

# RAISING *The* BAR

## SENIOR DINING ASSOCIATION

2020 SPONSORSHIP OPPORTUNITIES  
CONFERENCE PROSPECTUS



*2nd Annual Conference & Expo*  
*April 26 - 29, 2020*  
*Renaissance Orlando at SeaWorld*



## LET'S TAKE THE SDA TO THE NEXT LEVEL

When I created the SDA 2 years ago, I saw an unmet need for an organization that represents the industry with a single voice, one that looks to our future as well as our current needs.

The SDA experiment has been an undeniable success. With the help of committed sponsors and industry partners, I provided a place for senior dining professionals to build lasting relationships, learn best practices and get energized about our growing and exciting industry.

The SDA has a membership of 344 professionals working in the field. This represents 1,400+ communities in the United States and Canada. Our members engage in monthly webinars, online chat sessions, specialized regional events, and, in 2019, 230 people attended our inaugural conference. We are fortunate to have an advisory board of 9 talented professionals with vision and conviction.

The SDA is primed for growth with partners who want to take the journey. We are eager to create more educational materials, enhance our member engagement, broaden our outreach with a new magazine, "Senior Dining Today" and increase the number of events and networking opportunities throughout the year.

The SDA since its inception was largely a one-man operation, dependent on my vision for what this underappreciated industry needed. I'm very proud of what we accomplished, but the SDA is growing into something bigger. Partnerships provide innovation, collaboration, and new perspectives.

Our Second Annual Conference & Expo will be the highlight of the year for the senior dining community. By sponsoring the conference, you will be part of that experience.

Great plans call for great sponsors, and 2020 is a great time to join us. Drop me a line at 980-434-1114 for more information and to play a role in raising the bar for the senior dining industry.



Harris Ader  
Founder & CEO  
Email: [hader@seniordining.org](mailto:hader@seniordining.org)  
Phone: 980-434-1114



## FROM OUR ATTENDEES:

Hi Harris,

I wanted to update you on two items that have come as a direct result of the Senior Dining Conference I attended in March.

We purchased a 44' mobile kitchen that is fully wrapped in company branding. It's going to serve three distinct purposes.

1. Kitchen remodels
2. Pre-opening events for new community openings
3. Special events for current residents

We've experimented with pop up restaurants in our demonstration kitchens. We are looking at purchasing some mobile induction cook lines in order to do more of these events.

Both outcomes were directly related to content and ideas that I heard at the senior dining conference. Again, it was a great event and I am planning on bringing some of our chefs to next year's event.

Thanks again,

**Gary McBlain, National Director of Culinary Services with AMICA Senior Lifestyles**



"The SDA conference was a complete success and achieved more than I was expecting. For industry partners that attended, having access to decision makers was extremely important and beneficial. I identified several key vendors that resulted in reducing cost to our operations by many tens of thousands of dollars, this was also not short term gains but resulted in long term contracts.

I highly recommend vendors who want to connect with the senior living industry attend the SDA Conference & Expo."

**Bob Raymond Vice President Procurement & Dining Services with Commonwealth Senior Living**

"Thank you again for a fantastic conference. As I mentioned to you before, my expectations were far exceeded. Bravo! Looking forward to next year's conference."

**Jared Beckmann, Vice President of Culinary & Dining Services Resort Lifestyle Communities**



## CREATING AN EXPERIENCE

As the industry grows, the need for relationships and networking does as well. The Senior Dining Association is innovating the way senior dining industry professionals connect with one another and share education, cutting-edge industry trends and business best practices.

Our conference philosophy is to give our attendees a fantastic experience that will motivate, educate, energize and recharge them. When attendees return to their organizations, we expect they are excited to elevate their operations.

### *How Attendees Describe The Conference*

"MOST RELEVANT"

"AMAZING FIRST CONFERENCE"

"GREAT CONVERSATIONS"

"ENGAGING"

"WE'RE ALL IN THIS TOGETHER"

"VERY INTERACTIVE"

"GREAT NETWORKING"

"FUN"

"A LOT OF SHARED EXPERIENCES"





