

  
*LeadingAge™*  
*Indiana*

associate  
MEMBER  
BENEFITS

•2018•

LIFE  PURPOSE

# 2018 associate member benefits

## About LeadingAge Indiana

We are an association representing not-for-profit services and facilities for the elderly. Our members are nonprofit organizations that provide high quality health care, services and housing for over 27,000 seniors throughout Indiana.

LeadingAge Indiana provides our members with an extensive selection of professional development, up-to-date industry news, networking opportunities and leadership development. We also provide a strong voice on the issues across the continuum of care both at the state and national levels.

## Who are our members?

They're your current and potential customers! LeadingAge Indiana members represent the continuum of long term care, services and housing for seniors in Indiana. Our membership is comprised of five major areas:

### Continuing Care Retirement Communities (CCRCs)

CCRCs are a one-stop-shop of living options. Everything from independent living to skilled nursing care is available on one campus.

### Senior Housing

Not-for-profit senior housing in Indiana, particularly housing that serves low-income seniors, are members of LeadingAge Indiana.

### Assisted Living

The state of Indiana has defined assisted living in two ways: housing communities with services and licensed residential care communities. We have nonprofit members of both types.

### Nursing Facilities

Our members provide the highest quality nursing home care, many offering specialized programs for persons with Alzheimer's and other cognitive impairments, among other special needs groups.

### Hospitals

Skilled nursing units provide restorative and rehabilitative care as a transition from acute hospital care to the home and less intensive levels of care.

In addition, many LeadingAge Indiana members provide a range of community-based services such as home health, adult day care, and congregate and home-delivered meals. Our members focus on the total needs of the individual and are dedicated to the development of a seamless and integrated system of facilities and services for Hoosier seniors.

## Why should you become an associate member?

### Direct Contact with Your Target Market

LeadingAge Indiana connects you with decision makers. No more cold calls. Associates may request a current list of our community members with a primary contact, **including email!** One hundred percent of our provider members utilize at least one of our associate members' products or services.

### First Choice

Members will always be notified of trade show and conference availability first. This will help you grab the perfect spot to show off your products and services.

### An Easy Way to Build Your Reputation

Aligning your company with LeadingAge Indiana helps you show current and prospective clients you support their missions. That in itself speaks volumes to our membership.

In addition, associate members are encouraged to show their subject matter expertise by submitting newsletter articles, leading professional development sessions, and participating in the LeadingAge Indiana committees and roundtables.

### Better Information

Associates receive all association mailings, including education program registration materials and the twice monthly LeadingAge Indiana newsletter, eNewsBriefs. Depending on the membership level selected, associate members may see their own company names and logos within LeadingAge Indiana communications.



# membership levels

## Basic Membership: \$725

All membership levels receive:

- ✓ Listing in the online and printed Membership Directory, with a company description, website link and primary contact information
- ✓ LeadingAge Indiana digital badge for company use on website, other collateral
- ✓ eNewsBriefs subscription and members-only access to the LeadingAge Indiana website
- ✓ Article of Expertise submission for newsletter
- ✓ Seminar & conference attendance at member rate
- ✓ Spring trade show booth at member rate
- ✓ Up-to-date provider member mailing list & **emails**
- ✓ Committee/roundtable participation

### Did you know?

LeadingAge Indiana has over 215 facility members. What does that mean for you? By becoming a member, you have access to over 215 potential customers!

## Enhanced Membership Levels

LeadingAge Indiana offers three enhanced levels of membership for those who want to support the organization and stand out from the rest at the same time.

enhanced levels	plus \$1,200	enhanced \$2,000	premier \$3,500
Advertisement in the online directory	✓	✓	✓
Company logo and link in one edition of eNewsBriefs	✓	✓	✓
Promotion of your company on LeadingAge Indiana's social media	✓	✓	✓
LeadingAge Indiana web homepage sponsorship "Member of the Month"		✓	✓
One trade show booth, two lunch tickets and two same-day education session passes at the spring conference		✓	✓
Company profile in one edition of eNewsBriefs, including logo and links			✓
Company logo and link in every edition of eNewsBriefs			✓
Board meeting sponsorship, including a 10-minute presentation *open dates are first come, first serve based on dues payment			✓

# spring conference sponsorships

May 7-8, 2018: Indianapolis

Average Attendance: 400+

The spring conference and tradeshow is our largest event of the year and is held at the Indiana Convention Center. Programming includes two keynote speakers, a networking reception, tradeshow and more than thirty breakout sessions.

**Executive Breakfast Sponsor \$1,500;**

**Clinical Breakfast Sponsor: \$1,500**

- ✓ Opportunity to introduce your company at the breakfast in addition to room signage

**Hydration Sponsor: \$1,500**

- ✓ Exclusively sponsor water bottles for conference attendees

**Mobile Sponsor: \$1,000**

- ✓ For one price, be both the Spring & Fall sponsor!

