

ARGENTUM 2026 INDUSTRY PARTNER CIRCLE

INVESTING IN THOSE WHO INVEST IN SENIOR LIVING

Why Support Argentum?

Every dollar invested in Argentum is reinvested back into the senior living industry, ensuring that the industry continues to thrive and innovate. Your partnership directly contributes to Argentum’s strategic imperatives, which are designed to propel the industry forward and support the success of our members.

Argentum Industry Partners receive numerous, exclusive benefits strategically designed to enhance their presence in the senior living channel.

Industry Partner Circle: Tiers and Expanded Benefits

To qualify for Argentum’s new Industry Partner Circle, you must first be an **Argentum member**. Industry Partner Membership includes special rates on marketing opportunities and Argentum events as well as rights to an Argentum member logo to promote your support to the industry.

Argentum Membership

- » 10% discount on Media Kit pricing*
- » Member preferred pricing on Senior Living Executive Conference Expo Space
- » Complimentary access to the latest Argentum research/intelligence/best practices/guidance
- » Complimentary access to *Senior Living Insights* webinars
- » Member pricing on Argentum event attendance and products
- » Member recognition on Argentum.org
- » Rights & use of Argentum Member logo in promotions

* Certain exclusions apply to this discount. Those include, but may not be limited to, Advocacy Contributions, Senior Living Executive Conference sponsorship, expo and attendee fees and Senior Living Supplier Directory Listing fees.

JOIN ARGENTUM’S INDUSTRY PARTNER CIRCLE

Elevate Your Brand: Argentum’s Industry Partner Circle offers a unique platform to position your brand as a leader in the senior living space. Whether you’re aiming to increase brand visibility, access critical industry insights, or engage with senior living decision-makers, our tiered program offers tailored solutions to meet your business objectives.

Maximize ROI: By participating at higher tiers, you unlock greater benefits, including premium placements, exclusive networking opportunities, and contributions toward industry initiatives. This investment ensures your brand remains at the forefront of the senior living industry.

Strategic Alignment: Partnering with Argentum means aligning your brand with the leading voice in senior living. Your investment supports critical industry advancements, ensuring the continued growth and success of senior living communities across the nation.

Industry Partner Circle



What is the Industry Partner Circle?

This program rewards you for your level of support with strategic VIP opportunities throughout the year. Bronze and higher level partners will be provided with several opportunities to form unique connections with senior living owners and operators in business-building and networking environments.

There are four levels in Argentum’s Industry Partner Circle: **Platinum**, **Gold**, **Silver** and **Bronze**. See how supporting Argentum at this higher level can open up the doors to year-round recognition and elevate your position as a leading supplier in our industry.

PARTNER BENEFITS	PLATINUM (125K+)	GOLD (95K+)	SILVER (65K+)	BRONZE (35K+)
Option for Argentum to send communications to the Executive Roundtable of your choosing	2x	1x	1x	–
Complimentary passes to the Senior Living Leadership Summit	4	3	2	2
Invitations to the Granger Cobb Advocacy Dinner*	4	3	2	2
Invitations to the CEO Dinner hosted at SLEC	4	3	2	2
Invitations to the Leadership Lunch at SLEC	4	3	2	2
Invitations to the Argentum/ASHA/NIC Leadership Reception	4	3	2	–
Consideration for content features in Argentum publications	Primary	Secondary	–	–
Consideration for comp ad placements in remnant inventory	Primary	Secondary	Tertiary	–
Industry Partner Circle Recognition	Position 1	Position 2	Position 3	Position 4

Please note that the Industry Partner Circle packages all include a contribution to the Advocacy Fund and some benefits above are tied to that contribution. We can create custom packages for those companies who are unable to contribute to the Advocacy Fund or would prefer a more custom approach.

PLATINUM INDUSTRY PARTNER PACKAGE - \$125,000

Position your brand at the pinnacle of senior living influence and visibility. This all-inclusive package combines the most prestigious benefits from across Argentum's platforms, premier event sponsorship, and advocacy. Platinum partners enjoy the **highest visibility** of all our partners, including prime placement on the Argentum.org website, top-tier positioning in event materials, and the maximum number of invites to high-profile events such as the CEO Dinner and the Leadership Lunch at the Senior Living Executive Conference (SLEC).

