

SYNERGY CONFERENCE 2024

SENIOR
DINING
ASSOCIATION

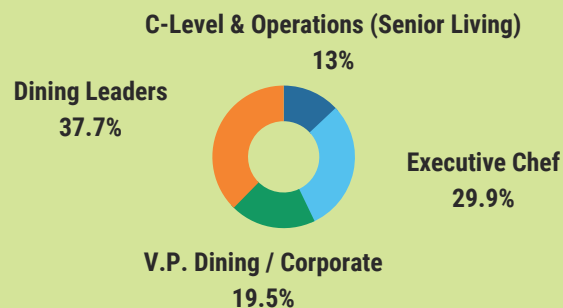


April 7th-10th, 2024
Orlando, FL
Renaissance at SeaWorld







WHO ATTENDS SYNERGY?

SYNERGY DECISION MAKERS

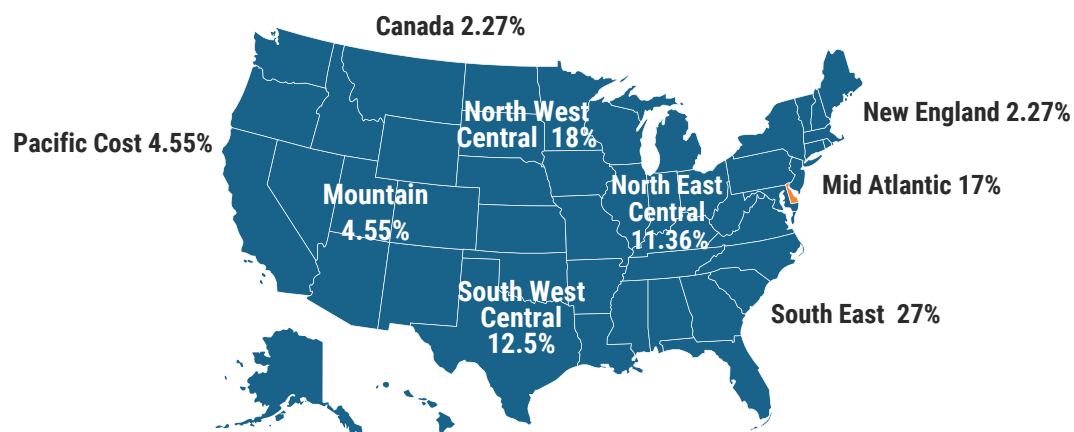


LOCATIONS REPRESENTED AT EVENTS **1,600+**

COMMUNITY TYPES

-  CCRC / Life Plan Community **33%**
-  Assisted Living **35%**
-  Independent Living **25%**
-  Skilled Nursing **7%**

SYNERGY ATTENDEE LOCATION



ATTENDEE FEEDBACK

A FEW WORDS FROM OUR
MEMBERS & CONFERENCE
ATTENDEES



SYNERGY: SPONSORSHIP BENEFITS

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SYNERGY 2024 Sponsorship Levels	Diamond	Platinum	Gold	Silver	Bronze
	\$41,500 Value	\$28,500 Value	\$18,250 Value	\$11,500 Value	\$7,250 Value
	\$35,000 Investment	\$24,500 Investment	\$14,750 Investment	\$9,750 Investment	\$6,500 Investment
Exhibit Booth 8x10	2 Booths	1 Booth	1 Booth	1 Booth	1 Booth
Full Conference Complimentary Registration	4	3	2	2	1
Attendee List: Pre & Post Conference (2 weeks)	*	*	*	*	*
Brand Recognition: SYNERGY Website and Conference Mobile app	*	*	*	*	*
Brand Recognition: On Event Signage, Mainstage Rotating & Marketing Materials	*	*	*	*	*
Brand Recognition: Conference Program Guide Ad Insertion	*	*	*	*	*
Social Media Recognition: Pre and post conference acknowledgement	*	*	*	*	*
Print Advertising: Enhancing Brand Visibility and Conference Program Guide Advertisement	1 Full Page Ad	1/2 Page Ad	1/4 Page Ad	1/8 Page Ad	Brand Recognition
SDA 2024 Annual Sponsorship Program: Opportunity to participate	*	*	*	*	
Option to Sponsor: Branding, Dining, and Experience Opportunities Below	*	*	*	*	
Option to Sponsor: Opportunity to Present Education at SYNERGY	*	*	*	*	
Conference Apron Give-A-Way to Attendees: Brand on Apron	*	*	*	*	
Registration Welcome Tote Bag Insert: 1 swag or informational item	*	*	*	*	
Mobile App Ad: 1 Rotating Ad	*	*			
Select One Option: Offer Education at Conference* or Sponsor an Education Track Session* or Sponsor a Dining Experience* (sponsorship options marked below with *)	*	*			
Select One Option: Sponsor Experience* or Sponsor Dining Experience* (sponsorship options marked below with *)	*				
Select One Option: Branding Sponsorship (per availability)	*				

