



# environments for aging

# marketing, advertising & sponsorship opportunities



Conference: April 2-5, 2022 | Expo: April 3-5, 2022 | Wisconsin Center | Milwaukee, WI  
[environmentsforaging.com](http://environmentsforaging.com)

POWERED BY  
**EMERALD**

PRODUCED BY  
**environments  
for aging**  
THE CENTER FOR  
HEALTH DESIGN

PRESENTING SPONSOR  
**carolina**  
an OGE company

IN CONJUNCTION WITH  
**Design for Aging**  
Thoughtful Community

**SAGE**

ASSOCIATION PARTNERS  
**IIDA**  
INTERNATIONAL  
DESIGN ASSOCIATION

**aahid**  
ASSOCIATION OF  
AGING AND HEALTH  
DESIGN



# We'll get attendees to the show, but how will you get them to your booth?

## Build awareness with attendees before the show to drive traffic to your booth

### What we do to bring attendees to EFA:

Send segmented email campaigns to prospective attendees	Send direct mail to prospective attendees	Advertise with key media and association partners
Drive social media engagement across Twitter, Facebook, + LinkedIn	Promote exhibitor profiles at <a href="http://environmentsforaging.com">environmentsforaging.com</a> so attendees can learn about your brand and products	Promote on-site activities and awards

### What you can do to bring attendees to YOU:

Complete your free online profile in the <b>EFA Exhibitor Dashboard</b> so attendees can learn more about you	Promote in-booth show specials, press releases, products, photos and videos + more in the EFA Exhibitor Dashboard	Increase your social media posts surrounding your participation at the show and use #EFAcon to grow your followers + gain visibility
Utilize multiple high-visibility advertising and sponsorship opportunities to increase awareness and stand out	Take advantage of direct marketing programs – send email or postcard to registrants	Use the <b>free marketing tools</b> in your Feathr dashboard – custom email templates, web advertising, and personalized landing page



**Please note:** Below is the full menu of sponsorships offered at EFA—some of them may already be sold. To view the most up-to-date list of sold and available sponsorships, [click here](#) or reach out to your Account Executive.

## PRESENTING SPONSOR (EXCLUSIVE) : \$15,000

The presenting sponsor is the top-of-mind visible partner before, during, and after the event, providing the sponsoring organization significant branding, lead generation, and lead nurturing opportunities, as well as demonstration of thought leadership.

- Sponsor logo included in marketing messages, on-site signage and website
- Three-minute welcome message to opening keynote attendees by your company's executive
- Back cover ad in on-site Show Directory
- Logo with exhibitor directory listing
- 4 complimentary conference passes
- Conference and Expo Only discount codes for your company's customers and prospects
- Ad on environmentsforaging.com for 3 months
- First right of refusal for 2023

## NETWORKING PARTY: \$10,000 (EXCLUSIVE) OR \$2,500 EACH (UP TO 6 SPONSORS)

Every year without fail, attendees make the Networking Party the single most important social event of the Expo, and this year will certainly be no different. Make an unforgettable impression on hundreds of attendees who come for networking, cocktails, and entertainment. Associate your name and brand with the party that people will be talking about long after the event ends.

- Introduction of your company's executive to Networking Party attendees (exclusive only)
- Two-minute welcome message to Networking Party attendees by your company's executive (exclusive only)
- Your company logo on Networking Party drink tickets and napkins\*
- Company logo in the on-site Show Directory
- Half-page, full-color ad in on-site Show Directory
- Display table (optional)
- Five Networking Party passes for your colleagues and clients
- First right of refusal for 2023

\*Sponsor provides napkins

## MOBILE APP SPONSOR (EXCLUSIVE): \$8,000

The Mobile App keeps attendees connected to important conference updates and social media alerts. Few put their phones down for long at a conference, providing the Mobile App Sponsor consistent and continuous on-site engagement. Mobile App content includes presentations, agenda, floor plan, alerts, and surveys.

- Sponsor logo included in app
- Logo next to your company's listing in directory
- Mobile app data
- First right of refusal for 2022

**Note:** [Click here](#) to check current availability for all sponsorships.

## WELCOME RECEPTION (EXCLUSIVE): \$5,000

As the exclusive sponsor of the Welcome Reception, your organization will gain tremendous recognition, driving traffic to your booth to build relationships and generate leads.

