

2017

ARGENTUM MARKETING PLANNER

www.argentum.org/marketingplanner

Expanding Senior Living

As the leading association for companies that own, operate, and support professionally managed senior living communities, Argentum offers numerous opportunities to engage with industry executives and decision makers to advance the industry as well as your own business. The following pages detail opportunities through membership, events, print and digital channels. Join us in expanding senior living.

ABOUT ARGENTUM

Founded in 1990, Argentum is the leading national trade association serving companies that own, operate, and support professionally managed senior living communities in the United States. Through a network of state partners, Argentum represents over 7,000 communities that provide independent living, assisted living, and memory care services for seniors. Argentum is expanding senior living through its comprehensive national and state advocacy program; workforce development, training, and certification tools; and industry-leading publications, events, education, and research.

OUR CRITICAL IMPERATIVES



WORKFORCE DEVELOPMENT

Growing a workforce of trained professionals to serve seniors.



CONSUMER CHOICE

Promoting strategies for financing long term care services and supports.



QUALITY CARE

Nurturing environments that enhance the quality of life for senior living residents.



MEMORY CARE

Enhancing awareness and best practices for the care of residents with dementia.

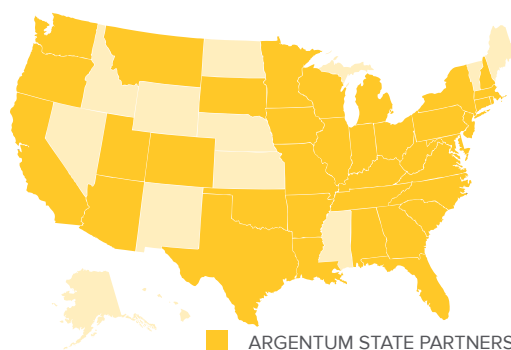


OPERATIONAL EXCELLENCE

Improving the senior living business through innovation and technology.

ADVOCACY & PUBLIC POLICY Argentum advocates at the federal and state level on behalf of senior living companies, their employees and the residents and families they serve. Since senior living is regulated at the state level, a majority of Argentum's advocacy efforts are aimed at regulatory bodies in all 50 states. A critical component of Argentum's state advocacy efforts involve Argentum's state partners who are literally the "boots on the ground."

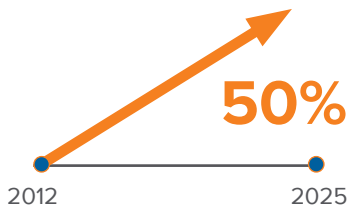
STRONG IN THE STATES 37 STATE PARTNERS



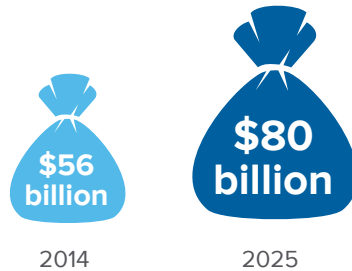
EDUCATION & TRAINING Argentum brings its members and other industry thought-leaders together to encourage collaboration, best practice sharing, and professional development. Our annual conference, the premier event in senior living, includes three days of advanced educational sessions, a solutions-oriented expo, high-profile awards ceremonies, and networking opportunities.

PROGRAMS, EVENTS, AND PUBLICATIONS Argentum develops and publishes a wide variety of media focused on senior living to educate, inform, and inspire its members, the public, and policymakers. *Senior Living Executive* magazine, our bimonthly print and digital publication, spotlights the latest advances in the senior living business and offers news, tips, and insight.

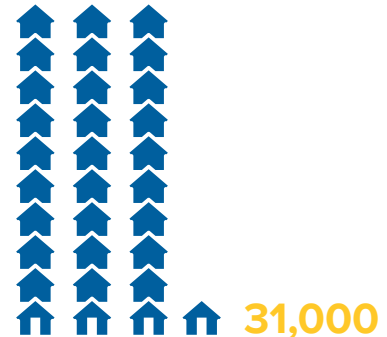
A MARKET RIPE FOR INVESTMENT



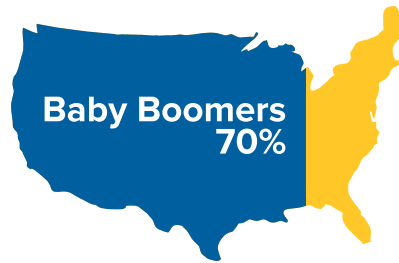
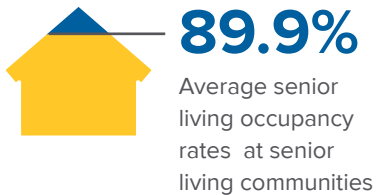
There will be approximately **1.1 million daily residents at residential care communities in 2025**, an increase of 50 percent from 2012



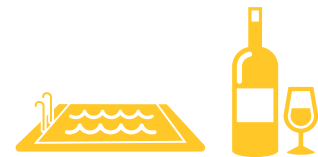
Total revenues projected to increase 43 percent



Assisted living communities serving almost 1 million residents



Next generation of residents represent more than 70 percent of U.S. financial assets and over 1/2 of discretionary spending



Amenities desired by boomers: commercial kitchens, bistros, pubs, beauty salons, indoor swimming pools, spacious spas, pet-friendly, accessible and socially connected communities