- **Thought Leadership and Strategic Influence:** Platinum Industry Partners receive first consideration for content features in Argentum publications, speaking opportunities through Argentum webinars and for available positions within Argentum working groups or committees as appropriate based on expertise. Two-minutes of welcome remarks at a featured session during the Senior Living Leadership Summit are also included with this package (limited inventory).
- **Brand Visibility and Recognition:** Platinum partners receive top-tier positioning in Argentum event materials and digital platforms and are also first in line for complimentary ad placements in remnant inventory. Primary recognition is given within the Industry Partner Circle (Position 1) and in recognition within the AHEAD newsletter and on Argentum.org. This Platinum package also includes the right to use the Argentum Platinum Industry Partner logo in your promotions and marketing materials as well as sponsor recognition at the Senior Living Leadership Summit, Argentum's premier executive event.
- **Enhanced Access:** Leverage your Platinum status to shape the conversation in senior living through a variety of Argentum channels. Platinum Industry Partners have the option to have the Argentum team send up to two (2) communications per calendar year on your behalf to the Executive Roundtable(s) of your choosing. You will also receive six (6) ad placements in the AHEAD newsletter as well as the option to purchase additional advertising from our media kit at a preferred rate of 20% off list price.
- **Advocacy & Policy Engagement:** Platinum Industry Partners enjoy recognition as an advocacy supporter and enhanced access to our policy team:
 - Public Policy Fly-in Sponsor recognition and four (4) invitations to attend
 - Custom DC Hill Visit with lawmakers
 - Virtual policy update meeting with your staff up to two (2) times per calendar year
 - Recognition as an Advocacy Supporter in all Argentum advocacy communications and events
- **Strategic Networking Access:** Platinum Industry Partners receive the maximum number of invitations to our VIP networking events throughout the year:
 - Four (4) invitations to the CEO Dinner at the Senior Living Executive Conference (SLEC)
 - Four (4) invitations to the Leadership Lunch at the Senior Living Executive Conference (SLEC)
 - Four (4) invitations to the Argentum/ASHA/NIC Joint Leadership Reception
 - Four (4) invitations to the Granger Cobb Advocacy Dinner
 - Four (4) Complimentary passes to the Senior Living Leadership Summit and an option to purchase up to two (2) additional passes

GOLD INDUSTRY PARTNER PACKAGE - \$95,000

Position your organization as a leading voice in senior living. The Gold level combines high-impact visibility, strategic networking, and advocacy engagement to deliver exceptional value. Gold Industry Partners also enjoy a significant savings — 15% — on select advertising opportunities, increasing your reach and amplifying your voice across Argentum publication channels.

- **High Visibility and Recognition:** Gold Industry Partners benefit from prominent placement (Position 2) in Argentum’s event materials and digital platforms, ensuring significant brand exposure. This partner package also includes sponsor recognition at the Senior Living Leadership Summit, Argentum’s premier executive event, as well as recognition in AHEAD newsletter and on Argentum.org. Gold Industry Partners also have access to the Gold Industry Partner logo for use in promotions as well as secondary consideration for complimentary ad placements in remnant inventory.
- **Enhanced Access:** Gold Industry Partners have the option to have the Argentum team send one (1) communication per calendar year on your behalf to the Executive Roundtable(s) of your choosing. You will also receive six (6) ad placements in the AHEAD newsletter as well as the option to purchase additional advertising from our media kit at a preferred rate of 15% off list price.
- **Strategic Opportunities:** Gold partners are positioned to participate in key events, including the Leadership Lunch at the Senior Living Executive Conference and the Argentum/ASHA/NIC reception prior to the NIC Fall Conference.
- **Advocacy & Policy Engagement:** Gold Industry Partners enjoy recognition as an advocacy supporter and enhanced access to our policy team:
 - Public Policy Fly-in Sponsor recognition and four (4) invitations to attend
 - Custom DC Hill Visit with lawmakers
 - Virtual policy update meeting with your staff up to two (2) times per calendar year
 - Recognition as an Advocacy Supporter in all Argentum advocacy communications and events
- **Strategic Networking Access:** Gold Industry Partners receive a significant number of invitations to our VIP networking events throughout the year:
 - Three (3) invitations to the CEO Dinner at the Senior Living Executive Conference (SLEC)
 - Three (3) invitations to the Leadership Lunch at the Senior Living Executive Conference (SLEC)
 - Three (3) invitations to the Argentum/ASHA/NIC Joint Leadership Reception
 - Three (3) invitations to the Granger Cobb Advocacy Dinner
 - Three (3) Complimentary passes to the Senior Living Leadership Summit and an option to purchase up to two (2) additional passes

SILVER INDUSTRY PARTNER PACKAGE - \$65,000

Deliver strong visibility, strategic access, and advocacy alignment with this comprehensive package. From advocacy fund support and event sponsorship recognition to VIP networking events, this package offers a well-rounded approach to engaging with senior living leaders.