# 2019 INAUGURAL CONFERENCE STATS

TOTAL ATTENDEES

230

EXHIBITORS

34

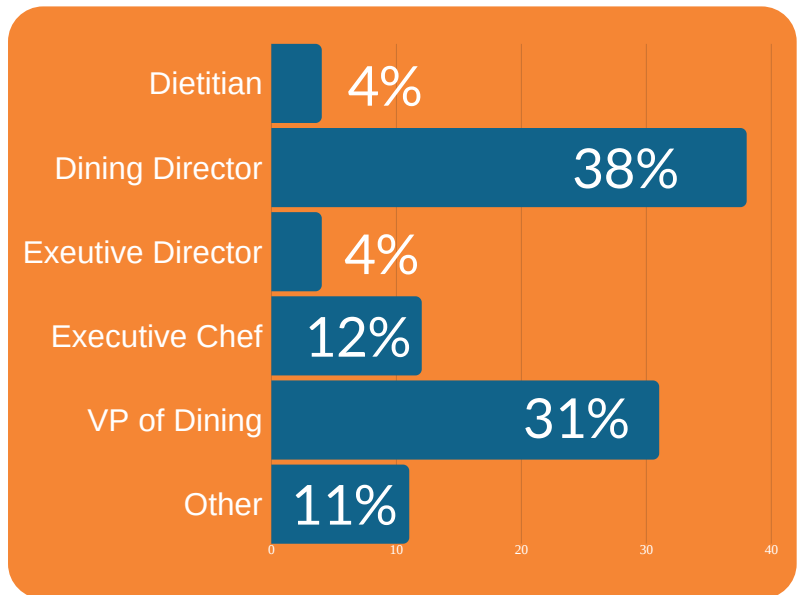
OPERATOR ATTENDEES

160

ATTENDEE EST. ANNUAL  
PURCHASING

\$300M

SENIOR DINING DECISION  
MAKERS AT THE CONFERENCE



1,600+

NUMBER OF INDIVIDUAL  
COMMUNITIES  
ATTENDEES REPRESENT



# SENIOR DINING ASSOCIATION OVERVIEW



TOTAL MEMBERS  
AFTER 1.5 YEARS  
**422**



INDUSTRY  
PARTNERS  
**57**



OPERATOR  
MEMBERS  
**344**



# SENIOR DINING INDUSTRY OVERVIEW



ANNUAL PURCHASING  
SPEND:  
**+5.6 BILLION**



TOTAL  
LOCATIONS:  
**+46,000**



TOTAL RESIDENTS  
BY 2020:  
**+2.6 MILLION**



## WHAT OUR PARTNERS HAD TO SAY

“It has been amazing. The people, the traffic that’s been coming through, is excellent. I have a ton of leads coming through, and we’ll be back next year, and really looking forward to sponsoring.”

**Tom Halligan**

Vice President, Enterprise Sales  
Rouxbe Online Culinary Training

“I’ve been to so many conferences over the years where people will just simply walk by, and they don’t get engaged with each other and with the vendors. What’s really, really wonderful about this conference is everybody here really cares. They have a huge passion for what they do on a day-to-day basis. They’re looking to make a difference in their organizations and in the industry.”

**Richard Barnes**

General Manager, MealSuite





## RAISING THE BAR FOR 2020



## Renaissance Orlando At Seaworld

6677 Sea Harbor Drive, Orlando, FL, 32821

**April 26 - 29, 2020**

Our inaugural Conference & Expo last March was an enormous success, with more than 230 total attendees, 160 operator attendees and 34 exhibitors. Next year we expect to more than double our attendance.

With your help, we are going bigger and better in 2020. The Renaissance Orlando at SeaWorld will be ideal for our second Conference & Expo. Not only do they understand hospitality and do it well, but the location allows us to expand this year and the future.

Join us in giving senior dining professionals the experience of a lifetime, one that will inspire them to take their communities to a new level.





# 5 Great Opportunities

## ENGAGEMENT & LEARNING AT THE CONFERENCE



### Education Session: Do your current & future customers know about your added value solutions?

These quick fire sessions are to convey your overlooked or less utilized programs, services and/or products. You have 8 minutes & 8 slides to share the added value services your organization offers beyond its standard service or product.

**8 Available \$800**

Education Sessions will be held on Sunday



### Education Session: How can technology improve senior dining operations?

Many hospitality professionals are not aware of the exciting technology options available for their operations. There is a high interest in the industry to use tech to maximize efficiencies to improve training, mitigate costs and enhance the customer dining experience. Sponsors will have 8 minutes and 8 slides to present their solutions. **8 Available \$800**



### Breakfast Sponsor

Co-sponsor 1 of 3 daily buffet breakfasts at the conference. Sponsors have an opportunity to provide one food item, marketing materials for tables and display 2 pop-up banners. Welcome guests to breakfast as your brand is displayed and receive recognition for the breakfast "WOW" each morning. **6 Available, 2 Per Day \$5,000**

## INTERACTIVE Networking Lunch

### Interactive Networking Lunch

The SDA Interactive Networking Lunch will bring all conference attendees together at the table on Monday afternoon. All operators will be assigned to tables by their profession to stimulate networking.

#### 1. Lunch Table Sponsor

Sponsors have a great opportunity to sit at the table to discuss industry trends, collaborate with operators and develop new relationships. Select the professionals by title to join your organization for lunch. Example: Vp of Dining, C-Suite, Executive Chef, Director of Dining and Corporate Chef. The table of ten will have a table tent with your brand and accommodate 2-4 seats for the sponsor and approximately 6 operators at the table. **15 Available \$1,250**

Industry Partners that choose not to sponsor a table for lunch will be assigned to a random table.

