



2024

ANNUAL PROSPECTUS | MEDIA KIT | EVENTS

Year-Round Engagement Opportunities



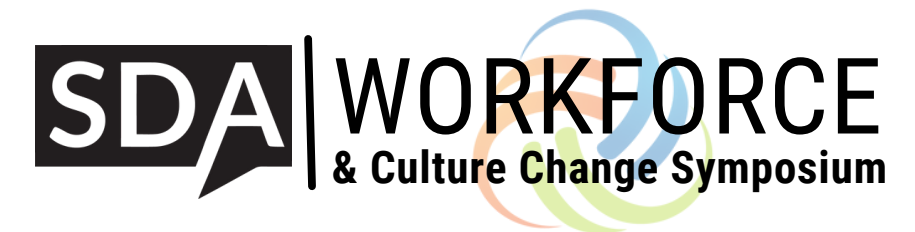
SDA EVENTS

REDEFINING EDUCATION & CONNECTION

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



October 16th-18th, 2024
Las Vegas, NV
Paris Hotel & Casino



October 16th-18th, 2024
Las Vegas, NV
Paris Hotel & Casino



June 5th-6th, 2024
December 4th-5th, 2024
Virtual



WHAT'S NEW IN 2024

YOU DON'T WANT TO MISS THIS

2023 AT A GLANCE

Introducing Our Newest Corporate Members for 2023

We are thrilled to welcome **CCL| Hospitality Group** and **Presbyterian Communities of South Carolina** to our membership community. These two esteemed organizations have invested in our membership for their staff. Welcome aboard!



Two Successful Debut Events in 2023

Our decision to host two major events in one location was a game-changer. Combining the **Workforce and Culture Change Symposium** with the **SDA Las Vegas Executive Chef Training Experience** allowed attendees to get a richer, more comprehensive experience. Team building, networking, and collaboration were at an all-time high. On the last night, almost half of our attendees—**25 out of 56**—went on an unforgettable Las Vegas dining tour. They sampled unique dishes and drinks from three different restaurants, adding an extra layer of culinary excitement to the event.

Announcing the Hiring of Our New Director of Education and Engagement

We are pleased to announce that Travis Shreffler has been appointed as the SDA's new Director of Education and Engagement. Travis will play a key role in extending our educational programs and enriching member engagement. The SDA continues to grow because of your support and participation—thank you!

Cheers to our 2023 Sponsors

Huge shoutout to our 2023 Annual Sponsors— your support has been key to SDA's growth this year. Thanks to you, we're set to bring even more educational opportunities and live events in 2024. Together, we're making strides in addressing crucial issues like workforce and leadership development in the senior living sector.

WHAT TO LOOK FOR IN 2024 PROSPECTUS

- 1 **2024 Annual Sponsorship: Live and Virtual Events with Year-Round Marketing Opportunities**
Get ready for an exciting sponsorship opportunity! In 2024, we'll be hosting a mix of live and virtual events, all while providing year-round marketing opportunities. Plus, we are offering a 30% discount on this comprehensive package.
- 2 Join the **SYNERGY 2024** movement and take advantage of our new sponsorship benefits! This isn't your average trade show – be part of the experience.
- 3 **SDA Dual Event Sponsorship Opportunity!** Join us at the SDA Executive Chef Las Vegas Training Experience and the Workforce and Culture Change Symposium, where we're blending two dynamic events into one power-packed opportunity.



Harris Ader
Founder & CEO

Senior Dining Association

Connect with Harris

980-339-7280

hader@seniordining.org

[Schedule a meeting](#)

Senior Dining Association
980.339.7280
1234 Mann Drive | Suite 200 | Matthews, NC 28105



Choose Your 2024 Annual Sponsorship and Receive Unmatched Value

Maximize your value with year-round engagement while saving up to 30% on sponsorship packages. Benefit from both in-person and virtual events and have access to year-round marketing opportunities. **Deadline for registration: January 31, 2024**

À La Carte Sponsorship and Media Opportunities for Your Next Event!

Take control of your event planning with our à la carte options. Choose from a variety of sponsorship and media opportunities to create a customized experience that aligns with your goals. Check out our full prospectus to learn more about each option.



- **SYNERGY - Senior Dining & Hospitality Conference** **Deadline for registration: March 1, 2024**
 - April 7-10, 2024 | Orlando, FL
- **Workforce & Culture Change Symposium**
 - October 16-18, 2024 | Las Vegas, NV
- **SDA Virtual Expo Spring & Fall**
 - Spring: June 5-6 Fall: December 4-5
- **Marketing & Advertising Selections**

Sign-up



Contact: Kathie Ritterson for questions or to finalize your selections.
980-339-7280 or Kathie@seniordining.org
Schedule a call with Kathie - click here

*Membership is required for all sponsorships
*25% premium for non-member media engagements

LOCK IN YOUR 2024 SPONSORSHIP NOW!



Connect with Kathie
Kathie Ritterson
Member Experience Manager
980-339-7280 | Kathie@seniordining.org

Schedule a meeting



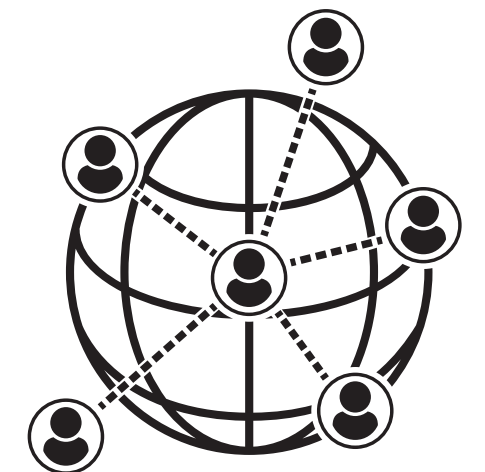
Connect with Harris
Harris Ader
Founder & CEO
980-339-7280 | hader@seniordining.org

Schedule a meeting

2024 ANNUAL SPONSORSHIP



2024 ANNUAL SPONSORSHIP



2024 ANNUAL SPONSORSHIP MENU



EVENT & EXHIBITING SPONSORSHIPS

Annual Sponsorship: Gain year-round value and exposure while saving money. You'll find repeated brand exposure and engagement in this package including live and virtual events.