- Exclusive sponsor of opening night reception in exhibit hall
- Sponsor logo included in on-site signage
- Half-page ad in the on-site Show Directory
- Company logo in the Advance Conference Mailer and on-site Show Directory
- Sponsor logo on napkins and cups during reception\*
- Enhanced exhibitor directory listing (includes logo)
- Discount code for expo only passes
- First right of refusal for 2022

\*Additional costs may apply, sponsor to provide

NEW THIS  
YEAR!

## CASH GIVEAWAY: \$2,500

- All Cash Giveaway participants must visit sponsor booths to get card stamped for a chance to win \$5,000
- Recognition during the on-site Cash Giveaway Drawing
- Company logo and recognition on sponsor signage
- Logo recognition in the on-site Show Directory

## CONFERENCE SPONSORS\*\*:

- \$5,500 (3 full conference badges, logo on signage and ad)
- \$2,500 (2 full conference badges, logo on signage and ad)

\*All conference sponsor logos will be placed on 1 dedicated ad in the show directory and on signage in the conference area

## LUNCH SPONSORS\*\*:

- \$5,000 (2 full conference badges, logo on signage and ad)
- \$2,500 (1 full conference badge, logo on signage and ad)
- \$1,000 (3 expo only badges, logo on signage and ad)
- \$750 (2 expo only badges, logo on signage and ad)

\*All lunch sponsor logos will be placed on 1 dedicated ad in the show directory and on signage in the lunch area

## ATTENDEE BAG (EXCLUSIVE): \$3,000

Imagine your logo hanging off the shoulder of everyone who attends the conference + expo. Each attendee will receive a high-quality, durable tote to carry with them throughout the conference and take home.

- Your company logo prominently displayed on the attendee bag
- Company logo in the on-site Show Directory
- First right of refusal for 2023

\*Sponsor provides bag

**Note:** [Click here](#) to check current availability for all sponsorships.

## WATER BOTTLE OR CUP SPONSOR: \$1,500 FOR BOTTLES/\$1,000 FOR CUPS

- Your company logo prominently displayed on the cups and/or bottles\*
- Water bottles distributed in attendee bags at registration; water cups displayed near water filling stations
- Company logo in the on-site Show Directory
- First right of refusal for 2023

\*Sponsor provides water bottles or cups

## EDUCATION TRACK SPONSOR: \$2,500

Sponsor a track and “own” that topic in the marketplace throughout the year, with multiple opportunities before and at the show to demonstrate your leadership on a key topic area.

- Exclusive sponsor of one of EFA’s conference tracks
- Logo on on-site signage in session area
- Option for sponsor representative to introduce all track speakers
- Sponsor collateral in session rooms
- Logo next to your company’s listing in directory
- First right of refusal for 2023

## ATTENDEE BADGE SPONSOR (EXCLUSIVE): \$2,000

Attendee badges are required for entry into every conference function. Have your company’s brand seen by all event participants throughout the entire expo.

- Sponsor logo included on front of attendee badges
- First right of refusal for 2023

## ATTENDEE LANYARD SPONSOR (EXCLUSIVE): \$2,000

Every attendee has a lanyard. This is a unique way to have a presence throughout the conference and expo.

- Sponsor of event lanyard used to hold required badges for all attendees\*
- First right of refusal for 2023

\*Sponsor provides lanyards

## PEN AND NOTEBOOK SPONSOR (EXCLUSIVE) \$1,500

Put your company logo in front of every attendee beginning at registration. Two of the most popular items available for sponsorship are the pen and notebook—used by attendees during educational sessions throughout the event. This sponsorship opportunity promises strong brand recognition.

- Pen and notebook distributed in conference bag at registration\*
- First right of refusal for 2023

\*Sponsor provides pens and notebooks



**Note:** [Click here](#) to check current availability for all sponsorships.

## FLOOR CLINGS (ONE EXHIBITOR PER AISLE): \$1,000

Promote your company's message and booth location as attendees walk the floor, with an EFA floor cling.

- Clings with your logo and booth number down the aisle (large cling approximately 3x5 feet at start of the aisle and smaller clings every 20 to 30 feet)

\*Plus cling production cost

## COFFEE & DESSERT STATION SPONSORSHIP (EXCLUSIVE):

**\$2,250 (SPONSOR CONTRACTS WITH CONVENTION CENTER FOR F&B) OR \$5,500 (EFA HANDLES F&B)**

Caffeine and sweets—who doesn't love them? Attendees are always on the lookout for mid-afternoon coffee and you can be the one to bring it to them! Sponsor an afternoon refreshment break and provide coffee and a sweet treat pick-me-up.