#### 2. Networking Lunch Sponsor

Sponsors will receive the "Table Sponsor" benefits plus an opportunity to provide one food item, 2 - 4 minutes to address all guests to lunch and your brand displayed on the menu with information of your product on the back. **2 Available \$6,000**





# 2 Night Culinary Showdown

## BE PART OF THE CONFERENCE EXPERIENCE

The SDA's Second Annual Conference will feature not one, but **3 different competitions spread out over two nights**. During the competition we will have a cocktail reception, music, games and areas to network with attendees. Here's a chance to make a great first impression.

Sunday & Monday night engage with over 400 attendees during the conference by sponsoring this fantastic 2 night event and showing your support to the culinary & hospitality professionals who are participating in the contest.

**NOW THAT'S A COMPETITION!**

### HOW DO YOU WANT PARTICIPATE IN THIS 2 NIGHT HIGH ENERGY EVENT?

- **2 Night Event Title Sponsor:** Kick-off the conference with remarks at our opening event. In addition to selecting an item from below, your enhanced branding will be prominently displayed around the room and the judges table. To conclude the culinary competition, one sponsor representative may join us on stage to announce the winners.  
**2 Available \$10,000**
- **Food or Beverage sponsors** include your food or beverage item in one of the competitions or during a reception each night. **9 Available \$2,000**
- **Equipment sponsors** to provide mobile workstations, induction cookers, ovens, mixers, knives, smallwares and more to use during competitions. **5 Available \$2,000**
- **Presentation sponsors** to provide presentation tabletop items which includes a variety of serveware, glassware & china for participants to use during the competition. **4 Available \$2,000**
- **POS sponsors** to provide hardware & printers to integrate into the competition. **1 Available \$2,000**
- **Apparel sponsors** to provide chef jackets, hats and aprons with embroidery. **1 Available \$2,000**
- **Food safety sponsors** to provide food sanitation products, cut gloves, first aid kit, cutting boards and more. **1 Available \$2,000**

The SDA & sponsor will mutually approve all sponsored items.

### EVENT SPONSORSHIP INCLUDES

**All sponsorships for this event include the following:**

Brand on competition participants apparel | Recognition for all sponsored items | Brand displayed on event signage |

Sponsor may supply (1) one- 3' wide pop-up banner |  
Recognition during the event | Post event branding on recap video







# Participate & Engage

## SPONSOR THE "WOW" EXPERIENCE AT THE CONFERENCE. \$4K AND ABOVE

Maximize your conference experience and increased product placement, brand recognition and networking opportunities. These opportunities are available exclusively to industry partners who are sponsoring the conference.

### The Main Event - Tuesday Night

**\$10,000**

Leave a lasting impression on attendees as we celebrate as an industry together at our "**BIG Conference Experience**" Tuesday night. As a sponsor, your company brand will be prominently built into the event décor and sponsors can welcome guests as they enter and a few minutes to address all attendees.

**2 Available**

### Culinary Showdown Event Sponsor

**\$10,000**

This high energy 2 Night event with 3 distinct culinary competitions will be a highlight of the conference. Refer to the Culinary Showdown page for details.

**2 Available**

### Coffee Lounge

**\$7,000**

We need lots of java during the conference. Be the exclusive sponsor for the coffee lounge. Sunday - Wednesday at the conference. Sponsor may supply coffee and 1 pop-up banner in the lounge area all 3 days of the conference.

**1 Available**

### Panel Discussion / General Session

**\$4,000**

Opportunity to address attendees and introduce the speakers. Brand on marketing materials and on screen during welcome. **3 Available**

### Head-Shot Booth

**\$5,000**

Sponsor a professional headshot for our attendees and help raise the bar on professionalism. Show your support with your brand the booth. **1 Available**

### Opening General Session Keynote

**\$10,000**

Kick-off the conference with a "**WOW**" for all the attendees. Welcome all attendees in the morning. Opportunity to address the crowd and introduce the keynote speaker. Sponsors will have their brand displayed on the main stage and opportunity to provide promotional product materials for attendees.

**2 Available**

### Breakfast Sponsor

**\$5,000**

Co-sponsor breakfast at the conference. Each sponsor has the opportunity to provide (1) food item, marketing materials and use of a 6 ft table by the entrance to breakfast to welcome guests and display materials.