Price \$14,500 - \$55,000

SYNERGY Sponsorship: The largest professional development program for senior living dining professionals held annually in Orlando, FL combines high-impact learning opportunities with networking, awards recognition, and a exhibitor Showcase.

Price \$6,500 - \$35,000

Symposium Sponsorship: Leverage intensive, face-to-face conversations with potential and existing customers from across the country at this event that allows you to gain insights on trends and consult on critical issues.

Price \$10,000

Executive Chef Training Experience Sponsorship: Leverage intensive, face-to-face conversations with potential and existing customers from across the country at this annual event that allows you to gain insights on trends and consult on critical issues.

Price \$10,000

SDA Virtual Expo Sponsorship: The Expo will give senior dining leaders an opportunity to connect and interact with industry partners and peers to learn about new products and innovations in our interactive expo.

Price \$500 - \$1,250

PROGRAM SPONSORSHIPS

NEW SYNERGY Education Sponsorship - Grants you a platform to present at our conference, directly engaging with industry leaders and showcasing your expertise to a captive audience. Topic approval by SDA. **Price \$7,500**

NEW SYNERGY POS Training Sponsorship
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. **Price \$30,000**

SDA Webinars - Participate in an exclusive SDA webinar for brand exposure and to present educational content eligible for CEU credits. A unique opportunity for learning and professional growth in the senior living dining industry. **Price \$3,000 - \$3,500**

NEW SDA Chat Session - SDA Chats give participants an opportunity to learn, get advice, and share experiences. The sponsor is the only company participating in the Chat. Sponsor collaboration on topic selection. **Price \$2,500**

NEW Virtual Focus Group - Moderate a small virtual focus group discussion. Sponsors have an opportunity to share products and ideas and brainstorm with members. The event is limited to a maximum of 15 participants. **Price \$3,000**

ADVERTISING: E-PUBLICATIONS & PRINT

SDA Weekly Newsletter: SDA NEWS our weekly e-newsletter, published every Tuesday and sent to our distribution list of over 5K subscribers.

Pricing range from \$550 - \$1,250

SDA Friday Update: The SDA's Friday Update, published every Friday and sent to our distribution list of over 5K subscribers.

Pricing range from \$1,000 - \$1,250

SDA Monthly Update: The SDA's Monthly Update, published every Month and sent to our distribution list of over 5k subscribers. **Price \$1,000 - \$1,250**

NEW SDA Senior Dining Solutions: The SDA's Friday Update, published Quarterly and sent to our distribution list of over 5K subscribers.

Pricing range from \$1,000 - \$1,250

Hospitality and Dining: the flagship publication of the Senior Dining Association. Distributed to SDA members. Also available electronically for added visibility.

Price \$2,250 - \$7,000

SYNERGY Conference Program Guide: Gain additional exposure and recognition by advertising in this printed Program Guide, a vital resource used by attendees to navigate the conference.

Price \$1,500 - \$4,000

ADVERTISING: OTHER




Email Blast: A sponsored email is the best way to promote your call to action campaign to drive SDA members & subscribers directly to your own website. **Price \$3,000**

NEW SDA Industry Partner Spotlight Article: We're excited to offer a special feature article on our website and newsletters showcasing SDA industry partners. This is a great opportunity for you to share unique products, services, and stories to our engaged audience. **Price \$1,500**

NEW SDA Content Ad: Video or Static: Are you interested in placing ads on our website's blog posts or articles? Choose between a banner or video ad format, with a minimum order of two insertions. **Price \$750** (minimum of 2 inserts)

2024 ANNUAL SPONSORSHIP



2024 Annual Sponsorship Levels	Diamond	Platinum	Gold	Silver
FEATURING MORE VALUE IN 2024	\$79,300 Value	\$57,200 Value	\$42,500 Value	\$18,750 Value
	\$55,500 Investment	\$40,000 Investment	\$29,500 Investment	\$14,500 Investment
SYNERGY Senior Dining & Hospitality Conference (Sponsorship Level Benefits) April 7-10, 2024 Orlando, FL	Diamond Sponsor Level	Platinum Sponsor Level	Gold Sponsor Level	Silver Sponsor Level
SDA Virtual Expo: Spring: June 5 & 6, 2024 Fall: December 4 & 5, 2024 Exhibitor: Receive Expo Booth and Education Sponsor: Includes Exhibitor and Interactive Session	2 Event Sponsor	2 Event Sponsor	2 Event Sponsor	2 Event Exhibitor
SDA Workforce & Culture Change Symposium or SDA Executive Chef Las Vegas Training Experience October 16-18, 2024 Las Vegas, NV Exciting Chance for Dual Event Sponsorship!	Event Sponsor	Event Sponsor	Event Sponsor	
Digital Marketing & Advertising: Brand on SDA Website, Sponsor Website Page, SDA Weekly Newsletters & Social Media Recognition	*	*	*	*
Digital Marketing & Advertising: Banner Ad - SDA News Weekly E-Newsletter	10 Ads Tier 1 & 2	8 Ads Tier 1 & 2	6 Ads Tier 2 & 3	6 Ads Tier 4 & 5
Digital Marketing & Advertising: Banner Ad - SDA Friday Update Weekly E-Newsletter	4 Ads Tier 1	3 Ads Tier 1 & 2	2 Ads Tier 1 & 2	2 Ads Tier 2
Digital Marketing & Advertising: Banner Ad & Blurb - Senior Dining Solutions Quarterly E-Newsletter 	4 Insertions Tier 1 & 2	2 Insertions Tier 1 & 2	1 Insertion Tier 2	1 Insertion Tier 3
Digital Marketing & Advertising: Banner Ad - SDA Monthly Update Monthly E-Newsletter	2 Ad Tier 1 & 2	1 Ad Tier 1	1 Ad Tier 2	
Digital Marketing & Engagement: (Select option) Email Blast, SDA Chat, Focus Group or Webinar Option	Select 3	Select 1	Select 1	
Digital Marketing: Partner / Product Spotlight - Article 	1x	1x		
Print & Digital Marketing Discount: For Future Purchases in 2024 	25%	20%	15%	10%

