



SENIOR LIVING LEADERSHIP **SUMMIT**

DRIVING INNOVATION AND ACCESS

NOVEMBER 18-20, 2024 | OMNI BARTON CREEK, AUSTIN, TX | [ARGENTUM.ORG/SUMMIT](https://www.argentum.org/summit)

SPONSORSHIP OPPORTUNITIES

IF IT'S NETWORKING YOU'RE LOOKING FOR, LOOK NO FURTHER!

Don't miss out on the opportunity to connect with senior living industry leaders at the 2024 Senior Living Leadership Summit! This one-of-a-kind event provides suppliers, like you, with the perfect platform to establish, cultivate, and strengthen relationships that will take your business to new heights.

We understand the value of quality connections, which is why we have limited the number of supplier attendees. This ensures that you have ample time and space to engage in meaningful conversations and make valuable connections that can drive your business forward.

This year, the Summit focuses on ideas and practices that drive action and innovation. Throughout the Summit, you'll have the chance to network with senior living executives, learn from industry experts, and exchange perspectives, experiences, and ideas that spark innovation and lead to actionable results. Don't miss this incredible opportunity to network, learn, and grow at the 2024 Senior Living Leadership Summit. Sponsorships are expected to sell out. Secure your spot today!

WHAT'S UNIQUE ABOUT THE SENIOR LIVING LEADERSHIP SUMMIT?

1

LEADERS FROM SOME OF THE LARGEST COMPANIES ATTEND

Last year, there were more than 150 senior-level decision makers in attendance, representing 280,671 units across 2,932 communities. And this year we expect even more! If you're looking to reach the CEO, CMO, CTO, COO and other top-line leaders, you won't want to miss this opportunity.

280,671
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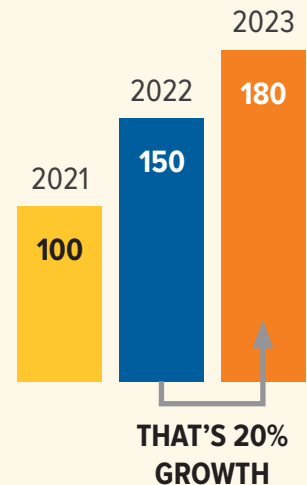
2

UNIQUE PROGRAMMING

Each year, industry leaders rely on the Summit to learn innovative new approaches to some of the biggest business challenges. This year's theme, "Driving Innovation and Action" is the result of a newly appointed steering committee with a diverse mix of senior living leaders. Here is a taste of what industry leaders experienced during the Summit:

- ▶ **Technology and Data:** programming on how AI and machine learning can optimize outcomes, efficiency, and resource allocation in senior living and ways innovative companies are leveraging technology and data to navigate the Value-based Care Revolution.
- ▶ **Value-based Care:** integrating healthcare delivery with Senior Living, what are the new and emerging care delivery models capturing operators' attention, which model aligns best with company goals and objectives.
- ▶ **Partnership Structures:** alignment of real estate and options, the future for management companies.
- ▶ **Workforce Strategies:** developing sustainable and unique workforce strategies; creative and alternative workforce initiatives to boost labor, such as foreign-born workers.

Attendance is Growing!



3

SUPERIOR HIGH-TOUCH NETWORKING OPPORTUNITIES

Unlike other executive events, we work to ensure a 3 to 1 ratio of attendees to suppliers. Our networking events provide the perfect opportunity for you to directly connect with industry leaders looking for new opportunities to unlock growth and innovation.

