

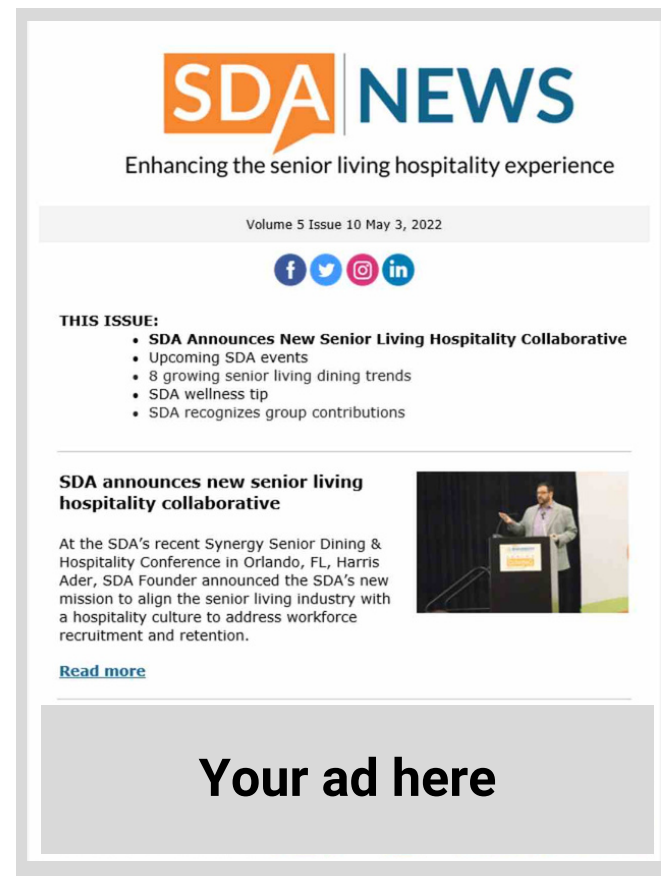
YEAR-ROUND ENGAGEMENT OPPORTUNITIES

2022-23 MEDIA KIT

NEW ANNUAL SPONSORSHIP



Digital



Virtual Events



Print



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

WHAT WE OFFER



**BRAND &
PRODUCT
AWARENESS**



**SPONSORSHIP
DEVELOPMENT
COLLABORATION**



**ELECTRONIC &
PRINT
PUBLICATIONS**



**NETWORKING
VIRTUAL & LIVE
EVENTS**



**INDUSTRY
PARTNER
EDUCATION**



**YEAR ROUND
ENGAGEMENT**

**RECEIVE EXCLUSIVE ACCESS TO CONFERENCES AND
DEVELOPMENT RESOURCES**

THE SENIOR LIVING INDUSTRY

44,000+

Locations:

ccrc | life plan communities, independent living,
assisted living, memory care, and long-term care

SENIOR DINING PURCHASING POWER IS

6.1

Billion

71%

Food

17%

Beverages (non-alcoholic)

13%

Packaging



SDA OPERATOR MEMBERS ARE

87%

self-operated

13%

contract managed

BECOME A MEMBER



WHY JOIN?

