

LeadingAge PA

# 2025 ANNUAL CONFERENCE

## Exhibitor & Sponsorship Prospectus

*June 11-13, 2025  
Hershey Lodge  
Hershey, PA*

LeadingAge PA  
WHAT'S AHEAD IN AGING SERVICES





# LeadingAge<sup>®</sup> PA

## **Our Mission:**

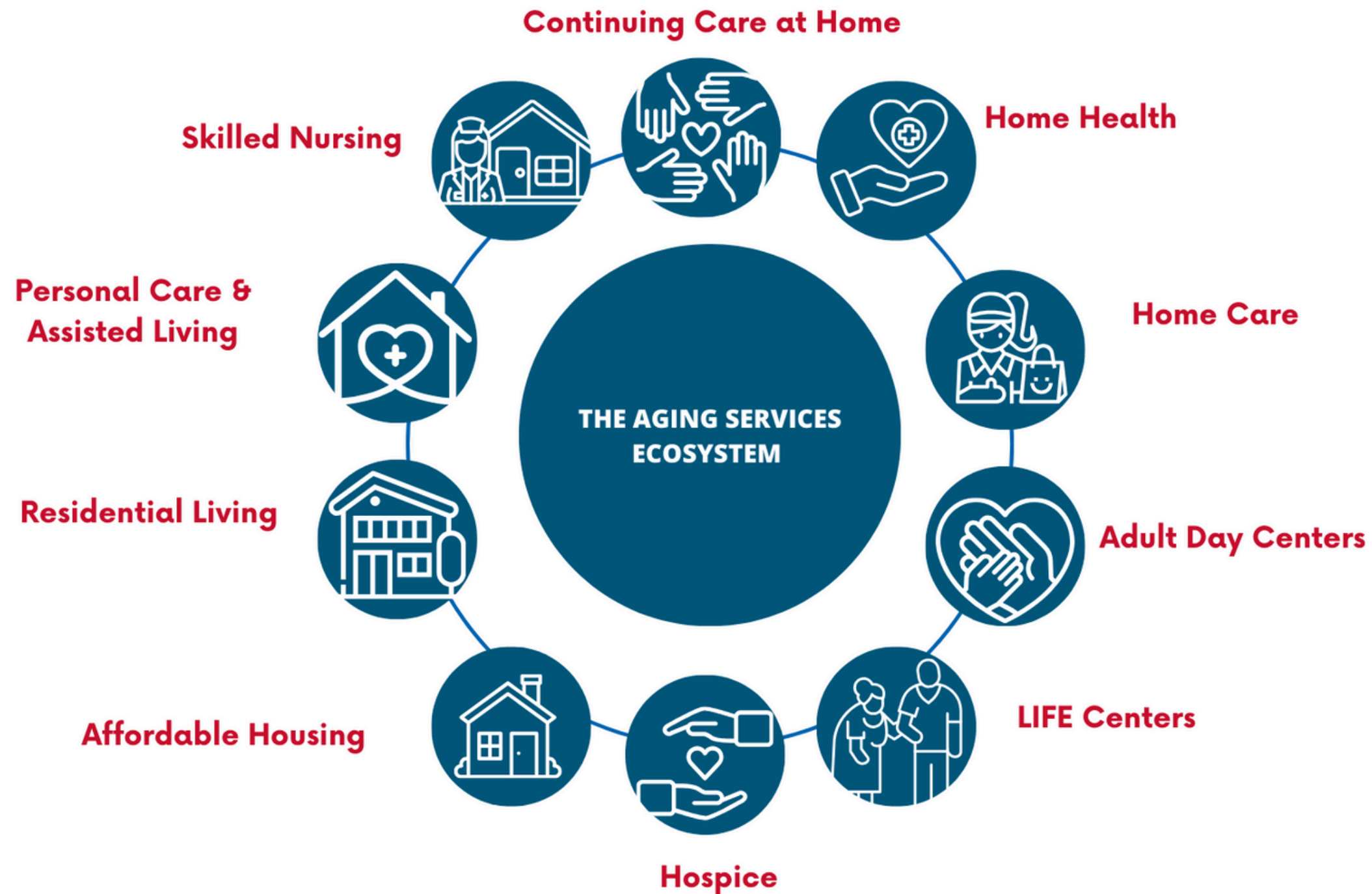
Advancing the evolving continuum of aging services in Pennsylvania

## **Our Vision:**

To serve as the preeminent advocate for facilitating change and inspiring its members to positively impact the field of aging services in Pennsylvania.

# WHO You Will Meet

Representatives from the 400+ quality providers of senior housing, health care and community services across the Commonwealth. These providers serve more than 80,000 older Pennsylvanians and employ over 50,000 dedicated caregivers on a daily basis.