Deadline for registration: January 31, 2024

Membership is required for sponsorship

SYNERGY CONFERENCE 2024

SENIOR
DINING
ASSOCIATION



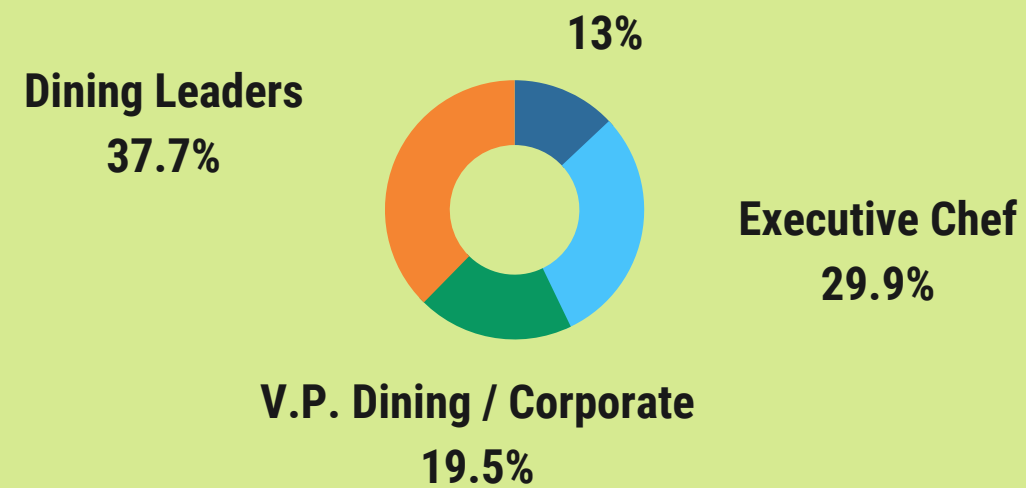
April 7th-10th, 2024
Orlando, FL
Renaissance at SeaWorld



WHO ATTENDS SYNERGY?

SYNERGY DECISION MAKERS





C-Level & Operations (Senior Living)



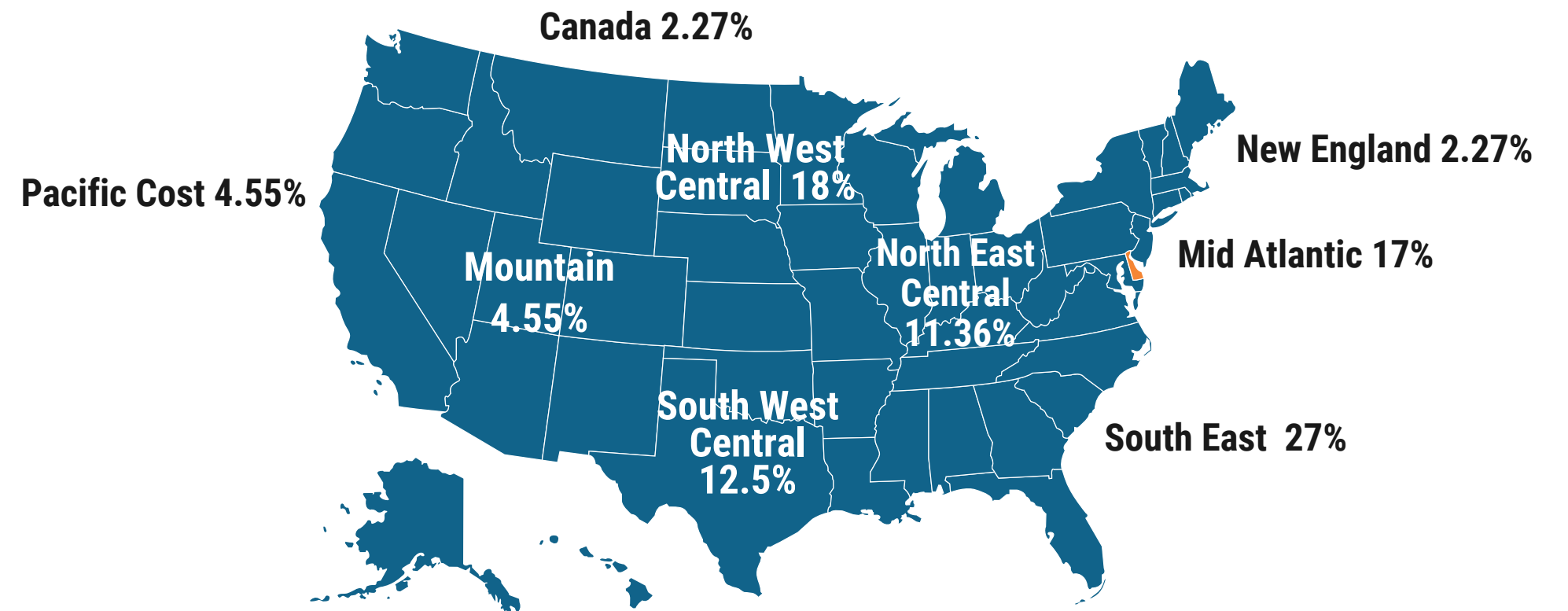
LOCATIONS REPRESENTED AT EVENTS

1,600+

COMMUNITY TYPES

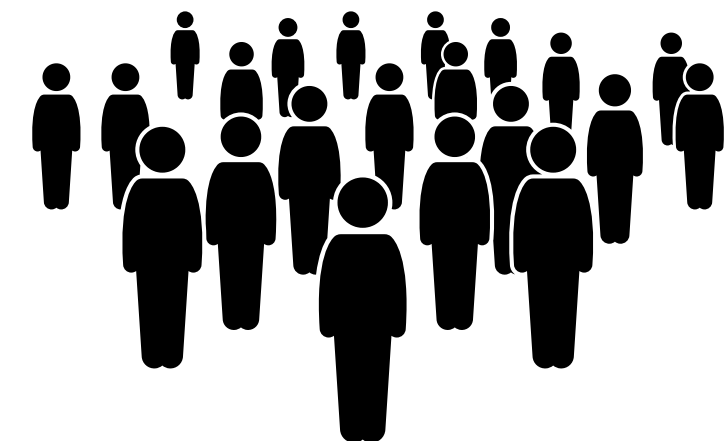
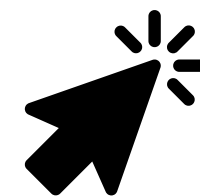
-  CCRC / Life Plan Community **33%**
-  Assisted Living **35%**
-  Independent Living **25%**
-  Skilled Nursing **7%**

SYNERGY ATTENDEE LOCATION



ATTENDEE FEEDBACK

A FEW WORDS FROM OUR
MEMBERS & CONFERENCE
ATTENDEES



SYNERGY: SPONSORSHIP BENEFITS

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



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



SYNERGY: SPONSORSHIP BENEFITS

April 7th-10th, 2024
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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**

NEW 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**

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.

