



Pioneer Network™ Pioneering a New Culture of Aging Conference

AUGUST 12-15, 2018
Sheraton Denver Downtown Hotel, Denver, Colorado

SPONSORSHIP & EXHIBITOR OPPORTUNITIES at the 2018 Pioneer Network Conference

Connect with the most innovative senior living and aging services organizations in the nation!





Pioneer Network Pioneering a New Culture of Aging Conference

Pioneer
Network
Conference
**A UNIQUE
OPPORTUNITY**

OUR CONFERENCE AUDIENCE

The Pioneer Network annual conference is the **largest national gathering** of individuals committed to implementing organizational culture change and person-directed care for older adults and persons with disabilities. This one-of-a-kind event brings together **700 to 1,000 people from across the aging services spectrum** including providers of skilled nursing, assisted living and home and community services. Our participants include a wide range of individuals, from the **C-suite and board members**, to **staff from all disciplines**, to **elders and their care partners**, **consumer advocates**, **local, state and federal government agencies**, **academics** and more.

Our attendees are eager to engage with you and to learn about the products and services you offer that can help them on their culture change journey! Our past attendees reported the following in a post-conference survey:

91%

of respondents
visited with our
exhibitors

42%

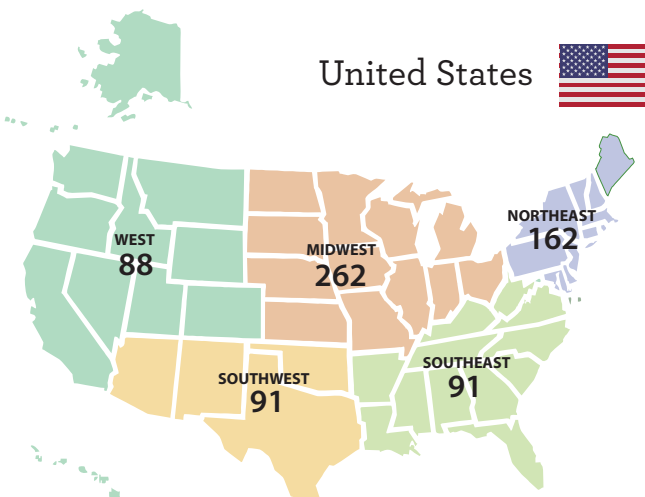
reported that they will
purchase products or services
from our exhibitors, or already
did on site

**PLUS
an
additional**

48%

reported they will consider
using exhibitor products or
services in the future

AREAS AND STATES REPRESENTED



In 2017 we had people from 46 states plus
Canada, Australia, Bermuda, Ireland and England.





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ABOUT EXHIBITING AT THE 2018 PIONEER NETWORK CONFERENCE

Our conference will take place at the Sheraton Denver Downtown Hotel, Denver, Colorado.
Our registration/customer service desk and bookstore will also be in this space.

More ways to connect with Pioneers on site:

- Attendees will enjoy their hosted coffee breaks and boxed lunches in the exhibit space.
- Our evening networking reception will take place in the exhibit space.
- All exhibitors will have access to pre- and post-event registration mailing lists for one-time marketing use.
- Additional advertising opportunities will be available via our conference app.
- Our exhibitor packages include full conference registrations for exhibit staff — exhibitors are as much a part of our community as other attendees! You are encouraged to attend sessions and all conference events — all prime opportunities for networking with Pioneers.

EXHIBITOR SCHEDULE

(subject to change)

Set-up:

- Sunday, August 12, 1:00 – 4:00 pm
(optional early set-up window)
- Monday, August 13, 7:00 – 11:30 am

Dedicated Exhibit Hours

(no other scheduled events)

- Monday, August 13 Box Lunch: 12:00 – 2:30 pm
- Monday, August 13 Networking Reception: 4:30 – 6:30 pm
- Tuesday August 14 Coffee Break: 9:30 – 10:00 am
- Tuesday August 14 Lunch: 11:30 – 1:00 pm

Tear-Down

- After 1:30 pm Tuesday, August 14.
All exhibits must be fully broken down by 5 pm



To learn more about these opportunities or reserve your space, contact Scott Oser, scott.oser@pioneer-network.net, (301) 279-0468 or register online at <https://www.optplanning.com/pioneer/2018sponsor.php>.



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SPONSORSHIP OPPORTUNITIES

All sponsors will be listed on website, mobile app, LCD monitors at conference, in program book, on screens pre-plenary program and verbally recognized during plenaries.

