



ARGENTUM
EXPANDING SENIOR LIVING

2018 Argentum Marketing Planner

[ARGENTUM.ORG/MARKETINGPLANNER](https://www.argentum.org/marketingplanner)

DISCOVER THE POWER OF ARGENTUM

Dear Industry Partner,

As the senior living industry continues to expand, we continue to enhance and add offerings to meet your sales and marketing needs. The channels outlined herein can deliver the senior living prospects to fuel growth.

Enclosed you will find face-to-face opportunities, selling platforms, event marketing options, sponsored content offerings, digital connections, and print advertising reach. The Argentum team is here to assist you in developing a comprehensive sales and marketing plan for 2018.

Through Argentum, you'll reach senior living providers, while enhancing prospects' perception of your organization through engagement and support of senior living's leading trade association.

Thank you for your interest in senior living as we continue to advance the industry,



Brad Williams
VP of Business Development
bwilliams@argentum.org
571-527-2625

I deeply believe in Argentum's mission. We are all striving, individually as companies, for operational excellence, but it's nice to know that there's an organization that is backing the entire industry, striving for the same goals and principles.

— Jack Callison, CEO
Enlivant

PARTNER WITH ARGENTUM TO EXPAND INDUSTRY-ADVANCING PROGRAMS



WORKFORCE DEVELOPMENT

Growing a workforce of trained professionals to serve seniors.



CONSUMER CHOICE

Promoting strategies for financing long term care services and supports.



QUALITY IMPROVEMENT

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.

ARGENTUM 2018 PROGRAM HIGHLIGHTS

Argentum Senior Living Executive Conference

Multiple Sponsorships Available

More than 2,700 executives from over 750 companies attend the annual Argentum Senior Living Executive Conference & Expo to advance excellence in senior living through executive education, networking, and problem solving. The event features; educational sessions, a leading expo highlighting solution providers, as well as events to network with industry colleagues, support senior living initiatives, and recognize top professionals.

Senior Living Symposia

\$25,000

Argentum symposia 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 senior living experts to tackle challenges and advance solutions within the industry. Featuring expert speakers on the relevant subject matter, the symposia are participative and very interactive, concluding with real solutions for immediate implementation.

- Receive an elevated level of involvement in helping design the event schedule and programming. Your company's logo and a message will be integrated into promotions and event day experience.

Argentum Public Policy Institute & Fly-In

\$12,500

This event offers sponsors 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.

- Sponsor recognition and logo on event website, in event promotions, on program cover, and on signage
- Seat drop of amenity or literature
- Full page ad in event program
- Pop-up banner

Argentum Leadership Receptions

Inquire

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 Premier and Executive member companies. All sponsors receive equal promotion.

Chief Executive Summit

Sponsorship for Premier Members-Only

The Argentum Chief Executive Summit convenes top senior living executives, and influential thought leaders, to learn from the world's most revolutionary corporations and uncover ways to foster an innovative culture within your own company.

JOIN US

We invite you to join your peers in 2018 at the leading events in senior living.

Join Argentum Today
argentum.org/membership

DISCOVER THE POWER OF MEMBERSHIP

Argentum industry partner members have access to exceptional experiences, a vibrant community, educational content, and essential tools and resources. Companies offering products, services, and solutions to senior living communities are invited to join Argentum as a member.

INDUSTRY PARTNER MEMBER BENEFITS	PREMIER \$50,000	EXECUTIVE \$20,000	SUPPORTING \$2,500
Chief Executive Summit Invitation	✓		
Chief Executive Summit Sponsor Branding	✓		
Senior Living Executive Conference Info Session	✓		
Premier Visibility	✓		
VIP Senior Living Executive Conference Experience	✓	✓	
CEO Dinner	✓	✓	
Executive Advisory Board	✓	✓	
Argentum Advocacy Fund Contribution	✓	✓	
Member Recognition	✓	✓	✓
Discounted Senior Living Executive Conference Registration	✓	✓	✓
Discounted Exhibit Space	✓	✓	✓
Complimentary Research Reports, Advocacy Updates, SLE Magazine, CEO Report, and more	✓	✓	✓
Additional Benefits	✓	✓	✓

PREMIER BENEFITS

Chief Executive Summit Invitation

CEO* of Premier Member company is invited to join industry's top senior living executives, and influential thought leaders, to learn from the world's most revolutionary corporations and uncover ways to foster an innovative culture within your own company.

Chief Executive Summit Sponsor Branding

Industry Partner Premier Member companies receive sponsor recognition, branding, and benefits. Premier level membership is the only way to gain access the to the Chief Executive Summit.

Senior Living Executive Conference Info Session

First option to conduct an info session at the Argentum Senior Living Executive Conference.

Premier Visibility

Spotlight recognition on Argentum's social channels and official association website, argentum.org.