SYNERGY SPONSORSHIP BENEFITS

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



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.

Sponsorship is a requirement for these opportunities.

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**

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.

SYNERGY EXHIBITOR INFORMATION

[SYNERGY WEBSITE](#)

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



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

Michael Lancaster

National Operations

phone: 501-652-0731

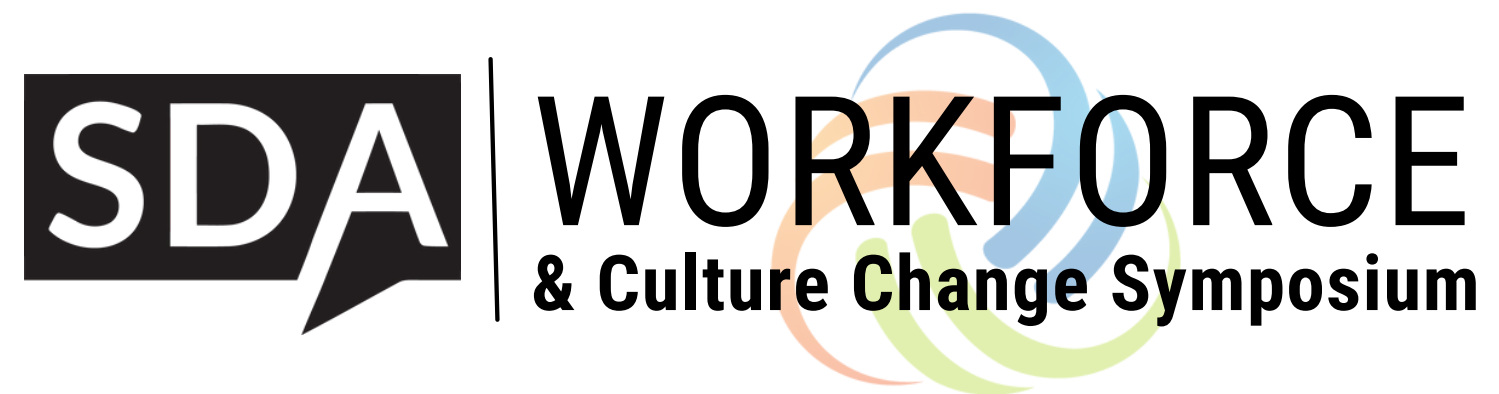
email: michael@quantumexposition.com

website: www.quantumexposition.com



SDA WORKFORCE AND CULTURE CHANGE SYMPOSIUM

Exciting Chance for Dual Event Sponsorship!



October 16th-18th,
2024
Las Vegas, NV
Paris Hotel & Casino

SDA SYMPOSIUM

October 16th-18th, 2024
Las Vegas, NV
Paris Hotel & Casino



Join us at the **Workforce and Culture Change Symposium** and the **SDA Executive Chef Las Vegas Training Experience**, where we're blending **two dynamic events** into one power-packed opportunity. As a sponsor, you'll gain unparalleled access to a diverse group of top-tier senior living professionals and executive chefs.

Sponsorship Cost

Sponsorship \$10,000

Extra Attendee \$2,500

Here's what you can expect from our sponsorship package:

- Conference Enrollment (1)
- Arranged meetings with Symposium attendees with 6ft display table for exhibiting your brand
- Assigned seating for general session
- Welcome Gift Bag contribution for **both event attendees**
- Joint networking opportunities with participants from **both events**
 - Networking in Expo
 - Cocktail Receptions
 - Breakfast & Lunch
- Brand Exposure on Website, mobile app and promotional items
- Pre and post-conference attendee list from Symposium & Executive Chef Training Experience

OUR FIRST EVENT HAD A
TOTAL OF **56 ATTENDEES**

Symposium Attendee Decision Makers

V.P. Dining (System Director) - 30%

Dining Director - 25%

C-Level & Senior Living Operations
(non-foodservice) - 45%

Executive Chef Training Attendee Decision Makers

Executive Chef - 61%

Corporate Chef - 25%

Director of Dining - 13%

VP of Culinary - 4.37%

Sous Chef - 8.6%

Exciting Chance for Dual Event Sponsorship!

Network with Diverse Senior Living Leaders: From C-level executives to Operations, engage directly with a broad spectrum of industry professionals at the Symposium.

Amplify Your Reach: The combined audience of both events means double the exposure. Your brand will be showcased to a wider, more varied group of Senior Living industry leaders, maximizing your visibility.

Exclusive Access at Combined Events: Enjoy premium sponsorship presence during joint networking meals and cocktail receptions. These moments are prime for connecting with decision-makers in a relaxed, yet professional setting.

Optional Las Vegas Food Tour: Sponsor our unique dining tour - a highlight of the event. Be part of an extraordinary culinary journey.

Benefit from a Unique Format: Our decision to merge these events has created an unmatched environment for team building, networking, and collaboration. Be a part of this innovative approach to professional gatherings.



SDA EXECUTIVE CHEF LAS VEGAS TRAINING EXPERIENCE

Exciting Chance for Dual Event Sponsorship!

SDA *Executive Chef*
LAS VEGAS
Training Experience

October 16th-18th, 2024
Las Vegas, NV
Paris Hotel & Casino



SDA EXECUTIVE CHEF TRAINING EXPERIENCE

October 16th -18th, 2024
Las Vegas, NV
Paris Hotel & Casino



Join us at the **SDA Executive Chef Las Vegas Training Experience** and the **Workforce and Culture Change Symposium**, where we're blending **two dynamic events** into one power-packed opportunity. As a sponsor, you'll gain unparalleled access to a diverse group of top-tier chefs and industry professionals in the senior living.

