



FALL EVENT

Celebrate with LeadingAge Wisconsin as we gather in person for our 2021 Fall Conference and move *Forward* with Wisconsin's long-term care, assisted living, senior housing, and community service program professionals. We expect nearly 600 individuals to attend this conference and tradeshow in Green Bay. We hope to see you there.

OUR SPONSORSHIPS

The exhibitors forum and conference sponsorship opportunities provide your company an avenue to reach the executive, administrative, management, and supervisory professionals throughout the state.

Exhibitors Forum & Sponsorship Registration is Now Open

EMAIL US WITH QUESTIONS

JMashak@LeadingAgeWI.org

YOU CHOOSE

Our exhibitors forum and sponsorship opportunities provide a forum to promote your company's products/services and your support of quality educational programs. You choose the events that work best for you.

- 1 Exhibitors Forum
- 2 Education Sponsor
- 3 Social Function Sponsor
- 4 Conference Promotion Sponsor
- 5 Conference App Sponsor
- 6 Conference Scholarship

LeadingAge Wisconsin will be sponsoring our 2021 Fall Conference and 41st Annual Exhibitors Forum October 6-8, 2021 at the KI Convention Center in Green Bay, Wisconsin.

This is your invitation to participate in the largest tradeshow available to long-term care, assisted living, and senior housing professionals in Wisconsin. Booths at this tradeshow will sell out very quickly. The conference will attract nearly 600 registrants.

Our one-day tradeshow is scheduled for Thursday, October 7, 2021 – the largest day of the conference. We are building the tradeshow around the theme *Forward*, and we are featuring four hours of dedicated show time!

While we have numerous initiatives built into our 41st Annual Exhibitors Forum, our goal is simple – to provide the best possible tradeshow experience for our Exhibitors Forum participants and our conference attendees.

Our tradeshow promotion offers six avenues of participation for your consideration. Please select the avenues of promotion most appropriate for your company and respond immediately – before booths and sponsorship opportunities sell out. When you have selected the avenues of participation in which you are interested, please complete the online participation form, which you can access at: <https://cvent.me/2PogK2>. Past experience proves these exhibit booths and sponsorship opportunities are claimed fast, and participation forms will be honored on a first-come-first-served basis. If you have any questions, please feel free to contact Janice Mashak, Vice President of Member Services & Innovation, LeadingAge Wisconsin, JMashak@LeadingAgeWI.org.

Don't delay; reserve your booth and sponsorships today!

LeadingAge Wisconsin

204 S Hamilton Street

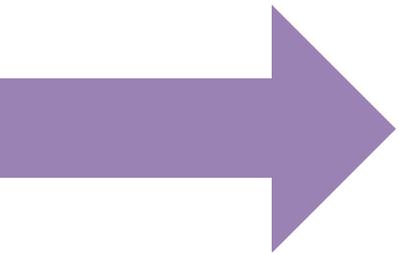
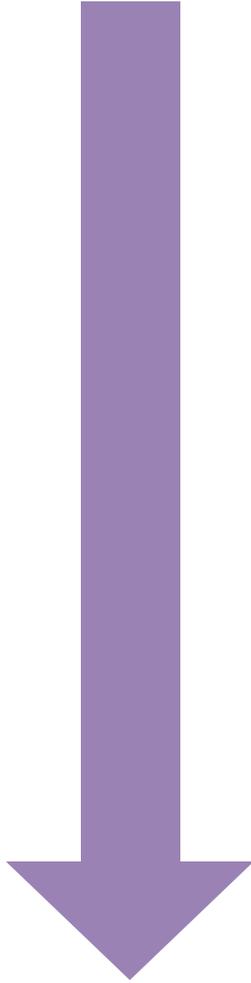
Madison WI 53703

608-255-7060

www.LeadngAgeWI.org

Info@LeadingAgeWI.org





Exhibitors Forum



The LeadingAge Wisconsin 41st Annual Exhibitors Forum

LeadingAge Wisconsin has designed the 41st Annual Exhibitors Forum for the maximum advantage of exhibitors. The theme for this year's conference and tradeshow is *Forward*. In addition to a slate of outstanding educational sessions, the conference will feature professional network meetings, pre-conference workshops, a Town Hall Meeting, a Welcoming Reception, and a celebratory Evening of Entertainment.

The LeadingAge Wisconsin Annual Exhibitors Forum will be an exciting one-day event. The tradeshow schedule allows for four hours of dedicated show time on Thursday, October 7, 2021.

