

environments *for* aging

Conference + Expo

Marketing, Advertising, and Sponsorship Opportunities

EFA Conference + Expo: April 26-29, 2025 | Central Bank Center | Lexington, Ky. | environmentsforaging.com



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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	Call campaigns to prospective attendees	Advertise with key media and association partners
Drive social media engagement across Twitter, Facebook, and LinkedIn	Promote exhibitors at environmentsforaging.com to drive interest	Publicize event schedule including awards programs, networking parties, and more

What you can do to bring attendees to YOU:

Complete your free online profile in the EFA Exhibitor Dashboard so attendees can learn more about you	Promote in-booth show specials, press releases, products, photos and videos, and more in the EFA Exhibitor Dashboard	Increase your social media posts surrounding your participation at the show and use #EFAcon to grow your followers and gain visibility
Utilize multiple high-visibility advertising and sponsorship opportunities to increase awareness and stand out	Take advantage of direct marketing programs to registrants	Use the new, free online promotional tools on environmentsforaging.com to maximize your ROI and drive more traffic to your booth

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) : \$16,750

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 2026

NETWORKING PARTY: \$13,500 (EXCLUSIVE)

Make an unforgettable impression on hundreds of attendees. Associate your name and brand with the party that people will be talking about long after the event ends.

- Introduction of company's executive to Networking Party attendees (exclusive only). Optional two-minute welcome message to Networking Party attendees by your company's executive (exclusive only)
- Your company logo on Networking Party drink tickets and opportunity to provide branded napkins*
- Company logo in the on-site Show Directory
- Full page, full-color ad in on-site Show Directory
- Display table (optional)
- First right of refusal for 2026

*Sponsor provides napkins

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

The EFA Connect App keeps attendees connected to important event updates and to one another. EFA Connect content includes session presentations, show agenda, floor plan, schedule alerts, and survey, providing the EFA Connect App sponsor with consistent and continuous on-site engagement.

- Sponsor logo included in app
- Logo next to your company's listing in directory
- Mobile app data
- First right of refusal for 2026

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

WELCOME RECEPTION (EXCLUSIVE): \$6,000

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 Networking Party promotion
- Opportunity to provide branded napkins and cups during reception*
- Enhanced exhibitor directory listing (includes logo)
- Discount code for expo only passes
- First right of refusal for 2026

*Additional costs may apply, sponsor to provide

FLOORING SPONSOR (EXCLUSIVE) : \$5,500

Make a strong first impression as attendees view your brand's flooring as they step into the entrance of the exhibit hall.

- Sponsor to provide flooring for the outside entrance to Exhibit Hall at EFA (based on Emerald's approval)
- Sponsor signage next to flooring
- Company logo on Sponsor Recognition signage, in the on-site Show Directory, and website

REGISTRATION SPONSOR (EXCLUSIVE): \$5,000

Draw attendees to your booth in the high-traffic registration area—the first stop for all EFA attendees.

- Sponsor has the option to provide flooring for outside the registration area (based on Emerald approval)
- Logo on the registration kick panels for all attendees to see when they collect their badge (up to 3)
- Company logo on sponsor recognition signage, in the on-site Show Directory, and website

CASH GIVEAWAY: \$3,000

- 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

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

COFFEE STATION SPONSORSHIP (3 AVAILABLE - 1 SPONSOR PER DAY): \$5,500

Attendees are always on the lookout for a mid-afternoon energy boost, and you can be the one to bring it to them! Sponsor an afternoon refreshment break.

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

EDUCATION TRACK SPONSOR: \$3,300

Sponsor a track and align your company with thought leadership in a topic area that's critical to your work and that of EFA attendees.

- 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 2026

CONFERENCE SPONSORS**:

- \$6,000 (3 full conference badges, logo on signage and ad)
- \$3,000 (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**:

- \$6,500 (3 full conference badges, logo on signage and ad)
- \$3,000 (2 full conference badge, logo on signage and ad)
- \$1,400 (3 expo only badges, logo on signage and ad)
- \$1,050 (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): \$2,500

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 2026

*Sponsor provides bag

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

ATTENDEE BAG INSERTS SPONSOR: \$1,350 (MULTIPLE AVAILABLE)

Attendee bag inserts allow you to put your marketing information in the hands of all EFA attendees. Your company's promotional material will be inserted into all attendee bags given out at registration.