Sponsorship Cost

Sponsorship \$10,000

Extra Attendee \$2,500

Executive Chef Training Sponsorship Includes:

- Conference Enrollment (1)
- Chance for Product Demo and Tasting
- Contribution to Training Resources
- Involvement in Educational and Roundtable Sessions with Chefs
- Participate in the Las Vegas Culinary Tour with Attendees
- Welcome Gift Bag contribution for **both event attendees**
- Joint networking opportunities with participants from **both events**
 - Networking in Expo
 - Cocktail Receptions
 - Breakfast & Lunch
- Brand Exposure on Website and Promotional Items
- Pre and post-conference attendee list from **Symposium & Executive Chef Training Experience**

OUR FIRST EVENT HAD A
TOTAL OF **56 ATTENDEES**

Executive Chef Training Attendee Decision Makers

Executive Chef - 61%

Corporate Chef - 25%

Director of Dining - 13%

VP of Culinary - 4.37%

Sous Chef - 8.6%

Symposium Attendee Decision Makers

V.P. Dining (System Director) - 30%

Dining Director - 25%

**C-Level & Senior Living Operations
(non-foodservice)** - 45%

Exciting Chance for Dual Event Sponsorship!

Network with Culinary Experts: Engage face-to-face with elite chefs at the Executive Chef Training Experience. Your brand will be front and center, opening doors to forge lasting partnerships and explore new collaboration avenues.

Amplify Your Reach: The combined audience of both events means double the exposure. Your brand will be showcased to a wider, more varied group of Senior Living industry leaders, maximizing your visibility.

Exclusive Access at Combined Events: Enjoy premium sponsorship presence during joint networking meals and cocktail receptions. These moments are prime for connecting with decision-makers in a relaxed, yet professional setting.

Optional Las Vegas Food Tour: Sponsor our unique dining tour - a highlight of the event. Be part of an extraordinary culinary journey.

Benefit from a Unique Format: Our decision to merge these events has created an unmatched environment for team building, networking, and collaboration. Be a part of this innovative approach to professional gatherings.



Please note that the sponsorship does not cover corkage or any applicable hotel fees. Kindly keep in mind that all fees are non-refundable and non-transferable.

SDA VIRTUAL EXPO SPONSORSHIP BENEFITS



June 5th-6th, 2024
December 4th-5th, 2024
Virtual

SDA VIRTUAL EXPO

June 5th-6th, 2024
December 4th-5th, 2024
Virtual



Price

EXHIBITOR COST PER EVENT: \$500

SPONSOR COST PER EVENT: \$1,250

Membership is required for participation

WHY PARTICIPATE

The **SDA Virtual Expos** will give senior dining leaders an opportunity to connect and interact with industry partners and peers to learn about new products and innovations in our interactive expo. Coupled with topic driven roundtable discussions, and great content and education on leadership development, culinary demonstrations, and product demonstrations.

WHAT YOU SHOULD KNOW

- **Post-event analytics** that would make a marketing manager happy and a few live stats during the event - # of visitors & clicks.
- **Customize your booth experience:**
 - **Various layouts** for customized experience
 - Welcome **videos**, weblinks, PDFs, and edit button text
 - Instant chat interaction via messaging or **face to face chat in your booth**
 - Ability to **offer special discounts** in booth
 - One-on-one-meetings in your **virtual office**
- **Networking** in your booth, social lounge, or fluid space
- **Share your expertise** with education and training in leadership development, change management, and industry trends. Culinary and product demonstration opportunities are available for sponsors.



Exhibitors Will Receive

- One (1) virtual interactive booth
- **Customize your interactive booth** with marketing brochures, videos, product catalogs, images, pdfs, social media and more.
- Clickable "**Register Interest Button**" prompts visitors to provide their email address, which will be sent to you as leads at the end of the event via email.
- **1 live networking table** to use as your virtual office and communicate with visitors via live video chat & screen sharing capabilities for demonstration purposes.
- Instant chat interaction via messaging or face-to-face chat in your booth
- Follow-up analytics including event summary, booth visitor contact details, and attendee information.

Sponsors Will Receive

Everything listed under Exhibitor and:

- Branding on event landing page
- Attend education sessions
- Top booth placement per sponsor level
- **Interactive networking tables**
- **Interactive Education Component** - What is in your wheelhouse?
- **Share your expertise** with education and training in leadership development, change management, **culinary & industry trends**. Culinary and **product demonstrations** opportunities also available.
- SDA will collaborate with sponsors to assign all interactive education components.

SDA 2024 MEDIA KIT



Thought Leadership



Education & Networking



Weekly & Monthly E-Publications



Year Round Engagement



Brand & Product Awareness



DIGITAL ADVERTISING NEWSLETTERS

4 WAYS TO ENGAGE

CLICK HERE FOR SPECS
DEADLINES & HOW TO
SUBMIT CONTENT

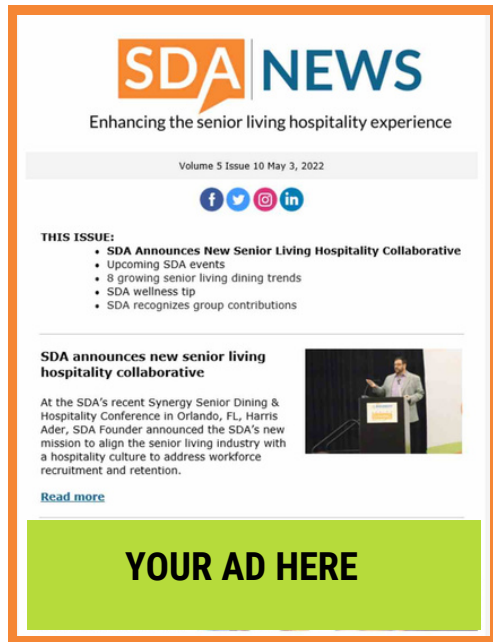


2023 STATS

Average Open Rate: **27%**
Average Click Rate: **3.24%**

SDA NEWS WEEKLY NEWS

SDA NEWS our weekly e-newsletter, published every Tuesday and sent to our distribution list of 5,000 subscribers.