The LeadingAge Wisconsin 2021 Fall Conference, titled *Forward*, will bring together more than 600 long-term care, assisted living, and senior housing professionals, including board members, executive directors, administrators, directors of nursing, and housing managers, as well as department heads and supervisors of departments such as nursing, social services, pastoral care, human resources, therapy, activities, food service, pharmacy, housing, housekeeping, maintenance, marketing, development, public relations, finance, and other professions.

The conference will feature knowledgeable presenters and timely topics focusing on current issues, future trends, and common concerns related to long-term care, assisted living, and senior housing.

The conference includes activities designed to increase traffic throughout the exhibitor forum. These activities include dedicated show times, a special luncheon, a reception, and our popular parade of prizes, which is an opportunity for conference delegates to win prizes sponsored by our vendors.

LeadingAge Wisconsin
204 S Hamilton Street
Madison WI 53703
608-255-7060
www.LeadinAgeWI.org
Info@LeadinAgeWI.org

Exhibitors Forum Participation Fees

The fee to exhibit this year is as follows:

	Early Bird Fee*	Regular Fee
LeadingAge Wisconsin Members	\$800	\$1000
Non-Members	\$1000	\$1200

* In order to qualify for the early-bird fee, you must complete your online registration form and pay in full no later than September 8, 2021. All registrations or payments received after September 8, 2021 will be assessed the regular fees.

This participation fee includes:

- One booth 10 feet wide by 8 feet deep.
- Side and back draping for the booth, one table, one chair, and a booth identification sign. (Additional furnishings and equipment may be ordered directly through Green Bay Exposition Services. An exhibitor kit will be sent to you upon our receipt of your participation form.)
- Name badges for all booth representatives.
- Four hours of dedicated show time on Thursday, October 7, 2021. These hours include 2.5 hours during a luncheon and 1.5 hours during a reception.
- Tickets for up to two booth representatives to participate in the tradeshow luncheon on Thursday, October 7, 2021. Tickets for additional booth representatives will be available for purchase at a reasonable fee. (Please note: LeadingAge Wisconsin strongly suggests you be conscious and considerate when planning the number of representatives will be in your booth at any given time. We suggest no more than two. Health care professionals might not be as comfortable as you are when it comes to large gatherings of people. More representatives may register with your company and then plan to take shifts at your booth. Thank you for understanding.)
- Access to our conference app. All conference registrants are listed in the conference app.

Special Notes:

- **Registering for the tradeshow does not include registration for the conference.** If you are interested in registering for any part of the conference, you must complete separate conference registration materials, which will be available within the next few weeks.
- Please note: The tradeshow hall is NOT carpeted. If you so desire, you may make arrangements through Green Bay Exposition Services to have your booth carpeted. Order forms for carpeting will be included in the exhibitor kit you will receive once you send us your participation form and payment.
- Your booth does not come with an electrical outlet. If you need electricity, you may order a hook-up through Green Bay Exposition Services when you receive the exhibitor kit.

Please complete your online registration and submit your payment for the full remittance of your participation fee. No booth will be reserved or held until the entire remittance is paid in full. The early bird discount applies only to those booths that are reserved and paid in full by September 8, 2021.

Exhibitor Registration, Set-Up and Show Times

The proposed schedule for the LeadingAge Wisconsin 41st Annual Exhibitors Forum is as follows:

Wednesday, October 6, 2021

12:00 noon to 5:00 p.m. -- Exhibitor Check-in

5:00 p.m. to 7:00 p.m. -- Exhibitor Set-up

Thursday, October 7, 2021

8:00 a.m. to 11:45 a.m. -- Exhibitor Check-in and Set-up

11:45 a.m. to 2:15 p.m. -- Lunch at the Exhibitors Forum

5:00 p.m. to 6:30 p.m. -- Reception at the Exhibitors Forum & Exhibitor Door Prize Drawings

6:30 p.m. -- Conclude Exhibitors Forum

We ask that all exhibitors keep their booths set up until the conclusion of the forum at 6:30 p.m. on Thursday, October 7, 2021. Please note that the exact time schedule is not yet final; therefore, any times listed are still tentative.

Registration

The LeadingAge Wisconsin 41st Annual Exhibitors Forum will be held at the KI Convention Center in Green Bay, Wisconsin. A proposed floor plan for the exhibit area is available by clicking [here](#). This floor plan allows for 94 booths.

A map of the tradeshow hall is on the next page. All booths will be assigned on a first-come-first-served basis. The following booths are reserved for LeadingAge Wisconsin members only: Booths # 001, 002, 003, 004, 005, 006, 007, 008, 009, 010, 011, 012, 013, 014, 015, 034, 035, 054, 055, 074, 075, and 094. No booths will be held or reserved until LeadingAge Wisconsin receives your full payment. Credit card is our preferred method of payment.