*Industry Partners can send CEO or the senior executive from its senior living division.

**Disclaimer: Argentum benefits are subject to change.

EXECUTIVE BENEFITS

VIP Senior Living Executive Conference Experience

All company employees are invited to exclusive networking events at the Argentum Senior Living Executive Conference in San Diego, CA, such as:

- Argentum Leadership Reception - May 14
- Speaker meet-and-greets

Executive Advisory Board

CEO* is invited to serve alongside peers on the Executive Advisory Board (EAB). EAB members receive an invitation to participate in the following:

- CEO Dinner
May 14, San Diego, CA
- EAB Meeting
May 15, San Diego, CA
- CEO Lounge
May 15-16, San Diego, CA
- Senior Living Leadership Receptions
March 7, Dallas, TX
October 17, Chicago, IL

Argentum Advocacy Fund Contribution

A portion of your membership dues is contributed to Argentum's Advocacy Fund. Executive Members are recognized as a Statesman Club Donor. Premier Members are recognized as a Capitol Club Donor.



SUPPORTING BENEFITS

Member Recognition

Premier and Executive Member 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 Argentum Senior Living Executive Conference. Supporting Members receive recognition on argentum.org.

Argentum Senior Living Executive Conference

Members receive registration discounts to attend the Senior Living Executive Conference May 14-16 in San Diego, CA.

Exhibit Space

Members receive exhibit space discounts and priority points. Priority points are distributed based on membership investment. Premier and Executive Members receive respective membership recognition counter signs for placement in their Expo booth.

Complimentary Research Reports, Advocacy Updates, SLE Magazine, CEO Report, and more

Access to *Argentum Quarterly* research reports, special reports, advocacy e-alerts, and bi-monthly Advocacy Reports. Complimentary subscriptions to *Senior Living Executive* magazine, *Argentum Daily*, CEO Member Briefings, and bi-monthly membership e-updates.

Additional Benefits

- Discounted job postings on the Senior Living Career Center
- Qualify for coverage and member news announcements in *Senior Living Executive* magazine and *Argentum Daily*
- Promotional rights to Argentum member logo

WHY JOIN ARGENTUM?

As an Argentum member, you will:

- Grow relationships with Argentum owner/operator members
- Increase company visibility and brand recognition in senior living
- Build alliances with other industry supplier members

Join Argentum Today
argentum.org/membership



SENIOR LIVING EXECUTIVE MAGAZINE

YOUR RESOURCE FOR BUSINESS GROWTH

A 2017 AM&P Silver Award Winner, *Senior Living Executive* is distributed to over 20,000 professionals and considered a ‘must-read’ by 89% of its readers, 41% of which are decision makers within their organization. Marketing options include traditional ad space, sponsored content, and thought leadership pieces.

SENIOR LIVING EXECUTIVE - MAGAZINE				
	SIZE Width x Height (Inches)	RATE/INSERTION (1 Insertion)	RATE/INSERTION (3 Insertions)	RATE/INSERTION (6 Insertions)
Cover 2	8.625 x 11.125	\$6,985	\$6,690	\$6,335
Cover 3	8.625 x 11.125	\$6,740	\$6,415	\$6,060
Cover 4	8.625 x 11.125	\$7,290	\$6,930	\$6,550
Page 4 (Opposite TOC)	8.625 x 11.125	\$6,350	\$5,798	\$5,485
Full Page (No Bleed)	7 x 9.75	\$5,995	\$5,480	\$5,205
Full Page (With Bleed)	8.625 x 11.125	\$5,995	\$5,480	\$5,205
1/2 Page Horizontal	7 x 4.7	\$3,970	\$3,625	\$3,430
Full Page Spread	17 x 11.125 w/bleed	\$10,000		
Double Truck	17 x 11.125 (x2)	\$17,000		
Corporate Profile	Designed by Argentum with one logo, one photo, and 425 words.	\$6,500		
Sponsored Content	Up to 3 pages	\$10,000		

All bleeds add .125" on all sides

HOW AND WHERE TO SEND PRINT MATERIALS

For print advertising, upload a press-optimized PDF or high resolution .jpg to the MagHub Client Center. All ads must be in CMYK and at high resolution (300 dpi at actual size). Advertisers will incur a fee for submitting files that require additional production work. For details, contact publications@argentum.org.

2018 EDITORIAL CALENDAR

ISSUE 1: COMMUNITY OPERATIONS

A focus on senior living community operations including emergency preparedness, safety/security, and risk management/legal considerations.

- Space deadline: December 11, 2017
- Materials deadline: January 17, 2018
- Supplement: Senior Living Executive Conference Preview

ISSUE 2: WORKFORCE

Featuring a profile of the senior living workforce including a focus on training and development for sales & marketing professionals and executive directors.