# WHAT

## They are Looking For

Inspiration to explore new and innovative ways to advance the quality and services they provide to seniors across Pennsylvania.



LeadingAge PA's Annual Conference & Exposition to be held June 11-13 at the Hershey Lodge in Hershey, PA, the "Sweetest Place on Earth<sup>®</sup>." The event offers presenters an unparalleled forum for showcasing a variety of forward-thinking ideas centering on innovations in senior care and services, financial operations, reimbursement issues, current and emerging trends, advances in technology, and updates on the current and future regulatory environment.



### Conference Audience

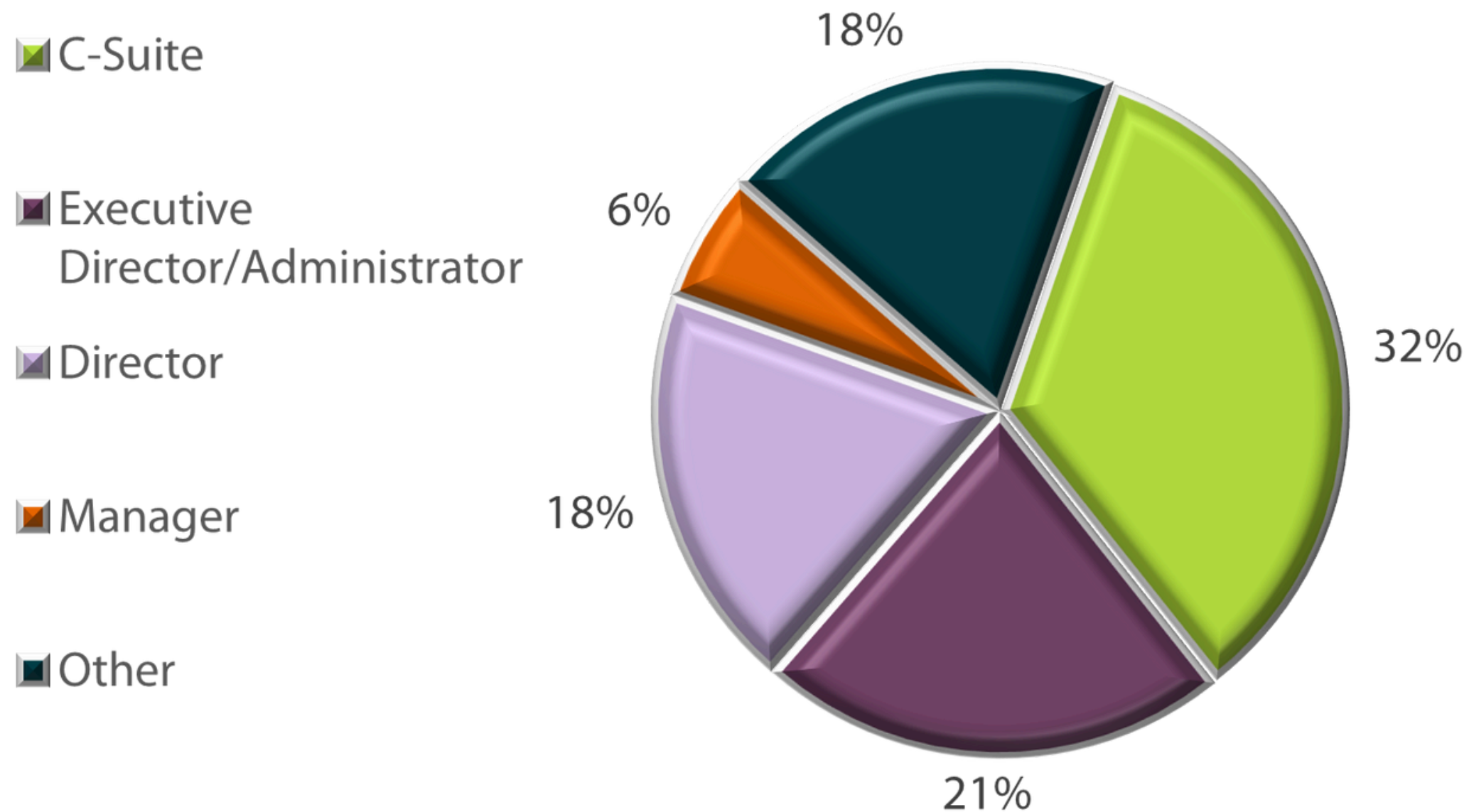
The conference audience is comprised of CEOs, middle/senior managers and other key professionals of quality organizations providing services and housing to older adults. Professionals in aging services and allied fields (i.e. fundraising, construction, architecture, marketing, education, law, financial management and public administration) also attend the conference.

