non-profit providers across our state. Together with 10,000 caregivers, our Members serve over 5,000 Nebraska seniors each year. LeadingAge Nebraska's Members represents the continuum in senior housing and services, from independent living, assisted living, nursing homes, CCRCs, PACE and adult day programs. LeadingAge Nebraska members are diverse, but share a common focus on person-directed care and being mission driven.

1) Membership Drive:

Gold, Silver & Bronze Opportunities Available

Business Associate Program: A connection for cutting-edge business firms serving the aging services field.

Business Associate Member Dues:

Gold Business Associate \$3,500 / Silver Business Associate \$1,950 / Bronze Business Associate \$550

Why Become A Business Associate?

LeadingAge Nebraska's Business Associate Program is designed just for you—a program that places your business directly in front of buyers through multiple channels— print, online and in-person. Our members trust LeadingAge Nebraska to help them create the future of aging services. What it provides for your business is:

- **Year-Long Exposure**—we don't just provide a booth at our Exhibitor Show or an ad in a brochure, but they provide you with an integrated approach that includes a variety of tactics to help you create new relationships and secure existing ones.
- **Colleague vs. Vendor**—we highlight the expertise and intellectual capital of your organization as a gateway to open doors and build trust.
- **Direct Access to your target Audience**— we represent the continuum of non-profit providers in the aging services field, and have contacts for the job titles you need to reach.
- **Unbeatable Buying Power**— we represent the continuum of non-profit aging service Providers and have access to the contacts you need.
- **Creativity**— we have a Business Associate "60-Second Spot" & Interactive Lunch during our Spring Conference and an Exhibitor Show during our Fall Conference. We also highlight each Gold & Silver Business Associate throughout the year, during our Weekly Education Updates. Quarterly, we mention all LeadingAge NE Business Associates in our e-News Publication. We also provide you many opportunities to informally network with our Members and develop relationships!
- **Flexibility to meet your Needs**— we have three levels that can fit your budget and organizational goals.
- **To learn more about becoming a Member contact Jenifer Acierno, LeadingAge NE President & CEO, at 402.975.8436 or jenifer.acierno@LeadingAgeNE.org.**

2) Spring Conference:

Innovation Exchange – a new “Twist” to the Interactive Business Lunch (Kearney, NE)

(March 14 & 15, 2018)

LeadingAge Nebraska’s “Innovation Exchange – Interactive Business Lunch” is a little like “speed dating.” New this year, on **March 14-15, 2018**, at the Holiday Inn, in **Kearney, NE** – conference attendees will rotate four times during the lunch hour. During this session, your business representative will discuss a topic. Then, when the buzzer buzzes, the participants get up and take their box lunch to another table. You will also have a table in the back of the ballroom to place your marketing materials (if you wish). This is an informal way to get to know your “target market” and talk with the “decision makers” in our field.

Cost:

Gold & Silver Business Associate Members - **FREE**

Bronze Business Associate Member - \$375

Non-Member Business Associates - \$525

The Business Associate “60-Second Spot” & Interactive Lunch works as follows:

- Choose either Wednesday, March 14th or Thursday March 15th at 12:30 to attend lunch.
- You will be assigned a table, where you will present your “topic” every 15 minutes. There will also be a LeadingAge Nebraska Board Member present at your table. This is a great way for you to establish a relationship with our Members.
- We ask that you provide a small prize, it could be a \$25 gift certificate or a basket. At the end of the lunch (and the final rotation), you will hold a drawing with your table.
- Included as a Gold or Silver Business Associate– is your attendance at the conference, lunch, and your name listed in the conference brochure. **There is no additional charge.**
- Please fill out the information below by February 1, 2018. If you have any questions, call or email Cheryl Wichman at 402-657-0428 / wichmanc@LeadingAgeNE.org.

3) Membership Directory/Moving Toward Online Version:

(Pdf file only this year. We are moving toward an online service that updates on a regular basis – so your directory is always up to date).

Our Member Directory is a fantastic resource that is utilized by our LeadingAge NE Members. It is a great way to gain additional exposure with your target market. A sincere “thank you” goes out to each of our Business Associates for their support and expertise. You truly make a difference in our industry!



Pdf Version:

Size of ads:

- **Full page Ad** (4.5” wide x 7.5” long)
*Gold Members receive a FREE full page ad with membership.
- **Half page Ad** (4.5” wide x 3.75” long)
*Silver Members receive a FREE half page ad with membership.

Cost:

Full Page Ads:

- Free Full Size ad for Gold Business Associates (4.5” wide by 7.5” long)
- \$300 for full page ad for Silver Business Associates (4.5” wide by 7.5” long)
- \$550 for full page ad for Bronze Business Associates (4.5” wide by 7.5” long)
- \$800 for full page ad for Non- Members (4.5” wide by 7.5” long)

Half Page Ads:

- Free ½ page ad for Silver Business Associates (4.5" wide by 3.75" long)
- \$350 ½ page ad for Bronze Business Associates (4.5" wide by 3.75" long)
- \$600 ½ page ad for Non-Members (4.5" wide by 3.75" long)

Ads Due:

- **Ads due: Friday, April 20, 2018.** Please send your artwork to Cheryl Wichman at wichmanc@LeadingAgeNE.org.