BE PART OF A GREATER COMMUNITY OF 1,000+ PEERS IN THE INDUSTRY



1005
TOTAL
MEMBERS



799
PROFESSIONAL
MEMBERS

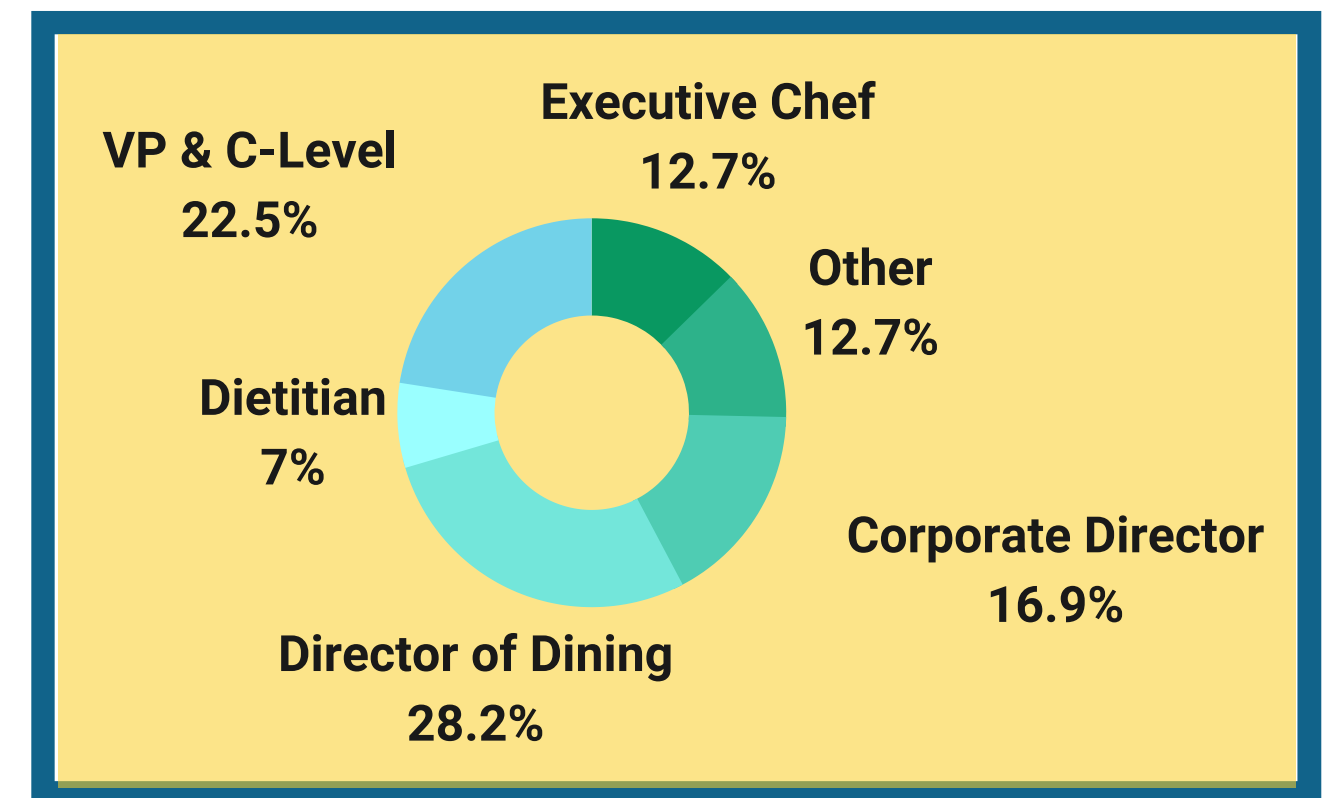


206
INDUSTRY
PARTNERS



4,900+
NEWSLETTER
SUBSCRIBERS

DECISION MAKERS AT SYNERGY



LOCATIONS REPRESENTED AT
EVENTS **753+**



"SDA has quickly become an essential group to align with in order to quickly grow our industry knowledge, customer base, and senior dining network!"

-Becky Smith, Project Executive, Clark Food Service Equipment, and SDA | IPAC Co-Chair



"Partnering with the SDA has provided us with valuable operator insights and knowledge to create new ideas and solutions to be able to further engage our senior living customers."

-John Tullbane, Senior National Account Executive, General Mills Convenience and Foodservice, and SDA | IPAC Co-Chair

NEXT STEPS

1

Select your 2023 Annual Sponsorship **NEW**
and GET MORE VALUE with year-round engagement and
save 30% on sponsorship packages

- Digital & Print Marketing,
- Live & Virtual Events

Or let's go à la carte!

Select your event sponsorships and media opportunities à la carte.

Review Full Prospectus!

- **SYNERGY - Senior Dining & Hospitality Conference**
 - April 16-19, 2023 | Houston, TX
- **Workforce & Culture Change Symposium**
 - October 2023 | Las Vegas, NV Week of October 9-13 or 16-20
- **SDA Virtual Expo Spring & Fall**
 - Spring: June 6-7 Fall: December 6-7
- **Media Opportunities**

Sign-up

- Registration opens October 1, 2022
- **Contact** Lori Mason for questions or to finalize your selections. 980-434-1114 or Lori@seniordining.org
 - [Schedule a call with Lori - click here](#)

*Membership is required for all sponsorships and media engagements.