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 in creating a new culture of aging:

NEW THIS YEAR! TECHNOLOGY EXPERIENCE,
opportunity for remarks and welcome throughout conference, recognition signage at event, acknowledgement in program, website and app
(ONLY 1 MORE LEFT!) \$7,500

KEYNOTE SPEAKER LEEZA GIBBONS,
noted in program, opportunity for brief remarks at session (2 available) \$15,000

NETWORKING RECEPTION for all attendees
(1 available) \$15,000

BREAKFAST with recognition signage
(1 available) \$15,000

VIDEO RECORDING OF SELECT SESSIONS
(to be available on Pioneer Network website for viewing during and following conference; sponsor logo and brief company introduction may be included on videos) (1 available) \$10,000

**TUESDAY EVENING NETWORKING SESSION:
EXPLORING THE FUTURE** with opportunity for brief remarks (1 available) \$5,000

REFRESHMENT BREAK with recognition signage
(4 available) \$5,000

MOBILE APP with name and logo acknowledgement on the app (1 available) \$5,000

CONFERENCE TOTE BAG with logo on bag
(1 available) \$5,000

REGISTRATION BADGE LANYARD
with company name (1 available) \$5,000

INTENSIVE WORKSHOPS noted in program, opportunity for brief remarks \$3,500

CONCURRENT SESSIONS \$2,500

CONFERENCE WELCOME SESSION
(1 available) \$2,500

EXHIBITING OPPORTUNITIES

PREMIUM EXHIBITOR \$5,000

- Preferred location in exhibit space
- Company logo prominently featured in conference promotions and on conference website
- One six-foot skirted exhibit table, two chairs
- Three full conference registrations for company staff included; additional company staff registrations available for \$250 per person
- Featured exhibitor listing with brief description of your products/services in conference materials, exhibitor listing on website and conference app
- Opportunity to have a person-centered product or program featured in a pre-conference e-mail blast

EXHIBITOR \$2,500

- One six-foot skirted exhibit table, two chairs
- Two full conference registrations for company staff; any additional staff attend at a rate of \$250 per person
- Exhibitor listing with brief description of your products/services in conference materials, exhibitor listing on website and conference app

VIRTUAL TOTE BAG (VTB) \$400

The VTB is an additional opportunity which provides exposure and customized marketing. As a sponsor or exhibitor your logo will appear on the Pioneer Network app, open for year-round viewing by conference goers as well as providers of services and supports for Elders worldwide. The VTB adds a link to your logo which takes viewers to your website with a single click. The link will remain active on the app for one year.

PROGRAM ADS

- Full Page \$1000
- Half page \$600
- Quarter page \$400

INSERTS IN CONFERENCE TOTE BAG

- One Item \$350

★ *Sponsorships can be customized upon request.*

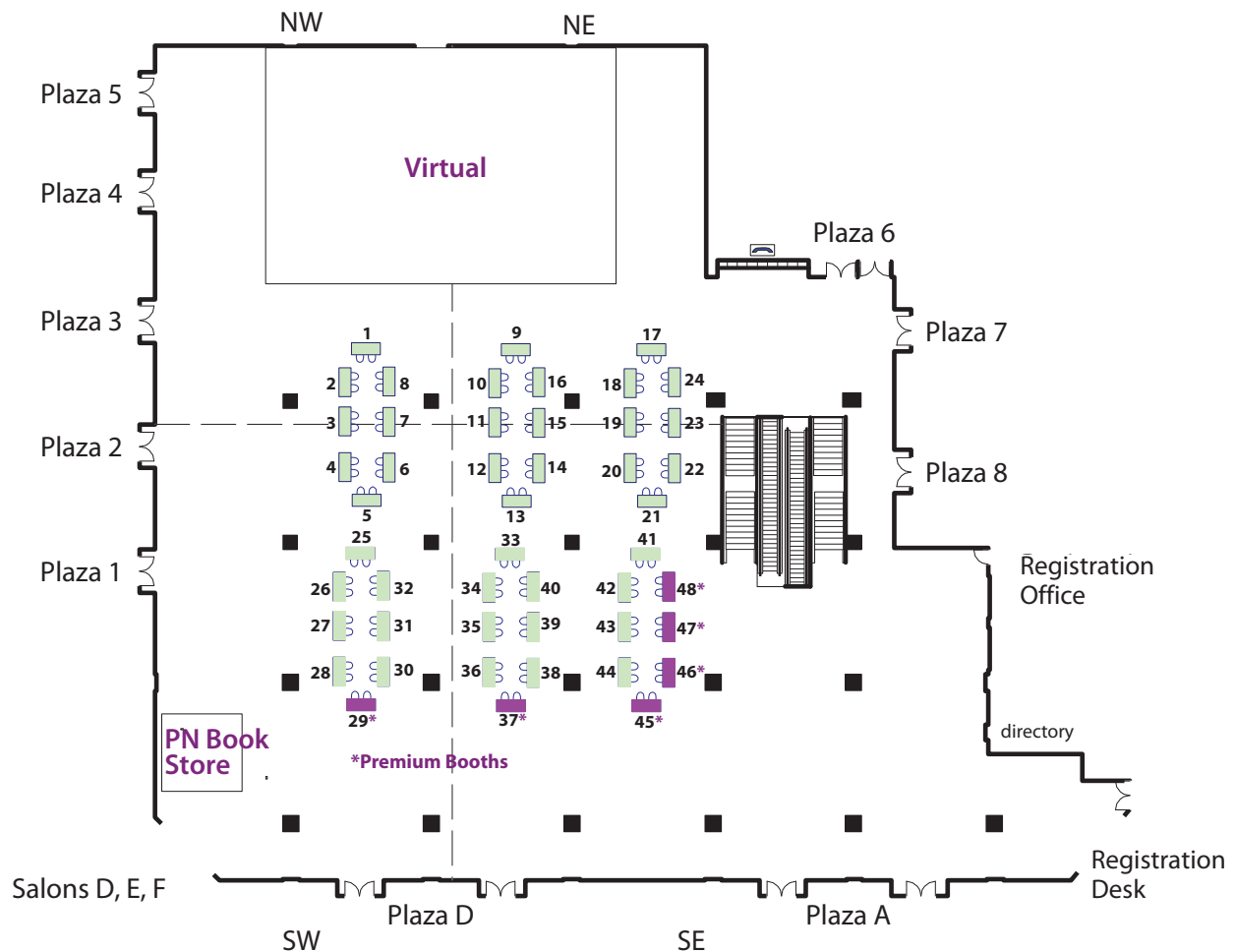
To learn more about these opportunities or reserve your space, contact Scott Oser, scott.oser@pioneernetwork.net, (301) 279-0468 or register online at <https://www.optplanning.com/pioneer/2018sponsor.php>.