Advertising Rates Per Insertion*

Tier 1 (below first article)	\$750
Tier 2 (upper placement)	\$700
Tier 3 (middle placement)	\$650
Tier 4 (lower mid placement)	\$600
Tier 5 (lower placement)	\$600

* Minimum of 2 consecutive weeks maximum of 4 consecutive weeks.

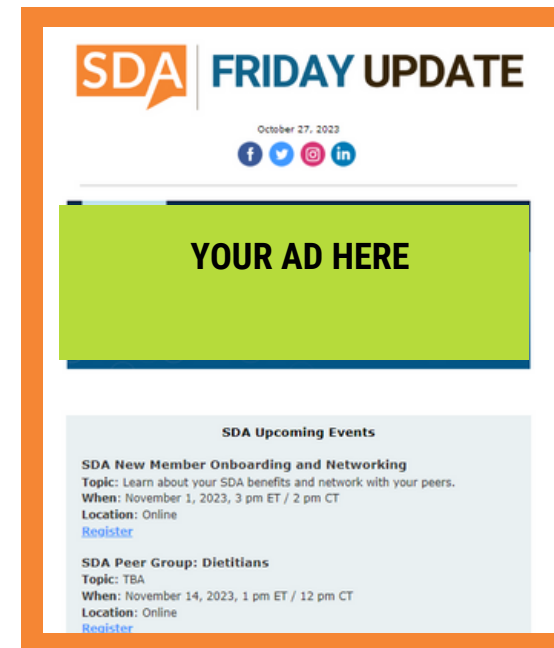
AD INFORMATION	
DIMENSIONS	550(W) X 200(H)
CREATIVE TYPE	JPG/PNG
MAX FILE SIZE	25KB

2023 STATS

Average Open Rate: **23.42%**
Average Click Rate: **2.23%**

SDA FRIDAY UPDATE

The SDA's Friday Update, published every Friday and sent to our distribution list of 5,000 subscribers.



Advertising Rates Per Insertion

Tier 1	- \$950
Tier 2	- \$900

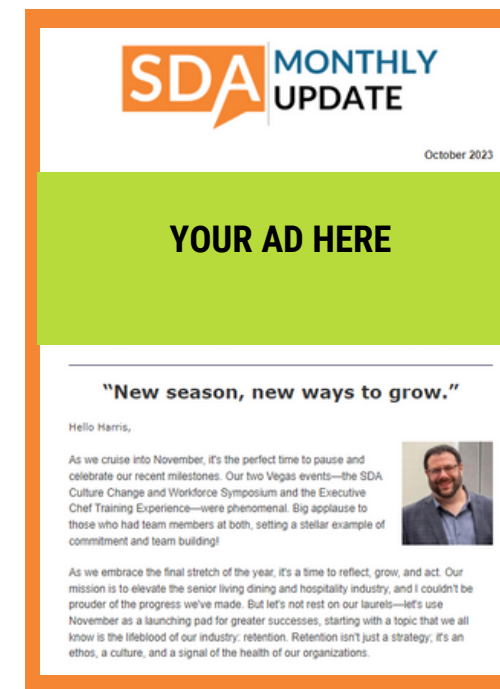
AD INFORMATION	
DIMENSIONS	550(W) X 200(H)
CREATIVE TYPE	JPG/PNG
MAX FILE SIZE	25KB

2023 STATS

Average Open Rate: **26.6%**
Average Click Rate: **4.29%**

SDA MONTHLY UPDATE

The SDA's Monthly Update, published last Monday of every Month and sent to our distribution list of 5,000 subscribers.



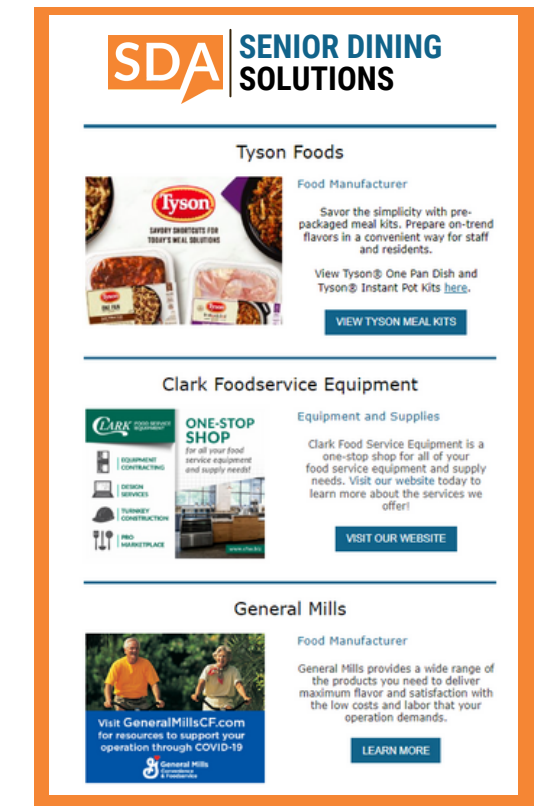
Advertising Rates Per Insertion

Tier 1	- \$1,250
Tier 2	- \$1,000

AD INFORMATION	
DIMENSIONS	550(W) X 200(H)
CREATIVE TYPE	JPG/PNG
MAX FILE SIZE	25KB

SENIOR DINING SOLUTIONS

Senior Dining Solutions NEW Quarterly e-newsletter focuses on solutions and innovations for our members and subscribers.



Advertising Rates Per Insertion

Tier 1 - (cluster 1-3)	\$950	Published
Tier 2 - (cluster 4-6)	\$900	Q1 - March 21
Tier 3 - (cluster 7-9)	\$850	Q2 - June 20
Tier 4 - (cluster 10-12)	\$800	Q3 - Sept. 19
		Q4 - Nov. 21

AD INFORMATION	
DIMENSIONS	750(W) X 750(H)
CREATIVE TYPE	JPG/PNG
MAX FILE SIZE	25KB

MARKETING ENGAGEMENTS

THOUGHT LEADERSHIP | LEAD GENERATION | WEB TRAFFIC DRIVER | CONTENT SERVICES | BRAND AWARENESS



CONNECT THROUGH CONTENT

Every week, the SDA NEWSLETTER features three to four newly developed articles by the SDA.

