

Envisioning the Future



2020 & BEYOND

SEPTEMBER 1-3, 2020

Welcome

to Pioneer Network's virtual gathering,
Envisioning the Future – 2020 and Beyond!

Times have challenged all of us to look for new and innovative ways to work, and for Pioneer Network that has meant finding a new way to support our efforts to provide connection, networking, and education committed to implementing organizational culture change and person-directed care for elders and persons living with disabilities. Attendees will come from across the spectrum of senior living services including:

- assisted living, nursing home and continuing care/life plan communities
- elders and their care partners
- consumer advocates
- local, state and federal government agencies
- academics
- and more!

Because travel will not be an issue, we are expecting participation from our friends across the globe and we are excited to invite you to be a part of it!

We chose the event platform with our sponsors and exhibitors in mind so we can offer you the following opportunities:

- a virtual exhibit hall with designated times for you to interact with fellow Pioneers
- the ability for you to upload videos, white papers and other resources for those who want to visit later
- options for you to connect your organization's name with sessions that align with your products and services.

This is a time for our community to be together and we want to work with you as you're as much a part of the gathering as our attendees and the sessions they're attending.

Please review the options on the next page to join with us. We're grateful to have you as part of the Pioneer Network family!



**Pioneer
Network™**

pioneernetwork.net

◆ To learn more about these opportunities contact Scott Oser, scott.oser@pioneernetwork.net.



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Sponsorship and Exhibitor Opportunities

All sponsors will be listed on the Pioneer Network website, mobile app and virtual platform. Sponsorships at \$2500 or above will include pre- and post- event attendee list and two complimentary registrations.

Lend your support as an exclusive sponsor for one of the following opportunities. These exclusives offer multiple ways to increase your visibility with our attendees and publicly promote your alignment with Pioneer Network's mission and values.

Attendee "Swag" Gift\$10,000

Sponsor the gift envelope/box that will be mailed to all attendees that will include your personalized gift and a gift from Pioneer Network. Includes a booth in the exhibit hall.

Event Sponsor\$7500

Your banner will be displayed on the event landing page seen by all attendees when they enter the virtual platform. Includes a booth in the exhibit hall.

Registration Sponsor\$5000

Event registration landing page will be branded with your logo. Includes a booth in the exhibit hall.

General Session Sponsor\$5000

Sponsor one of the three LIVE general sessions (September 1,2,3) with an opportunity for name and brand recognition at the beginning of the session and visibility for 45 days post-event. Includes a booth in the exhibit hall.

Concurrent Session Sponsor\$3500

Sponsor a concurrent session that aligns with your product or service. Includes a pre-recorded video introduction that highlights your organization. This will be visible to attendees for 45 days post-event. Includes a booth in the exhibit hall.

Pre-event Icebreaker

Session Sponsor\$3000

Introduce via a pre-recorded welcome video and participate in one of five networking sessions using the Icebreaker platform to promote connection and excitement leading up to the September 1 gathering. Includes a booth in the exhibit hall.

Discussion Room Sponsor\$3000

Sponsor one of nine discussion rooms that will close the event each day. Includes a live welcome message and an opportunity to participate in the discussion with the attendees. Includes a booth in the exhibit hall.

Exhibitor\$2500

There will be designated exhibit hours and you can make the booth your own filled with videos, resources and the ability to connect with attendees. Attendees will be reminded throughout the event to visit the exhibit hall using announcements between sessions and on the app. See an example on the next page.

Virtual Tote Bag (VTB)\$500

Gain visibility with your own tab on the conference app. Upload a PDF, graphic content, video or link to a URL. The options are virtually limitless.