BECOME A MEMBER

IMPORTANT DATES

DECEMBER
2022

Deadline for
Annual
Sponsorship
December 20

JANUARY
2023

Deadline for Annual
Sponsorship
payment deadline
January 31

FEBRUARY
2023

Synergy
sponsorship
deadline
February 15

MARCH
2023

Magazine
Materials Due
Spring: March 1

APRIL
2023

SYNERGY
April 16-19
Houston Texas

JUNE
2023

Magazine Materials Due
Summer: June 1
Spring SDA VIRTUAL EXPO
June 6 - 7

OCTOBER
2023

Symposium
Las Vegas, NV
Week of October
9-13 or 16-20

SEPTEMBER
2023

Magazine
Materials Due
Fall / Winter: Sept 1

DECEMBER
2023

Fall SDA
VIRTUAL EXPO
December 6 - 7

DIGITAL ADVERTISING NEWSLETTERS



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

CLICK HERE FOR SPECS
DEADLINES & HOW TO
SUBMIT CONTENT



2022 Average Open Rate: 27.42%

SDA NEWS WEEKLY NEWSLETTER

Enhancing the senior living hospitality experience

Volume 5 Issue 10 May 3, 2022

[f](#) [t](#) [i](#) [n](#)

THIS ISSUE:

- SDA Announces New Senior Living Hospitality Collaborative
- Upcoming SDA events
- 8 growing senior living dining trends
- SDA wellness tip
- SDA recognizes group contributions

SDA announces new senior living hospitality collaborative

At the SDA's recent Synergy Senior Dining & Hospitality Conference in Orlando, FL, Harris Ader, SDA Founder announced the SDA's new mission to align the senior living industry with a hospitality culture to address workforce recruitment and retention.

[Read more](#)

Your ad here

SDA NEWS our weekly e-newsletter, published every Tuesday and sent to our distribution list of 4,900 subscribers.

Advertising Rates Per Insertion	Per week *
Tier 1 (below first article)	\$600
Tier 2 (upper placement)	\$550
Tier 3 (middle placement)	\$500
Tier 4 (lower placement)	\$450

* Minimum of 2 consecutive weeks maximum of 6 consecutive weeks.

AD INFORMATION

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

2022 Average Open Rate: 21.34%

SDA FRIDAY UPDATE

The SDA's Friday Update, published every Friday and sent to our distribution list of 4,900 subscribers.

1 **EXCLUSIVE** ADVERTISING SPACE
FOR EACH PUBLICATION.
LOCATION: ABOVE UPCOMING EVENTS

1 Per issue \$350
1 Month \$1,250



SDA MONTHLY UPDATE



The SDA's Monthly Update, published every Month and sent to our distribution list of 4,900 subscribers.

1 **EXCLUSIVE** ADVERTISING SPACE FOR EACH
PUBLICATION. LOCATION: ABOVE UPCOMING
EVENTS
1 Month \$450

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

Volume 5 Issue 10 May 3, 2022

[f](#) [t](#) [i](#) [n](#)

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- SDA wellness tip
- SDA recognizes group contributions

Your ad here

Upcoming Events

PRINT MAGAZINE

Hospitality & Dining is the flagship publication of the Senior Dining Association. Distributed to SDA members and 1,500+ communities. Also available electronically for added visibility.



THOUGHT LEADERSHIP | BRAND AWARENESS
NEW PRODUCT LAUNCH

Advertising Rates Per Insertion

	1 x	3 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"

CLICK HERE FOR SPECS
DEADLINES & HOW TO
SUBMIT CONTENT



Publications

Spring 2023

Summer 2023

Fall / Winter 2023

Material Deadlines

March 1

June 1

September 1

ADVERTISING BENEFITS

- Cost-effective access to industry leaders
- Over 2,500 readers, including state, regional, and national senior living companies
- Digital magazine on the SDA website includes links to advertisers' websites
- Discounts with multiple ad insertions



Publisher assumes no responsibility for reproduction quality of advertising materials submitted without proofs or in formats outside of the specifications listed in these art requirements. All space requests are accommodated at the discretion of the publisher and space available. Publisher also has the right to refuse any advertisement submitted. Rates are subject to change. 25% premium for non-members.