# WHERE

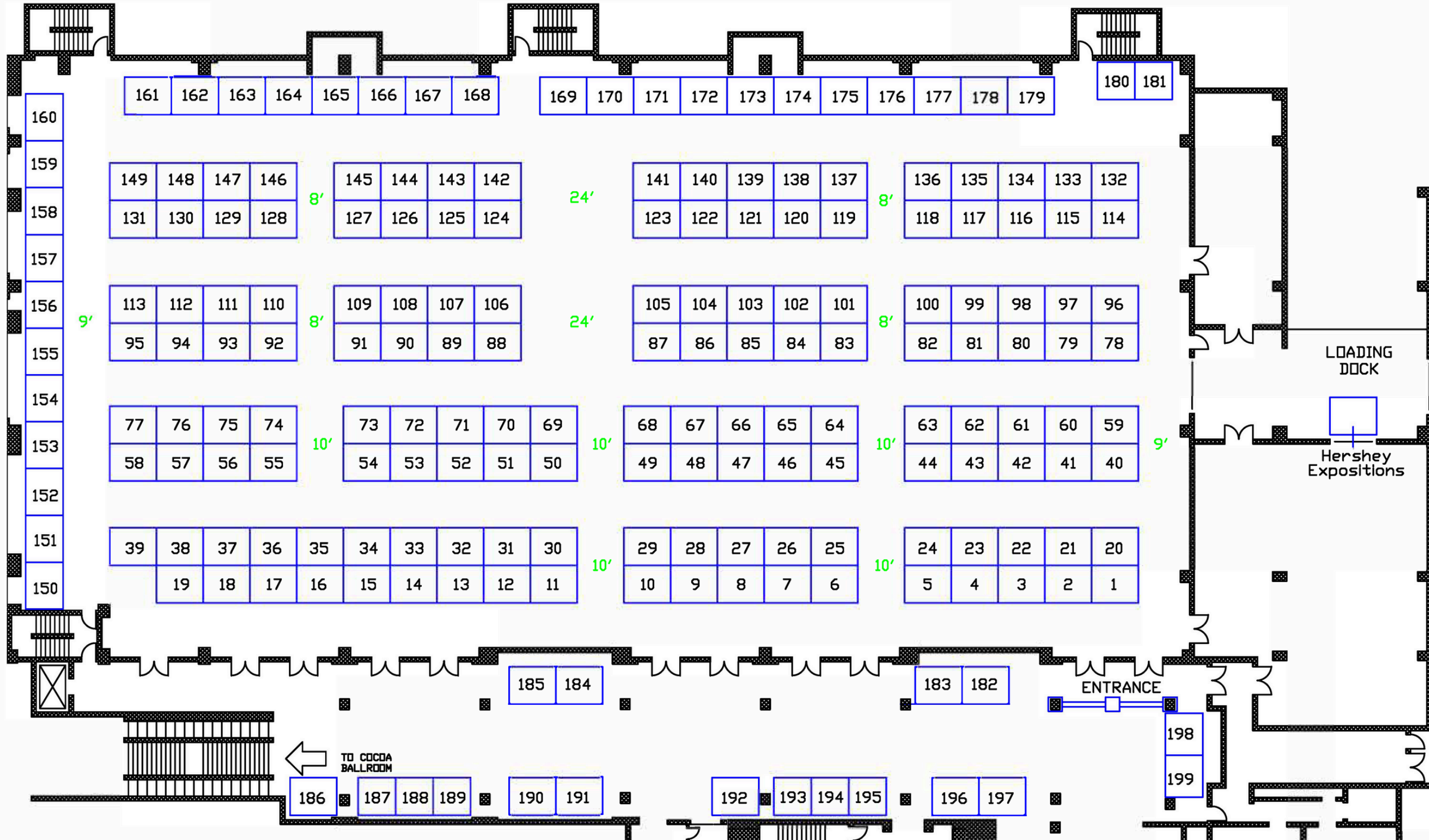
## The Leads and Decision-Makers Come to You

The LeadingAge PA Conference + EXPO brings close to 1,000 senior living professionals directly to you. Over 80% of the attendees are decision makers or decision influencers. Get your products and services in front of the people who need to see them! Exhibitors receive pre-conference registration lists and a post-conference attendee list. Connect and stay connected!

### Attendees by Title



# 2025 EXPO Hall Floor Plan



**199 Booths Available!**

The Great American Hall at the Hershey Lodge offers 32,000 sq. ft. of exhibit space which will accommodate 181 8x10 booths, as well as food stations. Eighteen (18) additional premium booths will be available outside the EXPO Hall in the Great Lobby.

Please contact **Heidie Dolan** for current booth availability.

