



2025

ASSOCIATE MEMBERSHIP

Membership and Sponsorship Information

About **LeadingAge Indiana**

LeadingAge Indiana is the voice of mission-driven organizations dedicated to serving older adults and individuals in need of care across the state. Our membership consists primarily of not-for-profit and independent aging services providers, who deliver high-quality services including personal care, healthcare, housing, and a wide range of other essential services to thousands of people throughout Indiana.

As a leading advocate for aging services, LeadingAge Indiana plays a pivotal role in influencing policy and advocating for our members with legislators, regulators, and government agencies at the state and local levels.

We are a full-service association that offers our members and affiliates access to a broad range of resources, including educational opportunities, group services, timely updates, networking, management support, and leadership development. Our dedicated professional staff ensures prompt, efficient service to help our members succeed.

As one of 37 state partners of LeadingAge, the national association that represents aging services organizations, we share a common commitment to providing exceptional care and creating environments where individuals can live their best lives, in the place they call home.



Vision & Mission

Vision

To be the association of choice for human service organizations that provide the highest quality of life for those they serve. We aim to lift-up, champion, educate and befriend those providers who care for others.

LeadingAge Indiana Core Values:

- Practice of Strong Ethics. With a focus on integrity and honesty, LeadingAge Indiana strives to remain a Trusted leader in the Indiana senior living space
- Quality and Value of Life. LeadingAge Indiana respects the faith traditions and commitment to mission and service of our members while vigorously advocating for that community and those they care for every day.
- Pro-Active Leadership. LeadingAge Indiana is committed to being knowledgeable, dedicated, responsive, innovative, and fiscally prudent.

Our Members

Associate

Unlock new opportunities and grow your business by becoming an Associate Member of LeadingAge Indiana! Our members are key decision-makers in the long-term care and senior services sectors, representing various organizations across Indiana. As an Associate Member, you'll gain exclusive access to influential leaders in the field, expanding your network and positioning your business with current and future customers.

Join LeadingAge Indiana today and connect with over 117 provider communities spanning 42 counties across the state. Tap into a powerful network and be a part of shaping the future of long-term care in Indiana!

Provider

LeadingAge Indiana is an association that represents services and communities for older adults. Our members consist of non-profit and eligible proprietary organizations that provide high-quality health care services, daily living services and housing for almost 30,000 elders in Indiana.

Our primary purpose is to provide innovative leadership through a wealth of information, services, training, and networking opportunities to member organizations. LeadingAge Indiana has the necessary resources to help our members, government officials, related organizations and community members make more informed decisions regarding health care and housing issues for older adults.

Benefits of Membership



Maximize Your Business Potential with LeadingAge Indiana Associate Membership

As an Associate Member of LeadingAge Indiana, you'll unlock a wealth of opportunities to grow your business, connect with key decision-makers, and establish your brand as a trusted partner in the long-term care and senior services sector.

Connect with Key Decision Makers

Associate Members gain exclusive access to influential leaders and decision-makers across Indiana's long-term care continuum. This valuable network of professionals represents a wide array of organizations, providing you with a direct line to current and future customers.

Showcase Your Expertise and Build Your Presence

As an Associate Member, you'll have the chance to exhibit at LeadingAge Indiana's annual conference and other events at discounted rates. Plus, you'll gain access to a comprehensive list of key contact information for LeadingAge Indiana provider members to expand your reach.

Get Involved and Increase Your Visibility

Engage with the industry by joining committees and/or roundtables, presenting educational sessions, and sponsoring or attending LeadingAge Indiana events. Your involvement will help elevate your business while positioning you as an active, engaged member of the senior services community.

Share Your Knowledge and Build Credibility

Share your expertise with the broader community by contributing articles to our newsletter, leading professional development workshops, or participating in committees and roundtables. This is your opportunity to showcase your thought leadership and build your reputation as an industry expert.

Stay Informed and Ahead of the Curve

Stay connected and up-to-date with the latest trends, policy changes, and industry news. Associate Members receive regular mailings, including special updates, the Professional Development Blast, and exclusive e-news updates that will keep you informed about the latest opportunities and developments in the field.