**6 Available - 2 per day**

### Interactive Networking Lunch Sponsor

**\$6,000**

Sponsors will receive the "Table Sponsor" benefits plus an opportunity to provide one food item, 2 - 4 minutes to address all guests to lunch and your brand displayed on the menu with information of your product on the back. **2 Available**

### Networking Break

**\$3,500**

Who doesn't need a mid-day snack? Sponsors will have an opportunity for product placement and branding with table signage during our networking break and on-site marketing. **4 Available**

### Hotel Key Card

**\$5,000**

Have your brand in everyone's hand at the conference. *Cost includes production.* **1 Available**



# Participate & Engage

## SPONSOR THE "WOW" EXPERIENCE AT THE CONFERENCE. \$3K AND BELOW

### Lanyard

**\$3,000**

Co-brand with the SDA our conference lanyard every attendee will wear your brand. **1 Available**

### Tote Bag

**\$3,000**

Co-brand with the SDA on the official conference tote bag. **1 Available**

### Conference Mobile App

#### Designed For Attendee Engagement

- Splash Screen - **1 Available \$1,500**
- Banner Ad - **15 Available \$1,000**
- Sponsored Survey - **3 Available \$500**
- Push Notifications - **5 Available \$1,000**
- Sponsored Poll - **3 Available \$500**
- Sponsored Challenge/ Game - **1 Available \$500**
- SocialWall Promoted Posts - **\$300.**

### Water Station

**\$3,000**

Sponsor the hydration for attendees to power up. Sponsor will supply water bottles, equipment needed and any charges from the hotel. **1 Available**

### Wall, Floor & Window Clings

**\$1,500**

Sponsor our annual awards presentation which includes your logo displayed during presentation. **6 Available**

### Tote Bag Insert

**\$700**

Make a quick first impression with conference attendees. Drop your swag, flyer, gift or food or other samples in the bag so attendees can pick it up to their rooms and look forward to a nice surprise. **15 Available**

### Sunday Education Sessions

**\$800**

Choice between **Add Value Solutions** or **Technology for Senior Dining**. Sponsors will have 8 minutes & 8 slides for their presentation. **8 Available per session**

### SDA 2 Night Culinary Showdown

**\$2,000**

**Food or Beverage sponsors** include your food or beverage item in the competition or during the reception each night. **9 Available**

**Equipment sponsors** to provide mobile workstations, induction cookers and small wares to use during the competition. **5 Available**

**Tabletop sponsors** to provide presentation items which includes a variety of Serviceware, glassware & china for participants to use during the competition. **4 Available**

**POS sponsors** to provide hardware & printers to integrate into the competition. **1 Available**

**Apparel sponsors** to provide chef jackets, hats and aprons with embroidery. **1 Available**

**Food safety sponsors** to provide food sanitation products, cut gloves, first aid kit, cutting boards and more. **1 Available**

Full sponsorship details listed on Culinary Showdown page.





# Sponsorship Benefits

## DOUBLE DIAMOND LEVEL

**\$50,000**

**4 Available**

### Conference Benefits

- **Conference Registration**
  - Seven (7) "All Access Conference Passes"
- **Exhibit Booth: One 10'x20' Booth** - (Upgrade booth to 20' x 20' \$4650) per availability
- **Pre & Post Conference Attendee List**
  - 2 weeks prior & 2 weeks post
- **Brand on SDA Conference Webpage**
- **Sponsor Ribbon** on name badge
- **Brand on Conference on-site marketing signage** throughout the event including recognition
- **Tote Bag Insert** - 1 item
- **Conference Mobile App**
  - 1 - Banner Ad
  - 1 - Push Notification
  - 5 - Social Wall Promoted Posts
- **Premium Event Sponsorship: Choice of one:** Culinary Showdown Event Sponsor, General Opening Keynote **or** "The Main Event" - Tuesday Night. per availability
- **Choice of:** Interactive Networking Lunch Table Sponsor **or** Sunday Education Session Participant
- **Product Placement Opportunity: Choice of one:** Breakfast Sponsorship **or** Networking Break Sponsorship
- **1 Window Cling**

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### Annual Benefits

- **2020 Industry Partner Membership** for ten (10) individuals
- **SDA Online Resource Directory** - Top listing in category with organization description, logo and direct link. *(If multiple in the same category; priority order goes to first commitment)*
- **Banner Ad on SDA Website** for one year (choice of premium location)
- **Video Ad on SDA Website** for one year (30 - 60 second video) Your Content!
- **Brand on SDA Website Sponsor Page** with url link
- **E-Newsletter (SDA NEWS) Premium Banner Ad** - 6 Banner ads
- **SDA Showcase Webinar Series** - Participate in one of 12 themed webinars that fit your organization's profile in 2020
- **"Senior Dining Today" SDA Magazine Debut:** Two page spread or 1 premium cover page in two editions
  - First Edition: Published Date: July/August 2020
  - Second Edition: Published Date: December 2020
- **Senior Dining Solutions - Senior Housing FoodService Resource Directory**
  - **Choice of:** Two page spread or premium cover page.
  - **Published Date:** SDA 2020 Conference - Magazine will be placed in attendees bags
- **SDA ONE DAY Experience** - Choice of hosting 2 events or exhibit at all 9 events