3 to 1 Ratio



**DON'T LET THESE OPPORTUNITIES PASS YOU BY.
CONTACT ME TODAY!**

Katherine Madison | Director of Sales | 571-527-2622 | kmadison@argentum.org

2024 SPONSORSHIP BENEFITS AND RECOGNITION

EXCLUSIVE BENEFITS AND RECOGNITION	OPENING RECEPTION	KEYNOTE SPONSORSHIP	NETWORKING RECEPTION	BREAKFAST & LUNCH SPONSOR
Complimentary pass(es) to the 2024 Senior Living Leadership Summit (commensurate with sponsorship)	✓	✓	✓	✓
Up to two (2) minutes of pre-approved remarks at the session		✓		
Sponsor recognition and logo/link (where applicable) on pre-event promotion via multiple marketing channels (website, email, member newsletters, VIP invitations, etc.)	✓	✓	✓	✓
Sponsor recognition and logo on 'thank you' banners as part of the stage design and on event signage in the lobby spaces	✓	✓	✓	✓
Sponsor 'thank you' recognition via verbal announcements from the stage	✓	✓	✓	✓
Sponsor 'thank you' and recognition via PowerPoint slides throughout the event	✓	✓	✓	✓
Opportunity to select a signature cocktail served at the event	✓		✓	
Signage onsite promoting your signature cocktail	✓		✓	
Cocktail napkins with your company logo	✓		✓	
Opportunity to provide a promotional item or giveaway at the event (sponsor is responsible for the production and shipment of pieces to the event as well as the return shipment of any leftover items)	✓	✓	✓	✓

ACT NOW TO BECOME ONE OF A LIMITED NUMBER OF SPONSORS AND JOIN US AT THIS EVENT.

Katherine Madison | Director of Sales | 571-527-2622 | kmadison@argentum.org

2024 SPONSORSHIP OPPORTUNITIES



OPENING RECEPTION

\$25,000 for one (1) exclusive sponsor

Put your name on the opening reception and capture attendees' attention through this favorite event. We'll make all the arrangements and work with you on adding your own amenity to enhance the event.

See Exclusive Benefits and Recognition on Page 3

KEYNOTE SPONSORSHIP

\$25,000 exclusive

Align your company and brand with this highlighted thought leadership event and welcome the Senior living Leadership Summit Keynote speaker with a few remarks addressing the crowd!

See Exclusive Benefits and Recognition on Page 3



Some of the largest senior living companies attend the Senior Living Leadership Summit.

- ALG Senior
- American Healthcare REIT
- Arrow Senior Living Management
- Atria Senior Living
- Aviva Senior Living
- Belmont Village
- Benchmark
- Bickford Senior Living
- Brightview Senior Living
- Brookdale Senior Living
- Carefield Living
- Charter Senior Living
- CHI Living Communities
- Commonwealth Senior Living
- CSJ Initiatives
- Discovery Senior Living
- Distinctive Senior Living
- Enlivant
- Evolve Senior Living
- Galerie Living
- Grace Management
- Hansa Medical Groupe
- Harbor Retirement Associates LLC
- Healthpeak Properties, Inc.
- IHP
- Integral Senior Living
- Keppel Capital
- LCS
- Legend Senior Living LLC
- Lifewell Senior Living
- Lloyd Jones
- MBK Senior Living Communities Ltd
- Merrill Gardens
- Morada Senior Living
- New Perspective
- Northbridge Companies
- Priority Life Care
- ProMedica
- ReNew REIT
- Retirement Unlimited Inc
- Sagora Senior Living
- Senior Living Communities
- Silverado
- Sinceris Senior Living
- Sodalis Senior Living
- Solera Senior Living
- Sonata Senior Living
- Sunrise Senior Living
- Tapestry Senior Living
- The Arbor Company
- Ventas, Inc.
- Vi
- Welltower Inc.
- Ziegler

2024 SPONSORSHIP OPPORTUNITIES



NETWORKING RECEPTION

\$25,000 for one (1) exclusive sponsor

Treat the attendees to what they want — a nice cocktail and some good discussion, after a full day of education, information, and discovery. This event will immediately follow the Tuesday program and is always a top networking event.

See Exclusive Benefits and Recognition on Page 3

BREAKFAST & LUNCH SPONSOR

\$30,000 for one (1) exclusive sponsor

Highlight your product or brand on the tabletops during the breakfast and lunch gatherings. This is a great opportunity to showcase your brand at the tables where everyone is gathering at mealtimes. Enrich their minds while they nourish their bodies!

See Exclusive Benefits and Recognition on Page 3

**CONTACT ME TODAY
TO SECURE ONE
OF THESE LIMITED
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CONNECT WITH SENIOR LIVING BUYERS ALL YEAR LONG

Argentum is your direct connection to decision makers and buyers in the senior living industry. Learn more about how your brand or product can connect to our members and buyers all year long. And remember, every dollar your spend with Argentum is reinvested to advance the **Strategic Vision** for senior living. Senior Living thanks you for this support!