

# FORWARD

2021 INSTITUTE • MAY 18-21

## Virtual Participation Options for Business Organizations

### **30-Second Infomercial – \$500 for members; \$750 for prospective members (per concurrent session)**

Purchase a 30-second infomercial to play before a concurrent session of your choosing. LeadingAge Minnesota will avoid placing infomercials that have a business conflict of interest with any of the speakers for the session. Client to produce the 30-second video and email MP4 file to Jenny Prosser at LeadingAge Minnesota no later than Friday, April 2, 2021.

### **Virtual Raffle – \$500 for members; \$750 for prospective members (per concurrent session)**

Introduce a session and give away a prize in a concurrent session of your choosing. Client records a video that introduces the session title and displays a PowerPoint slide with contact information, instructing participants to send an email for a chance to win a prize (client's choice). Client supplies the prize/raffle item and sends to the lucky winner. Only valid during the live virtual conference (not available for on-demand viewers). LeadingAge Minnesota will avoid selling raffles that have a business conflict of interest with any of the speakers for the session. Client to produce the 30-second video and email MP4 file to Jenny Prosser at LeadingAge Minnesota no later than Friday, April 2, 2021.

### **Company Registration + Attendee Lists Package – \$800 for members; \$1,200 for prospective members**

Register your entire team to attend the Institute for one low fee. This package also includes pre- and post- attendee lists for one-time use. Registration deadline is Friday, May 7, 2021.

### **Rotating Banner on Institute Virtual Platform – \$1,500 for members; \$2,000 for prospective members (per banner)**

Limited to eight unique banners. Client to produce the artwork and email file to Jenny Prosser by Friday, April 16, 2021.

### **Solution Station Session – \$1,750 for members; \$2,250 for prospective members (per concurrent session)**

Limited to 10 (one session available in each concurrent session timeslot.) Session content can be sales related but must be timely and relevant, and provide a solution to a challenge that providers are currently facing (workforce, strategic planning, COVID, etc.). CEUs will not be available for these sessions. Client to produce the one-hour video and email MP4 file to Jenny Prosser at LeadingAge Minnesota no later than Friday, April 2, 2021. *NOTE: This option must be secured by Friday, Feb. 26, 2021 to be listed in the Institute registration brochure.*