Sources: Argentum projections based on data from the National Study of Long-Term Care Providers conducted by the U.S. Centers for Disease Control and Prevention's National Center for Health Statistics; Argentum projections of senior living industry establishments and revenues; U.S. Census Bureau projections of the population aged 85 and older; National Survey of Residential Care Facilities; National Investment Center for the Seniors Housing & Care Industry MAP Data Service; Age Wave

“Argentum provides platforms to exchange ideas, discuss operational challenges, learn best practices and to network with others in the industry (at all levels).”
- Maria Nadelstumph, VP of Organizational Development and Program Excellence, Brandywine Living

THERE HAS NEVER BEEN A BETTER TIME TO JOIN ARGENTUM.
LEARN MORE AT [ARGENTUM.ORG](https://www.argentum.org)

ARGENTUM MEMBERSHIP

| BENEFITS | GOLD | SILVER | BRONZE |
|--|------|--------|--------|
| EXECUTIVE ADVISORY BOARD | ✓ | | |
| GOLD MEMBER RECEPTION | ✓ | | |
| EXECUTIVE ROUNDTABLES (OWNER/OPERATOR ONLY) | ✓ | | |
| PREMIUM RECOGNITION | ✓ | ✓ | |
| SENIOR LIVING SYMPOSIA COMP. REGISTRATION (O/O ONLY) | ✓ | ✓ | |
| ASSISTED LIVING EXECUTIVE DIRECTOR CERTIFICATION | ✓ | ✓ | ✓ |
| PUBLIC POLICY INSTITUTE AND FLY-IN | ✓ | ✓ | ✓ |
| SENIOR LIVING EXECUTIVE CONFERENCE | ✓ | ✓ | ✓ |
| SENIOR LIVING SYMPOSIA (O/O ONLY) | ✓ | ✓ | ✓ |
| ARGENTUM QUARTERLY | ✓ | ✓ | ✓ |
| REGIONAL LUNCHEONS (O/O ONLY) | ✓ | ✓ | ✓ |
| ADDITIONAL BENEFITS | ✓ | ✓ | ✓ |

BENEFIT DETAILS

EXECUTIVE ADVISORY BOARD (EAB)

CEO is invited to serve alongside peers on the Executive Advisory Board.

GOLD MEMBER RECEPTION

Attendees of the Senior Living Executive Conference are invited to an exclusive networking reception.

PREMIUM RECOGNITION

Support of your national trade association makes a difference and is recognized yearly via company recognition on argentum.org, in Senior Living Executive magazine, and at the Senior Living Executive Conference and Expo.

PUBLIC POLICY INSTITUTE AND FLY-IN

Company employees are invited to participate in advocacy grassroots training and meetings with Congress.

SENIOR LIVING EXECUTIVE CONFERENCE

Discounted exhibit booth and discounted All-Access Pass registrations to attend the annual conference.

ARGENTUM QUARTERLY

Access to Executive Member Reports, Workforce Reports, and bi-annual Federal and State Public Policy Reports.

ADDITIONAL BENEFITS

- Discounted job postings on the Senior Living Career Center
- Access to CEO Briefings
- Access to member-only awards programs including Best of the Best, Hero, and Community Leader
- Company recognition on argentum.org
- Promotional rights to Argentum member logo

“ The experience with Argentum has been invaluable.”
 - Michael Levine, Vice President of Sales and
 Marketing for Chelsea Senior Living