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Exhibitor Booth Guide

The Exhibitor Booth provides six sections of content numerically indicated in the image below. Each Section allows an Exhibitor to display content within the guidelines provided below. (NOTE: The “Section” indicators are NOT displayed once the booth is “live”. Colors and font styles are dependent upon each Virtual Conference site design)

Section 1: “About Us” – this section allows the Exhibitor to display their logo as well as a brief summary of their mission, purpose or any other descriptive text. Logo images should be provided in .jpg or .png format and should not exceed 750 pixels wide. The number of text characters is not limited however we recommend no more than 1200 characters. Image files should be cropped as desired.

Exhibitors should name their files as follows:

exhibitorname_logo.png or .jpg

exhibitorname_aboutus.doc or .txt

Section 2: “Video” – This section allows the Exhibitor to display an embedded YouTube or Vimeo video. If the Exhibitor does not have a video to display, they may replace it with an image or text.

Section 3: “Video” – This section allows the Exhibitor to display a second embedded YouTube or Vimeo video. If the Exhibitor does not have a video to display, they may replace it with an image or text.

Exhibitors should copy and paste the video(s) embed code into a .doc or .txt file and name it as follows:

exhibitorname_embedvideos.doc or .txt If images or text are used, exhibitor_name.jpg or .png or .doc

Section 4: “Chat With Us!” – This section is a chat function that allows Attendees to text chat with the Exhibitor. Exhibitors are required to have at least one person login and attend the chat booth.

Publishing attendant’s time is recommended.

Exhibitors should notify the Virtual Conference Host organization if they do not wish to have a chat booth.

Section 5: “Resources” – This section allows the Exhibitor to display up to four (4) download files.

Acceptable formats are: .pdf, .doc, .xls, .jpg, .png, .ppt, .zip

Exhibitors should name their files as follows:

exhibitorname_resource1.pdf

exhibitorname_resource2.ppt

Exhibitors should provide labels for each file if they do not wish to use the file name as a label. This should be provided in a .doc or .txt file using the following file name: exhibitorname_labels.doc or .txt

Section 6: “Contact Us” – This section allows the Exhibitor to display their mailing address, web address and contact email address.

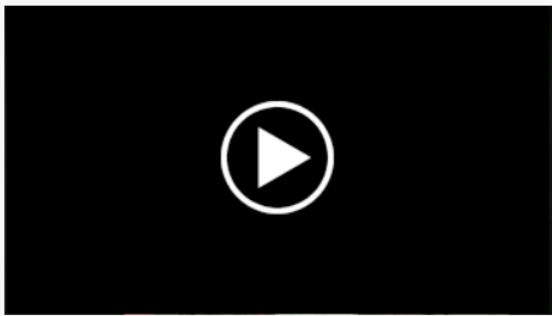
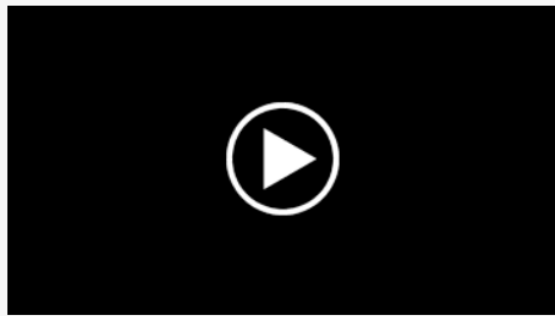
Exhibitors should provide this information in a .doc or .txt file and name their files as follows:

exhibitorname_contact.doc or .txt

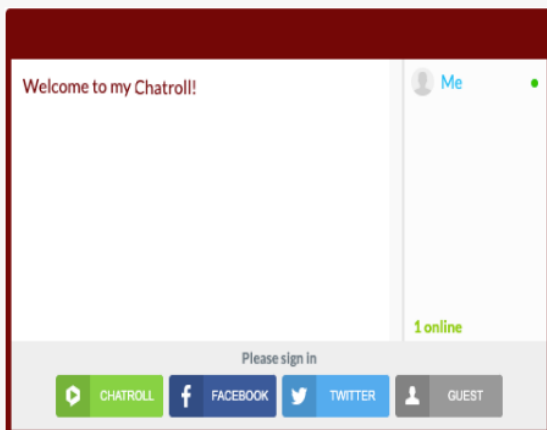
All booth files should be uploaded to the “upload link” provided by your Virtual Conference Project Manager (PM). If you have not received an upload link for your exhibitors, please contact your PM. Please do not instruct your Exhibitors to email content to your PM.