**CONTACT HARRIS ADER WITH SPONSORSHIP QUESTIONS AT 980-434-1114**



# Sponsorship Benefits

## DIAMOND LEVEL

**\$35,000**

### Conference Benefits

- **Conference Registration**
  - Five (5) "All Access Conference Passes"
- **Exhibit Booth: One 10' x 10' Booth** (Upgrade booth to 10' x 20' **\$2,350** or 20' x 20' **\$7000**) per availability
- **Pre & Post Conference Attendee List**
  - 2 weeks prior & 2 weeks post
- **Brand on SDA Conference Webpage**
- **Sponsor Ribbon** on name badge
- **Sunday Education Session Participant: Choice of Session:** Added Value **or** Technology
- **Brand on Conference on-site marketing signage** throughout the event including recognition
- **Tote Bag Insert** - 1 item
- **Conference Mobile App**
  - 1 - Banner Ad
  - 2 - Social Wall Posts
- **Premium Event Sponsorship: Choice of one:** Culinary Showdown Event Sponsor, General Opening Keynote or The Main Event - Tuesday Night. per availability
- **Interactive Networking Lunch Table Sponsor**
- **SDA 2 Night Culinary Showdown Product Sponsor**
  - **Choice of:** Food, Equipment, Tabletop, POS, Apparel and Safety

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### Annual Benefits

- **2020 Industry Partner Membership** for Seven (7) individuals
- **SDA Online Resource Directory** - Top listing in category with organization description, logo and direct link. (If multiple; priority order goes to first commitment and sponsor level)
- **Banner Ad on SDA Website** for 12 months with link (Size: 250 x 450)
- **Brand on SDA Website Sponsor Page** with url link
- **E-Newsletter (SDA NEWS) Banner Ad** - 3 Banner ads
- **SDA Showcase Webinar Series** - Participate in one of 12 themed webinars that fit your organization's profile in 2020
- **"Senior Dining Today" SDA Magazine Debut**
  - **First Edition:** Published Date: July/August 2020 - 1 Full Page Ad
  - **Second Edition:** Published Date: December 2020 - 1 Full Page Ad
- **Senior Dining Solutions - Senior Housing FoodService Resource Directory** - 1 Full Page Ad
  - **Published Date:** SDA 2020 Conference - Magazine will be placed in attendees bags





# Sponsorship Benefits

## PLATINUM LEVEL

**\$20,000**

### Conference Benefits

- **Conference Registration**
    - Four (4) "All Access Conference Passes"
  - **Exhibit Booth: One 10' x 10' Booth** (Upgrade booth to 10' x 20' **\$2,350** or 20' x 20' **\$7000**) per availability
  - **Pre & Post Conference Attendee List**
    - 2 weeks prior & 2 weeks post
  - **Brand on SDA Conference Webpage**
  - **Sponsor Ribbon** on name badge
  - **Sunday Education Session Participant: Choice of Session:** Added Value **or** Technology
  - **Brand on Conference on-site marketing signage** throughout the event including recognition
  - **Tote Bag Insert** - 1 item
  - **Conference Mobile App**
    - 1 - Banner Ad or push notification
  - **Choice of One Sponsorship:** Breakfast, Interactive Networking Lunch or Networking Break
  - **SDA 2 Night Culinary Showdown Product Sponsor - Choice of:** Food, Equipment, Tabletop, POS, Apparel or Safety.
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### Annual Benefits

- **2020 Industry Partner Membership** for Five (5) individuals
- **SDA Online Resource Directory** - Top listing in category with organization description, logo and direct link. *(If multiple; priority order goes to first commitment and sponsor level)*
- **Banner Ad on SDA Website** for 12 months with link (Size: 250 x 450)
- **Brand on SDA Website Sponsor Page** with url link
- **E-Newsletter (SDA NEWS) Box Ad** - 2 Box ads (Size: 300x300 & 50 words)
- **SDA Showcase Webinar Series** - Participate in one of 12 themed webinars that fit your organization's profile in 2020
- **"Senior Dining Today" SDA Magazine Debut**
  - **First Edition:** Published Date: July/August 2020 - 1 Full Page Ad
  - **Second Edition:** Published Date: December 2020 - 1 Full Page Ad
- **Senior Dining Solutions - Senior Housing FoodService Resource Directory** - 1 Full Page Ad
  - **Published Date:** SDA 2020 Conference - Magazine will be placed in attendees bags



