

2011 Sponsorship Program

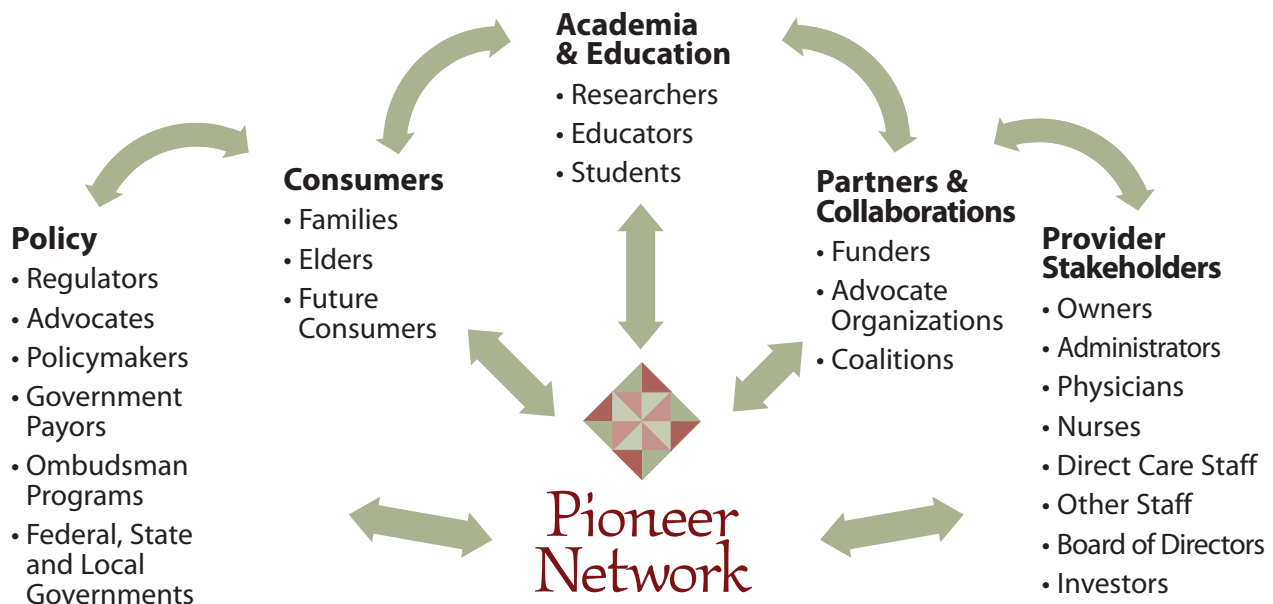
Pioneer Network offers our sponsors an array of extraordinary opportunities throughout the year to raise your visibility among a broad-spectrum of government, not-for-profit, and private sector culture change agents and policy-makers who are actively engaged in the day-to-day work of changing the culture of aging for elders in America. Our sponsorship programs guarantee a high level of exposure for your organization among key audiences in conjunction with Pioneer Network's events, and through our extensive communication network.

About Us

Over the past decade, Pioneer Network has taken the lead in creating, coordinating and sharing information and templates as a resource for organizations and individuals who are interested in promoting a new culture of aging and elder care. By doing so, we accelerate adoption, diffusion and dissemination of person-centered concepts and help to create a more cost effective and responsive long-term care

system that addresses societal, fiscal and market concerns. Pioneer Network is committed to continually develop and support initiatives that provide leading-edge quality information to individuals and care providers nationwide and to take affirmative steps to put these values into practice across the long-term care continuum.

The Network serves as the umbrella organization and communication conduit to collect and share adaptable practices and procedures that put person before task and create communication, networking and learning opportunities. As the center for thought leaders and innovators in the field of aging, Pioneer Network is a catalyst and diffuser of person-centered innovation with a strong focus on developing evidence-based and adaptable approaches that are cost effective. Pioneer Network is collaborating and networking with stakeholders at all levels of the long-term care community including policymakers, consumers, researchers, educators, providers, and partner organizations.



OPPORTUNITIES TO REACH YOUR AUDIENCE



The Nation's Largest Conference Focused Solely on Culture Change

Join us for *Explore Discover Change*, Pioneer Network's 11th national conference, August 2-4, 2011, in St. Charles, Missouri. Approximately **1,200-1,300 culture change agents** are expected to attend. Last year, nearly half of our attendees were individuals who influence policy and purchasing for their organization.

The conference offers a wealth of opportunities for visibility both at the conference, and in the marketing materials leading up to the conference. Our conference registration materials are distributed to a list of **50,000**.

2011 Year-Round Benefits

In addition to offering visibility at events, Pioneer Network offers many opportunities for sponsors to engage with our nationwide audience of culture change agents and others who have a stake in long-term care throughout the year.

Connect with the Network!

Pioneer Network's web site is the nation's most comprehensive, dynamic and up-to-date resource for the culture change movement. On average, the web site receives **50,000 visitors** every month.

Pioneer Networking

Our online newsletter, and other electronic messages, are distributed at least bi-weekly to our national list.