DIGITAL ADVERTISING EMAIL

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

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 \$2,750 per send

Total number of subscribers 4,900 +

2022 avg. e-blast open rate 22%

CLICK HERE FOR SPECS
DEADLINES & HOW TO
SUBMIT CONTENT



The email campaign preview is divided into two main sections. The top section features the headline "Save the GREEN By Going GREEN With O2GO by OZZI" in a mix of green and purple fonts. Below the headline are three images: a kitchen staff member preparing food, a person holding a green O2GO container, and a person sitting at a table eating. The bottom section has a large image of a stainless steel food service cart filled with various food items. Below this image is the headline "SuzyQ: Saving Money by Empowering Residents" followed by the "LAKESIDE" logo. The text continues with "Empower community residents in meal decisions with SuzyQ" and a bulleted list of features: "Meals can be served hot or cold", "Variety of insert pan sizes and has a built-in plate compartment", "Pull-out storage drawers on full-size units to accommodate two full-size insert pans", "Individual controls for hot wells deliver food hot to residents", "Wide range of laminate finishes to easily fit within the décor scheme", and "Comes with Registered Dietitian support with education resources, webinar classes, and an individual support contact". Below the list, it states "SuzyQ was invented by Suzanne Quiring, RD, CDM with both staff and residents in mind. She provides personalized and dedicated implementation support to facilitate your changes in meal delivery." and includes a link "CALCULATE YOUR SUZYQ ROI". At the bottom, it asks "So how can you quickly pay for a SuzyQ Cart System? Start with some of the benefits:" and lists "REDUCE FOOD WASTE" with the text "When residents have control over what they want to eat -- and how much of it -- food waste plummets immediately. Considering we waste roughly 40 percent of our food supply, every little bit counts -- and saves thousands of dollars." To the right of the bottom section, there is a small image of three O2GO containers labeled "Entree 8-12-16 oz." and "Hot/Cold Cup 16 oz.".

DIGITAL ADVERTISING EBOOK

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

Promote a white paper you have created and drive traffic to your website for lead generation.

- Host white paper on SDA website with sponsor logo and URL link to your site for 1 year.
 - SDA members & non-members can access the white paper.
 - Promote through our digital channels for 30 days:
 - SDA News Weekly E-Newsletter: 1 insertion
 - Dedicated Email Blast: 1 insertion
 - Friday Update: 1 insertion
 - SDA social media channels: 2 posts
 - Landing page lead generation list

Cost \$3,000

CLICK HERE FOR SPECS
DEADLINES & HOW TO
SUBMIT CONTENT



[< All Posts](#)

5 QUESTIONS SENIOR DINING PROFESSIONALS SHOULD BE ASKING

March 29, 2021 | Sponsored White Paper

How Senior Dining Professionals Can Position Themselves for Success in 2021 and Beyond



Without a doubt, 2020 was an unprecedented and challenging year for dining professionals operating in senior living communities. The COVID-19 pandemic turned the industry on its head, requiring Foodservice Directors, Chefs, Service Managers and more to completely overhaul their dining services operations, almost overnight.

Many have risen to the challenge and successfully implemented innovative, new ideas that have allowed them to continue providing a delightful culinary experience and exceptional nutritional care to their residents. The quick pivot by foodservice operators has been admirable, but as we turn the corner and begin to emerge from the pandemic, it will be important for foodservice professionals to understand which changes are here to stay and what trends are coming... [Download E-Book](#)

Sponsored by

nutrislice

Share this post: [f](#) [t](#)

VIRTUAL ENGAGEMENTS WEBINARS



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



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: \$3,000

SPONSOR SDA EDUCATIONAL & CONVERSATIONAL WEBINAR SERIES

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 reach your target audience.

Cost: \$2,500 45 - 60 min webinar or (2) 20 - 30 minute mini webinars

Packages include the following:

- 2 dedicated email blast
- Included in upcoming events section of weekly email newsletters for 2-4 weeks prior to the webinar.
- Webinar featured on SDA website home page with your brand
- Branding on registration page & live webinar
- Contact information for all registrants
- Recording of the live webinar & analytics

Webinar Formats

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

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

The logo for the SDA Webinar, featuring "SDA" in white on a black background and "WEBINAR" in black on a white background.