Registration must be completed online at <https://cvent.me/2PogK2>. You may select your booth from all remaining booths. Because exhibitors are selecting their own booth assignments, ***LeadingAge Wisconsin is not able to guarantee that your booth will not be next to the booth of one of your competitors. Before selecting your booth, you may contact LeadingAge Wisconsin at info@LeadingAgeWI.org to see who is in any booth near your selection prior to finalizing your booth location.***

Remember, this floor plan and the booth numbers are temporary at this time. We reserve the right to revise the plan and the booth numbers to accommodate last minute changes. Although your assigned booth will stay as close as possible to its original position and location, the booth numbers will not be final until about two weeks prior to the conference.

As the conference approaches, we will send you a conference program booklet and your exhibitor services kit.

Tentative Exhibit Floor Plan

The LeadingAge Wisconsin 41st Annual Exhibitors Forum – October 7, 2021

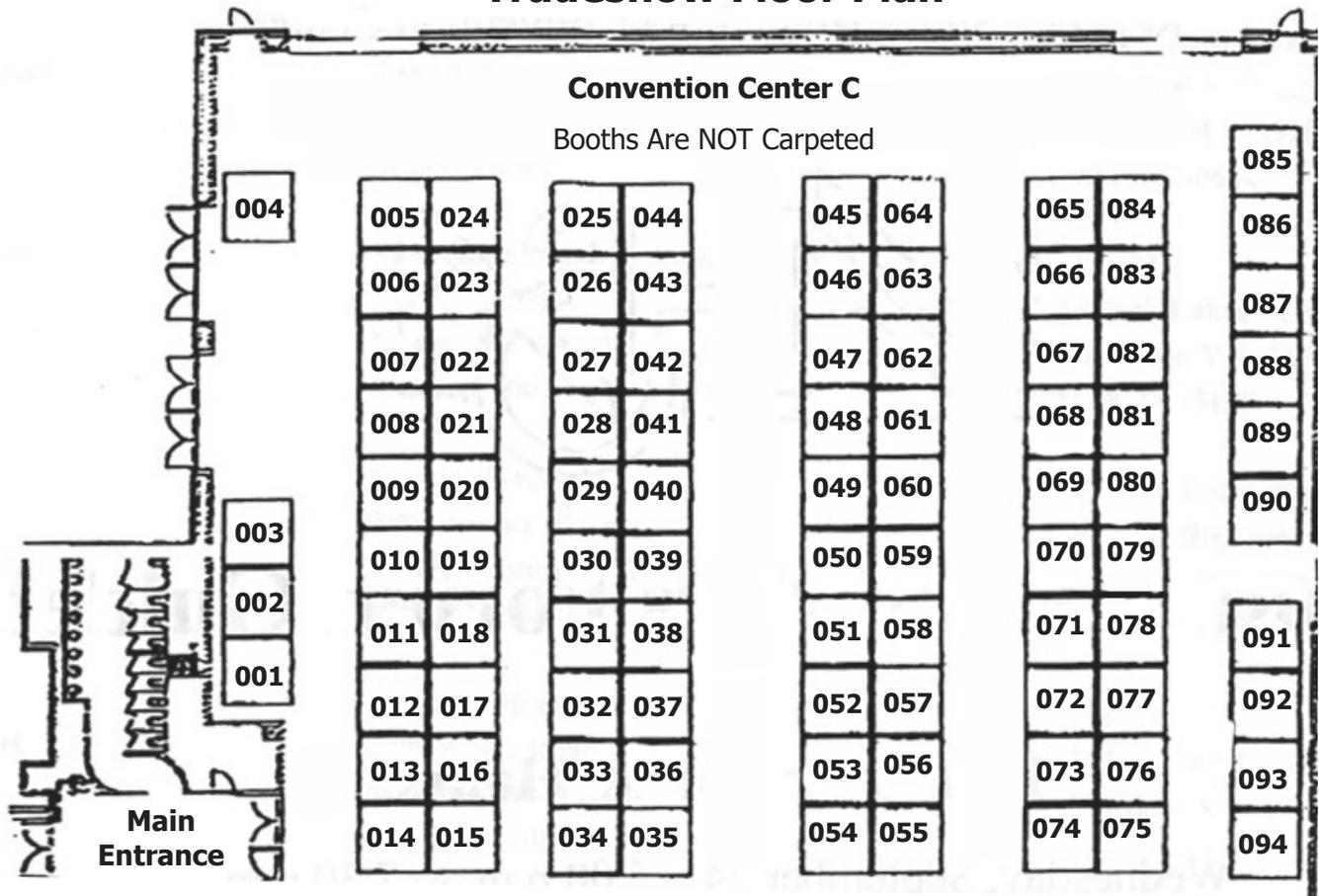
KI Convention Center – Convention Center C

Green Bay, Wisconsin

Note: The Tradeshow Hall is not carpeted.