Webinars

More than **15,000 culture change agents** are expected to participate in Pioneer Network webinars in 2011.

2011 National Report

At the conclusion of the program year, Pioneer Network will publish an report detailing all of our activities. The report will list all of our sponsors by level, and will be mailed to our list of nearly 60,000.

Mailed Announcements

Pioneer Network periodically mails announcements for the conference and other events. Mailings will include sponsors, as determined by individual sponsorship levels.



2011 Sponsorship Program Benefits

Pioneer Network is a national resource to the field of aging and long-term care, a clearinghouse for ideas, and a facilitator of partnerships focusing on issues of culture change and person-centered transformations throughout the continuum of care.

By working together and speaking with one voice we can ensure that all elders lead self-directed lives wherever they call home. We look forward to working with you throughout 2011 to make person-centered care and caring the norm throughout the United States.

PRESENTING SPONSOR

\$30,000 LEVEL

National Conference Benefits

- Prominent position of logo in registration materials and conference program
- Overall Conference Sponsor
- Full-page ad in conference program on inside or back cover
- Logo, web link and company description on Pioneer Network website
- Two six-foot exhibit tables in superior location with signage in the Sponsor Gallery
- Attend VIP reception hosted by Pioneer Network board
- Use of hospitality suite for your own function
- Mailing list of attendees' pre- and post-event for one time use
- Prominent signage in registration area, outside plenary sessions and reception
- Ability to place a promotional item or flyer in tote bag
- Ability to hang your company banner in prominent location
- Verbal and on-screen acknowledgement in opening and closing presentations
- Eight paid registrations

2011 Year-Round Benefits

- Logo and link on Pioneer Network website
- Acknowledgement and signage at all other Pioneer Network sponsored events and educational offerings
- Article in newsletter and on website
- Display table at all Pioneer Network-sponsored events

CORNERSTONE SPONSOR

\$20,000 LEVEL

National Conference Benefits

- Prominent position of logo in registration materials and conference program
- Evening reception sponsor with appropriate signage
- Full page ad in conference program
- Logo and web link on Pioneer Network website
- One six-foot exhibit table in superior location with signage in the Sponsor Gallery
- Attend VIP reception hosted by Pioneer Network board
- Use of hospitality suite for your own function
- Verbal and on-screen acknowledgement at all plenary sessions
- Prominent signage in registration area
- Six paid registrations

2011 Year-Round Benefits

- Logo and link on Pioneer Network website
- Acknowledgement and signage at all other Pioneer Network sponsored events and educational offerings;
- Thank you acknowledgment in newsletter and press materials
- Display table at all Pioneer Network-sponsored events

SUSTAINING SPONSOR

\$10,000 LEVEL

National Conference Benefits

- Company name with logo in registration materials and conference program
- Coffee break sponsor with appropriate signage
- Half-page ad in conference program
- Logo and web link on Pioneer Network website
- One six-foot exhibit table in high traffic area with signage in the Sponsor Gallery
- Attend VIP reception hosted by Pioneer Network board
- Prominent signage in registration area
- Verbal and on-screen acknowledgement in opening and closing presentations
- Four paid registrations

2011 Year-Round Benefits

- Logo and link on Pioneer Network website
- Acknowledgement and signage at all other Pioneer Network sponsored events and educational offerings
- Thank you acknowledgment in press materials

SUPPORTING SPONSOR

\$7,500 LEVEL

National Conference Benefits

- Company name with logo in conference program
- Half page ad in conference program
- One six-foot exhibit table with signage in Sponsor Gallery
- Prominent signage in registration area
- On-screen acknowledgement at all plenary sessions
- Three paid registrations

2011 Year-Round Benefits

- Acknowledgement Pioneer Network web site
- Link from our website to yours

FEATURED SPONSOR

\$5,000 LEVEL

National Conference Benefits

- Company name in conference program
- Quarter-page ad in conference program
- One six-foot exhibit table with signage in the Sponsor Gallery
- Prominent signage in registration area
- On-screen acknowledgement at all plenary sessions
- Two paid registrations

2011 Year-Round Benefits

- Acknowledgement Pioneer Network web site
- Link from our website to yours

EXHIBITING SPONSOR

\$2,500

National Conference Benefits

- One six-foot exhibit table
- Recognition in conference program
- Acknowledgement signage in Exhibiting Sponsor Area
- One paid registrations

2011 Year-Round Benefits

- Acknowledgement on Pioneer Network website

NEW FOR 2011

Solution Shopping!

As one attendee said...

*“Would like to see more exhibitors,
especially with products and resources
that support person centered care.”*

This year we will feature an area that is for sponsors who have any type of product that attendees may purchase onsite. We will promote each booth as a solution to a culture change need. Such as ..

Need a solution to one-on-one engagement or
a wonderful way to connect intergenerationally?

Solution: Life Bio Booth # 2

Pioneer Products will be featured in this area, so we recommend that if you are selling a product onsite please join us in the Solution Shopping area.



For more information, please contact Karen Stobbe
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Connect with the Network! For more conference information and other news from Pioneer Network, go to www.PioneerNetwork.net.