ARGENTUM BOARD OF DIRECTORS

2017 DIRECTORS

Chairman

LOREN SHOOK

Silverado
Chairman & CEO

Vice Chairman

TIMOTHY BUCHANAN

Legend Senior Living
President

Vice Chairman

PAT MULLOY

Elmcroft Senior Living
Chairman/CEO

Secretary

RANDY RICHARDSON

Vi
President

Treasurer

BRUCE MACKEY JR

Five Star Senior Living
CEO

Immediate Past Chairman

BRENDA BACON

Brandywine Living
President & CEO

JACK CALLISON

Enlivant
CEO

JOHN A. DELUCA

Senior Lifestyle Corp
President & CEO

THOMAS J. DEROSA

Welltower
CEO

LABEED DIAB

Brookdale
COO

TOM GRAPE

Benchmark Senior Living
Chairman/CEO

STEPHANIE HANDELSON

Benchmark Senior Living
President & COO

JUDD HARPER

The Arbor Company
President

DAN HIRSCHFELD

Genesis Rehabilitation Services
President

KAI HSIAO

HCP
EVP, Senior Housing Asset Mgmt

JUSTIN HUTCHENS

HCP
CIO & EVP

ED KENNY

Life Care Services
Chairman & CEO

BRAD KLITSCH

Direct Supply
SVP of Market Development

SALLY MICHAEL

California Assisted Living Assn
President

JOHN MOORE

Atria Senior Living
Chairman & CEO

TODD NOVACZYK

New Perspective Senior Living
President & CEO

BILL PETTIT JR

R.D. Merrill Company
President

ROBERT PROBST

Ventas
EVP & CFO

ANDY SMITH

Brookdale
CEO

TIFFANY TOMASSO

Kensington Senior Living
Founding Partner

COLLETTE VALENTINE

Integral Senior Living
CEO & COO

PATRICIA WILL

Belmont Village Senior Living
Co-Founder & President

CHRIS WINKLE

Sunrise Senior Living
President & CEO

JAMES BALDA

Argentum
President & CEO



2017 MARKETING PLANNER

www.argentum.org/marketingplanner

Print and Digital Advertising Opportunities

Scott Narug

Director of Sales

312.673.5974

snarug@argentum.org



ARGENTUM
EXPANDING SENIOR LIVING

SENIOR LIVING EXECUTIVE MAGAZINE

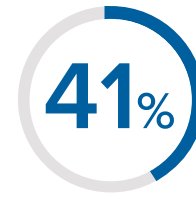


89% of readers consider Senior Living Executive "a must read" publication

20,000



20,000 Senior Living Executive print subscribers



41% of readers are decision makers for their organizations

2017 ARGENTUM SENIOR LIVING EXECUTIVE EDITORIAL CALENDAR*

JANUARY/FEBRUARY: THE CULTURE ISSUE

An overview of successful community programs (i.e. resident, staff, and community outreach) and challenges met, as well as insight from executive directors for future community leaders. Highlight: Senior Living Executive Conference Program & Expo Preview supplement.

Space deadline: December 22

Materials deadline: January 25

Mailing window: February 24 - March 10

MARCH/APRIL: THE LEADERSHIP ISSUE

A look at professional development plans and training opportunities with a focus on credentialing. The 2017 Senior Living Leaders Under 40 List will highlight emerging leaders in the industry. Issue will highlight the 2017 Hero, Best of the Best, and Community Leadership Award winners. Additional Distribution: Argentum Senior Living Executive Conference.

Space deadline: February 21

Materials deadline: March 27

Mailing window: April 24 - May 8

MAY/JUNE: THE RESIDENT ISSUE

A focus on the "heart of senior living" including today's resident lifestyle, family engagement, and the science of aging. Senior Living Executive Conference recap and takeaways.

Space deadline: April 21

Materials deadline: May 30

Mailing window: June 24 - July 8

JULY/AUGUST: THE WORKFORCE ISSUE

A review of industry turnover and retention metrics and a look at successful staff engagement and recognition programs. The 2017 Best Places to Work in Senior Living list will highlight top companies for the industry workforce.

Space deadline: June 21

Materials deadline: July 25

Mailing window: August 24 - September 7

SEPTEMBER/OCTOBER: THE FINANCE ISSUE

A look at how consumers are paying for senior living and long term care, as well as information on and instruments to combat financial abuse and scams targeting seniors. The Largest Providers List will highlight the biggest players in the senior living industry. **Additional Distribution:** NIC Fall Conference.

Space deadline: August 24

Materials deadline: September 28

Mailing window: October 27 - November 10

NOVEMBER/DECEMBER: THE INNOVATION ISSUE

A feature of emerging ideas and innovations in arts programming, technology, and memory care, as well as a highlight on the 2017 Senior Living by Design Award winners.

Space deadline: October 20

Materials deadline: November 21

Mailing window: December 24 - January 7, 2018

2017 ARGENTUM QUARTERLY*

These executive member reports feature research and best practices within senior living as well as additional thought-leader content relevant to the subject matter for each issue. Below are the four themes for the quarterlies with publishing dates TBD by January, 2017.

- Consumer Choice
- Memory Care
- Operational Excellence
- Workforce Development

2017 ARGENTUM

Senior Living Executive Advertising and Sponsorship Rates

SENIOR LIVING EXECUTIVE - PRINT MAGAZINE

| | SIZE Width x Height (Inches) | RATE (1 Insertion) | RATE/ INSERTION (3 Insertions) | RATE/ INSERTION (6 Insertions) |
|---------------------|---------------------------------|-----------------------|--------------------------------------|--------------------------------------|
| 1/2 Page Horizontal | 7 x 4 7/8 | \$3,820 | \$3,625 | \$3,430 |
| 1/2 Page Island | 4 5/8 x 7 7/16 | \$4,160 | \$3,965 | \$3,770 |
| Full Page | 7 x 10 | \$5,795 | \$5,480 | \$5,205 |
| Cover 3 | | \$6,740 | \$6,415 | \$6,060 |
| Cover 2 | | \$6,985 | \$6,690 | \$6,335 |
| Cover 4 | | \$7,290 | \$6,930 | \$6,550 |
| Spread | | \$10,100 | \$9,605 | \$9,115 |

PRINT AD SIZE: Trim Size is 8 3/8 x 10 7/8 inches. If your ad bleeds, you must add 1/8" to all sides.

SENIOR LIVING EXECUTIVE - DIGITAL MAGAZINE

| | RATE/ISSUE |
|--|-----------------------------|
| Interior Blow-in Card | \$750 |
| Audio or Video Clip | \$550 audio/ \$850 video |
| Cover Blow-in Card | \$1,100 |
| Cover Bellyband | \$1,200 |
| Issue Leaderboard on argentum.org/sle | \$1,500 |

SENIOR LIVING EXECUTIVE - SPONSORED EDITORIAL CONTENT

CORPORATE PROFILE

Full-page corporate profiles 600 words and two photos.
Rate: \$10,000

CASE STUDY/RESEARCH/WHITE PAPER

Multi-page research.
Rate: \$10,000

2,264



Unique visitors per edition of
Senior Living Executive digital



of Argentum's Industry Partner members cite
inclusion in the magazine as one of the most
beneficial Argentum services