The following booths are reserved for LeadingAge Wisconsin members only: 001, 002, 003, 004, 005, 006, 007, 008, 009, 010, 011, 012, 013, 014, 015, 034, 035, 054, 055, 074, 075, 094

Tradeshow Floor Plan



Overnight Accommodations

The LeadingAge Wisconsin 2021 Fall Conference and 41st Annual Exhibitors Forum will be held October 6-8, 2021 at the KI Convention Center in Green Bay, Wisconsin. LeadingAge Wisconsin has reserved a block of sleeping rooms at five nearby hotels. Please direct all room reservation requests and related questions to the hotel of your choice. Remember to indicate you are attending the conference of LeadingAge Wisconsin and you wish a room within the LeadingAge Wisconsin block. Overnight accommodations are available on a first-come-first-served basis at each of the hotels.

Hyatt Regency

(Connected to the KI Convention Center)

333 Main Street

Green Bay, WI 54031

To Reserve a Room, Click Here: <https://www.hyatt.com/en-US/group-booking/GRBRG/G-LA21>

Room rates begin at \$110

Hampton Inn

(Connected to the KI Convention Center)

201 Main Street, Green Bay, WI 54301

920-437-5900

Room rates begin at \$139

Hotel Northland

(less than one-half mile to the KI Convention Center)

304 North Adams Street

Green Bay, WI 54301

920-393-7499

[Book your group rate for Leading Age WI](#) Room Block

Room rates begin at \$119

Hawthorn Suites by Wyndham

(5 minutes from the KI Convention Center)

335 W. St. Joseph Street, Green Bay, WI 54301

920-435-2222

Room rates begin at \$99

Quality Inn and Suites

(6 minutes from the KI Convention Center)