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Plaza Exhibit Area



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CONFERENCE SPONSORSHIP & EXHIBITOR REGISTRATION & PAYMENT FORM

You may also register online using this link: <https://www.optplanning.com/pioneer/2018sponsor.php>

COMPANY NAME _____

PRIMARY CONTACT _____

PRIMARY E-MAIL ADDRESS _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP _____

OFFICE PHONE _____ MOBILE _____

SPONSORSHIP LEVEL

<input type="radio"/> Keynote speaker	\$15,000	\$ _____
<input type="radio"/> Networking reception	\$15,000	\$ _____
<input type="radio"/> Breakfast	\$15,000	\$ _____
<input type="radio"/> Video recording	\$10,000	\$ _____
<input type="radio"/> Tuesday evening Elder panel	\$5,000	\$ _____
<input type="radio"/> Refreshment Break	\$5,000	\$ _____
<input type="radio"/> Mobile App	\$5,000	\$ _____
<input type="radio"/> Conference tote	\$5,000	\$ _____
<input type="radio"/> Registration badge lanyard	\$5,000	\$ _____
<input type="radio"/> Intensive workshops	\$3,500	\$ _____
<input type="radio"/> Concurrent sessions	\$2,500	\$ _____
<input type="radio"/> Conference orientation session	\$2,500	\$ _____

EXHIBIT LEVEL

<input type="radio"/> Premium Exhibitor	\$5,000	\$ _____
<input type="radio"/> Exhibitor	\$2,500	\$ _____

ADD-ONS

<input type="radio"/> Electrical Outlet for Exhibitors	\$ 75	\$ _____
<input type="radio"/> Additional Exhibitor Personnel (per person)	\$ 250	\$ _____

ADDITIONAL OPPORTUNITIES

<input type="radio"/> Virtual Totebag	\$ 400	\$ _____
<input type="radio"/> Program Ad - Full Page	\$ 1000	\$ _____
<input type="radio"/> Program Ad - Half Page	\$ 600	\$ _____
<input type="radio"/> Program Ad - Quarter Page	\$ 400	\$ _____
<input type="radio"/> Tote Bag Insert	\$ 350	\$ _____

Badges and materials will be available at the conference registration desk; no materials will be mailed to you. No refund of payments will be made after May 1, 2018. A 50% cancellation fee will be assessed prior to that date. All cancellations must be made in writing by email to misty.frank@pioneernetwork.net or mailed to PO Box 18609, Rochester, NY 14618.

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@pioneernetwork.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@pioneernetwork.net
High resolution files (300 dpi or greater) jpg, pdf, ai, or eps, 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@pioneernetwork.net within two weeks of signing up as a sponsor.

☐ Name Badges: I would like badges produced for the following exhibitor personnel:

1) NAME _____

EMAIL _____

2) NAME _____

EMAIL _____

This signed reservation form confirms our commitment to be a Sponsor and/or Exhibitor at the 2018 Pioneer Network Conference. It is understood that Pioneer Network, Sheraton Hotel or any of its agents or employees will not be responsible for injury to exhibitors or their employees while in attendance. In addition, any necessary insurance for damage or loss of exhibit materials is the responsibility of the exhibit vendor. (Check with your insurance carrier for any appropriate coverage.) **Full payment is due with your reservation.**

SIGNED _____

DATED _____