Associate Membership Choices

Basic \$725

Basic Associate Membership benefits include:

- Listing in both the online and printed membership directories
- LeadingAge IN digital badge for display on your website and other collateral
- Access to professional development resources and other e-news subscriptions
- Members-only access to the LeadingAge Indiana website
- Discounted rates for educational programs and events
- Opportunity to participate in committees and roundtables
- Access to the provider mailing list and key contact emails

Enhanced \$2000

Enhanced Associate Membership benefits include:

- All Basic Membership benefits in addition to –
- Company logo and link featured on the LeadingAge Indiana website
- Complimentary trade show booth at the Spring Conference
- "Member of the Month" spotlight and promotion on social media

Premier \$3500

Premier Associate Membership benefits include:

- All Basic and Enhanced Membership benefits in addition to –
- One month of logo and link placement on the LeadingAge Indiana homepage
- Company profile with logo and link included in one monthly e-news
- Board meeting sponsorship, including a 15-minute presentation*

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Sponsorship Opportunities



At LeadingAge Indiana, our mission is to support and elevate Indiana's providers of aging services by offering programs, advocacy, and education that enrich the lives of older adults.

As we look toward 2025, we invite our associate members to become part of our mission through a variety of dynamic sponsorship opportunities.

These sponsorships are not just a chance to gain visibility—they are a vital part of helping us strengthen our community, advance our shared goals, and ensure that our provider members have the resources, tools, and connections they need to succeed.

Sponsoring LeadingAge Indiana events is a unique opportunity to showcase your business or organization as a dedicated partner in improving the quality of life for older adults across the state. Whether you're sponsoring one of our highly anticipated conferences, supporting education programs, or hosting key networking events, your involvement directly contributes to the continued success of our mission.

Our sponsorship opportunities are crafted to provide exceptional exposure, build meaningful relationships, and demonstrate your commitment to the aging services sector. From logo placements to keynote speaker introductions, each package offers valuable benefits that amplify your brand and align your business with an impactful cause. By supporting LeadingAge Indiana, you're not only gaining visibility but also investing in the future of aging services in Indiana.

Join us in 2025 as we work together to build a stronger, more compassionate network of care for Indiana's older adults. Your partnership helps us fulfill our mission, and we look forward to working alongside you in this meaningful endeavor.

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Spring Conference Sponsorship Opportunities



Sponsoring a LeadingAge Indiana Conference is a unique opportunity to engage with more than 200 professionals and decision-makers from the aging services sector. These annual events bring together key leaders who are dedicated to improving the quality of life for older adults across Indiana. By becoming a sponsor, you not only gain visibility with a targeted audience but also show your support for the vital work of our nonprofit members.

Diamond Sponsor – \$5000

- Opportunity to share an industry update or introduction
- Trade show booth (Value: \$850)
- Keynote speaker introduction
- Recognition on LeadingAge Indiana website
- Logo on conference signage
- Exclusive sponsor signage at keynote event
- Full-page ad in conference brochure & on-site guide (deadline: 2/20/24)
- 3 complimentary registrations (includes tickets to all lunches & receptions)
- Opportunity to include collateral in attendee materials

Platinum Sponsor – \$4000

- Introduction at closing session
- Recognition on website
- Logo on conference signage
- Exclusive sponsor signage at closing event
- Half-page ad in conference brochure
- 2 complimentary registrations (includes tickets to all lunches & receptions)
- Opportunity to include collateral in attendee materials

Trade Show Sponsor – \$3500

- Logo on conference website
- Complimentary trade show booth
- Logo on conference signage
- Exclusive sponsor signage at trade show event
- Half-page ad in on-site guide
- 2 complimentary registrations (includes tickets to all lunches & receptions)
- Opportunity to include collateral in attendee materials

Reception Title Sponsor – \$3500

- Recognition on website
- Logo on conference signage
- Exclusive sponsor signage at reception
- 2 complimentary reception tickets

Reception Entertainment Sponsor – \$1000 (3 available)

- Recognition on website
- Signage at the reception
- 1 complimentary reception ticket

Hotel Keycard Sponsor – \$2000

- Logo on hotel room keycards
- Recognition on registration thank you page

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Spring Conference Sponsorship Opportunities



Awards Sponsor – \$2000

- Awards presenter introduction
- Recognition on website
- Logo on conference signage
- Acknowledgment in mailings & conference materials
- Exclusive sponsor signage at awards program
- Logo in awards program
- 1 complimentary registration (includes tickets to all lunches & receptions)