2017 ARGENTUM

Digital Advertising and Sponsorship Rates

19,000
e-newsletter
subscribers

450,000
website
visitors/year

ARGENTUM E-NEWSLETTER

| | SIZE Width x Height (Pixels) | RATE (Per Insertion) |
|--|---------------------------------|---------------------------|
| Premium Banner This exclusive position provides maximum visibility for your company. | 670 x 160 | \$1,050/wk; \$4,200/mo |
| Top Showcase Banner Be seen right above the news content. Includes headline plus 350 characters. | 300 x 250 | \$950/wk; \$3,800/mo |
| Middle Showcase Banner Stand out within the news section. Includes headline plus 350 characters. | 300 x 250 | \$900/wk; \$3,600/mo |
| Lower Showcase Banner Be seen with this position. Includes headline plus 350 characters. | 300 x 250 | \$800/wk; \$3,200/mo |

Ad Specs: PNG, JPG and GIF format only. File size 40k max.

ARGENTUM.ORG

| | SIZE Width x Height (Pixels) | RATE (Per Insertion) |
|--|---|-------------------------|
| Targeted Webpage Skyscraper One main navigation page plus 1 sub-navigation page. | 120 x 600 *300x250 must also be submitted for mobile rendering | \$1,500/mo |
| Square Ad One main navigation page plus 1 sub-navigation page. | 300 x 250 | \$1,250/mo |
| Sponsored Content One sub-navigation page | 320 x 100 | \$1,250/mo |



2017

MARKETING PLANNER

www.argentum.org/marketingplanner

Senior Living Executive Conference & Expo Promotional Opportunities

CONNECT WITH 2,500 SENIOR LIVING EXECUTIVES for three days of executive education, professional networking, and problem solving. Return to the office with expanded knowledge, polished skills, new connections, and a fresh perspective on how to advance your organization.

www.argentum.org/conference

Music City Center

Nashville, TN

May 1-3, 2017

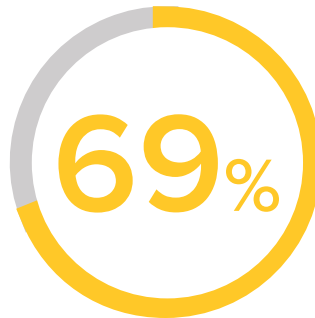
“ Argentum is the best U.S. conference we attend. There is no other way to connect with as many qualified decision makers face to face.”
- Clayton MacKay, CEO, Java Group Programs

SENIOR LIVING EXECUTIVE CONFERENCE

EXPO FLOOR ATTENDEES



90% have an influence in company purchasing decisions



69% met suppliers they would not have otherwise met

1 in 3



1 out of 3 attendees consider purchases they weren't considering prior to the expo



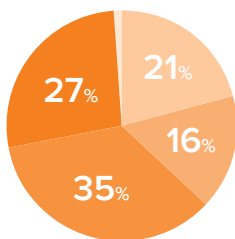
OWNER/ OPERATOR ATTENDEES anticipate spending \$3.6 million+ with exhibitors in the 12 months following the conference.

TYPES OF SERVICES PROVIDED BY ATTENDEES COMMUNITIES



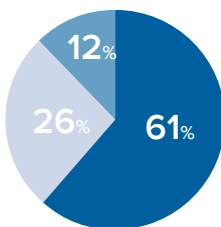
CORPORATE POSITION

- Management 35%
- SVP/VP 27%
- C-Suite 21%
- Executive Director 16%
- Other 1%



EXECUTIVE MIX

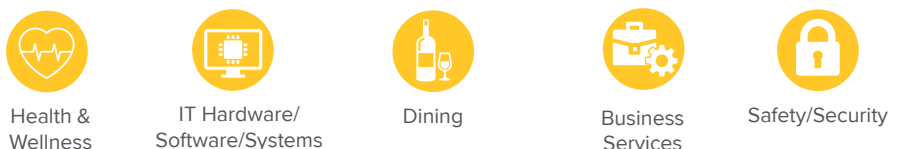
- Corporate 61%
- Community 26%
- Regional 12%



TOP FIVE ATTENDEE OBJECTIVES



PURCHASING CATEGORIES OF GREATEST INTEREST



11,400 senior living communities represented by attendees

SENIOR LIVING EXECUTIVE CONFERENCE

EXHIBIT OPPORTUNITIES

Demonstrate product features and benefits while building relationships with decision makers. There are several opportunities to participate in the Expo.

EXPO HALL HOURS

Tuesday, May 2, 2017: 11:30am - 1:30pm, 4:00pm - 5:30pm
Wednesday, May 3, 2017: 10:00am - 1:00pm



View the Expo Floor Plan at www.argentum.org/expofloor

EXHIBIT OPPORTUNITIES



EXHIBIT SPACE RATE: \$47.00/sq.ft.

ARGENTUM MEMBER EXHIBIT RATE: \$29.50/sq.ft. for 100 sq.ft. . \$27.75/sq.ft. for 200 sq.ft and higher

VALUE-ADDS INCLUDED IN EXHIBIT SPACE PURCHASES

- « Unlimited VIP Passes for your customers and prospects – NEW!
- « One All Access pass and two Expo Only passes
- « Company listing on the searchable online floor plan and scheduler - NEW in the printed program, and on the mobile app
- « One pre- and one post-show attendee mailing list
- « Promotion in pre-show communications and onsite materials



NEW! START-UP PAVILION: \$1,500/TABLE

Are you a new company with a solution for senior living? The Start-Up Pavilion will feature innovative start-ups and is always a buzz with attendees seeking a competitive advantage or more efficient solution. Qualified companies can exhibit in this pavilion for a reduced fee. As a special floor destination, pavilions receive additional promotion leading up to the Expo.

