Western Region Chapter of the Aging Life Association
30th Annual Conference – A Virtual Event!
SPONSORSHIP PROSPECTUS

Who Attends the WRC-ALCA Annual Conference?

Our membership includes approximately 400 Aging Life Care Professionals serving clientele in the Western United States (includes 13 states and British Columbia). Aging Life Care Professionals help determine the direction of elder care in this country. We serve the rapidly growing senior population by providing expert advice and services to improve quality of life, support functional ability, promote wellness and reduce safety risks. **Aging Life Care Professionals are professional social workers, nurses, gerontologists, mental health professionals and others in the allied helping fields.**

Who Sponsors at the Conferences?

Companies and organizations whose products and services are geared toward assisting the elderly and the Care Managers who represent them are encouraged to exhibit – this includes those who focus on **healthy aging, baby boomers, technology and more**. Sponsors will have access to the ultimate decision-makers in the forefront of aging concerns. Past sponsors have been delighted with the caliber of attendees and referrals received from exhibiting at WRC-ALCA Conferences.

Benefits of a Virtual Sponsorship

- Connect with conference attendees – virtually – through quality networking opportunities with potential leads
- Multiple promotional opportunities within our Virtual Event Platforms and leading up to the conference through conference website and emails
- Customized Sponsor Profiles within our Virtual Event Platform with brand identity, attachments, external linking to showcase your company in many ways
- Sponsors will be showcased within interactive games throughout the conference
- Showcase your company within the "Conference in a Box" that will be mailed to attendees 7-10 days out.
- Metrics provided to quantify the value of your participation

Why Should YOU Participate?

For every **private pay** client, a CARE MANAGER sees, on average there are TWO additional involved family members and TWO professionals. So, for every client with whom the CARE MANAGER interacts, engages with and influences, there are FIVE distinct potential consumers. On average each CARE MANAGER serves 100 clients in a year, which means, **each CARE MANAGER affords you with access to 500 hundred contacts.**

Equally important is the qualitative value of each of these contacts – Care Manager clients are individuals who value professional services, who can afford services, and who are willing to pay for services out of pocket.

So, what do 400 Care Managers mean to you?

Up to 200,000 viable, pre-screened leads who need to find out about your services. This is an outstanding opportunity to share *your* product or service with this diverse group of professionals in a recession-proof market!

Message Behind our Conference Theme

Our conference committee chose the theme "Innovate, Integrate & Invigorate" to set the tone for the conference and to provide prospective speakers with guidance on how to shape their proposals.

Innovate – Aging Life Care Professionals are continuously innovating new strategies, tools and solutions on demand that will connect our clients with relevant navigation and resources. To stay in the forefront of care management, we must consider emerging findings: scientific research, technology, client management practices, and the various challenges facing caregivers. We can innovate solutions to new challenges that make us better from the organization's operations to the multi-generational client experience. Do you have examples of how you have innovated within your own practice to improve the delivery of services and improve your client's experience?

Integrate – Conferences are all about learning. We want to hear from you about approaches and best practices for caring for older adults and helping them age in a healthy way. We are also interested in cutting edge research you are a part of or are using in developing future best practices and approaches in helping older adults through this stage of life.

Invigorate – With the redesign of what it means to age by the 10,000 Baby Boomers turning 65 each day, we have entered a new era of "elder care". There are now 5 to 6 living generations possible in a family today, for the first time in history. We want to hear the generational voices on services, technology, strategies for juggling family, work and caregiving, and care options for our clients who want to do things on their own terms and live as independently as possible. We look forward to hearing from you!

Register NOW to be a Sponsor!

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SPONSORSHIP OPPORTUNTIES BY LEVEL