ATTENDEE BADGE SPONSOR (EXCLUSIVE): \$2,500

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 2026

ATTENDEE LANYARD SPONSOR (EXCLUSIVE): \$2,250

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 2026

*Sponsor provides lanyards

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

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 2026

*Sponsor provides pens and notebooks

WATER BOTTLE OR CUP SPONSOR: \$2,100 FOR BOTTLES/\$1,500 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 2026

*Sponsor provides water bottles or cups

AISLE SIGN FLOOR DECAL SPONSOR: \$1,995 EACH

Take advantage of this can't-miss opportunity to not only bolster brand exposure but traffic to your booth. Aisle sign sponsorships are available for each aisle of the expo hall, with a 2-foot-by-3-foot floor cling position. This cling will align with the HCD aisle signs and provide your company a space for your custom creative, showcasing your logo, product, and/or booth number. Sponsors may choose which aisle they wish to sponsor on a first-come, first-served basis.

*Plus cling production cost

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

COMMUNITY TOUR: \$1,200

One of the most popular features of EFA, the community tours draw crowds every year. Sponsors will be able to co-host a guided walk-through of a local senior living community.

- 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: \$1,850

In our STEP program, we design and launch a Facebook and Instagram campaign through our own Facebook Ads Manager, to increase awareness of your products and 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: \$650

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: \$2,400

Reach EFA attendees and non-attendees from your booth with a live social media interview at EFA! Build your brand presence and tell your story straight from the show floor with this four-minute live interview. The 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 up to four 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.

2025 EFA CONNECT	BASIC	BRONZE	SILVER	GOLD
Online Exposure	Included	\$270	\$520	\$800
Premium placement				✓
Videos			1	2
Company Logo	1	1	1	1
Enhanced Profile Icon		✓	✓	✓
Digital Product Showcase	1	3	5	10
Show Specials/Giveaways	1	3	5	10
Press Releases	1	3	5	10
Product Categories	8	10	10	12
Online Profile Character Limit	500	900	1,200	1,500
Website URL	✓	✓	✓	✓
Company Name, Booth Number, Address	✓	✓	✓	✓
Booth Label	✓	✓	✓	✓

ONLINE PROMOTION OPTIONS

Floor Plan Banner Ads	\$325
Floor Plan Logo (For booths 20 x 20 or larger)	\$500

EXCLUSIVE ONLINE SPONSORSHIPS

Exclusive Exhibitor List Sponsorship - Company logo on top of exhibitor list and search results - Permanent banner ad on online floor plan - Gold Listing	\$2,400
Exclusive Online Floor Plan Sponsorship - Clickable logo on the floor plan - Gold Listing	\$2,750
Additional Video	\$425/Video

3% fee applied to payments made with credit card (other than initial on-site booth deposit). See Exhibit Space Agreement for additional terms. (For NY exhibitors, see "Payment Schedule Addendum to Exhibit Space Agreement")

DIRECT MARKETING EMAIL

Email Deployment Program

2024 attendees only: **\$1,000**

2025 pre-registered attendees: **\$1,350**

2024 & 2025 pre-registered attendees: **\$2,200**

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.

SHOW DIRECTORY ADS

- Standard Full-page: **\$2,000**
- Standard Half-page: **\$1,400**
- Full-page Premium Position: **\$2,200**

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

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April 26-29, 2025

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Exhibit Hall Hours:

Sunday, April 27, 2025 4:30 - 6:30 p.m.
(Welcome Reception)

Monday, April 28, 2025 10 a.m. - 2:45 p.m.

Tuesday, April 29, 2025 9 - 11 a.m.

2025 Standard Booth Rates:

\$46.00 per sq. ft.

\$250 Corner Fee

\$315 Enhanced Marketing Fee

\$2,500 Gallery Space

- 1 Exhibitor Conference Badge and 1 Exhibitor Expo Only Badge per 100 sq. ft.
- 1 Exhibitor Conference Badge per Gallery Space

QUESTIONS? CONTACT US!



ACCOUNT EXECUTIVE

(Companies #'s, A-Z)

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