- Space deadline: February 21, 2018
- Materials deadline: March 27, 2018
- Highlight: 2018 Conference Issue; Executive Director Recognition

ISSUE 3: DINING & NUTRITION

A focus on innovative dining programs including sustainable programs, resident engagement in dining, training and engagement programs for dining employees, and nutrition for seniors.

- Space deadline: April 23, 2018
- Materials deadline: June 1, 2018
- Highlight: 2018 Post-Conference Recap

ISSUE 4: RESIDENT & FAMILY

A focus on opportunities for family and resident education, resident programming, combatting elder abuse, and the latest research on adult children.

- Space deadline: June 29, 2018
- Materials deadline: August 2, 2018
- Highlight: Senior Living Resident Recognition Program

ISSUE 5: INVESTMENT

A look at capital expense community investments and a review of the biggest industry players/state of the industry.

- Space deadline: August 12, 2018
- Materials deadline: September 17, 2018
- Highlight: 2018 Largest Providers List

ISSUE 6: DESIGN

A look at design concepts with a focus on innovation in community spaces, technology and products, and memory care.

- Space deadline: October 19, 2018
- Materials deadline: November 21, 2018
- Highlight: Community Design Recognition Program
- Supplement: 2019 Senior Living Buyers Guide

SPACE IS LIMITED

80% of ad space in *Senior Living Executive* is sold by the first quarter.

Reserve Your Space Today | sales@argentum.org



DIGITAL ADVERTISING OPPORTUNITIES

ARGENTUM DAILY

Reach 19,000+ senior living professionals every day via *Argentum Daily*, our digital newsletter featuring the latest in senior living news and research, public policy alerts, and Argentum announcements.

ARGENTUM DAILY E-NEWSLETTER ADS AND RATES							
AD	SIZE Width x Height (Pixels)	DAILY	WEEKLY	MONTHLY	3-MONTH	6-MONTH	12-MONTH
Top Banner	670 x 160	\$300	\$1,500	\$5,550	\$15,750	\$29,700	\$54,000
Content Ad #1	300 x 250	\$270	\$1,350	\$4,995	\$14,175	\$26,730	\$48,600
Content Ad #2	300 x 250	\$243	\$1,215	\$4,496	\$12,758	\$24,057	\$43,740
Content Ad #3	300 x 250	\$219	\$1,094	\$4,046	\$11,482	\$21,651	\$39,366
Content Ad #4	300 x 250	\$197	\$984	\$3,641	\$10,334	\$19,486	\$35,429

*NOTE: Content ads are allotted a maximum word count for copy: #1: 75 words, #2: 60 words, #3: 50 words, and #4: 40 words.

NEW! Argentum Daily Special Edition

\$8,775/edition

This is an exclusive, special edition of our popular *Argentum Daily* newsletter, highlighting a specific subject matter relevant to our readers and important to the sponsor. *Argentum Daily* is distributed to a subscriber list of over 19,000.

What type of content is included?

The special edition is a compilation of subject matter material relevant to a topic of your choice from the past 1-2 months. The content selected is primarily the top articles from the daily digital newsletter and can also include existing Argentum content re-purposed, when such content exists.

What about sponsor-generated content?

In addition, the content within the special edition can contain educational and/or informational content from the sponsor, such as white papers, industry research or surveys, or a Q&A with a sponsor executive on newsletter topics. The sponsor is responsible for the submission of sponsor content and creatives.

Should the sponsor not have such content available, a traditional ad placement within the content body can be considered.