- « 6' draped table, 2 chairs
- « 500W outlet
- « 1 Expo Only Pass



NEW! DIGITAL HEALTH TECHNOLOGY PAVILION: \$3,000/KIOSK

The Digital Health Technology Pavilion will showcase health technology products such as EHRs, telehealth systems, mobile health applications and devices, telemedicine developments, chronic care management, genetic science, wellness and fitness devices and more. As a special floor destination, pavilions receive additional promotion leading up to the Expo.

- « Kiosk with company graphics
- « 500W outlet
- « 1 Expo Only Pass



NEW! MEETING SPOT IN THE EXPO: \$5,000

Casual semi-private area in the Expo to conveniently meet with customers.

- « Includes café table and 3 chairs
- « 500W outlet
- « Branded table cling and wall cling
- « 1 All Access Pass



MEETING ROOM NEAR EXPO: \$5,000 (throughout conference)

- « Standard meeting room set
- « Opportunity to upgrade room set for hospitality and/or meeting presentations (at additional expense)
- « 1 All Access Pass

SENIOR LIVING EXECUTIVE CONFERENCE

CONFERENCE ADVERTISING OPPORTUNITIES



SENIOR LIVING EXECUTIVE CONFERENCE & EXPO PREVIEW Call for rates and details on this supplement distributed via polybag to 20,000 Senior Living Executive magazine subscribers. Deadline: January 25, 2017.



CONFERENCE PROGRAM GUIDE

- « Half Page Ad \$2,600
- « Full Page Ad \$3,200
- « Inside Front or Back Cover Ad \$3,750



OUTDOOR WINDOW GRAPHIC CLING: \$15,000

Make A big splash with a large outdoor graphic covering 450 square feet as attendees enter the convention center from the Omni hotel.



CONVENTION CENTER DOOR GRAPHIC CLING: \$15,000

Opportunity to have your message seen on five convention center entrance doors as attendees go to and from their hotels.



6' H X 10' W BANNER IN GENERAL SESSION FOYER (4 AVAILABLE) \$10,000 EACH

Banner/company message will be seen each day as attendees come and leave from the general session as well as the Hero Awards Gala.



ESCALATOR GRAPHIC (3 AVAILABLE @ \$10,000/EACH, OR EXCLUSIVE OF ALL 3 FOR \$25,000)

Display your message on three graphic runners measuring 10" wide x 60' long. As attendees go up and down the escalator between floors. Opportunities are for escalators to the educational sessions, between the educational sessions and Expo and between the Expo and General Session.



FLOOR DECAL BRANDING CAMPAIGN: \$25,000

Opportunity includes 10 decals of approximately 4' x 4' size. Your company has the opportunity to design the decals with the shape and message of your choice. Decals will be spread throughout high traffic foyer areas.



MAP YOUR SHOW ONLINE FLOOR PLANNER

This new search-based itinerary planning tool is where attendees will plan and map their entire conference.

- « Company Listing Upgrades (call for specific details of each):
- « Silver Package: increase company detail and search appearances (\$250)
- « Gold Package: elevate results as a "Featured" exhibitor (\$595)
- « Show Highlights Package: provides 10x more search results on average and positions you as a market leader (\$995)
- « Product Category sponsor: Own your product category and drive traffic to your exhibit (\$1,495)
- « Expo Hall Banner (exclusive): Be the only ad on the online hall map (\$2,950)
- « Directory Search Home Page sponsor: Prime ad on the search home page (\$3,500)

Contact: TJ Sherman, tsherman@mapyourshow.com, 513-527-8961



SOCIAL MEDIA POSTS

We will place your 'sponsor' message or conference announcement within the Argentum social media posting schedules on Twitter, Facebook, and LinkedIn. Limited sponsor opportunities the 6 weeks leading up to the event.

All advertising must be contracted for by March 20, 2017. Final, production/print-ready files are required for each opportunity.

SENIOR LIVING EXECUTIVE CONFERENCE

SPONSORSHIP OPPORTUNITIES

PREMIER SPONSOR Premier Sponsors receive the ultimate package of branding benefits and VIP treatment.

COMPANY RECOGNITION

Your logo will be integrated into all significant signage promoting the conference including the program preview, on-site conference agenda, website, & mobile app.

EXHIBIT SPACE

Complimentary 10'x 10' exhibit space at the Expo.

PRINTED PROGRAM AD

Full-page 4C ad in on-site printed program.

CONCIERGE SERVICE

An Argentum meeting planner will help your team amplify your conference experience. Whether a reception, team dinner, conduct a private company meeting or entertain clients at an off-site event, your meeting planner will manage the details while your executives enjoy their event.

PRIVATE MEETING SPACE

Exclusive use of a meeting room at the convention center throughout the conference. An Argentum meeting planner will work with your representative to coordinate your company orders for catering, audio-visual, and furniture rental.

VIP EXPERIENCES

Reserved seating for your company representatives at all general sessions. Executive car service to and from airport. Complimentary hotel suite upgrade for one person. Invitation to keynote speaker meet and greets. Access to the CEO Lounge.