CLICK HERE FOR SPECS
DEADLINES & HOW TO
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Highlighting SDA Industry Partners: A Spotlight Article

NEW

We're excited to offer a special feature article on our website and newsletters showcasing SDA industry partners. This is a great opportunity for you to share unique products, services, and stories to our engaged audience. The cost for this dedicated spotlight is **\$1,500**.

SDA Content Ads: Static or Video

NEW

Are you interested in placing ads on our website's blog posts or articles? Choose between a banner or video ad format, with a minimum order of two insertions, starting at just **\$750** per insertion (minimum of 2).

Ad Size: 1920 x 200 **File Type:** Jpeg or PNG **Video File link:** must come from Youtube or Vimeo

The collage features two article thumbnails. The top one is titled "EXTENDING ONBOARDING FOR NEW MANAGERS AND TEAM MEMBERS" with a date of October 17, 2023, and a category of Leadership Development, Training. The bottom one is titled "10 WAYS TO OPTIMIZE YOUR DINING COMMITTEE" with a date of October 9, 2023, and a category of Resident Experience. The thumbnails include images of diverse groups of people in professional settings.

MEMBER ENGAGEMENT & EDUCATION

THOUGHT LEADERSHIP | LEAD GENERATION | WEB TRAFFIC DRIVER | CONTENT SERVICES | BRAND AWARENESS

Connect with Senior Dining Professionals through your Subject Matter Expertise!

Our members are invested in improving their dining programs. You can be a part of their process by participating in educational webinars, chats sessions, and virtual focus groups. By sharing your expertise, you will provide valuable insights that will help them grow both personally and professionally.

WEBINARS

SPONSOR SDA EDUCATIONAL WEBINARS

Partner with the SDA in educating operators about topics relevant to senior living dining operations. Display your company brand during the webinar to build brand recognition and introduce your organization.

Cost: \$3,000

LIVE WEBINAR WITH YOUR CONTENT

Do you have a new innovation or research relevant to senior living dining programs? Deliver powerful, engaging content that generates targeted high-quality leads while allowing valuable real-time interaction with prospects. Free for the public to attend but targeted to senior living and dining professionals. **Cost: \$3,500**

Webinar Formats

Topic: Collaborate with SDA team to provide maximum value to our audience

- 45 minutes presentation & Q&A
- 2-3 Panelists and SDA Moderator
- Partner supplied slide deck and speakers

CONVERSATIONS

SDA CHAT SESSION **NEW**

SDA Chats are moderated small group discussions for senior dining professionals. SDA Chats give participants an opportunity to Learn, get advice, and share experiences. The sponsor is the only company participating in the Chat.

Cost: \$2,500 per session

VIRTUAL FOCUS GROUP **NEW**

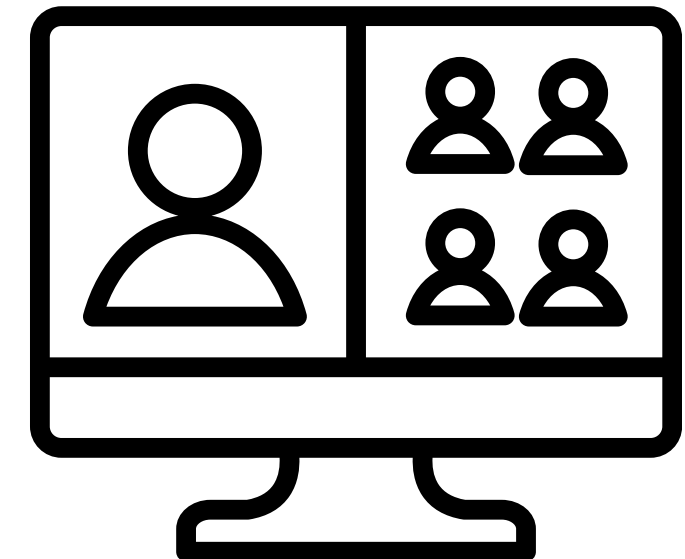
Moderate a small virtual focus group discussion. The SDA Focus Group gives sponsors an opportunity to share products and ideas and brainstorm with members. To optimize the experience the event is limited to a maximum of 15 attendees

Cost: \$3,000

Packages include the following:

- SDA Marketing Included: weekly newsletters, social media, and direct email blast.
- Brand on registration landing page, SDA Marketing above & during live webinar
- Contact information for all registrants
- Recording of webinar & analytics