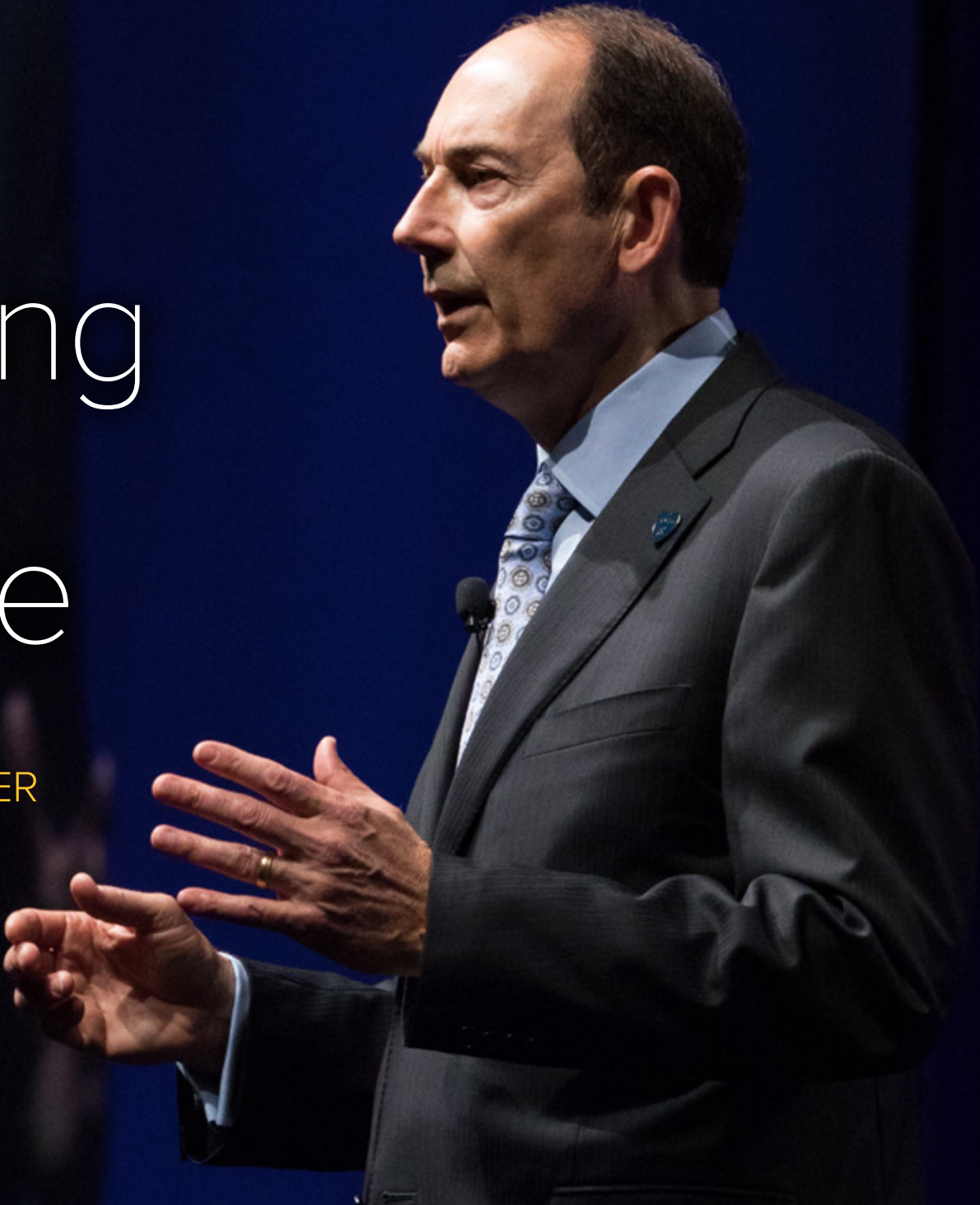
CONTACT ARGENTUM TODAY

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Argentum Senior Living Executive Conference

MAY 14-16, 2018 | SAN DIEGO, CA
SAN DIEGO CONVENTION CENTER



EVERY ATTENDEE MATTERS

75%

of attendees own or operate 10+ communities.

93%

of attendees influence buying decisions.

6800

communities represented at 2017 conference.

CONNECT. LEAD. INSPIRE.

Join over 2,700 senior living professionals at the **2018 Senior Living Executive Conference, May 14-16, 2018 in San Diego, CA** to advance excellence in senior living through executive education, networking, and problem solving.

argentum.org/conference

THE EXPO

MAY 15-16, 2018 | SAN DIEGO, CA | SAN DIEGO CONVENTION CENTER

Elevate your presence in the industry by exhibiting, sponsoring, or advertising at the Argentum 2018 Senior Living Executive Conference. More than 2,700 executives from over 750 companies attend the annual conference to advance excellence in senior living through executive education, networking and problem solving.

Expo Floor Zones

Argentum's Expo design now includes three zones with dedicated areas for our industry partners and easier attendee navigation.

Community Operations Zone

- Business/Legal Services
- Insurance/Risk Management
- Human Resources
- IT Hardware/Software/Systems
- Maintenance/Housekeeping
- Marketing & Sales Services
- Mobility Systems
- Transportation

Resident Experience Zone

- Dining
- Entertainment/Leisure
- Furnishings/Interiors
- Health and Wellness
- Safety/Security

Building/Construction Service Zone

- Equipment/Appliances
- Design/Development
- Finance/Real Estate Services



NEARLY 200 EXHIBITORS HAVE ALREADY BOOKED.

Reserve your exhibit space today | argentum.org/exhibit



of attendees met a supplier they would not have otherwise met.



attend to see new products/innovations.



of attendees walked away considering purchases they would not have otherwise considered.



of attendees are first time attendees.

MAKE CONNECTIONS THAT COUNT

Nothing replaces face-to-face interactions. The Expo is an opportune platform to grow your visibility by providing attendees a unique experience to engage with your products. Exhibit at the Expo to nurture current customer relationships and build new ones.

argentum.org/exhibit

THE EXPO

Become an exhibitor at the 2018 Argentum Senior Living Executive Conference & Expo, where more than 2,700 executives from across the nation will unite to advance excellence in senior living through executive education, networking, and problem solving. The Expo provides senior living suppliers face-to-face interaction with buyers, purchasing agents, and buying influencers in senior living.