About Us!**SECTION 1****Exhibitor Logo Here**

Exhibitor descriptive text goes here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

Video**SECTION 2****Video****SECTION 3****Chat With Us!****SECTION 4**

Chat room questions will be answered by >Insert Responding Party<

**Resources****SECTION 5**

Download Link 1
Download Link 2
Download Link 3
Download Link 4

Contact Us!**SECTION 6****Company address:**

Postage line 1
Postage line 2
City, State Zip

Company phone number: (123) 456-7890

Email: FakeEmailAccount@commpartners.com

Envisioning the Future



2020 & BEYOND

SEPTEMBER 1-3, 2020

Conference Sponsorship & Exhibitor Registration & Payment Form

You may also register online using this link: <https://www.optplanning.com/pioneer/2020sponsor.php>

PLEASE REGISTER:

COMPANY NAME

PRIMARY CONTACT

PRIMARY E-MAIL ADDRESS

STREET ADDRESS

CITY

STATE

ZIP

OFFICE PHONE

MOBILE

WEB ADDRESS

SPONSORSHIP OPPORTUNITIES

- | | | |
|---|-----------|----------|
| <input type="radio"/> Attendee "Swag" Gift | \$10,000* | \$ _____ |
| <input type="radio"/> Event Sponsor | \$7,500* | \$ _____ |
| <input type="radio"/> Registration Sponsor | \$5,000* | \$ _____ |
| <input type="radio"/> General Session Sponsor | \$5,000* | \$ _____ |
| <input type="radio"/> Concurrent Session Sponsor | \$3,500* | \$ _____ |
| <input type="radio"/> Pre-event Icebreaker
Session Sponsor | \$3,000* | \$ _____ |
| <input type="radio"/> Discussion Room Sponsor | \$3,000* | \$ _____ |
| <input type="radio"/> Exhibitor | \$2,500* | \$ _____ |
| <input type="radio"/> Virtual Tote Bag (VTB) | \$ 500 | \$ _____ |

***Sponsorships at \$2500 or above will include pre- and post- event attendee list and two complimentary registrations.**

All submitted information is subject Pioneer Network's editorial review and amend. No refund of payments will be made after August 1, 2020. A 50% cancellation fee will be assessed prior to that date. All cancellations must be made in writing by email to penny.cook@pionee network.net.



TOTAL ENCLOSED

\$

Payment Method:

- ☐ Check ☐ Visa ☐ MasterCard ☐ American Express

CREDIT CARD NUMBER

EXPIRATION DATE

CVV CODE

NAME ON CARD

BILLING ADDRESS

CITY

STATE

ZIP

SIGNATURE

For payment by credit card, e-mail completed form to Misty Frank at misty.frank@pionee network.net or call (240) 481-3758.

For payment by check, mail form with check payable to Pioneer Network to: Pioneer Network, P.O. Box 18609, Rochester, NY 14618

- ☐ I have included my logo for acknowledgement of my sponsorship.
- ☐ I will e-mail my logo artwork to misty.frank@pionee network.net
High resolution files (300 dpi or greater) jpg, pdf, ai, eps or svg please.
- ☐ I have included a 20-40 word description of my organization.
- ☐ I will e-mail a 20-40 word description of my organization to misty.frank@pionee network.net within two weeks of signing up as a sponsor.

This signed reservation form confirms our commitment to be a Sponsor and/or Exhibitor at the 2020 Envisioning the Future-2020 and Beyond event. **Full payment is due with your reservation.**

SIGNED

DATED