JOIN US FOR THE ULTIMATE SYNERGY EXPERIENCE.



DEADLINE FOR REGISTRATION: MARCH 1, 2024

Responsibilities of Sponsorship-Related Fees

Please note that any corkage, service, and/or handling fees related to sponsorship that may be imposed by the hotel or other conference venues are the responsibility of the sponsor. The sponsor must pay these fees directly to the hotel, and they are separate from the sponsorship amount stated above.

Membership is required for sponsorship

NEW

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BRANDING OPPORTUNITIES



Conference Writing Pad & Pen

This co-branded notepad will be available for all conference attendees to take notes with and bring back to their communities. **1 Available \$7,500**

Conference Lanyard

Place your logo on all lanyards given to each attendee, exhibitor, and staff member. Mobilize your company's logo throughout the Conference. **1 Available \$5,500**

Conference Welcome Tote Bag

Collaborate with the SDA and get your brand featured on the official conference welcome tote bag, which is given to all attendees during check-in. **1 Available \$6,000**

WiFi Sponsor

Your company will be recognized when attendees connect to the conference Wi-Fi. **1 Available \$5,000**

SYNERGY Mobile App

As a sponsor, your company logo will be prominently displayed each and every time attendees access the app. **1 Available \$5,000**

Conference Apron: Logo

Place your brand with other sponsors on the official conference apron for attendees to bring back to their homes and communities. **\$4,000**

Welcome Tote Bag Swag Insert

Make a quick first impression with conference attendees. Drop your swag, gift or food sample in the attendee welcome bag. **\$2,750**

SYNERGY Conference Program Guide

Enhance your brand recognition with an ad in the program guide.

Cost Per Ad:

- Full page: **\$3,000**
- Half page: **\$2,500**
- Quarter Page: **\$2,000**
- Eighth Page: **\$1,500**

Sponsorship is a requirement for these opportunities.

Maximize Your Conference Impact by Boosting Product Visibility, Brand Awareness, and Networking Opportunities

Are you looking to take your conference presence to the next level? Our exclusive perks, such as enhanced product visibility, brand awareness, and networking potential, are only available to our esteemed industry partners who are sponsoring the event.

DINING OPPORTUNITIES

Coffee & Tea Sponsor (Exclusive)*

Feature your mild or dark roast coffee blend throughout the duration of the conference by becoming the exclusive coffee sponsor. Only one spot is available, so don't miss out on this chance to showcase your brand. **\$7,500 | No Corkage Fee**

Boost Your Brand by Sponsoring Breakfast at the Conference*

As a sponsor, you can provide a food item and marketing materials for tables while welcoming guests to breakfast each morning. Your brand will be prominently displayed, and you'll receive recognition for the breakfast "WOW" factor. **2 Available \$5,000**



Award Recognition Lunch Event: Hors d'oeuvres Product Placement*

Take advantage of this fantastic opportunity to promote your product before the attendees sit down for passed Hors d'oeuvres. Your brand will be showcased on stage and on lunch menu signage. Don't miss out on this chance to increase your brand recognition. **2 Available \$5,000**

Refreshment Breaks*

Help attendees fuel up for a busy day. Sponsor has opportunity to welcome guests, receive brand recognition and insert product into break. **1 Available \$5,000**

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Elevate your conference presence with enhanced product visibility, brand awareness, and networking potential. These exclusive perks are available solely to our valued industry partners sponsoring the event.