Expo Hall Hours*

Tuesday, May 15
11:45am - 2:15pm, 4:45pm - 6:30pm

Wednesday, May 16
10:00am - 1:00pm



Exhibit Space Rates

Argentum Member Rates

- 100 sf: \$31.75/ sf
- 200-500 sf: \$29.00/ sf
- 600+ sf: \$27.75/ sf

Non-Member Rates

- 100 sf: \$50.00/ sf
- 200-500 sf: \$47.00/ sf
- 600+ sf: \$40.00/ sf

Value-Adds Included in Exhibit Space Purchase

- Unlimited VIP Guest Passes to the Expo for your owner/operator customers and prospects
- One (1) All Access pass and two (2) exhibit personnel passes (additional passes for exhibits 200 sf+)
- Company listing on the online floor plan, scheduler and mobile app, and in the printed program
- One pre- and one post-show attendee mailing list
- Promotion in pre-show communication and onsite

Start-Up Pavilion

\$2,200

Are you a new company with a solution for senior living? The Start-Up Pavilion will feature innovative start-ups and is always abuzz with attendees seeking a competitive advantage or more efficient solution. As a special floor destination, this pavilion receives additional promotion leading up to the expo.

- 10 x 10 space for branding and includes ID sign, table, 2 chairs, power source, 1 All Access pass, and 1 exhibitor personnel pass
- Qualifying criteria — cannot have had a commercially available product prior to April 1, 2017

Digital Health Technology Pavilion

\$3,150

Showcase your health technology products such as EHRs, telehealth systems, mobile health applications and devices, and telemedicine developments. As a special floor destination, pavilions receive additional promotion leading up to the expo.

- Includes branded kiosk with counter, power source, 1 All Access pass, and 1 exhibitor personnel pass

Ask the Expert Pavilion

\$7,750

If you fancy your organization as consultative, then this opportunity is an ideal way to meet and provide senior living companies feedback on challenges they have within your area of expertise. Marketing? Interior Design? Social Media? Development? The list of subject matter areas can go on and on. Show management provides the space, structure, and marketing for these locations in the Expo. You provide the expertise.

Meeting Spot in the Expo

\$3,750

Purchase a casual, semi-private area in the exhibit hall to conveniently meet with customers.

- Includes structure with café table and chairs
- Power source
- Branded wall clings
- 1 All Access Pass, 1 exhibit personnel pass

Meeting Room (Outside Expo)

\$6,500

These rooms provide you an opportunity to host and meet with your VIP customers in a private and captive setting. These rooms are open all hours of the conference and extend beyond the Expo times.

- Signage by the room entrance
- Standard room set (option to upgrade furniture)
- 2 All Access Passes
- Create a hospitality or educational space

**Exhibit hours are subject to change slightly if programming adjustments are required, but amount of exhibit time is guaranteed.*

RESERVE YOUR EXHIBIT SPACE TODAY | argentum.org/exhibit

ADVERTISING OPPORTUNITIES

Conference Preview

This unique, pre-show marketing piece will hit senior living professionals’ inboxes during the optimal planning time for the conference. Mailing to 20,000 senior living professionals, the preview will be sent as a supplement to Senior Living Executive, Issue 1.

Launch your marketing campaign by featuring your industry products, services, and solutions in the only official conference preview. The preview will include the following content sections:

- Important dates and information
- Schedule-at-a-glance
- Keynote and session tracks
- Featured article on keynote
- Event updates and highlights
- Featured articles on exhibit floor zones and product categories
- Company listing of all Expo participants

Conference Program

The official onsite program for the 2018 Senior Living Executive Conference will include a full schedule of events, detailed session and track information, highlights of 2018 Argentum award winners, a full exhibitor booth listing, and more! The program serves as a resource to all Conference attendees throughout the event and is available in the welcome bag for all attendees.

Preview
Space Deadline: Thursday, Dec. 11, 2017
Materials Deadline: Wednesday, Jan. 17, 2018
Mailing Window: Feb. 24 - March 10, 2018

Program
Space Deadline: Wednesday, Feb. 21, 2018
Materials Deadline: Tuesday, March 27, 2018
Distribution: May 14 - 16, 2018

Contact sales@argentum.org to reserve your space today.