Online Version (will be requested at a later date):

Home / Cover Ads:

- Free ad for Gold Business Associates (600 X 430 **OR** 5.6" wide by 4" long)

Inside Ads:

- Free ad for Silver Business Associates (640 X 200 **OR** 3.2" wide by 1" long)
- \$350 ad for Bronze Business Associates
- \$600 ad for Non-Members



4) Fall Conference:

Wednesday Evening Social & Thursday Exhibit Show (October 10-11, 2018)

At Fall Conference, an Exhibitor Show is offered on Thursday, from 8:00am to 1:30pm. Registration for the Exhibit show opens in June 2018 and closes the middle of August 2018. The conference will be held at **The Cornhusker Hotel** (Lincoln, NE).

EXHIBIT SHOW INFORMATION:

- **Set Up**- Doors open Wednesday, 10/10 from 8:00pm-9pm and Thursday, 10/11 at 6:30am-7:30am
- **Wednesday Evening Social**-if you will be setting up on Wednesday, you are invited to attend the "Evening Social." The social is normally held from 5:30pm-7:00pm.
- **Thursday Hot Breakfast**-you are welcome to join the participants by helping yourself to the breakfast on Thursday morning and/or the items offered at breaks.
- **Thursday Lunch**- two lunches are included with your registration. Lunch will be served buffet style in the Atrium, just outside the Grand Ballroom. (Additional daily meal packages are \$25.00 per person.)
- **Loading and unloading**- You can enter through the east atrium doors on 13th Street (There is a large "pad" outside those doors on which exhibitors can pull their vehicles onto for unloading).
- **Hours**- The show runs Thursday, October 11 from 8am-1:30pm. Exhibits must close at 1:30pm (on Thursday, October 11th) and removal of your materials must be completed by 4:30pm, this same day. Each exhibitor must provide at least one representative within the exhibit space during the open hours of the show.
- **Location**- The event is at the **The Cornhusker, A Marriott Hotel**, 333 S. 13th Street, Lincoln, NE 68508. The Exhibitor Show is located in the Grand Ballroom.

- **Parking-** there is a city owned parking garage attached to the Hotel. It is \$1.00 per hour, to a max of \$9.00 per day (first hour is free). This is the “Cornhusker Square” parking garage. Then, across the street is the “Carriage Park” garage. It is connected by sky walk to the Hotel. It has the same prices.
- **Shipping-** If you need to ship items: you can send your items to A Marriott Hotel, 333 S. 13th Street, Lincoln, NE 68508 and mark materials “for the LeadingAge Nebraska Fall Annual Meeting & Conference.” It is also recommended that you mark multiple package shipments (1 of 4, 2 of 4, etc.) The Cornhusker Hotel phone number is: 402.474.7474.
- **Table-** You will have one 8’ table (3’x8’) and two chairs. We can have electricity available for all exhibitors who request it.
- **Program-** A listing in the conference program is included with your registration. LeadingAge NE Business Associates receive a full page (Gold BA) or half page ad (Silver BA) free. Bronze Business Associates can purchase an ad or simply have a listing in the program. Non-Members will have a listing and may also purchase ads. *A printed program will be placed on each table the day of the Exhibit Show.
- **Attendees-** A pdf of names, titles and addresses of registrants will be sent to Business Associates approximately 10 days prior to the conference. Then, an updated list will be sent the day prior.
- **Wifi-** is available throughout the hotel (cards with the codes will be provided).
- **If you have questions or need additional information, contact Cheryl Wichman LeadingAge Nebraska at wichmanc@LeadingAgeNE.org or call 402.657.0428.**

5) Fall Conference: Booth Registration

Free for Silver and Gold Business Associate Members

- **\$600 Bronze Member:** Includes one 8’ x 30” table with a tablecloth, 2 armless chairs, a listing in the conference program, a pdf of registrants with contact information & 2 lunches.
- **\$900 Non-Member:** Includes one 8’ x 30” table with a tablecloth, 2 armless chairs, a listing in the conference program, a pdf of registrants with contact information & 2 lunches.

6) Fall Conference: Program Ads

At Fall Conference, a program is given to each participant and exhibitor.

- Ad Space – all Exhibitor names will be listed in our conference program. As part of our Business Associate Program, our Gold (full page) and Silver Members (half page) receive ad space at no additional charge. Bronze Business Associates and Non-Members may purchase ad space.
- If you have questions or need additional information, contact Cheryl Wichman LeadingAge Nebraska at wichmanc@LeadingAgeNE.org or call 402.657.0428.

Size of ads:

- **Full page ad** (4.5” wide x 7.5” long)
*Gold Members receive a **FREE full page ad** with their LeadingAge NE Membership.
- **Half page ad** (4.5” wide x 3.75” long)
*Silver Members receive a **FREE half page ad** with their LeadingAge NE Membership.

Cost:

- \$250 for **Full page ad for Silver Members** (4.5” wide by 7.5” long)
- \$500 for **Full page ad for Bronze Members** (4.5” wide by 7.5” long)
- \$800 for **Full page ad for Non-Members** (4.5” wide by 7.5” long)
- \$250 for **Half page ad for Bronze Members** (4.5” wide by 3.75” long)
- \$500 for **Half page ad for Non-Members** (4.5” wide by 3.75” long)

Ads Due:

- **Ads are due Friday, August 10, 2018.** Please send your artwork to Cheryl Wichman at wichmanc@LeadingAgeNE.org.