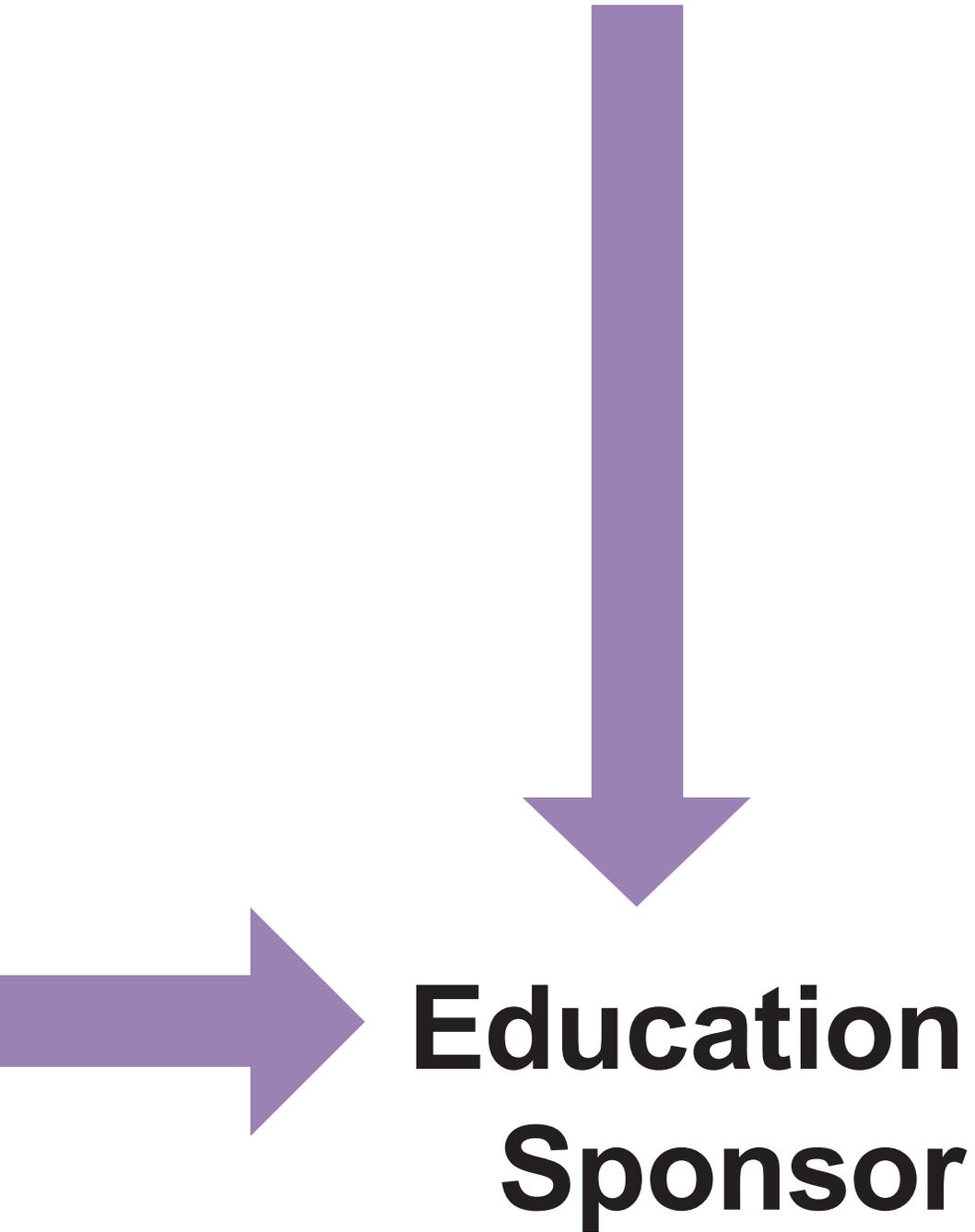
331 South Washington Street

Green Bay, WI 54301

920-437-8771

Room rates begin at \$99

As time moves on, rooms rapidly will disappear. Please book your 2021 Fall Conference overnight accommodations now!



Education Sponsor

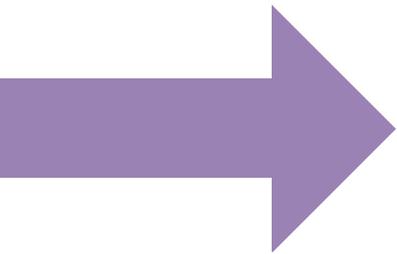
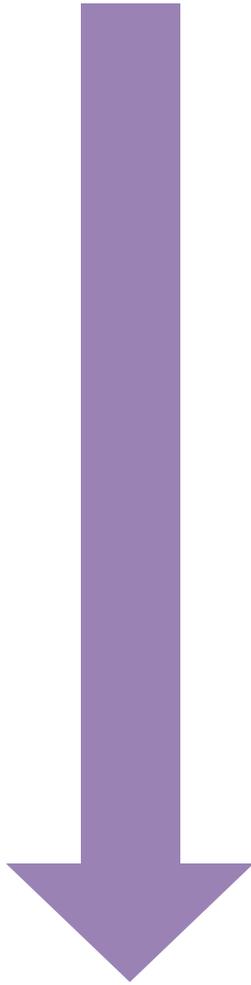
The LeadingAge Wisconsin Fall Conference will be held October 6-8, 2021 at the KI Convention Center in Green Bay, Wisconsin. The theme for this conference is *Forward*.

The conference will guide long-term care and senior housing professionals on a journey of exploring the opportunities that are ahead of us if we choose to move *Forward*. Conference attendees will be encouraged to pursue the opportunities that will impact the people, the ideas, the places, and the programs served by our member and subscriber organizations. This LeadingAge Wisconsin conference will feature a variety of educational sessions, each of which will explore opportunities as we imagine possibilities. More specifically, this conference will address:

- The trends impacting health care
- Operationalizing your strategic plan
- New payment and delivery systems
- Innovations and best practices to alleviate the workforce crisis
- Leadership and management skills
- Regulatory updates
- Financial considerations
- Clinical realities and practicalities
- Diversity and inclusion
- Dementia care
- Rebuilding census
- Assisted living issues and opportunities
- Technology and social media
- Photography skills
- Marketing and capital campaigns
- Service dogs
- Life enrichment
- And much more

We anticipate more nearly 600 participants at the conference, mostly representing voluntary board members, chief executive officers, executive directors, administrators, directors of nursing, activity and therapy directors, directors of finance, directors of social services, retirement living/senior housing managers, assisted living providers, adult day care professionals, chaplains, human resource directors, and other managers and supervisory personnel from long-term care, assisted living, retirement living/senior housing, and community service programs. Typically, about 80 percent of the attendees are from not-for-profit organizations.

There are multiple opportunities available for sponsoring educational sessions at this conference, including pre-conference workshops on October 6th, the keynote address on October 7th, and conference sessions throughout the conference on October 7th through October 8th. To sign up to be a 2021 Fall Conference Education Sponsor, please go to: <https://cvent.me/2PogK2>. The deadline for registering is August 13th, 2021 to be acknowledged in conference registration materials.