	SIZE Width x Height (in)	RATE/INSERTION (6 Insertions)
PREVIEW RATES		
Preview Sponsorship (limited to 1 company) <ul style="list-style-type: none">• Preview sponsored by" designation and logo on front cover. Cover 4 ad. 2 page ad spread.	8.625 x 11.125	\$12,500
Cover 2	8.625 x 11.125	\$5,000
Cover 3	8.625 x 11.125	\$4,000
Page 3	8.625 x 11.125	\$4,500
Page 5	8.625 x 11.125	\$4,000
Sponsored Product Category Page <ul style="list-style-type: none">• Featured exhibitor listing. Horizontal strip ad on product category page.		\$3,500
Full Page Ad	7 x 9.75 (No Bleed)	\$3,500
Half Page Horizontal	7 x 4 7/8	\$1,950
PROGRAM RATES		
Cover 2	8.625 x 11.125	\$5,000
Cover 3	8.625 x 11.125	\$4,000
Cover 4	8.625 x 11.125	Program Sponsor
Page 3		\$3,750
Page 5	8.625 x 11.125	\$3,600
Page 7	8.625 x 11.125	\$3,450
Full Page Ad (No Bleed)	7 x 9.75	\$3,200
Full Page Congratulatory Ad (must congratulate award winners)	7 x 9.75	\$2,600
Half Page Ad	7 x 4 7/8	\$2,600

“If you're in the senior living business, and you want to meet others who are in the same industry, this is the place to be.”
— Judd Harper, President, The Arbor Company



ENHANCE AWARENESS OF YOUR COMPANY THROUGH ONSITE BRANDING & MESSAGING

Opportunities include options such as window clings, entrance door clings, banners, and escalator graphics.

Details at argentum.org/slecadvertise

CONNECT AT EVERY LEVEL OF SENIOR LIVING

55%

Corporate attendees

32%

Community attendees

13%

Regional attendees



SPONSORSHIPS

All sponsors receive recognition in pre-show and onsite promotion, as well as in Sponsor "thank you" ads.

Premier Sponsorship

\$50,000

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

Company Recognition

Your logo will be integrated into all core event communications including pre-event promotion (online, email, direct mail), onsite signage and recognition, and the printed program.

Exhibit Space

Complimentary 10'x 10' exhibit space (if desired).

Printed Program Ad

Full-page 4C ad in onsite printed program.

Concierge Service

An Argentum meeting planner will help your team amplify your conference experience. Whether you host a company meeting, client reception, or team dinner off-site, 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 for all C-suite individuals at the Conference.

Argentum Hero Awards

SOLD Presenting Sponsor: **\$32,500**

Put your name on the feel-good marquee awards event of the year. This sponsorship includes a speaking opportunity for company representative.

- VIP seating for your employees and guests (2 reserved tables)
- Sponsor recognition during Argentum CEO's welcome remarks
- Premium logo placement on screen, on event signage, and in event program
- Opportunity to place pop-up banners at the event entrances

Supporting Sponsor: \$15,000 (4 available)

- VIP seating for your employees and guests
- Logo displayed on screen, event signage, and in event program

Table Sponsor: \$2,500

- One reserved table for your employees and guests
- Sponsor recognition in the event program

SOLD **Mobile App**

\$32,500

The very popular mobile app has become the preferred guide to the week's activities and events, as well as the top search tool for the Expo.

- Sponsor recognition and logo/message on the opening page
- Banner ads on select screens within the app
- Enhanced exhibitor listing opportunities in the app



CONTACT ARGENTUM TODAY

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MAXIMIZE YOUR VISIBILITY | argentum.org/sponsor



UNRIVALED BRAND EXPOSURE

Argentum has an unrivaled power to convene top CEOs, policymakers, and experts. The CEO of Premier and Executive Member companies is invited to attend the Argentum CEO Dinner at the Senior Living Executive Conference, May 14-16, 2018 in San Diego, CA. Sponsorship of the CEO Dinner, CEO Lounge, and C-Suite Track are also significant ways to position your product and services in front of decision makers.

SPONSORSHIPS

Stand Out from the Competition

High visibility sponsorships at the Argentum Senior Living Executive Conference provide your company with exposure that counts.



Enlivant®



General Session (Day One)

\$32,500

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

- Onstage recognition during Argentum CEO's welcome remarks
- Introduce featured keynote speaker (remarks prepared by Argentum)
- VIP seating for your employees and guests
- Logo displayed on general session stage throughout the session and signage
- Opportunity to place pop-up banners at the event entrances
- Invitation to keynote speaker meet-and-greet (if scheduled).

Argentum Leadership Reception

\$32,500

Following the executive roundtable meetings, this reception brings together employees of the top member companies of senior living, providing you unique exposure and branding to the industry's decision makers and influencers. The reception is open to Premier and Executive Member attendees.

- Opportunity to greet attendees as they arrive
- Logo displayed on napkins, table tents, and event signage
- Opportunity to place pop-up banners at the event entrances
- Specialty cocktail named after your company

SOLD CEO Dinner

\$32,500

This is the best opportunity to showcase your company and its message to the CEOs of Argentum's top members.