On-Site Guide Sponsor – \$2000

- Logo on guide cover and recognition as sponsor
- Full-page ad on the back cover
- Recognition inside the guide
- Logo on conference signage
- Acknowledgment in mailings & conference materials
- 1 complimentary registration (includes tickets to all lunches & receptions)

Lanyard & Name Badge Sponsor – \$1500

- Exclusively sponsor lanyards (to be ordered & supplied by sponsor)
- Logo on website and conference signage
- Recognition in conference materials

Hydration Sponsor – \$1500

- Exclusively sponsor water bottles/cups (to be ordered & supplied by sponsor)
- Recognition in conference materials

Executive Breakfast Sponsor – \$1500

- Logo on website and conference signage
- Brief company introduction/update
- Introduction at Executive Breakfast
- Recognition in conference materials

Notebook Sponsor – \$2000

- Logo on website and on conference notebook stickers
- Logo on conference signage

Registration Sponsor – \$1000

- Logo on conference website
- Recognition in conference materials
- Opportunity to greet registrants and hand out branded items
- Logo on registration desk sign

Continental Breakfast Sponsor – \$1000 (up to 4 available)

- Logo on signage in refreshment break area
- Recognition in conference materials

Breakout Track Sponsor – \$1000 (up to 4 or 5 available)

- Introduction of choice of breakout speakers
- Opportunity to provide brochures to attendees
- Recognition on conference signage & in materials

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Spring Conference Sponsorship Opportunities



Break Sponsor – \$595 (both days, up to 4 available)

- Logo on signage in refreshment break area
- Recognition in conference materials

Conference Email Sponsor – \$595

- Logo on 2 reminder emails sent to all attendees
- Recognition on registration thank you page and conference website

Charging Station Sponsor – \$350

- Exclusively sponsor phone/tablet charging station with 11x14 signage

On-Site Guide Ad

- Half-page ad: \$250 (2 available)
- Quarter-page ad: \$150 (4 available)

Nurse Recognition Dinner

Platinum Title Sponsor – \$2500

- Introduction at the opening
- 1 tabletop exhibit
- Opportunity to host a vendor table
- 2 complimentary dinners
- Opportunity to add collateral to materials
- Recognition in dinner program and on signage

Floral Sponsor – \$1000

- Signage on tables
- Recognition in dinner program and conference materials

Ruby Tabletop Sponsor – \$500 per location (up to 3)

- 1 complimentary registration
- Recognition in dinner program and conference materials

Silver (Non-Attending) Sponsor – \$250

- Recognition in dinner program and conference materials



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Fall Conference Sponsorship Opportunities

Sponsoring a LeadingAge Indiana Conference is a unique opportunity to engage with more than 200 professionals and decision-makers from the aging services sector. These annual events bring together key leaders who are dedicated to improving the quality of life for older adults across Indiana. By becoming a sponsor, you not only gain visibility with a targeted audience but also show your support for the vital work of our nonprofit members.



Diamond (Keynote) Sponsor - \$5000

- Opportunity to share industry update or introduction
- Keynote speaker introduction
- Recognition on LeadingAge Indiana website and conference signage
- Full-page ad in conference brochure & on-site guide (deadline: 6/30/24)
- 3 complimentary registrations (includes tickets to all lunches & receptions)
- Opportunity to add collateral to attendee materials

Platinum Sponsor (Town Hall Lunch) - \$4000

- Speaker introduction at Town Hall Lunch
- Complimentary tabletop exhibit
- Recognition on website and signage
- Half-page ad in conference guide
- 2 complimentary registrations (includes tickets to all lunches & receptions)

Networking Reception Sponsor (Title) - \$3000

- Recognition as title sponsor at the reception
- Complimentary tabletop exhibit
- Recognition on website and signage
- Reception tickets

Entertainment Sponsor for Reception - \$1000 - 3 Available

- Logo on website and signage
- 1 complimentary reception ticket

Lanyard Sponsor - \$1500

- Logo on conference website and signage
- Exclusive sponsorship of attendee lanyards (to be ordered & supplied by sponsor)

Annual Meeting and Business Breakfast Sponsor - \$1500

- Logo on website and signage
- 2 breakfast tickets
- Introduction at Executive Breakfast