# Exhibitor Notes & Details

## INVESTMENT:

Standard Booth - \$3,000

Corner Booth - \$3,225

Premium Booth - \$3,550

8' x 10' unfurnished\* booth space with pipe, drape and ID sign

**\*Please Note:** Table and chairs are NOT included. These items, as well as electricity and any additional booth amenities, may be ordered from Hershey Expositions. Ordering information is sent upon booth contract execution.

- Two staff registrations with access to the EXPO Hall, education sessions (does not include CEUs), general sessions, lunch on Wednesday and Thursday, and the Networking Reception.
- Basic eDirectory package included for all exhibitors
- Online program listing and inclusion in the mobile app exhibitor directory
- Electronic lead tracking opportunities
- Business Membership included (a \$1,000 value)

**Cancellation Policy:** Cancellations prior to April 30, 2025, will be entitled to a 50% refund of the booth fee. Business Member dues are not refundable. No refunds will be issued after April 30, 2025.

## INCREASE YOUR EXPOSURE WITH ONE OF THESE EXHIBITOR MARKETING ADD-ON PACKAGES!!

### eDirectory Package LAPA 2025

Listing Options	Basic	100	200	300	400
Basic Profile	✓	✓	✓	✓	✓
Social Media	✓	✓	✓	✓	✓
Website URL	✓	✓	✓	✓	✓
Company Logo	✓	✓	✓	✓	✓
Company Profile (characters):	400	600	1000	1000	1000
Product Categories	3	5	Unlimited	Unlimited	Unlimited
Online Product Showcase	✗	✗	1	2	4
Press Release	✗	✗	1	2	4
Document Upload	✗	1	2	2	4
Video Upload	✗	✗	1	2	3
Highlighted Listing	✗	✗	✓	✓	✓
Directory Profile Header Image	✗	✗	✗	✓	✓
Premium Position	✗	✗	✗	✗	✓

To reserve a booth, please submit a [Business Member Application](#)

# WHEN

## You Will Have an Opportunity to Interact with the Attendees

The three-day conference offers four dedicated EXPO hours, an evening networking reception held inside the EXPO Hall, as well as countless casual networking opportunities.







# WHY

## You Want to Exhibit at the LeadingAge PA Conference

### Hear it from Past Exhibitors!

“

*This was our first LAPA, and we were very happy with the attendance and networking we were able to complete. Will definitely be in attendance at future conferences.*

*The networking event was AWESOME!*

*LeadingAge PA is better than most at driving traffic through the EXPO hall.*

*Overall the conference was a success. We had great presence due to our sponsorship, and great attendance at our session, which we attribute to the time/date following the book signing - it was a great combo.*

”

# HOW

## Can You Gain Even More Meaningful Exposure, Connections, and Brand Awareness?

### *Consider a Sponsorship!*



To discuss sponsorships or request more information, contact Natalie MacDonald at 717-790-3971 or [nmacdonald@leadingagepa.org](mailto:nmacdonald@leadingagepa.org). Sponsorship opportunities are available at all investment levels.

Do you have a creative sponsorship idea? Let's talk about it! We are always open to discussing new and different ways to increase your exposure and add value to your partnership with LeadingAge PA!

***Available conference sponsorship opportunities are listed on the following pages.***

# 2025 Annual Conference Sponsorship Opportunities



**\$20,000**

Qualifies for Annual Sponsor Benefits

- Introduction of General Session Speaker - Day 1 AM

**\$15,000 each**

Qualifies for Annual Sponsor Benefits

- Introduction of General Session Speaker - Day 2 AM
- Branding sponsorship of lanyards
- Breakfast
- Networking Reception

**\$11,000 each**

Qualifies for Annual Sponsor Benefits

- Wednesday Lunch
- Thursday Lunch

# 2025 Annual Conference Sponsorship Opportunities



**\$10,000 each**

Qualifies for Annual Sponsor Benefits



- Leadership Experiential Workshop (3 available)
- Wi-Fi Service

**\$7,500**

Qualifies for Annual Sponsor Benefits



- Leaders of Color Networking Events

# 2025 Annual Conference Sponsorship Opportunities



**\$5,000 each**

- Conference App
- All Day Coffee
- Board of Directors Networking Breakfast

**\$4,000**

- Attendee Arrival Experience

**\$3,000 each**

- Notepad and Pen
- Charging Stations
- Band Sponsor

# 2025 Annual Conference Sponsorship Opportunities

 **LeadingAge<sup>®</sup> PA**  
2025 SPONSOR

**\$2,500 &  
below each**

- Photo Booth Sponsor ~ \$2,500
- Networking Break Sponsor: Wednesday ~ \$2,500
- Networking Break Sponsor: Thursday ~ \$2,500
- Handbid App Sponsor ~ \$2,000
- “Glow Props” for Band ~ \$2,000