

# PALA 2024 Spring Sponsorship Opportunities

## Platinum Level: \$2,500

- ❑ **Welcome Reception (4 Available – Spring Only)** The conference kickoff reception is the perfect opportunity for vendors to get the most recognition from attendees ahead of the first, full day of educational sessions. As a sponsor, you will receive:
  - Branded cocktail napkins served during welcome reception and tent cards located on cocktail tables throughout the reception area.
- ❑ **Branded Cocktail or Punch (2 Available) NEW in 2024!** Your company can take center stage at the Welcome Reception (Spring) or Networking and Nibbles (Spring or Fall) by sponsoring a signature drink or punch. As a sponsor, you will receive:
  - Company logo on signage at the bar promoting your company's branded drink.
  - Branded cocktail napkins served during the event and tent cards located on cocktail tables throughout the reception area.
- ❑ **Conference Tote Bags (1 Available)**
  - Company logo printed on the front of the tote bag.
- ❑ **Lanyards (1 Available)**
  - Company logo printed on the lanyard.
- ❑ **Notebook (1 Available)**
  - Company logo printed on the notebook.

## Additional Platinum Level Recognition:

- **Logo** recognition in pre and post-conference marketing, PALA Member Updates (*leading up to the conference and 30 days after*), on-site signage, and conference webpage with links. **NEW in 2024!** Standout from the crowd and raise your profile with attendees in PALA's mobile conference app.
- **Registration List** no later than two weeks Pre- and Post-Conference (*email address, if approved by attendee*).
- **Company's** flyer or branded item placed in Conference tote bag. *Sponsor should deliver up to 300 copies to the PALA office by March 15, 2024.*
- **Sponsor ribbon** on your conference name badge indicating your support of PALA.

## Gold Level: \$2,000

- ❑ **Keynote Speaker (2 Available)** The Opening Keynote and Closing Keynote sponsorships will give you maximum exposure in front of all attendees during. As a sponsor, you will receive:
  - Company logo on signage at the Keynote Session.
  - Onstage recognition by introducing one of the Keynote Speakers (script provided).
  - Company may place promotional materials on a table in the general session room.
- ❑ **Expo Breakfast (1 Available)**
  - Company logo on signage at the breakfast.
  - Company may place promotional materials on a table breakfast area.

- **Expo Lunch (1 Available)**
  - Company logo on signage at the lunch.
  - Company may place promotional materials on a table in the lunch area.
- **Breakfast and Learn (1 Available)**
  - Company logo on signage at the Breakfast Session.
  - Onstage recognition by introducing the Breakfast Speaker (script provided).
  - Company may place promotional materials on a table in the breakfast area.

### Additional Gold Level Recognition:

- **Logo** recognition in pre and post-conference marketing, PALA Member Updates (*leading up to the conference and 30 days after*), on-site signage, and conference webpage with links. **NEW in 2024!** Standout from the crowd and raise your profile with attendees in PALA's mobile conference app.
- **Registration List** no later than two weeks Pre- and Post-Conference (*email address, if approved by attendee*).
- **Company's** flyer or branded item placed in Conference tote bag. *Sponsor should deliver up to 300 copies to the PALA office by March 15, 2024.*
- **Sponsor ribbon** on your conference name badge indicating your support of PALA.

### Silver Level - \$1,200

- **Preconference Sessions (2 Available – Spring Only)**
  - Company logo on signage at the Preconference Session.
  - Onstage recognition by introducing one of the preconference speakers (script provided).
- **Educational Sessions (5 Available)**
  - Company logo on signage at the Preconference Session.
  - Onstage recognition by introducing one of the session speakers (script provided)
- **Networking & Nibbles Table Sponsor (10 Available)** Host a table at Networking and Nibbles and highlight some of the senior living industry's new technologies or a topic of your choice (to be approved by PALA). You provide the teaser information that will draw attendees into the conversation. The only limitation is the topic must be of general interest and not a sales pitch.
  - Company logo on signage at Networking and Nibbles.
  - Company may place promotional materials on their table.

### Additional Silver Level Recognition:

- **Logo** recognition in pre and post-conference marketing, PALA Member Updates (*leading up to the conference and 30 days after*), on-site signage, and conference webpage with links. **NEW in 2024!** Standout from the crowd and raise your profile with attendees in PALA's mobile conference app.
- **Logo** recognition in pre and post-conference marketing, on-site signage, mobile app and conference webpage with links.
- **Registration List** no later than two weeks Pre- and Post-Conference (*email address, if approved by attendee*).

- **Company's** flyer or branded item placed in Conference tote bag. *Sponsor should deliver up to 300 copies to the PALA office by March 15, 2024.*
- **Sponsor ribbon** on your conference name badge indicating your support of PALA.

### **Bronze Sponsorship - \$500**

- **Logo** recognition in pre and post-conference marketing, PALA Member Updates (*leading up to the conference and 30 days after*), on-site signage, and conference webpage with links. ***NEW in 2024!*** Standout from the crowd and raise your profile with attendees in PALA's mobile conference app.
- **Registration List** no later than two weeks post conference (*email address, if approved by attendee*).
- **Sponsor ribbon** on your conference name badge indicating your support of PALA.