**Break Sponsor: \$595**

- ✓ Exclusive sponsorship of one of our breaks

**Service Project Sponsor: \$400**

- ✓ Help us lead our annual service project

**Spring Trade Show Booth**

Members: \$595; Non-Members: \$695

- ✓ 10x10, two lunch tickets, and same day education session attendance

**Recharge Station Sponsor: \$300**

- ✓ Exclusively sponsor phone/tablet charging station.

**Conference Guide Advertising**

- ✓ Full Page Ad: \$250, Half Page Ad: \$150, Quarter Page Ad: \$100

benefits	diamond \$4,500	trade show \$3,000	platinum \$2,000	awards \$2,000	reception \$2,000	idea accelerator \$1,500
Name/logo in conference booklet	✓	✓	✓	✓	✓	✓
Name/logo on conference website	Banner	Logo	Logo	Logo	Logo	Name Only
name/logo on the main sponsor sign	Logo	Logo	Logo	Logo	Name Only	Name Only
Prominent name/logo in conference guide	Full Page Ad	Half Page Ad	Logo	Logo	Name Only	Name Only
Prominent name/logo in designated area	Session Sign	Hall Signage	Signage	Signage	Reception Signage	Hall Signage
Electronic list of conference participants	✓	✓	✓	✓	✓	✓
Conference Admissions (with opening night reception tickets)	4	4	1	1		
Opportunity to add collateral to tote bag	✓	✓	✓	✓		
Company logo on tote bag	✓	✓				
Introduce your company and a speaker	Keynote Speaker		Closing Speaker	Awards Speaker	Reception Speaker	Idea Accelerator Speaker
Complimentary booth space	✓					

# additional sponsorships

## Nurse Leaders Summit

July 26-27, 2018

The Nurse Leaders Summit is the highly anticipated annual gathering of education and rejuvenation for our nurse leaders. All sponsorships include:

- ✓ Mention of your sponsorship in eNewsBriefs
- ✓ Your company name on the event's promotional material
- ✓ Signage at the event

### Diamond: \$1,500

- ✓ The opportunity to address guests at the opening session, as well as introduce your company in a brief welcome statement before the opening speaker.
- ✓ The chance to distribute promotional materials during registration.
- ✓ One booth display
- ✓ Two complimentary registrations to the program

### Platinum: \$1,000

- ✓ The opportunity to exclusively sponsor a specific conference item. Items can include such things as sponsoring a giveaway (like a tote bag) to all attendees with your logo
- ✓ One booth display
- ✓ One complimentary registration to the program

### Gold: \$450

- ✓ One booth display or materials in the room where the session takes place
- ✓ One complimentary registration to the program

### Silver: \$300

- ✓ An opportunity to sponsor the many door prizes awarded throughout the program

## Other Sponsorship Opportunities

### Quarterly Compliance

January 25, April 5, July 12

#### Quarterly Compliance Sponsor: \$1,000

- ✓ Logo in marketing materials
- ✓ Signage
- ✓ Tabletop display during registration and breaks for one of three sessions

#### Quarterly Compliance Tabletop Exhibitor: \$250

(Limited to three per event)

- ✓ Set up your display to network with attendees during registration and breaks for one of three sessions

### Education Mailing Sponsorship: \$750

(Four available)

- ✓ Opportunity to exclusively sponsor one of the educational mailings sent to all facilities
- ✓ Includes one half-page insert

### Webinars (Varies)

- ✓ Exclusive webinar or webinar series sponsor
- ✓ Opportunity to talk to participants prior to the beginning of the webinar about your products and services

### Daylong classes

#### Title Sponsor: \$1,000

#### (Workforce Summit, Reimbursement Day)

- ✓ Logo in marketing materials
- ✓ Signage
- ✓ Tabletop display during registration for one of two sessions

#### Exhibitor: \$250

#### (Workforce Summit, Reimbursement Day)

- ✓ Set up your display to network with attendees during registration and breaks for one of two sessions

### In Kind Sponsorships

- ✓ Negotiated with LeadingAge Indiana

### LeadingAge Indiana Golf Outing

June 12

#### Hole in One: \$2,000

#### Eagle: \$1,000

#### Birdie: \$500

#### Par: \$250

# fall conference sponsorships

September 24-25, 2018

Average attendance: 300+

All sponsorships include:

- ✓ Mention of your sponsorship in eNewsBriefs
- ✓ Your company name on the event website with a link to your website
- ✓ Exclusive access to attendee list from the event
- ✓ Signage at the event

## Platinum: \$2,000

- ✓ The opportunity to exclusively sponsor the closing session during the conference and introduce your products and services to attendees
- ✓ Complimentary booth display
- ✓ Two complimentary tickets to the conference