**Social Function
Sponsor**



Social Function Sponsor

The LeadingAge Wisconsin Fall Conference will feature a variety of social functions. These social functions provide time for conference attendees not only to kick back and relax, but also to enjoy camaraderie and networking conversations with their peers from across the state. Social functions available for sponsorship at this conference include:

Wednesday, October 6, 2021

Break refreshments for Pre-Conference Attendees (estimated cost: \$1500)

Welcoming Reception

- Beverages (already sponsored)
- Hors d'oeuvres (already sponsored)

Thursday, October 7, 2021

Refreshment Break (estimated cost: \$1500)

Conference Luncheon (estimated cost: \$5000)

Evening Event

- Host for the Evening (already sponsored)
- Reception Hors d'oeuvres (already sponsored)
- Beverages (already sponsored)
- Dinner (already sponsored)
- Entertainment (already sponsored)

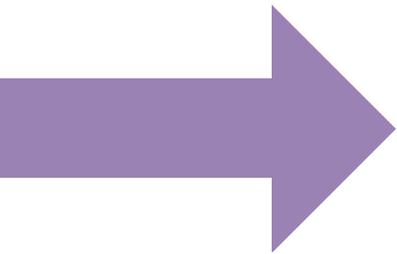
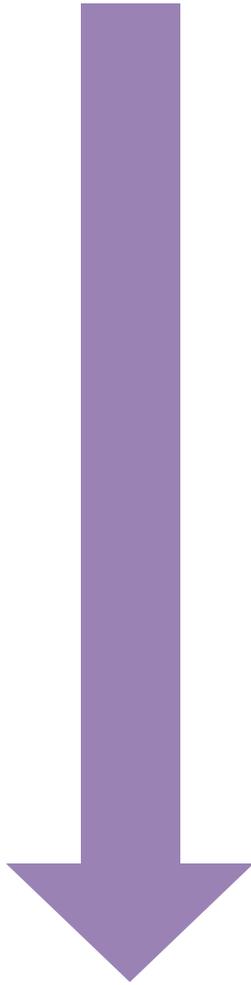
Friday, October 8, 2021

Light Refreshment Break (estimated cost: \$1500)

For additional information on any of the above listed activities, to discuss options not listed here, or to discuss bundling multiple sponsorship opportunities into a Diamond Sponsor Package, please contact Janice Mashak (JMashak@LeadingAgeWI.org).

You may sponsor a function in part or in total; co-sponsorship also is an alternative. Estimated costs will vary according to the sponsor's wishes and the actual conference attendance. LeadingAge Wisconsin staff will work with sponsors to determine the specifics in each instance.

To sign up to be a 2021 Fall Conference Social Function Sponsor, please go to: <https://cvent.me/2PogK2>. The deadline for registering is August 13th, 2021 to be acknowledged in conference registration materials.



**Conference
Promotion
Sponsor**



Conference Promotion Sponsor

LeadingAge Wisconsin will promote our 2021 Fall Conference through a variety of media, including a professional PDF document that is posted to our website and sent via email to key contact people in long-term care, assisted living, senior housing, and community support services throughout the state.

LeadingAge Wisconsin is providing you the opportunity to be a sponsor of this electronic publication. Sponsorship acknowledgments will be sold only in the sizes as specified below:

\$ 500	Quarter-page	(3½" wide x 4¾" tall)
\$ 800	Half-page	(7¼" wide x 4¾" tall)
\$1200	Full-page	(7¼" wide x 9¾" tall)

Acceptable file formats include PDF, EPS, JPG, or PNG.

The deadline for submitting your participation form, payment, and a high resolution electronic file of your acknowledgment is August 13, 2021.

You must submit your acknowledgment in the correct size proportions. Placement of your acknowledgment is at the discretion of the LeadingAge Wisconsin staff and will be determined based on an overall pleasing layout design of the document.

To sign up to be a 2021 Fall Conference Promotion Sponsor, please go to: <https://cvent.me/2PogK2>.