# Sponsorship Benefits

## GOLD LEVEL

**\$12,500**

### Conference Benefits

- **Conference Registration**
  - Three (3) "All Access Conference Passes"
- **Exhibit Booth: One 10' x 10' Booth** (Upgrade booth to 10' x 20' **\$2,350** or 20' x 20' **\$7000**) per availability
- **Pre & Post Conference Attendee List**
  - 2 weeks prior & 2 weeks post
- **Brand on SDA Conference Webpage**
- **Sponsor Ribbon** on name badge
- **Brand on Conference on-site marketing signage** throughout the event including recognition
- **Tote Bag Insert** - 1 item
- **Conference Mobile App:** Brand with url link to sponsor website
- **SDA 2 Night Culinary Showdown Product Sponsor - Choice of:** Food, Equipment, Tabletop, POS, Apparel or Safety

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### Annual Benefits

- **2020 Industry Partner Membership** for Three (3) individuals
- **SDA Online Resource Directory** - Top listing in category with organization description, logo and direct link. *(If multiple; priority order goes to first commitment and sponsor level)*
- **Banner Ad on SDA Website** for 12 months with link (Size: 250 x 450)
- **Brand on SDA Website Sponsor Page** with url link
- **SDA Showcase Webinar Series** - Participate in one of 12 themed webinars that fit your organization's profile in 2020
- **"Senior Dining Today" SDA Magazine Debut**
  - **First Edition:** Published Date: July/August 2020 - 1/2 Page Ad
- **Senior Dining Solutions - Senior Housing FoodService Resource Directory** - 1/2 Page Ad
  - **Published Date:** SDA 2020 Conference - Magazine will be placed in attendees bags



# Sponsorship Benefits

## SILVER LEVEL

**\$7,500**

### Conference Benefits

- **Conference Registration**
  - Two (2) "All Access Conference Passes"
- **Exhibit Booth: One 10' x 10' Booth** (Upgrade booth to 10' x 20' \$2,350 or 20' x 20' \$7000) per availability
- **Pre & Post Conference Attendee List**
  - 2 weeks prior & 2 weeks post
- **Brand on SDA Conference Webpage**
- **Sponsor Ribbon** on name badge
- **Brand on Conference on-site marketing signage** throughout the event including recognition
- **Conference Mobile App: Brand with url link to sponsor website**

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### Annual Benefits

- **2020 Industry Partner Membership** for Two (2) individuals
- **SDA Online Resource Directory** - Top listing in category with organization description, logo and direct link.  
(If multiple; priority order goes to first commitment and sponsor level)
- **Banner Ad on SDA Website** for 6 months with link (Size: 250 x 450)
- **Brand on SDA Website Sponsor Page** with url link
- **"Senior Dining Today" SDA Magazine Debut**
  - **First Edition:** Published Date: July/August 2020 - 1/2 Page Ad
- **Senior Dining Solutions - Senior Housing FoodService Resource Directory** - 1/2 Page Ad
  - **Published Date:** SDA 2020 Conference - Magazine will be placed in attendees bags

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## BRONZE LEVEL

**\$5,000**

### Conference Benefits

- **Conference Registration**
  - One (1) "All Access Conference Passes"
- **Exhibit Booth: One 10' x 10' Booth**
- **Pre & Post Conference Attendee List**
  - 2 weeks prior & 2 weeks post
- **Brand on SDA Conference Webpage**
- **Sponsor Ribbon** on name badge
- **Listing on-site marketing signage** throughout the event including recognition
- **Conference Mobile App: Listing on Mobile App**

