



## Available Exclusively to PALA Industry Partners! Elite Sponsor and Expo Packages

### Unlock Exceptional Visibility & Value

PALA's Elite Expo and Sponsorship Packages—available only to Industry Partners—offer unparalleled access to Pennsylvania's senior living leaders. Strengthen your organization's presence at both the Annual and Fall Conferences while enjoying significant savings, premium exposure, and exclusive benefits.

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### What Every Elite Package Includes:

- Expo booth space at both the Annual & Fall Conferences
  - Two (2) full registrations for each conference
  - Priority recognition based on sponsorship level
  - Consistent exposure to leadership and decision-makers statewide
  - Flexibility to choose your preferred sponsorship tier for each event
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### Sponsorship Levels & Opportunities for Industry Partners

#### Elite Diamond Package — \$15,000

Our highest level of exposure, influence, and brand engagement. **Save over \$6,000!**

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#### Sapphire Level — \$11,000

A strategic visibility tier to maximize impact throughout the year. **Save over \$1,800!**

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#### Elite Ruby Package — \$7,500

A visibility tier for companies seeking strong, year-round impact. **Save over \$1,000!**

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## 🌟 Elite Platinum Package — \$6,000

A high-value sponsorship supporting statewide reach. **Save over \$875!**

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## 🏆 Elite Gold Package — \$5,000

A strategic option for presence at both major conferences. **Save over \$875!**

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## 🥈 Elite Silver Level — \$4,000

An entry-level bundle providing consistent exposure all year. **Save over \$875!**

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### Why Partner with PALA?

- Connect directly with senior living executives and community leaders
  - Build long-term relationships with key decision-makers
  - Strengthen your brand recognition across Pennsylvania
  - Showcase your company's expertise through visibility and engagement
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### Important Information

- Sponsorships are awarded on a first-come, first-served basis
  - Promotional benefits begin once full payment is received
  - All sponsorships are non-refundable
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### We're Here to Help

For questions or to secure your 2026 Elite Sponsorship Package:

Joan DeLuca – joan@pala.org

Janet Neidig – janet@pala.org

717-695-9734

# 2026 Sponsorship Levels and Opportunities

Please indicate your preferred sponsorship choices for Annual and Fall Conferences on Sponsor/Expo Package Registration Form.

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## Diamond Level

Exclusive recognition as the **Welcome Reception & Bar Sponsor**. Includes:

- Premier exposure and branding before, during, and after the event.
  - Opportunity to personally welcome attendees at the reception.
  - Your logo featured on custom-branded cocktail napkins.
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## Sapphire Level

Exclusive sponsor of the **Branded Attendee Wi-Fi — *Annual Conference Only!***

Sponsor of “2” Platinum Level sponsorships in the fall!

- Your logo featured on signage and Wi-Fi access materials.
  - High visibility across all event materials.
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## Ruby Level

Premium exposure across PALA’s Annual and Fall Conferences. Includes:

- Opportunity to introduce a keynote speaker (script provided).
- Up to three minutes to share an overview of your company.

### **Available Sessions:**

- Opening General Session
  - Closing General Session
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## Platinum Level

- Tote Bags
  - Lanyards
  - Notebooks
  - Hershey Candy Bars
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## Gold Level

Visibility at premier networking and meal functions.

### **Opportunities:**

- Branded Punch for Network & Nibbles (April 29) — includes logo signage and 2 representative tickets.
  - Attendee Breakfast (April 30)
  - Expo Mid-morning Break (April 30)
  - Expo Lunch (April 30)
  - Expo Mid-afternoon Break (April 30)
  - Breakfast (May 1)
  - Expo Mid-morning Break (May 1)
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## Silver Level

Targeted recognition and visibility.

### **Options:**

- Educational Session (TBD)
- Attendee Beverage Break (April 29)

# Elite Sponsor/Expo Packages Registration Form

Sponsorships are confirmed on a **first-come, first-served basis**. Availability is limited for exclusive opportunities.

## Company Information

Contact Person Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

### All Elite Packages Include:

- Expo booth space at both the Annual & Fall Conferences
- Two (2) full registrations for each conference
- Priority recognition based on sponsorship level
- Consistent exposure to leadership and decision-makers statewide
- Flexibility to choose your preferred sponsorship tier for each event **(NOTE: Sapphire levels gets Branded Attendee Wi-Fi for Annual and "2" Platinum Level Sponsorships for Fall.)**

### Select Your Sponsorship Level

- |  |   |
|--|---|
| <input type="checkbox"/> Elite Diamond Package — \$15,000  | <input type="checkbox"/> Elite Platinum Package — \$6,000 |
| <input type="checkbox"/> Elite Sapphire Package — \$10,000 | <input type="checkbox"/> Elite Gold Package — \$5,000     |
| <input type="checkbox"/> Elite Ruby Package — \$7,500      | <input type="checkbox"/> Elite Silver Package — \$4,000   |

### Preferred Sponsorship

Select Sponsorship for Annual Conference: \_\_\_\_\_

Select Sponsorship for Fall Conference: \_\_\_\_\_

### Payment Method (Select one)

- Credit Card       Check

**If paying by credit card:** A secure payment link will be sent to the email listed above.

Please make checks payable to **PALA** and mail to: 205 Grandview Avenue, Suite 406 Camp Hill, PA 17011.

### Submission

Please return this completed form to: **Joan DeLuca** — [joan@pala.org](mailto:joan@pala.org) | **Phone:** 717-95-9734