Other Registration & Conference Enhancements

LeadingAge Wisconsin works continuously to enhance the conference experience for attendees and to build new and innovative opportunities for companies interested in sponsorships. Recent enhancements include:

Free WI-FI throughout the conference (estimated cost: \$500)

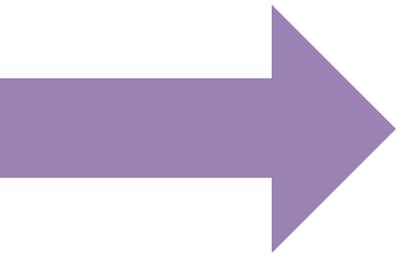
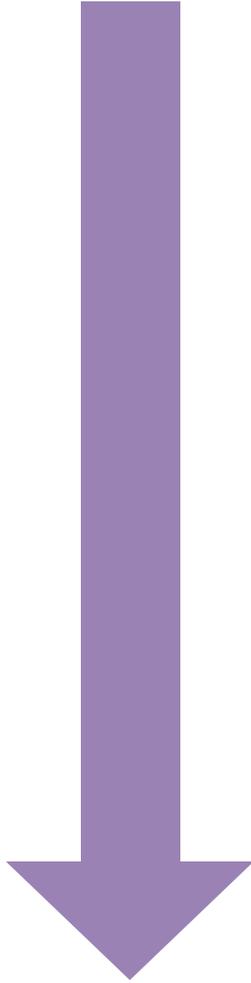
- To sign up to be the 2021 Fall Conference WI-FI Sponsor, please go to: <https://cvent.me/2PogK2>. The deadline for registering is August 13, 2021 to be acknowledged in the conference registration materials.

Online Registration (already sponsored)

- All conference attendees must register through our online system and, when they do, they will see the logo for our sponsoring organization.

Conference Name Badges (already sponsored)

- Our newly designed large format conference name badges not only list the name of the attendee and the logo of the sponsoring company, but also the full conference agenda and a map of the conference site.



**Conference App
Sponsor**



Conference App Sponsor

LeadingAge Wisconsin is developing a comprehensive conference app, which offers unparalleled parity between devices, giving every attendee full use of the app no matter what mobile device they choose to use. Attendees can integrate their social media accounts, sync their conference schedules, set reminders for sessions, rate sessions, share contacts, send messages, navigate the event, and more. There are two options for sponsoring the conference app:

Conference App Banner

Sponsors have access to measurable banner ads, have access to push notifications, and are recognized with rotating banners while the app is open on any device. Like attendees, sponsors can easily navigate the conference from any mobile device. All educational, social, registration, and app conference sponsors will be highlighted in this mobile app.

Based on historical data, the banner for each of our sponsors is viewed approximately 7,000 times! Now, you can bring this level of exposure to your company with a banner on our Fall Conference App. Please note, however, that **we will accept up to six banners for the app, so please reserve your banner ad quickly!**

With your sponsorship of an app banner, you can design your banner to take attendees directly to your company's website.

You must submit your banner in two formats to ensure it works with all mobile devices. The two formats are:

- Mobile Phone Banner -- 640 x 150 pixels, PNG or JPG only
- Tablet/Online Event Banner -- 552 x 150 pixels, PNG or JPG only

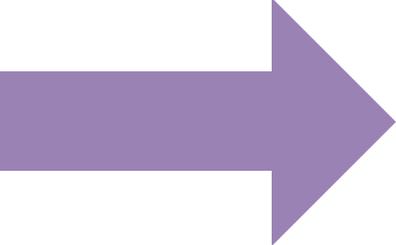
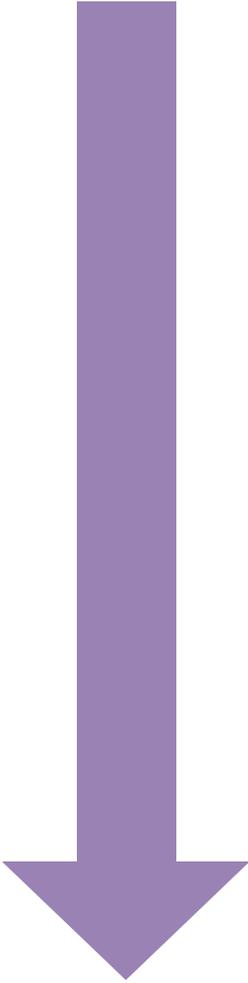
Go to <https://cvent.me/2PogK2> and grab a banner sponsorship today! The deadline for submitting the participation form and full payment is August 30, 2021 or until each banner has been claimed (whichever comes first).

App Banner Fees:

LeadingAge Wisconsin Members:	\$600.00
Non-Members:	\$850.00

Overall Conference App Sponsor (already sponsored)

This app puts every detail of the conference right into the hands of every conference attendee. Conference sessions, speakers, agendas, handouts, attendees, sponsors, maps and more all are available and easily accessible. If you are the overall sponsor of the conference app, your logo will splash across the screen every time anybody accesses our conference app, which brings incredible visibility to your company.



**Conference
Scholarship**



Conference Scholarship

With the pandemic, long-term care has been delivered an immense blow that left many providers reeling. Operations, workforce, census, budgets -- every aspect of providing health care has been severely impacted, and many of our members and subscribers are struggling to recover.