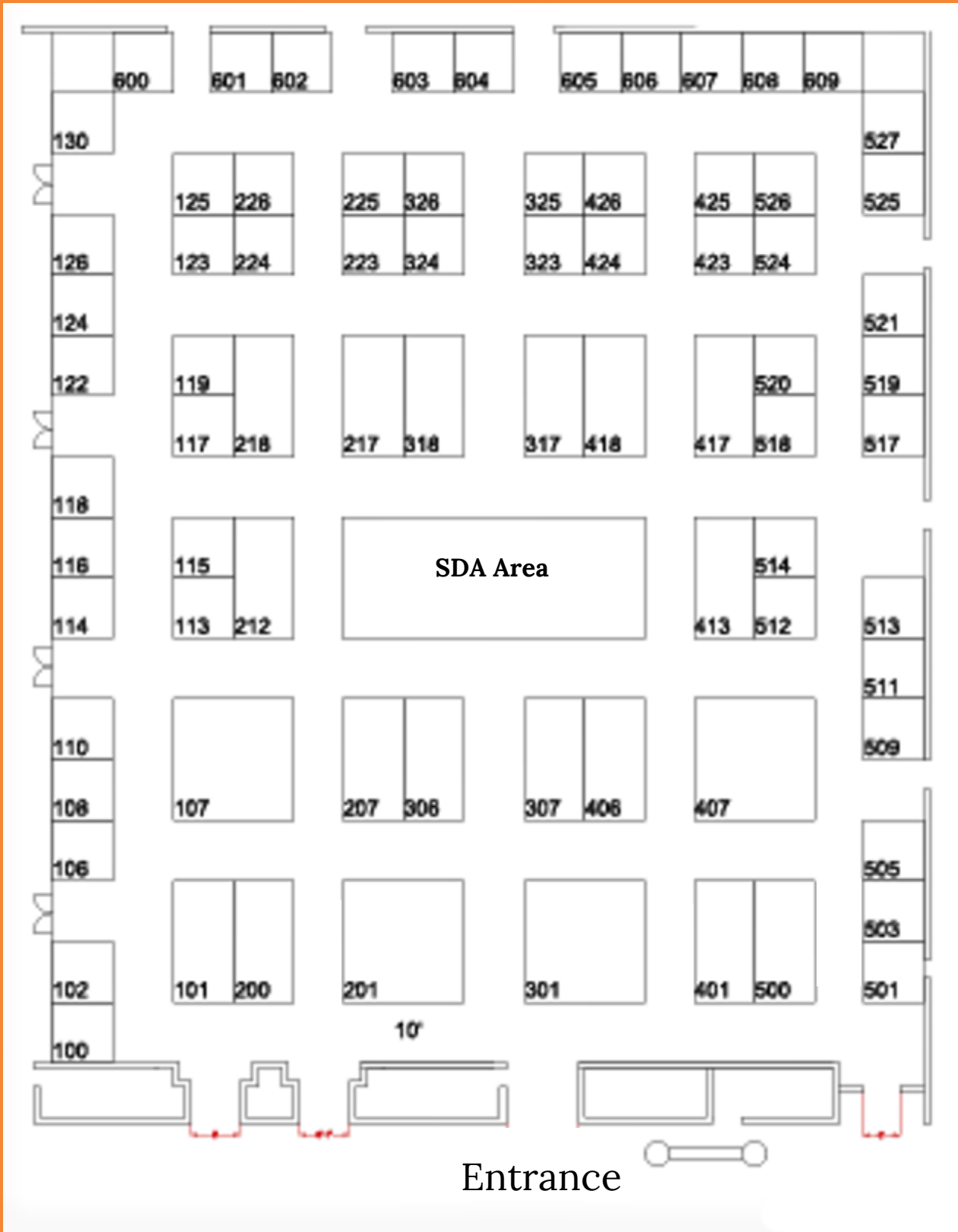
### Annual Benefits

- **2020 Industry Partner Membership** for one (1) individual
- **SDA Online Resource Directory** - Listing in category with organization description, logo and direct link.
- **Brand on SDA Website Sponsor Page** with url link
- **Senior Dining Solutions - Senior Housing FoodService Resource Directory** - 1/2 Page Ad
  - **Published Date:** SDA 2020 Conference - Magazine will be placed in attendees bags



# Exhibit Hall Diagram

77 BOOTHS - (57) 10X10 (16) 10X20 (4) 20X20





# Exhibitor Information

## EXHIBIT BOOTH OPTIONS

### EXHIBIT BOOTH COST

**Rates Before December 31, 2019**

**As listed below**

**Rates After December 31, 2019**

**Increase by \$200**

#### Industry Partners

10' x 10' \$2,500

10' x 20' \$4,850

20' x 20'(Island) \$9,500

#### Non-Partners

10' x 10' \$3,000

10' x 20' \$5,350

20' x 20'(Island) \$10,000

### EXHIBITOR SPACE INCLUDES

- Booth space with pipe & drape and ID sign
- One (1) six-foot table, two (2) chairs & wastebasket
- Exhibitor listing in conference App & on SDA website.
- Expo only registrations included
  - 10 x 10 Booths - 2 each
  - 10 x 20 Booths - 4 each
  - 20 x 20 Booths - 6 each
- Pre & post-conference attendee list including name, title, phone, & mailing address.

### EXHIBIT BOOTH UPGRADE CHARGES

10' x 10' To 10 x 20 \$2,350

10' x 10' To 20 x 20 \$7,000

Add \$500 for Non-Partners

### EXHIBITOR REGISTRATION

Full Conference Registration: \$950

(Includes all meals)

Tuesday Expo Only Booth Support: \$125

(Maximum 8 people per organization per booth)

### CONTACT US

#### Exhibitor Logistics

Melissa Klingberg at 704-560-4781 or melissa@yourthm.com

#### Sponsorship Information

Harris Ader at 980-434-1114 or hader@seniordining.org

### EXHIBIT HOURS

Tuesday, April 28, 2020

11:30am - 2:30pm

### MOVE IN

Monday, April 27, 2020

11:00am - 5:00pm

Tuesday, April 28, 2020

7:00am - 10:00am

### MOVE-OUT

Tuesday, April 28, 2020

Breakdown starts at 2:05pm

Move out by 6:00pm

Late move out and or early tear down will incur a fee of \$250.