Notebook Sponsor - \$1500

- Logo on website and conference signage
- Exclusive sponsorship of notebooks (logo on cover sticker)

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Fall Conference Sponsorship Opportunities



Registration Sponsor - \$1000

- Logo on website and in conference materials
- Opportunity to greet registrants and distribute brochures or branded items
- Logo on registration desk sign

Break Sponsor - \$550 (up to 4 available)

- Logo on signage in refreshment break area
- Recognition in conference materials

Continental Breakfast Sponsor - \$1000 (up to 4 available)

- Logo on signage in refreshment break area
- Recognition in conference materials

Breakout Track Sponsor - \$1000 (up to 4 available)

- Introduction of breakout speakers
- Opportunity to provide brochures to attendees
- Recognition in conference materials and signage

Charging Station Sponsor - \$350

- Exclusively sponsor charging station with 11x14 signage
- Recognition in conference materials

Conference On-Site Guide Sponsor - \$1000

- Logo on guide cover

Conference Email Sponsor - \$550

- Logo on 2 reminder emails sent to all attendees
- Recognition on registration thank you page and conference website



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Fall Conference Sponsorship Opportunities



Nurse Recognition Dinner

The Nurse Appreciation Dinner, held the evening before each conference, is a special event recognizing the vital contributions of nurses in the aging services sector. Sponsoring this event is a valuable opportunity to connect with key industry professionals while supporting a meaningful cause.

Platinum Title Sponsor (\$2500)

- Opportunity to make an introduction at the opening of the event
- 1 tabletop exhibit at the Nurse Dinner
- Option to host a table of attendees (vendor invites)
- 2 complimentary dinner tickets
- Ability to include collateral in attendee materials
- Recognition in the Dinner Program
- Title Sponsor recognition on dinner signage
- Recognition in conference materials, electronic newsletters, and updates

Ruby Tabletop Sponsor (Up to 3) (\$500 per location)

- 1 complimentary registration
- Recognition in the Dinner Program and conference materials

Silver Sponsor (Non-Attending) (\$250)

- Recognition in the Dinner Program and conference materials

Floral Sponsor (\$1000)



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Additional Sponsorship Opportunities



These sponsorship packages offer a range of opportunities to gain visibility and engage with key attendees throughout the year, from individual events to quarterly options. Please reach out to the LeadingAge Indiana Team if you need further clarification or additional details!

Reimbursement Day

- Title Sponsor – \$1,500
 - Includes a Tabletop Display at the event
 - Logo on marketing materials and event program collateral
 - Welcome & Introduction during the event
- Tabletop Sponsor (Up to 3) – \$250 each
 - Recognition with table tent cards

Life Safety Code (2-Day Event)

- Title Sponsor – \$2,000
 - Tabletop Display at the event
 - Logo on marketing materials
 - Event program call-out with company recognition
 - Welcome & Company Introduction/Update during the event
 - Pre-event advertising through various channels
- Lunch Sponsor (Both Days) – \$1,000
 - Tabletop signage at the lunch area
 - Pre-event advertising
 - 1 Tabletop Display at the event
- Break Sponsor (Includes Continental Breakfast) – \$1,000 (Both Days)
 - Tabletop signage at the break area
 - Pre-event advertising
- 2-Day Tabletop Sponsor (2 available) – \$550 each
 - Pre-event advertising
 - Signage and/or tabletop signage

LTC Foundations Live/Virtual Sponsorship

- Title Sponsor – \$3000
 - Includes both 2-day sessions
 - Opportunity to provide a live/virtual company intro on day 1 of each session
 - Logo on Marketing Materials
 - Event Program Title Sponsor Call Out by Becky
 - Pre-event Advertising
- Gold Star Sponsor – Includes both 2-day events – \$1000 (2 available)
 - Sponsor recognition by Becky each day
 - Pre-event advertising
 - Recognition in any program Marketing Materials

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Additional Sponsorship Opportunities

These sponsorship packages offer a range of opportunities to gain visibility and engage with key attendees throughout the year, from individual events to quarterly options. Please reach out to the LeadingAge Indiana Team if you need further clarification or additional details!