- Opportunity to greet attendees as they arrive
- Opportunity to deliver sponsor welcoming remarks (up to 2 minutes)
- Reserved table at the dinner, if desired, or requested seating
- Logo displayed on napkins, table tents, and event signage
- Opportunity to place pop-up banners at the event entrances

SPONSORSHIPS

SOLD General Session (Day Two)
\$25,000

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 employees and guests
- Sponsor recognition during Argentum CEO’s welcome remarks
- Logo displayed on screen and on event signage
- Opportunity to place pop-up banners at the event entrances
- Invitation to keynote speaker meet-and-greet (if scheduled).

Executive Roundtable Lunch
\$30,000

This is a rare opportunity to break bread with the industry’s top executives, before they go into the very popular Executive Roundtable meetings.

- 4 company representatives can join the lunch
- Opportunity to welcome executives to the event
- Opportunity to place pop-up banners at the event
- Opportunity to provide a gift or place promotional literature at the tables
- Sponsorship of the Briefing Book
- Logo displayed on front cover of the Briefing Book
- Welcome letter in the opening of the Briefing Book
- Back Cover ad on the Briefing Book



SOLD Attendee Bag
\$25,000

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

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

SOLD Lanyards
\$25,000

Hang your brand around attendees’ necks with this favorite conference giveaway.

- Your logo on official conference lanyards distributed at registration and Expo entrance bins
- Additional lanyards provided to the sponsor for distribution from exhibit, if desired

CEO Lounge
\$25,000

The CEO lounge serves as a meeting and hospitality space for CEOs of Argentum Premier and Executive Member companies.

- Logo on CEO Lounge invitations
- Opportunity to place two pop-up banners at entrance and in the lounge
- Opportunity to provide gifts or promotional literature
- Your logo will be incorporated into lounge signage and promotion

Conference Registration
\$25,000

It’s the one place every attendee visits before the show, so brand it with your logo, message, and call to action!

- Sponsor recognition with logo and tagline on registration web pages
- Sponsor message/call to action on registration confirmation web page
- Sponsor recognition and logo on confirmation emails to each attendee
- Sponsor recognition and logo at the registration counters onsite
- Opportunity to have promotional literature and pop-up banners on/near registration counters



NEW! Expo Business Lounge
\$25,000

This large resting/working space is located at the entrance of the Expo and provides your organization the prime opportunity to provide attendees a spot to gather during Expo hours when they need a short break. This space is an Expo attendee service and cannot serve as a traditional space with direct selling. Branding and sales materials can be displayed.

Executive Director Leadership Institute
\$25,000

The EDLI provides access and connections to 100+ executive directors advancing their knowledge and careers via an intense three-day workshop.

- Speaking opportunity during opening session (up to three 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 amenity
- List of attendees participating in program (includes email addresses)
- Opportunity to place two pop-up banners at the workshop entrance

SOLD Expo Cafe
\$25,000

Take care of your customers and prospects needs for a break and a snack. Open during Expo hours, let’s discuss how to use the budget for this space and augment the attendee experience.

- Be the café host, greet attendees, and meet with individuals
- Opportunity to place two pop-up banners in the lounge
- Logo incorporated into design of the area and on promotional signage
- Opportunity to create a memorable attendee experience while introducing your product
- Sponsor recognition on Expo entrance units

NEW! Lobby DJ
\$17,500

Be the company that provides the cool factor to the attendee experience onsite. The lobby DJ will spin tunes from after the first session break through the close of the day’s sessions. The DJ will deliver yours and only your company’s 20-second commercial announcements throughout the hour every hour!

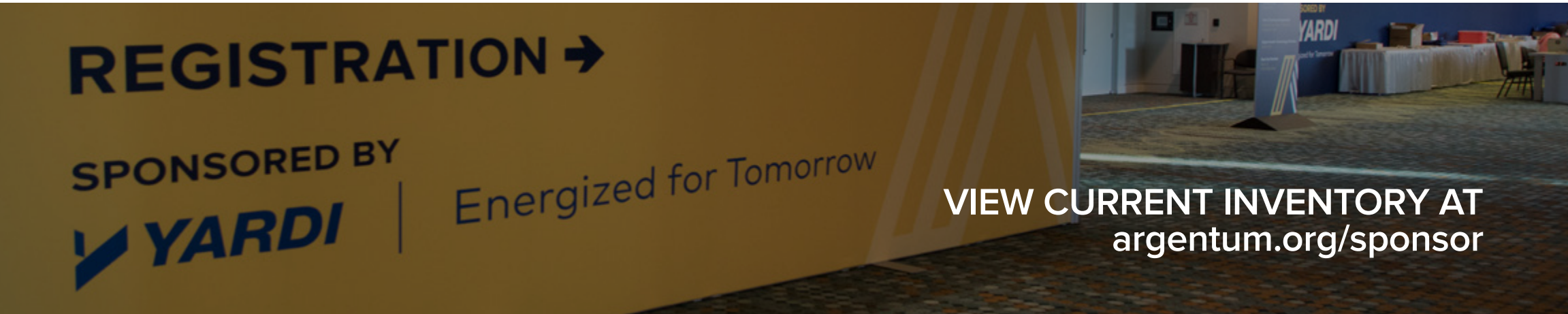
- Multiple company commercial announcements – get creative
- Opportunity to brand the DJ booth/set-up



Conference Educational Tracks
\$15,000

Position your product and services in front of the appropriate attendees based on educational track subject matter. Conference tracks TBD by December 2017.