- Sign with logo on table(s)
- Sponsor may provide branded napkins and/or coffee sleeves
- Logo on website and in Show Directory

## COMMUNITY TOUR: \$1,000

One of the most popular features of EFA, the community tours sell out every year. Sponsors will be able to co-host an Environments for Aging community tour to a local assisted living or retirement community or CCRC.

- Your company logo on community tour messages and signage
- Literature distribution on community tour bus
- Brief presentation to community tour attendees during the bus ride
- One community tour pass
- Company logo in the on-site Show Directory

# SOCIAL MEDIA OPPORTUNITIES

## EFA STEP PROGRAM: \$1,500

In our STEP program, we design, build & launch a Facebook and Instagram campaign through our own Facebook Ads Manager, to increase awareness of your products & engagement with the EFA audience.

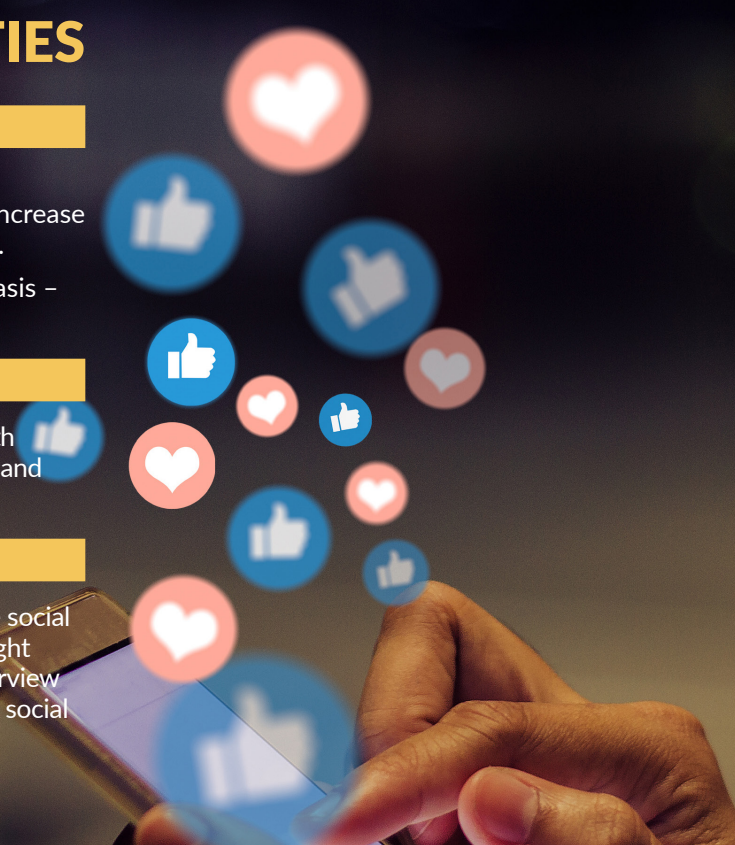
You purchase a set number of impressions per month on a CPM basis – from 20,000 impressions per month to 200,000 or more.

## SOCIAL MEDIA FEATURED POSTS: \$499


Expand your reach during the show with extra promotion of your booth through our featured social media posts! A photo of your booth, team, and product will be posted to the EFA social media accounts.

## LIVE ON LOCATION SOCIAL MEDIA VIDEOS: \$1,999

Reach EFA attendees and non-attendees from your booth with a live social media interview at EFA! Build your authority and tell your story straight from the show floor with this 3-4 minute live interview. The live interview will be conducted from your booth and will receive exposure on EFA social media accounts.



Enhance your visibility to attendees and grow your business by selecting one of the digital promotion packages below. Digital promotion packages increase your visibility with attendees 3-4 times more than with a standard listing. Take this opportunity to showcase all of your products and services while increasing traffic to your booth on the show floor.

Features	Basic Free	Bronze \$199	Silver \$399	Gold \$599
<b>Online Exposure</b>				
<b>Premium Position at the Top of the Exhibitor List &amp; Search Results</b>				✓
<b>Video Uploads</b> Tell your story with video			1	2
 <b>Enhanced Listing Icon</b> Shown on floor plan & exhibitor list		✓	✓	✓
<b>Company Logo</b> Increase your brand recognition	✓	✓	✓	✓
<b>Featured Product Showcase</b> Detailed descriptions, color images	1	3	5	10
<b>Show Specials</b> Spotlight discounts & giveaways	1	3	5	10
<b>Press Releases</b> What's happening at your company	1	1	5	10
<b>Product Categories</b> Choose those that attendees search for	8	10	10	12
<b>Online Profile Characters</b> Add searchable company information	500	900	1200	1500
<b>Print Profile Characters</b> Add company information	500	500	500	500
<b>Website URL</b> Add website link to eBooth Profile	✓	✓	✓	✓
<b>Company Name &amp; Address</b>	✓	✓	✓	✓
<b>Booth Label</b>	✓	✓	✓	✓

