

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 9, 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 9, 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 Monday, May 10, 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 2, 2021.

More Ways to Support the Institute

We've unbundled unsold annual sponsorship options and are selling them a la carte. The below Institute options are currently available for sponsorship.

1. Thursday General Session Speaker, Eileen McDargh on May 20 – \$4,000
2. Awards Recognition Video (Honoring All Our Member Heroes) – \$3,000
3. Friday Comedian, Tim Gard - Lunch and Laugh on May 21 – \$3,000
4. Social Media Campaign (Facebook, Twitter & LinkedIn) - Institute Through the Ages – \$2,000
5. Social Media Campaign (Facebook, Twitter & LinkedIn) - Today's Featured Sessions – \$2,000
6. Social Media Campaign (Facebook, Twitter & LinkedIn) - Daily Recap – \$2,000
7. Meetup Groups on Tuesday, May 18 – \$1,500