Platinum ($5000)	Gold ($3500)	Silver ($2500)	Bronze ($1,500)	Copper ($750)
Complimentary post-conference attendee list for ONE TIME email or mailing	Complimentary post-conference attendee list for ONE TIME email or mailing	Complimentary post-conference attendee list for ONE TIME email or mailing	Complimentary post-conference attendee list for ONE TIME email or mailing	Complimentary post-conference attendee list for ONE TIME email or mailing
• Customized Sponsor profile in conf app • We will highlight your company in email prior to conference • Banner ad in conf app **(4x per rotation)**	• Customized Sponsor profile in conf app • We will highlight your company in email prior to conference • Banner ad in conf app **(3x per rotation)**	• Customized Sponsor profile in conf app • We will highlight your company in email prior to conference • Banner ad in conf app **(2x per rotation)**	• Customized Sponsor profile in conf app • We will highlight your company in email prior to conference • Banner ad in conf app **(1x per rotation)**	• Customized Sponsor profile in conf app • We will highlight your company in email prior to conference • Banner ad in conf app **(1x per rotation)**
FIVE COMP conf registrations	**THREE** COMP conf registrations	**TWO** COMP conf registrations	**TWO** COMP conf registration	**ONE** COMP conf registration
• **Full Screen** Digital Ad • **Up to 3-minutes** pre-recorded message played for all participants, *with a 30 second live introduction*	• **Full Screen** Digital Ad • **Up to 2-minutes** pre-recorded message played for all participants, *with a 30 second live introduction*	• **Full Screen** Digital Ad • **Up to 1-minute** pre-recorded message played for all participants,	• **Full Screen** Digital Ad • **Up to 30-second** pre-recorded message played for all participants.	
• Company logo, listing and brief bio on website **(6 months)** • **TWO** customized push notifications through conf app • Logo projected in background during hosted session • Hosted Sponsorship Information Session • Insert in "Conference in a Box"	• Company logo, listing and brief bio on website **(3 months)** • **ONE** customized push notifications through conf app • Logo projected in background during hosted session • Hosted Sponsorship Information Session • Insert in "Conference in a Box"	• Company logo, listing and brief bio on website **(3 months)** • **ONE** customized push notifications through conf app • Logo projected in background during hosted session • Hosted Sponsorship Information Session • Insert in "Conference in a Box"		
• Logo on conference item • Logo on starter slide of every presentation • Additional mailing list opportunity (pre-conference) • Customized, interactive email highlighting your company, sent to conference registrants prior to conference	• Logo on conference item • Logo on starter slide of every presentation • Additional mailing list opportunity (pre-conference) • Customized, interactive email highlighting your company, sent to conference registrants prior to conference			
• App Splash Page (first page attendees see when opening app) visibility • Company Logo "Conference in a Box" mailout • Logo on interactive activity piece (will be included in the "Conference in a box") • Sponsorship of **TWO** Scholarships for Care Managers who cannot afford to attend conference				

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VIRTUAL SPONSOR PLANNING INFORMATION

Additional Information for our SPONSORS

- **Logos:** We will need your high-resolution logo in jpeg or png format at the time you register your sponsorship ideally but no later than **August 21, 2020.**
- **Digital Ad Specifications:** Finished ad sizes should be Full Screen PowerPoint Slide= 10" wide x 5.63" high, Half Screen = 5" wide x 5.63" high. We will need to receive these by **August 21, 2020**.
- **Banner Ad Specifications:** These are for the conference app and we will need **TWO** separate sizes:
    - 460x200 PNG/JPEG
    - 640x100 PNG/JPEG
  These are very small and the Ads should be very simple. You will be able to link your Banner Ad to any external link you prefer. We will need to receive these by **August 21, 2020.**
- **Customized Announcements:** These can include your company logo, an attachment, an external link, 250-word description and a call to action. We will need to receive these by **August 21, 2020.**
- **Customized Push Notifications:** Push notifications are sent directly to the attendees' devices and are limited to 150 characters. You can also include an external link. We will need to receive these by **August 21, 2020.**
- **Insert in Conference Attendee's Mailout:** A box or package will be mailed to conference attendees 7 to 10 days pre-conference including an at a glance agenda, conference giveaways, game cards/tickets, sponsor inserts (top 3 levels) and more. Your item may be a flyer / brochure or promotional item but must be pre-approved by the planning team to ensure it is within size/weight limits for the mailing. Quantity will be advice=sed a minimum of 30 days pre-conference. Your item must reach mailing house (shipping address TBD) a minimum of 14 days pre-conference.

Confirmations

Confirmations will be sent within two weeks of receiving your reservation form and payment. Please contact us if you do not receive confirmation. Final planning details will be mailed a minimum of four weeks prior to the conference.

Payment

A completed application and 50% of the payment are due to secure your commitment. **The balance of payment is due by or before August 25, 2020.** Payments and registration may be made online (which allows you immediate confirmation and the ability to input your own data). If you would prefer to register manually and are paying by check, please complete and return the form below. *(Note: if you wish to pay by credit card, you MUST register online).* Make your check **payable to WRC-ALCA** and send to:

WRC-ALCA 2020 Conference
c/o MeetingWise LLC
1590 Rosecrans Ave., Suite D411
Manhattan Beach, CA 90266

Cancellation Policy

All cancellations must be emailed to *sboswell@meetingwise.net* and are not valid unless you receive a return confirmation that your email has been received. **Cancellation by July 31, 2020 will receive a minimum 50% refund; no refund will be given beginning August 1, 2020.**

Applications for sponsorships and exhibit spaces are subject to approval by conference management and must include description of your products/services. If the application is not approved, the deposit check will be returned in. full

Questions

Contact Stacey Boswell at MeetingWise LLC*, sboswell@meetingwise.net* and she will get back to you as quickly as possible via email or call back (if requested)