**Exclusive Exhibitor List Sponsor**

- Clickable Logo at the top of the Exhibitor List
- Banner Ad on the Online Floorplan
- Includes a Gold Listing

**\$1,999**

**Exclusive Floor Plan Sponsor**

- Clickable Logo with Booth Number
- Includes a Gold Listing

**\$2,499**

**Additional Digital Promotions**

**Floor Plan Booth Logo - \$349 Each**

Make your booth stand out from others by opting to show your company or product logo in your exhibit booth on the interactive event map.\*



\*Your booth must be a 20x20 or larger.

**Floor Plan Banner Ads - \$249 Each**

All attendees will check out the online event map. Catch their attention in this hot spot with a track-able banner advertisement.



**Videos - \$299 (Per Video)**

Tell your story with video and engage attendees on a deeper level to get them excited about your products.



**DIRECT MARKETING (EMAIL OR POSTCARD)**

**Email Deployment Program**

2021 attendees only: **\$800**

2022 pre-registered attendees: **\$1,000**

2021 & 2022 pre-registered attendees: **\$1,600**

Limited email dates are available and are filled on a first-come, first-served basis. Emails will be deployed through EFA's email vendor. Exhibitor to supply HTML file, subject line, seed list, and opt-out list to EFA.

**Direct Mail Program**

2021/2022 pre-registered attendees\*: **\$750**

Please note that charges are for access to attendees and do not cover costs of creating, printing or mail house services used with direct mail pieces. Direct mail is managed through EFAdirectmail.com (ExpoCommerce/Community Commerce). EFA must approved direct mail pieces before the EFAdirect mailhouse can proceed with order. Please visit EFAdirectmail.com to learn more.

*\* The list for direct mail pieces will begin with the previous show's attendees, then as attendees register for the upcoming show, prior year records are replaced with current year records*

**PROGRAM GUIDE ADS**

- Standard Full-page: **\$1,500**
- Standard Half-page: **\$1,000**
- Premium Positions add 10%

**WEBSITE ADVERTISING**

Attendees rely on the EFA websites to provide them with the most up-to-date information on exhibitors, registration, conference sessions, special events and more. What better way to highlight your company than by placing an ad, including a link to your company's website in a highly visible position on the official show website.

**EFA Website**

Ad Unit	Size (Pixels)	One Month	Three Months
Top Banner	728 x 90	\$2,500	\$2,000/month
Bottom Banner	728 x 90	\$1,000	\$750/month

**EFA Magazine Website**

Ad Unit	Size (Pixels)	One Month	Three Months
Top Side	300 x 600	\$2,000	\$1,500/month
	300 x 250	\$1,500	\$1,000/month
Bottom Side	300 x 250	\$1,000	\$750/month



# environments for aging

## LET'S TALK DETAILS

April 2-5, 2022

Wisconsin Center, Milwaukee, WI

### Exhibit Hall Hours:

Sunday, April 3, 2022

3:30 p.m. - 5:30 p.m. (Welcome Reception)

Monday, April 4, 2022

11:30 a.m. - 2:30 p.m.

Tuesday, April 5, 2022

9:30 a.m. - 11:00 a.m.

### 2022 Booth Rates:

**\$37.95** per sq. ft.

**\$195** Corner Fee

**\$99** Enhanced Marketing Fee

**\$1800** Gallery Space

## QUESTIONS? CONTACT US!



### SHOW DIRECTOR

Kevin Gaffney, CEM  
770.291.5446  
kevin.gaffney@emerald.com



### ASSOCIATE SHOW DIRECTOR

Kristin D. Zeit  
513.717.1155  
kristin.zeit@emerald.com



### SALES REPRESENTATIVE

[Companies #'s, A-G]  
Cindi Richardson  
661.644.4222  
cindi.richardson@emerald.com



### NATIONAL ACCOUNT MANAGER

[Companies H-S]  
Scott C. Goist  
216.288.4170  
scott.goist@emerald.com



### BUSINESS DEVELOPMENT MANAGER

[Companies T-Z]  
Emily Clay  
770.291.5439  
emily.clay@emerald.com