- **Brand Visibility and Recognition:** Silver Industry Partners receive significant recognition (Position 3) in Argentum's event materials and digital platforms as well as sponsor recognition at the Senior Living Leadership Summit. This package also includes recognition in AHEAD newsletter and on Argentum.org. Silver Industry Partners receive access to the Silver Industry Partner logo for use in promotions.
- **Enhanced Access:** Silver Industry Partners have the option to have the Argentum team send one (1) communication per calendar year on your behalf to the Executive Roundtable(s) of your choosing.
- **Marketing & Advertising:** Silver Industry Partners receive four (4) complimentary ad placements in the AHEAD newsletter, tertiary consideration for complimentary ad placements in remnant inventory, as well as the option to purchase additional advertising from our media kit at the preferred rate of 10% off list price.
- **Advocacy & Policy Engagement:** Silver Industry Partners enjoy recognition as an advocacy supporter and enhanced access to our policy team:
 - Public Policy Fly-in Sponsor recognition and two (2) invitations to attend
 - Custom DC Hill Visit with lawmakers
 - Virtual policy update meeting with your staff once a year
 - Recognition as an Advocacy Supporter in all Argentum advocacy communications and events
- **Strategic Networking Access:** Silver Industry Partners have access to senior executives in the industry through invitations to all VIP networking events throughout the year:
 - Two (2) invitations to the CEO Dinner at the Senior Living Executive Conference (SLEC)
 - Two (2) invitations to the Leadership Lunch at the Senior Living Executive Conference (SLEC)
 - Two (2) invitations to the Argentum/ASHA/NIC Joint Leadership Reception
 - Two (2) invitations to the Granger Cobb Advocacy Dinner
 - Two (2) Complimentary passes to the Senior Living Leadership Summit and an option to purchase up to two (2) additional passes

BRONZE INDUSTRY PARTNER PACKAGE - \$35,000

Position your organization for strategic visibility and engagement in the senior living industry. This package

- **Brand Visibility and Recognition:** Recognition as a Bronze Partner (Position 4) in Argentum's event materials and digital platforms as well as sponsor recognition at the Senior Living Leadership Summit. This package also includes recognition in AHEAD newsletter and on Argentum.org as well as access to the Bronze Industry Partner logo for use in promotions.
- **Marketing & Advertising:** Receive two (2) complimentary ad placements in the AHEAD newsletter as well as the option to purchase additional advertising from our media kit at the preferred rate of 10% off list price.
- **Advocacy & Policy Engagement:** Bronze Industry Partners enjoy recognition for their advocacy support and access to the policy team:
 - Public Policy Fly-in Sponsor recognition and two (2) invitations to attend
 - Virtual policy update meeting with your staff once a year
 - Recognition as an Advocacy Supporter in all Argentum advocacy communications and events
- **Strategic Networking Access:** Bronze Industry Partners receive invitations to several of our VIP networking events throughout the year:
 - Two (2) invitations to the CEO Dinner at the Senior Living Executive Conference (SLEC)
 - Two (2) invitations to the Leadership Lunch at the Senior Living Executive Conference (SLEC)
 - Two (2) invitations to the Granger Cobb Advocacy Dinner
 - Two (2) Complimentary passes to the Senior Living Leadership Summit

Looking for a more a more customized approach? Our team will work with you to create a partnership package designed specifically around your needs. Your partnership level will be determined by your total spend beginning at \$35,000+ for the Bronze Level. The types of spend that can be used to create a customized plan include, but are not limited to:

- Advocacy Fund Contributions
- Professional Development Program Support
- CEO Dinner Sponsorship
- Symposium Sponsorship
- Senior Living Leadership Summit Sponsorship
- 15% of Total Spend with HMP Global for the Senior Living Executive Conference
- Argentum Daily & Special Issue Advertising
- *Senior Living Executive* Advertising
- Argentum.org website Advertising
- Re-targeted Web Advertising
- Resource Spotlight Placements
- Custom E-blasts
- Webinar Sponsorship

Please note that the custom benefits may vary slightly from the package benefits based on your individualized partnership.