Non-member rate: \$62,500 / Member rate: \$50,000

Industry partners contact Scott Narug, snarug@argentum.org.

Owner/Operators contact Brad Williams, bwilliams@argentum.org

STANDARD SPONSORSHIP BENEFITS

| | \$32,000 AND ABOVE | \$25,000 | \$15,000 | \$10,000 |
|--|--------------------|----------|----------|----------|
| Housing/Registration Conceirge | X | | | |
| Car service to and from Nashville International Airport for two company executives | X | | | |
| (1) Fast and Furious session in Expo | X | | | |
| Full-page ad in the conference program | X | X | | |
| Half-page ad in the conference program | | | X | |
| All-Access Conference pass | 2 | 1 | 1 | |
| Logo on sponsor recognition signage, program, mobile app | X | X | X | X |
| Logo with hyperlink to your company website on Argentum conference webpage(s). | X | X | X | X |
| Counter-top sign for booth indicating sponsorship and support | X | X | X | X |
| Sponsor recognition ribbons for your team | X | X | X | X |

“If you want to be successful in the Assisted Living market, this show is the show to do.” - Jack Armstrong, National Sales Manager, Electric Mirror

SENIOR LIVING EXECUTIVE CONFERENCE

\$32,000 SPONSORSHIP BENEFITS



ARGENTUM HERO AWARDS - PRESENTING SPONSOR

Put your name on the feel-good marquee awards event of the year

- « Speaking opportunity for your company representative (remarks prepared by Argentum)
- « VIP seating for your company attendees and registered customers/prospects
- « Onstage recognition during Argentum President's Welcome Remarks
- « Logo displayed on screen and on event signage



OPENING GENERAL SESSION

Kick-off the conference and kick-off your branding at this premier event

- « Onstage recognition during Argentum President's Welcome Remarks
- « Introduce featured keynote speaker (remarks prepared by Argentum)
- « VIP seating for your company attendees and registered customers/prospects
- « Logo displayed on general session stage and signage

OPTIONAL BREAKFAST ADD-ON: \$7,500



GOLD MEMBER RECEPTION

This reception brings together attendees of the top member companies of Argentum, providing you unique exposure and branding to the industry's decision makers and influencers. Sponsorship only available to Argentum Gold Member companies.

- « Opportunity to greet attendees as they arrive
- « Logo displayed on napkins, table tents, and event signage



CEO DINNER (SPONSORSHIP AVAILABLE TO GOLD MEMBERS ONLY)

This is the best opportunity to showcase your company and its message to the CEOs of Argentum's gold members. Sponsorship only available to Argentum Gold Member companies

- « Communicate your support of Argentum's Executive Advisory Board (Gold member CEOs)
- « Logo displayed on napkins, table tents, and event signage



CONFERENCE WI-FI

This sponsorship provides attendees the opportunity to access wi-fi throughout the convention center

- « Logo and company message on the wi-fi splash page with a hyperlink to company website



MOBILE APP

The mobile app has become the preferred guide for conference activities and events, as well as the search tool for the expo floor

- « Sponsor recognition and logo/message on the opening splash page
- « Banner ads on select screens within the app

\$25,000 SPONSORSHIP OPTIONS



ATTENDEE BAG

These walking billboards are always eye-catching and have great shelf-life as attendees take them back to the office

- « Logo and tagline on co-branded attendee bags distributed at registration



GENERAL SESSION DAY TWO (OPTIONAL BREAKFAST ADD-ON: \$7,500)

Increase brand awareness and message by putting your brand on the day's top session.

- « Introduce the featured keynote speaker (remarks prepared by Argentum)
- « VIP seating for your company attendees and registered customers/prospects
- « Sponsor recognition during Argentum President's Welcome Remarks
- « Logo displayed on screen and on event signage



LANYARDS

Hang your brand around attendees' necks with this favorite conference giveaways.

- « Your logo co-branded with Argentum on official conference lanyards distributed at registration

SENIOR LIVING EXECUTIVE CONFERENCE

\$25,000 SPONSORSHIP OPTIONS (CONTINUED)



CEO LOUNGE

This lounge serves as a meeting and resting space for CEOs of Argentum members.

- « Opportunity to brand this space with your message and provide a special touch to this lounge
- « Your logo will be incorporated into the look and promotion of this lounge



BOARD OF DIRECTORS / ROUNDTABLE MEMBER LUNCH

This is a rare opportunity to break bread with the industry's top executives

- « 4 representatives from your company can join the lunch
- « Opportunity to provide a gift or literature packet to attendees of the lunch



EXECUTIVE DIRECTOR LEADERSHIP INSTITUTE (EDLI)

This event provides you access and connections to 100+ executive directors advancing their knowledge and careers

- « Speaking opportunity during opening session (up to 3 minutes of remarks)
- « Logo displayed on screen and event signage
- « Sponsor recognition (and logo if space permits) in attendee confirmation email and on website
- « Chair drop with company literature or attendee amenity
- « List of attendees participating in program (includes email addresses)



CAFÉ/LOUNGE- NEW!

Take care of your customers and prospects needs, food and a place to sit. Open during expo hours, it includes specialty coffee, live music (local entertainment), and a massage chair for attendees pleasure.