# Annual Engagement

## OPPORTUNITIES TO CONNECT YEAR-ROUND

### ONLINE

#### Showcase Webinar Series

Great cost-effective opportunity for your organization to reach your target audience and let them see your products and services. Each webinar will be themed by product/service category and will allow 4 sponsors and 12 minutes to showcase and educate participants. **\$1,250**

#### 2020 Monthly Themes

- **January:** Technology Solutions
- **February:** Food Manufacturers (Center of the Plate)
- **March:** Equipment & Smallwares
- **April:** Pre-Conference Teaser (Open Session)
- **May:** GPO'S, Food Distributors and Brokers
- **June:** Food Manufacturers (Snacks, Appetizers & Desserts)
- **July:** Kitchen Design & Remodel Services
- **August:** Table-Top & Front of the House
- **September:** Food Manufactures (Holiday Food Promotions)
- **October:** Technology Solutions
- **November:** Beverages – Coffee to Cocktails and more...
- **December:** Food Safety/Sanitation, Linen and Maintenance

#### SDA Innovation Showcase Email

Do you have a product/service that you want the senior dining industry to see? All we need is your materials and we can send it to our 3,000+ contacts. **\$1,500**

#### SDA Website Banner Ad

All ads include url link to your website.

#### Premium Placement Banner Ad: Size: 1600 x 120

3 Months **\$1,950**

6 Months **\$3,900**

12 Months **\$7,200**

#### Website Banner Ad: Size: 250 x 450

3 Months **\$1,350**

6 Months **\$2,700**

12 Months **\$4,800**

#### SDA Monthly E-Newsletter - SDA News

##### Banner Ad Premium Placement (Top Portion)

Cost: **\$600** per issue - Size: 600 x 300 px

##### Box Ad with 50 words or Banner (Middle)

Cost **\$425** per issue - Size: 300 x 300 px

#### Sponsored Content Webinar : Your Content, Your Way!

We host, your content your way! Let the SDA host and get the word out via social media for your webinar. Are you a subject matter expert? Does your organization have new innovation or research for senior dining professionals that you want to share? If so, then this will be the perfect platform for you. List of attendees are included. Sponsors can ask 2 - 3 questions/polls during the webinar.

Webinar Sponsorship: **\$2,000**





# Annual Engagement

## OPPORTUNITIES TO CONNECT YEAR-ROUND

### IN-PRINT

#### Senior Dining Today - Debut Summer 2020

Our future publication Senior Dining Today is a must-read publication full of ideas and key industry findings. Schedule debut of the publications will be summer of 2020 featuring our conference recap.

##### Cost Per Issue:

- \$4,000 Inside front cover
- \$3,750 Outside back cover
- \$3,750 Inside back cover
- \$5,800 Center page spread
- \$5,400 Two page spread
- \$3,000 Full page
- \$2,495 Half page horizontal



#### Senior Dining Solutions - Debut Fall 2020

Our New Industry Resource Directory will be mailed out to 5,000 senior living contacts. By advertising in Senior Dining Solutions, you'll gain access to your most valuable targeted audience.

##### Cost Per Issue:

- \$4,000 Inside front cover
- \$3,750 Outside back cover
- \$3,750 Inside back cover
- \$5,800 Center page spread
- \$5,400 Two page spread
- \$3,000 Full page
- \$2,495 Half page horizontal



### IN-PERSON

#### SDA ONE DAY EXPERIENCE

The SDA ONE DAY Experience is an interactive training and networking event for operators and industry partners. The event gives industry partners a unique opportunity to showcase their offerings and participate in the learning groups and build relationships with senior dining professionals.

#### Host The Event

Ideal for giving value to your current senior dining customers in the city of your choice. The SDA will supply the Agenda, content, exhibitors and registration process. The host handles marketing the event to their current customers. The SDA & host will determine cost for attendees. **Maximum 100 attendees & 15 exhibitors per event**

**Event Host Cost:** 1 Event: \$6,000 2 Events: \$11,000 3 Events: \$15,000

#### Exhibit & Participate Cost:

- 1 Event - \$1,250
- 2 Events - \$2,250
- 3 Events - \$3,000
- 4 Events - \$3,800
- 5 Events - \$4,500
- 6 Events - \$5,100
- 7 Events - \$5,600
- 8 Events - \$6,200
- 9 Events - \$6,750

#### 2020 Event Schedule

- Winter - 2 Events
- Spring - 1 Event
- Summer - 3 Events
- Fall - 3 Events





# THANK YOU TO OUR 2019 SPONSORS

Last year, you took a gamble on a new organization that brought needed attention to an overlooked segment of the hospitality sector.

Congratulations! That gamble has paid off. The SDA provided a unified voice for America's senior dining industry and a one-stop educational and networking resource for communities and professionals who care deeply about the service they provide to senior residents.



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