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EMAIL & WEBSITE ADVERTISING



LEAD GENERATION | THOUGHT LEADERSHIP | NEW PRODUCT LAUNCH | WEB TRAFFIC DRIVER | BRAND AWARENESS

EMAIL FOR DIGITAL ADVERTISING

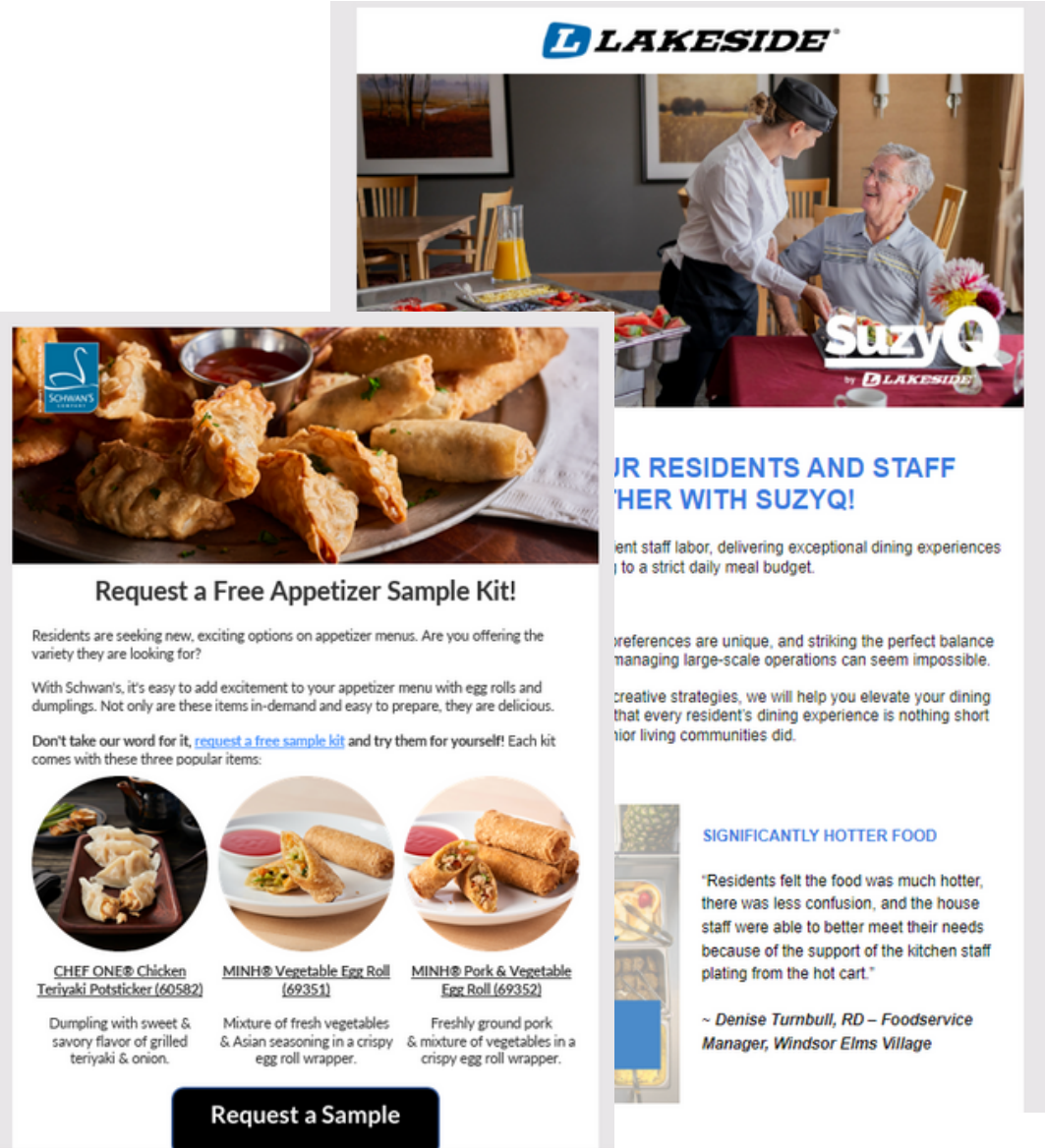


A sponsored email is the best way to promote your call to action campaign to drive SDA members & subscribers directly to your own website. We will send out a dedicated, sponsored email to promote your product or service. All sponsored emails are labeled as [Sponsored] at the start of the subject line. SDA will provide basic open rates upon request.

Sponsored email cost: \$3,000 per send

SUBSCRIBER LIST: 5,000 +
2023 STATS
AVERAGE OPEN RATE: 27.13%
AVERAGE CLICK RATE: 2.40%

**CLICK HERE FOR SPECS
 DEADLINES & HOW TO
 SUBMIT CONTENT**

LAKESIDE

SuzyQ

**OUR RESIDENTS AND STAFF
 PREFER WITH SUZYQ!**

ent staff labor, delivering exceptional dining experiences
 to a strict daily meal budget.

ferences are unique, and striking the perfect balance
 managing large-scale operations can seem impossible.

creative strategies, we will help you elevate your dining
 that every resident's dining experience is nothing short
 for living communities did.

Request a Free Appetizer Sample Kit!

Residents are seeking new, exciting options on appetizer menus. Are you offering the
 variety they are looking for?

With Schwan's, it's easy to add excitement to your appetizer menu with egg rolls and
 dumplings. Not only are these items in-demand and easy to prepare, they are delicious.

Don't take our word for it, [request a free sample kit](#) and try them for yourself! Each kit
 comes with these three popular items:

- CHEF ONE® Chicken Teriyaki Potsticker (60582)**
 Dumpling with sweet & savory flavor of grilled teriyaki & onion.
- MINH® Vegetable Egg Roll (69351)**
 Mixture of fresh vegetables & Asian seasoning in a crispy egg roll wrapper.
- MINH® Pork & Vegetable Egg Roll (69352)**
 Freshly ground pork & mixture of vegetables in a crispy egg roll wrapper.

Request a Sample

SIGNIFICANTLY HOTTER FOOD

"Residents felt the food was much hotter, there was less confusion, and the house staff were able to better meet their needs because of the support of the kitchen staff plating from the hot cart."

~ Denise Turnbull, RD – Foodservice Manager, Windsor Elms Village

DIGITAL ADVERTISING WEBSITE

The SDA receives an average of 77,960 page views per year

WEBSITE ADVERTISING
 Cost per Month: **\$850**



Banner Ad Top of Page

WEBSITE AD	
DIMENSIONS	1080(W) X 120(H)
CREATIVE TYPE	JPG/PNG
MAX FILE SIZE	25KB

Box Ad (Events page)

WEBSITE AD INFORMATION	
DIMENSIONS	200(W) X 400(H)
CREATIVE TYPE	JPG/PNG
MAX FILE SIZE	25KB

Location Pages

- Home page
- SDA News
- Professional Membership page
- Member Log-in page
- Events page

PRINT ADVERTISING

THOUGHT LEADERSHIP | BRAND AWARENESS | NEW PRODUCT LAUNCH

PRINT MAGAZINE

Hospitality & Dining - The Premier Magazine of the Senior Dining Association

As the chief publication of the Senior Dining Association, Hospitality & Dining is distributed to SDA members and subscribers. For greater visibility, an electronic version is also available.

Advertising Rates Per Insertion

	1 x	2 x	Ad Dimensions
			WIDTH HEIGHT
Cover wrap insert	\$7,000		
Two page spread	\$5,600	\$5,400	11" x 17"
Outside back cover	\$4,500	\$4,300	8.5" x 11"
Inside front & back cover	\$3,950	\$3,750	8.5" x 11"
Full page	\$3,000	\$2,800	8.5" x 11"
Half page	\$2,250	\$2,000	8.5" x 5.5"

Advantages of Advertising

- Budget-friendly approach to reaching industry leaders
- Exposure to over 2,000 readers, including national, regional and state-level senior living companies
- Advertisers' websites are linked in the digital magazine found on the SDA website
- Discounts available for multiple ad insertions

Publications

Summer 2024

Winter 2024

Material Deadlines

June 1

September 1

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