- « Be the café host, greet attendees, and meet with individuals
- « Hot topic facilitated by sponsor – host a table discussion, we promote topics
- « Logo incorporated into design of the area and on promotional signage



MASTERS SERIES EDUCATIONAL TRACK- NEW!

Put your name on the high-level track of educational sessions targeting industry veterans and decision makers.

- « Opportunity to place gift/amenity or relative thought leadership piece on chairs in first session in track
- « Opportunity for company representative to introduce the speaker of each session within the track
- « Logo in session room, title PowerPoint slide, on signage, and pre-event marketing of the educational track
- « List of attendees participating in track sessions (includes email addresses)
- « Logo and link to sponsored content in dedicated Thank you email to participants of track.



RELAX AND CHARGE STATIONS

Get your brand in front of attendees as they take a moment to unwind or repower their electronic devices.

- « 3 stations located throughout the exhibit hall with lounges, 1 outside general session room, and 2 outside educational breakout session rooms
- « Logo incorporated into design of the area and on promotional signage



CONFERENCE AND ATTENDEE REGISTRATION

It's the one place every attendee visits before the show so brand it with your logo and message

- « Banner on conference website
- « Sponsor recognition with logo and tagline on registration web pages and confirmation emails to each attendee
- « Sponsor recognition and logo at the registration counters on site
- « Opportunity to have promotional literature on registration counters on site

\$15,000 SPONSORSHIP OPTIONS



CONFERENCE EDUCATIONAL TRACKS

Targeted subject matter to position your product and services in front of the appropriate attendees. Conference tracks TBD by January 2017.

- « Opportunity to place gift/amenity or relative thought leadership piece on chairs in first session in track
- « Opportunity for company representative to introduce the speaker of each session within the track
- « Logo in session room, on signage, pre-event marketing of the educational track, and on PPT title slide for track
- « List of attendees participating in track sessions (includes email addresses)
- « Logo and link to sponsored content in dedicated Thank you email to participants of track.

SENIOR LIVING EXECUTIVE CONFERENCE

\$15,000 SPONSORSHIP OPTIONS (CONTINUED)



BREAKFAST (\$15,000 TUESDAY AND WEDNESDAY OR \$9,000/DAY)

The networking breakfast is a benefit for all attendees and includes coffee/tea/juice and breakfast buffet

- « Logo on promotional signage at the event
- « Opportunity to place a 'pop-up' banner (or two) in the breakfast area
- « Opportunity to place literature racks housing your promotional literature in the breakfast area



EXPO HAPPY HOUR / BEERS ON BROADWAY

Expand your exhibit presence by hosting this popular Expo event!

- « Position a drink bar by your exhibit space
- « Opportunity to place a 'pop-up' banner (or two) in a highly trafficked area of the event
- « Additional branding options as event details are finalized



HOTEL ROOM KEYS

Get attendees attention upon their arrival and throughout the week.

- « Logo or artwork on attendee room keys in all host hotels

\$10,000 SPONSORSHIP OPTIONS



CONFERENCE PROGRAM

With details on sessions and exhibitors, this guide is heavily used all week and often carried home.

- « Back Cover ad and logo displayed prominently on front cover of the onsite printed Conference Program



EXPO LUNCH | TUESDAY AND WEDNESDAY (2 SPONSORSHIPS AVAILABLE)

Welcome attendees to Nashville with lunch in the Expo on Tuesday and close it out on Wednesday

- « Logo displayed in conference program, on table tents and signage
- « Opportunity to place a 'pop-up' banner (or two) in the lunch area
- « Opportunity to place literature racks housing your promotional literature in the lunch area



COFFEE BREAKS (FOR ALL THREE DAYS)

Brighten up the day while providing frequent networking opportunities for the industry

- « Opportunity to place a 'pop-up' banner (or two) in the coffee area
- « Opportunity to place literature racks housing your promotional literature in the coffee area

\$3,500 SPONSORSHIP OPTIONS



SHOE SHINE STATION

Branded shoe shining station within the convention center to allow attendees to get their shoes polished.



WATER STATION

Branded water coolers throughout the convention center and Expo to help keep attendees hydrated.



CITY EXPERIENCES

Argentum will promote activities to attendees and promote registration details provided by sponsor on conference website and pre conference materials. Event examples include a morning run, yoga, Country Music Hall of Fame tour, or Nashville city tour. All expenses related to the event are the responsibility of the sponsor and must take place during approved times.



INDUSTRY PARTNER FAST & FURIOUS | \$2,500 (SPONSORSHIP AVAILABLE TO EXHIBITING COMPANIES ONLY)

2-minute time slots for a special program in the Expo Wednesday morning. Company gets 2 minutes to showcase their best idea/solution to a challenge. The winner will be promoted at the General Session.



CEO LOUNGE AMENITY BAG INSERTS

Provide a unique gift to CEOs. All gifts/materials will be coordinated into one amenity bag given away in the CEO Lounge.

2017 MARKETING PLANNER

www.argentum.org/marketingplanner

Additional Event Sponsorship Opportunities

Scott Narug

Director of Sales

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ADDITIONAL EVENTS

CHIEF EXECUTIVE SUMMIT

Ritz Carlton Half Moon Bay, San Diego, CA, November 8-9, 2017

The Argentum Chief Executive Summit convenes the leading executives in senior living, top thought leaders, and policymakers to advance industry initiatives in workforce development, quality improvement, operational excellence, memory care, and consumer choice. Participation in this event is by invitation-only and limited to the top executive from Gold member companies, to include 60 of the top owner/operator companies in senior living.

