



# 2024 BUSINESS ASSOCIATE BENEFITS

	Platinum	Gold	Silver	Bronze	Subscriber
RATE	\$10,000	\$5,000	\$2,750	\$1,250	\$750
<b>ENGAGE WITH MEMBERS</b>					
Recognition as Business Associate and ability to use "LeadingAge Nebraska Member" in advertising	●	●	●	●	●
Access to LAN on-line member directory	●	●	●	●	●
Access to LeadingAge NE Community Forums	●	●	●	●	●
Attend all LAN education events at discounted member rate	FREE	●	●	●	●
Priority consideration for breakout session at annual conf			●	●	
Complimentary registration(s) at annual conference	2	2	1		
Opportunity to present webinar	●	●	●		
Priority to present at Member Connection Meeting	●	●	●		
Guaranteed opportunity to present a breakout session at annual conference	●	●			
Present to the LAN Board or lead a discussion at a Board meeting	●	●			
Attend all LAN education events for free	●				
Two sponsored emails per year with your own content	●				
Opportunity to deliver the welcome at conference (day 1 or day 2)	●				
Meet with LAN staff to discuss choice of personalized benefit options	●				
<b>MAXIMIZE BRAND EXPOSURE</b>					
Acknowledgement of sponsorship level (website, events, social, programs)	●	●	●	●	●
Listing and advertisement in Business Associate Directory	Full page	Full page	Half page	Name/logo	Name only
Complimentary booth space at annual conference	●	●	●		
Logo recognition at annual conference	●	●	●		
Priority opportunity to sponsor Midwest State Night Out (additional charge applies)	●	●	●		
Submit educational content (whitepaper, webinar, article, presentation) for publication by LAN	●	●			
Ad placement in the conference program or app	2	1			
Choose your conference exhibit booth space	●	●			
Recognition in e-newsletter and LAN website	●	●			
Prominent placement of logo on multiple pages in conference app	●				
<b>SHARE AND RECEIVE BUSINESS INTELLIGENCE</b>					
Access to member-only industry & legislative updates	●	●	●	●	●
Participate in member update calls	●	●	●	●	●
Priority opportunity to participate on committees and task forces	●	●	●		
Yearly provider member spreadsheet	●	●	●		
Receipt of annual conference attendee list	●	●	●		
Exclusive industry training opportunity for Business Associates	●	●			



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Sponsorship prices are based on the sponsorship level paid to LeadingAge Nebraska for advertising and/or speaking opportunity associated with events listed. Prices are estimated to cover the cost of such events and are subject to change depending on the event type. More sponsorship opportunities may become available throughout the year.

Annual Conference Sponsorships	
	RATE
Sponsorship of LAN Awards Ceremony with speaking opportunity	\$2,500
Sponsorship of Keynote at annual conference with speaking opportunity (2)	\$2,500
Sponsorship of conference social event with speaking opportunity	\$3,000
Logo sponsorship of LAN conference promotional materials (print and digital)	\$1,500
Bronze Business Associate booth at conference expo	\$750
Subscriber Business Associate booth at conference expo	\$1,000
Non-member booth at conference expo	\$2,000

General Sponsorships	
	RATE
Logo sponsorship of LAN promotional materials (print and digital)	\$1,500
Sponsorship of Midwest State Night Out reception at national conference (4)	\$1,500
Sponsorship of education event luncheon with speaking opportunity	\$1,000
Sponsorship of Advocacy Day in Lincoln (limit 2)	\$1,500
Sponsorship of LAN social or town hall with speaking opportunity	\$1,000
Sponsorship LAN Golf Tournament	TBA

## Business Associate Program

### A connection for cutting-edge business firms serving the aging services field

LeadingAge Nebraska members are mission driven senior housing and services providers across Nebraska that have entrusted LeadingAge Nebraska to help them create the future of aging services. By partnering with LeadingAge Nebraska as a Business Associate, you too are making a commitment to helping create the future of aging services.

Why Become a Business Associate? LeadingAge Nebraska’s Business Associate Program is designed just for you—a program that places your business directly in front of buyers through multiple channels—print, online and in-person. LeadingAge Nebraska has created a program with multiple options, that we believe are more effective than traditional exhibit and sponsorship opportunities. Our members trust LeadingAge Nebraska to help them create the future of aging services.

For questions contact Natalie McCormick at [natalie.mccormick@leadingagene.org](mailto:natalie.mccormick@leadingagene.org) or 402-327-9252.