- Logo on all pre-event marketing and signage promoting your sponsored track
- Logo and sponsor recognition on post-event recordings promotion
- Opportunity to place two pop-up banners at entrance of the session room
- Opportunity to welcome attendees and introduce a session each day



SPONSORSHIPS

Conference Wi-Fi

\$15,000

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

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

Expo Lunch | Tuesday and Wednesday

\$15,000 (exclusive/both days)

Sponsor what attendees love...lunch!

- Logo on lunch tickets distributed with registration credentials
- Logo displayed in conference program, on table tents, and signage
- Opportunity to place pop-up banners in lunch areas
- Opportunity to place literature racks housing your promotional literature in lunch areas
- Sponsor recognition on Expo entrance units

Coffee Breaks

\$15,000 (exclusive/all breaks)

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

NEW! Notepads and Pens

\$11,500

Show management will produce over 1,000 notepads and pens to be distributed in the session rooms, for attendees who tend to use these and take them back to the office.

- Logo displayed on front cover of the notepads
- Logo watermark on notepad pages
- Logo on pens
- Additional items printed for distribution from the sponsor's exhibit

Conference Printed Program

\$10,000

This guide is heavily used all week and often carried home.

- Logo displayed on front cover of the onsite printed Conference Program
- Back cover ad on the printed Conference Program
- Logo and booth call out on the Expo map within the Program

Breakfast | Tuesday and Wednesday

\$10,000 (exclusive/both days)

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 pop-up banners in the breakfast area
- Opportunity to place literature racks housing your promotional literature in the breakfast area

NEW! Info Session

\$8,500

Opportunity to produce an educational and informational conference session within the official conference program. Show management provides the room for an hour, 45-minute program time slot, basic A/V set-up, pre-show, and onsite marketing while you determine the content. Sales pitches fail, but a well-positioned and informational session can position you as the market expert in your area of focus. Info session hosts should be prepared to co-market this event alongside show management. Limited inventory with Premier Sponsors receiving first option prior to January 31, 2018.

Expo Bar & Reception Co-Sponsorship

\$5,000

Expand your exhibit presence by hosting this popular expo event which includes a bar location by your exhibit space.

- Logo promotion in pre-show and onsite material
- Position a drink bar by your exhibit space
- Opportunity to place pop-up banners by entrance
- Sponsor recognition on Expo entrance units

NEW! Lunch & Learn Presentation

\$3,500

Secure a 15-minute time slot at the Lunch & Learn Stage strategically located in the lunch service area. Interested attendees have the opportunity to learn more about your company as they enjoy lunch. Limited inventory, first-come, first-served basis. (Available to exhibiting companies only.)

Hotel Room Keys

Inquire

Get attendees' attention upon their arrival and throughout the week as they carry your brand wherever they go. Includes logo or artwork on attendee room keys in host hotels.

City Experience

\$3,500

Argentum will promote activities to attendees and promote registration details provided by sponsor on conference website and pre-conference marketing materials. Event Examples include: morning run, yoga class, or city tours during non-conference hours. All expenses related to the event are the responsibility of the sponsor and must take place during approved times.

Water Stations

\$3,500

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

“As a marketer, you look at what your mix is and all the different strategies and tactics you have to connect with your clients and your prospects, and nothing replaces face-to-face. Face-to-face is always the best way to connect, sit down, have those conversations, and truly get to know your clients and prospects and the Argentum conference is really a fantastic opportunity to able to do that.”

— Marti Bowman,
Chief Marketing Officer,
OnShift

STAY TOP OF MIND

Gain strong brand recognition by sponsoring attendee favorites like coffee breaks and receptions, and frequently utilized items like free internet access and the printed program.

CONTACT US AT sales@argentum.org





SERVE THE LEADERS TODAY. DEVELOP THE LEADERS OF TOMORROW.

The Executive Director Leadership Institute (EDLI) at the Argentum Senior Living Executive Conference is designed to enrich the work of executive directors. 2017 attendees gave the event an NPS score of 81. Sponsor this popular curriculum, or one of the core educational tracks, to contribute to the development of professional skills of specific senior living audiences.

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★ 2018 Argentum Director



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Argentum’s Corporate Partners make a significant commitment to senior living through their financial support and thought leadership.





ARGENTUM
EXPANDING SENIOR LIVING