EDUCATION OPPORTUNITIES

NEW

SYNERGY Education Sponsor*

Grants you a platform to present a 45-50 minute breakout education session at our conference, directly engaging with industry leaders and showcasing your expertise to a captive audience. Session collaboration and topic approval by SDA. **\$7,500**

NEW

SYNERGY POS Refresh Training

Here's your chance to invest in your clients and provide them with the latest software innovations. The SYNERGY POS Training Sponsorship presents an exciting opportunity to upskill your clients and offer refresh training. **2 Available \$30,000**

Take a look at what our sponsorship package offers:

- Conference registration for **20 senior living operators**
- **10%** discount on food and beverage catering
- **20%** discount on Encore AV equipment
- Additional staff badges permitted for training purposes only to manage logistics for setup and breakdown.
- **Training date:** April 10th, 2024 | Room availability: 8am - 1pm
- Training room dimensions: 41 x 25
- Customize your training room and setup the night before
- Private branded registration landing page with discounted pre-paid conference registration for your clients attending the training
- You also have the option to include in-room lunch catering for an additional fee.

EXPERIENCE OPPORTUNITIES

Starting the Conference with a Bang: The Kickoff Event*

Make an impact at the conference by starting off with a memorable moment. Giving sponsors an opportunity to greet guests as they arrive and address the attendees during the event. This includes product placement or handouts for those that attend. Your brand will be prominently displayed on event signage. **2 Available \$7,500**

NEW

SDA Community Tour and Tasting Experience

In collaboration with the SDA, we're excited to offer a unique sponsorship opportunity. This includes a guided tour of an SDA member community, where you can explore and sample a variety of delicious foods. Round-trip bus transportation to the community is also included in this immersive experience. **2 Available \$10,000**

NEW

SDA Awards Member Recognition Luncheon Event*

You'll have the chance to announce award winners, present awards, and introduce our post event entertainment. Includes reserved table located at the front. **1 Available \$7,500 each**

Conference Opening General Session*

Start the conference by welcoming everyone and introducing SDA and the keynote speaker. This is a fantastic chance to address the crowd and get them hyped up for the rest of the day. Additionally, sponsors will have the chance to showcase their brand on the main stage and provide promotional materials for attendees. Don't miss out on this opportunity to kick us off! **1 Available \$7,000.**

Tuesday Opening General Session*

Start the second day of the conference by welcoming everyone and introducing SDA and speakers. This is a fantastic chance to address the crowd and get them hyped up for the rest of the day. Additionally, sponsors will have the chance to showcase their brand on the main stage and provide promotional materials for attendees. Don't miss out on this opportunity of a captive audience! **1 Available \$7,000.**

Education Track Sponsor*

Feature your brand while you introduce the education session and speakers to attendees. **6 Available \$5,000**

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SYNERGY EXHIBITOR INFORMATION

[SYNERGY WEBSITE](#)

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EXHIBITOR BOOTH COST ([CLICK HERE](#)) [EXPO FLOOR PLAN](#)

- Exhibitor Only (Member): **\$4,250**
- Exhibitor Only (Non-Member): **\$4,750**
- Additional 8x10 Booth Space: **\$4,250**

EXHIBITOR BOOTH SPACE INCLUDES

- 8'X10' booth with 8' wall drapes
- A booth space complete with pipe & drape and ID sign
- One six-foot table, two chairs & wastebasket
- Listing in conference App & on SDA website
- Sunday Evening Kick-off event
- Tuesday night cocktail reception
- Expo booth only registrations provided (2 each only)
- Pre & post-conference attendee list

Exhibitor Show Kit: Items not included with the registration, such as: Electrical service, Telephone service, Audio/visual equipment, etc.

Shipping information: (Additional booth furnishings, carpeting, etc.) will be coordinated with Show Management.

CONTACT US

SDA Exhibitor Logistics

Kathie Ritterson at 980-339-7280 or
Kathie@seniordining.org

[SYNERGY WEBSITE](#)

LEAD RETRIEVAL

\$300

Includes 1 device download per company.

INCREASE YOUR EXPO PRESENCE

Available for Sponsors Only

Expo Hall Booth Support: **\$300 each**

(Does not include sessions, meals or events)

Corner Booth Upgrade: Secure a coveted corner booth, offering enhanced visibility to operators navigating the hallways. Booth assignment is based on a first-come, first-served basis, prioritized by sponsor level. Please note, this option is not available for Exhibit Only level sponsors. ***\$250**

SHOW MANAGEMENT

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National Operations

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