Monthly Compliance Webinar Sponsor

- Quarterly Sponsorship (Up to 5 Sponsors) - \$350 per quarter
 - Name/Logo in program materials
 - 2nd quarter includes Spring Conference
 - 4th quarter includes Fall Conference

Website Calendar Sponsor

- January - June Sponsor - \$1000 (3 available)
 - logo and acknowledgment on calendar page
- July - December Sponsor - \$1000 (3 available)
 - logo and acknowledgment on calendar page

Professional Development Planner Mailer Sponsorship

The bi-annual education planner that is mailed to all members twice a year, handed out at all in-person events and on site visits

- January - June Mailer - \$1000 (3 available)
 - logo and acknowledgment in materials
- July - December Mailer - \$1000 (3 available)
 - logo and acknowledgment in materials

Pathway Health Webinar Sponsorship

- Title Sponsor - \$250 (7 available, dates vary, range from March - November)
 - Opportunity to provide a live/virtual company intro on webinar
 - Logo on Marketing Materials
 - Pre-event Advertising





Spring 2025 Conference Exhibitors

Secure your spot at a LeadingAge Indiana Conference by reserving a trade show booth! With over 200 professionals from the aging services sector in attendance, this is your chance to connect directly with decision-makers and showcase your products and services to a targeted, engaged audience.

Each booth comes with a 6-ft table and 2 chairs, providing an ideal platform to highlight your offerings. As a trade show exhibitor, you'll also benefit from being listed in the conference exhibitor directory, featured on event signage, and recognized in conference materials.

Don't miss this opportunity to build valuable relationships, generate leads, and support the vital work of aging services in Indiana. Reserve your booth today and join us at the forefront of industry innovation!

Spring Exhibitor Pricing Information:

In order to receive the member rate and make your booth selection, your 2025 associate member dues must be paid.

- Member **\$800** (LeadingAge Indiana and IHPCO)
- Non-Member **\$1050**
- NOTE: Payment secures your booth purchase. We cannot guarantee your booth purchase if payment is not received by March 15, 2025, An opportunity to select your booth preference will be made available only after payment is received.

Premier Foyer Booths (20 Available)

- Exhibitors will have their booths on display throughout the day on May 1st from 8 a.m. – 5 p.m., including during the designated Trade Show from 11:30 a.m. – 2:30 p.m.
- Booth set-up must take place on April 30th between 2-5 p.m. or the morning of May 1st between 6:30 – 8 a.m.
- Booth tear-down must occur between 5- 9 p.m. on May 1st.
- Premier and Enhanced Associate Members will have an opportunity to select these booths first upon membership renewal.

Exhibit Hall Booths (66 Available)

- Exhibitors will have their booths on display during the designated Trade Show Hours of 11:30 a.m. – 2:30 p.m.
- Booth set-up must take place on April 30th between 2-5 p.m. or the morning of May 1st between 6:30 – 11 a.m.
- Booth tear-down must occur between 2:45 – 4 p.m. on May 1st.



Fall 2025 Conference Exhibitors

Secure your spot at a LeadingAge Indiana Conference by reserving a trade show booth! With over 200 professionals from the nonprofit aging services sector in attendance, this is your chance to connect directly with decision-makers and showcase your products and services to a targeted, engaged audience.

Each booth comes with a 6-ft table and 2 chairs, providing an ideal platform to highlight your offerings. As a trade show exhibitor, you'll also benefit from being listed in the conference exhibitor directory, featured on event signage, and recognized in conference materials.

Don't miss this opportunity to build valuable relationships, generate leads, and support the vital work of aging services in Indiana. Reserve your booth today and join us at the forefront of industry innovation!

We are excited to offer a **limited number of exclusive** exhibitor spots for the upcoming LeadingAge Indiana Fall Conference! With **only 28 booths in the exhibit area**, this is a fantastic opportunity to showcase your brand and connect with influential leaders in the aging services industry.

Exhibitor Pricing Information:

In order to receive the member rate and make your booth selection, your 2024 associate member dues must be paid.

- Member **\$800** (LeadingAge Indiana and IHPCO)
- Non-Member **\$1050**
- NOTE: Payment secures your booth purchase. We cannot guarantee your booth purchase if payment is not received by September 1, 2025. An opportunity to select your booth preference will be made available only after payment is received.



CONTACT US

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