## Town Hall Lunch: \$2,000

- ✓ The opportunity to exclusively sponsor the town hall lunch during the conference and introduce your products and services to attendees
- ✓ Complimentary booth display
- ✓ Two complimentary tickets to the conference

## INALA Gold: \$1,000

- ✓ The opportunity to exclusively sponsor the INALA Awards Luncheon during the conference and introduce your company to attendees
- ✓ Company name on collateral associated with the awards lunch
- ✓ One complimentary ticket to the conference



## Silver: \$1,000

- ✓ The opportunity to sponsor the Evening Reception and introduce your products and services to attendees
- ✓ One complimentary ticket to the conference

## Pre-Conference Sponsor: \$1,000

- ✓ Exclusively sponsor the Quarterly Compliance Update Pre-Conference and introduce your products and services to attendees

## Mobile Sponsor: \$1,000

- ✓ For one price, be both the Spring & Fall sponsor!

## Business Meeting Sponsor: \$750

- ✓ The opportunity to exclusively sponsor the LeadingAge Indiana Business Meeting Breakfast during the conference and introduce your products and services to attendees
- ✓ One complimentary ticket to the conference

## Break Sponsor: \$595

- ✓ Exclusive sponsorship of one of our breaks

## Tabletop Exhibitor: \$550

- ✓ One booth display or materials in the area near the breakout session rooms for both days of the conference

## Recharge Station Sponsor: \$300

- ✓ Exclusively sponsor phone/tablet charging station.

## Conference Guide Sponsor: \$250

- ✓ Exclusively sponsor the Fall Conference guide.



## Committees

Make the most of your membership and join a committee! For the committee application, please visit [leadingageindiana.com](http://leadingageindiana.com).

### Awards

The awards committee determines award categories, secures nominations from the membership and selects winners for the Annual Awards Program. They meet once per year.

### Education

This committee plans, organizes and implements, in conjunction with LeadingAge Indiana staff, LeadingAge educational programs and educational content for the spring and fall conferences. They meet four times per year.

### Nursing

This committee group meets to discuss topics centered on clinical and regulatory issues, quality improvement, leadership and culture change. The Nursing SIG meets quarterly.

### Reimbursement

The reimbursement committee identifies issues related to the Medicaid case mix reimbursement system and the Medicare Prospective Payment System. They also help develop appropriate LeadingAge Indiana responses. They meet on an as-needed basis.

### Housing

This committee is designed to address member needs for those who are involved in low-income subsidized apartments for the elderly. This is a great opportunity for networking and sharing ideas, programs and resources. The committee meets two times per year.

### Human Resources

The human resources committee's intent is to provide resources and support on issues related to personnel and human resource development within the context of long term care. Members also have the opportunity to share best practices. Within the committee, legal and professional consultants share information as well. The human resources committee meets twice per year.

### Billing

The billing committee is designed to address member needs with Medicaid, Medicare and primary insurance billing. They share and obtain information from peers as well as representatives from insurers. The committee meets three times per year.

## Disclaimers

LeadingAge Indiana reserves the right to determine whether a company qualifies for a membership. Associate members operating unethically or in a way that will negatively reflect upon the association will be removed from the roster and disallowed from participating in association events.

We reserve the right to schedule some benefits based on our marketing schedule. We will work with associates to accommodate their schedules when possible.

Membership is for the calendar year. Pro-rated membership is available in May, but benefit availability may be limited.

Associate membership does not indicate endorsement or support of a particular product or service by LeadingAge Indiana or its Board of Directors. LeadingAge Indiana is sensitive to competition between companies when assigning sponsored events. Every attempt will be made

to prevent competing companies from sponsoring and speaking at the same event/time frame.

Member benefits, including the opportunity for sponsorships, will begin upon payment of dues. Your membership is not active until dues have been paid.

Due to sponsor recognition and publicity beginning prior to the actual event being sponsored, LeadingAge Indiana has implemented a cancellation/refund policy for all sponsored events.

- ✓ If you submitted written cancellation 90+ days prior to the event, you will be offered a full refund.
- ✓ Failure to submit written cancellation 0-29 days prior to the event will result in a forfeit of the entire sponsorship fee.

## important dates

Jan. 25 **Quarterly Compliance Update**

Feb. 15 **Reimbursement Day**

Mar. 13 **HFA/RCA Preceptor**

April 5 **Quarterly Compliance Update**

April 10-12 & 18-19 **Dementia Certification**

May 7-8 **Spring Conference**

June 12 **LeadingAge IN Golf Outing**

June 19 **Workforce Summit**

July 12 **Quarterly Compliance Update**

July 26 **Nurse Leader Summit**

Sept. 11 **HFA/RCA Preceptor Course**

Sept. 24-25 **THRIVE Conference**

Sept. 24 **Quarterly Compliance Update**

Oct. 16-18 & Nov. 1-2 **Dementia Certification**

# 2018

LIFE  PURPOSE