You can help.

Please consider funding a conference scholarship to allow providers the opportunity to send employees (who otherwise might not have the opportunity to attend) to the conference.

A few weeks out from the conference, LeadingAge Wisconsin will invite members/subscribers who have not yet registered for the conference (due to budget constraints) to apply for a conference scholarship to fund the registration fee.

All sponsors of these conference sponsorships will be acknowledged.

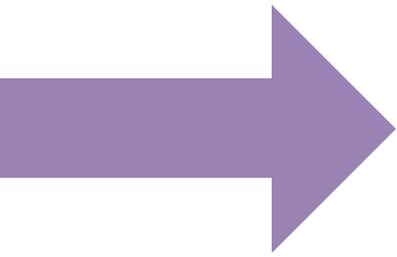
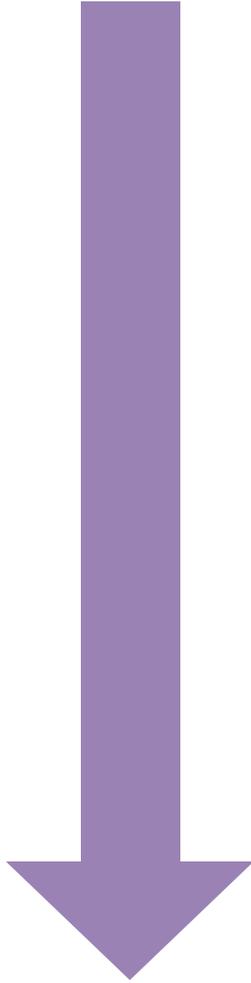
LeadingAge Wisconsin will select the winners of these scholarships based on our pre-identified criteria, and the winners will be notified of their scholarship sponsor.

A scholarship will cover the registration fee (educational sessions, meals, breaks and entertainment) but will not cover travel expenses nor overnight accommodations.

Conference Scholarship Fees:

Basic Scholarship (covers the registration fee for one individual)	\$ 300.00
Deluxe Scholarship (covers the registration fee for five individuals)	\$1500.00
Platinum Scholarship (covers the registration fee for 10 individuals)	\$3000.00

To sign up to sponsor a Conference Scholarship, please go to: <https://cvent.me/2PogK2>. The deadline for registering to sponsor a scholarship is August 30, 2021.



LeadingAge[™]
Wisconsin
Better Services for Better Aging



LeadingAge Wisconsin is a not-for-profit trade association representing not-for-profit and governmental homes, housing facilities, and services for the aging. Currently, LeadingAge Wisconsin represents a total of 143 organizations which own, operate, or sponsor 175 nursing homes, 4 intermediate care facilities, 100 residential care apartment complexes, 144 community-based residential facilities, 79 senior housing facilities, and over 300 community-based programs ranging from Alzheimer's support, child and adult day care, home care, and hospice to Meals on Wheels. All totaled, LeadingAge Wisconsin members employ over 38,000 people who provide compassionate care and service to over 48,000 individuals each day.

LeadingAge Wisconsin enhances not-for-profit members' dedication to excellence in providing programs and services to assist members in meeting the needs of seniors and individuals with a disability. LeadingAge Wisconsin demonstrates a caring commitment to the highest quality of life and greatest independence for each individual served.

LeadingAge Wisconsin believes in taking a leadership role in representing and promoting the interests of its members through activities of advocacy, education, networking, professional development, research, and services. LeadingAge Wisconsin also believes in enhancing its members' ability to meet the social, health, environmental, and quality of living needs of the individuals and communities they serve.

The association serves and represents its members to better enable them to enhance the quality of life for residents and others served by member programs. LeadingAge Wisconsin does this by:

- Providing professional development
- Interpreting social, economic, and political trends
- Influencing public policy formation
- Sharing information
- Providing a broad array of services

LeadingAge Wisconsin recognizes that not-for-profit facilities are community based, community owned, and community accountable. LeadingAge Wisconsin promotes the community responsiveness inherent in the philosophy of all nonprofit facilities. The association is dedicated to the development of a continuum of care that meets the physical, spiritual, emotional, and social needs of aging persons while providing the individual with options and a means of achieving maximum independence. LeadingAge Wisconsin encourages its members to achieve high professional standards and to provide innovative approaches to the delivery of quality services that are both effective and efficient and which result in the enhancement and enrichment of the lives of those served. Overall our goal is to work tirelessly toward expanding the world of possibilities for aging.

Detailed information about LeadingAge Wisconsin, the services we provide, and benefits of membership and subscriber services are available at www.LeadingAgeWI.org.