



## Conference Sponsorship / Exhibitor Benefits

Leading companies are reaching their targeted audience of 700 – 1,000 people from across the aging services spectrum by participating in Pioneer Network’s “Pioneering A New Culture of Aging Conference.” Attendees include providers of skilled nursing, assisted living, and home and community services.

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.

Many of the attendees purchase a wide range of business, healthcare, and technology products and services to manage their aging services organizations and provide quality care. The attendees are influencers in their communities, states, nationally, and internationally regarding Pioneer Network’s mission to advocate for a culture in which elder care is life affirming, satisfying, humane and meaningful.

**Here are 10 reasons your company can *achieve its business and social accountability goals* by reaching the aging services market at the Pioneer Network National Conference:**

1. **REACH YOUR TARGET MARKET:** Attendees at the “Pioneering a New Culture of Aging Conference” focus exclusively quality aging services.
2. **BUSINESS DEVELOPMENT/SALES:** The target group of attendees with plenty of opportunities for networking can result in your company achieving its marketing goals.
3. **BRAND VISIBILITY:** As companies face increasing competition, it’s important to meet face-to-face with current and prospective buyers.
4. **SOCIAL ACCOUNTABILITY:** Conference attendees believe in advancing “a new culture of aging”. Your company can align itself with this important purpose.
5. **KNOWLEDGE LEADERSHIP:** Companies that attend the conference can provide knowledge-based solutions to attendees to distinguish their company from the competition.
6. **SAVE MONEY:** The Pioneer Network conference is an opportunity to meet dozens or more of your customers and prospective customers face-to-face in one location at one time.

7. **ACHIEVE ROI:** Research from the Center for Exhibition Industry Research (CEIR) shows that “business-to-business exhibitions deliver results, with 6 out of 10 ROI metric users saying exhibitions perform best on sales revenue metrics.”
8. **THE ADVANTAGES OF AFFINITY:** By participating in the conference, your company is demonstrating its commitment to a new culture of aging. This can be a factor when Pioneer Network attendees are making purchasing decisions.
9. **STAND OUT IN A *SMALLER* CROWD:** Other aging services conferences have many hundreds of exhibitors. The Pioneer Network conference includes approximately 45-50 exhibitors so each exhibitor and sponsor can attract a captive audience.
10. **DEVELOP PARTNERSHIPS:** Complementary businesses that are participating in the Pioneer Network conference could be your future partners or collaborators. Meet vendors who share the same target market as your company and meet participants who can help support your future initiatives.

The Pioneer Network “Pioneering a New Culture of Aging Conference” will be held August 9 – 12, 2020 in Pittsburgh, Pennsylvania.

There are a variety of ways to participate that can meet your company’s marketing goals.

To learn more about these opportunities or reserve your space, contact Scott Oser, [scott.oser@pioneernetwork.net](mailto:scott.oser@pioneernetwork.net), (301) 279-0468 or register online at <https://www.optplanning.com/pioneer/2020sponsor.php>.



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