\$20,000 SPONSORSHIP



ARGENTUM SILVER PAC TRUSTEE CIRCLE DINNER

Unique and special networking opportunity with top individual PAC contributors.

- « Reserved table for your one company representative to invite other attendees to join
- « Branded cocktail napkins
- « Opportunity to place attendee gift on chairs
- « One additional invitation for a company executive to attend Chief Executive Summit
- « Full page ad in Briefing Book
- « Logo on sponsor recognition page of Event Website and Briefing Book

\$15,000 SPONSORSHIP OPTIONS



OPENING LUNCH & WELCOME SESSION

- « Reserved table for your company representative to invite other attendees to join
- « Logo recognition on event signage and displayed on screen during program
- « Half-page ad in Briefing Book
- « Logo on sponsor recognition page of Event Website and Briefing Book



KEYNOTE SESSION

- « Reserved table for your your one company representative to invite other attendees to join
- « Logo recognition on event signage and displayed on screen during program
- « Private meet & greet with speaker (if available)
- « Half page ad in Briefing Book
- « Logo on sponsor recognition page of Event Website and Briefing Book



OPENING NIGHT NETWORKING RECEPTION

- « Specialty drink of sponsor's choice
- « Logo recognition on event signage and cocktail napkins
- « Half-page ad in Briefing Book
- « Logo on sponsor recognition page of Event Website and Briefing Book



"NIGHT CAP" MEET & GREET

- « 1 hour of bar tab and desserts for attendees
- « Logo recognition on event signage and cocktail napkins
- « Half-page ad in Briefing Book
- « Logo on sponsor recognition page of Event Website and Briefing Book

ADDITIONAL EVENTS

CHIEF EXECUTIVE SUMMIT (CONTINUED)

\$10,000 SPONSORSHIP OPTIONS



BRIEFING BOOK

- « Back cover placement of your full-page advertisement
- « Logo and sponsorship recognition on the front cover of the program
- « Inclusion of educational/research piece in the briefing book
- « Logo on sponsor recognition page of Event Website and Briefing Book



REGISTRATION NOTEBOOK AND PEN SPONSOR

- « Logo co-branded with Argentum on the notebook
- « Logo on pens
- « Opportunity to place a promotional insert in the notebook
- « Logo on sponsor recognition page of Event Website and Briefing Book



NETWORKING BREAKFAST

- « Reserved table for your your company representative to invite other attendees to join
- « Logo recognition on event signage
- « Opportunity to place attendee gift or educational/research piece on chairs
- « Logo on sponsor recognition page of Event Website and Briefing Book



NETWORKING EXPERIENCES

Opportunity to work with Argentum to create an unforgettable networking experience with an intimate group of Owner/Operators unique to San Diego during one afternoon. Additional benefits will be designed into the experience.

- « Logo on sponsor recognition page of Event Website and Briefing Book

\$5,000 SPONSORSHIP OPTIONS



RISE & SHINE YOGA

- « Title sponsorship (e.g. "ACME Rise and Shine Yoga")
- « Promotion of event within schedule of events
- « Logo recognition on event signage and in the briefing book promoting event
- « Logo on sponsor recognition page of Event Website and Briefing Book



HOTEL KEY CARD SPONSOR

- « Logo and message on guestroom key cards.
- « Logo on sponsor recognition page of Event Website and Briefing Book



ADDITIONAL EVENTS

SENIOR LIVING SYMPOSIA

Argentum symposiums are one-day owner/operator member-only events to expand information sharing, secure wider feedback, validate, and further direct work on Argentum imperatives. These events bring together the senior living experts within member companies to tackle challenges and advance solutions within the industry. Featuring expert speakers on the relevant subject matter, symposiums are participative and very interactive, concluding with real solutions for immediate implementation.

Memory Care Symposium - June 20, 2017

Workforce Development Symposium - September 14, 2017

\$25,000 SPONSORSHIP/ SYMPOSIA



- « Receive an elevated level of involvement in helping design the event schedule and programming. Logo a message will be integrated into promotions and event day experience.

PUBLIC POLICY INSTITUTE AND FLY-IN

Washington, DC, September 12-13, 2017

This event offers sponsor a unique opportunity for exposure to a mix of Owner/Operator CEOs, COOs, and Public Policy experts in an intimate and interactive one-day gathering. The institute is on day one with Capitol Hill visits on day two. Limited to two sponsors.

\$12,500 SPONSORSHIP



- « Sponsor recognition and logo on event website, in event promotions, on program cover, and on signage
- « Opportunity to place attendee giveaway or educational/promotional literature at attendee seats
- « Full page ad in event program
- « Opportunity to place one pop-up banner at the event

LEADERSHIP RECEPTION

Argentum hosts two leadership receptions in conjunction with other industry gatherings throughout the year. All Argentum Executive Advisory Board representatives are invited, which includes the senior executives from all gold member companies. All sponsors receive equal promotion.

Spring Leadership Reception, San Diego, CA, March 21

Fall Leadership Reception, Chicago, IL, September 25

\$5,000 SPONSORSHIP / RECEPTION



- « Sponsor recognition on invitations and reminders (invites sent 6 weeks+ in advance)
- « Logo and sponsor recognition on event signage and event promotions
- « One additional invitation to attend the reception