A circular photograph of Harris Ader, a man with glasses and a beard, wearing a blue suit and gesturing while speaking at a podium.

The logo for the Senior Dining Association, featuring the words "SENIOR" in blue, "DINING" in white on an orange background, and "ASSOCIATION" in blue below it.

Sustaining Consistency In Your Dining Program

Presenter Speaker

Harris Ader

Founder & CEO
Senior Dining Association

Feb 9th

DIGITAL ADVERTISING WEBSITE



LEAD GENERATION | WEB TRAFFIC DRIVER BRAND AWARENESS

WEBSITE ADVERTISING

Minimum commitment of 3 months.

Locations	cost / month
Home page	\$650 per month
SDA News	
Professional Membership page	
Member Log-in page	
Events page	

CLICK HERE FOR SPECS
DEADLINES & HOW TO
SUBMIT CONTENT

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



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

SDA VIRTUAL EXPO

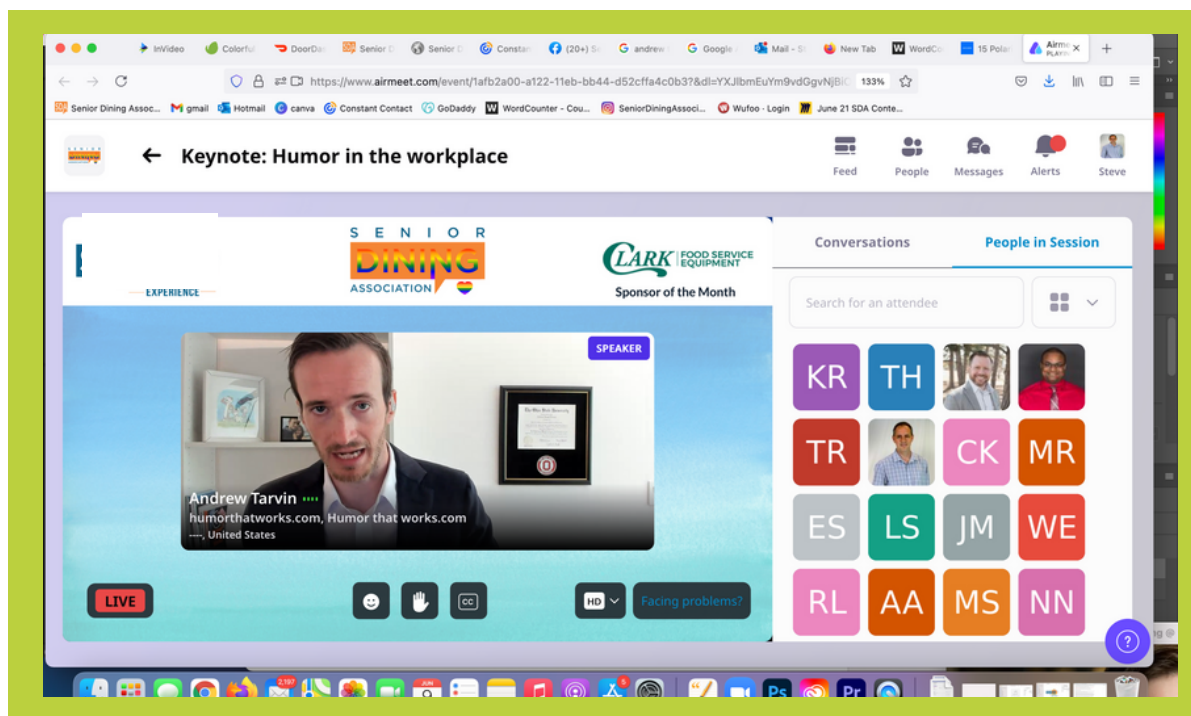
Spring Expo: **June 6 - 7, 2023**
Fall Expo: **December 6 - 7, 2023**

**THOUGHT LEADERSHIP | LEAD GENERATION | WEB TRAFFIC DRIVER
LIVE ENGAGEMENT | BRAND AWARENESS | PRODUCT SPOTLIGHT**

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 our **new gamification** experience, social lounge for topic driven roundtable discussions and great content and education on leadership development, culinary demonstrations, and product demonstrations.

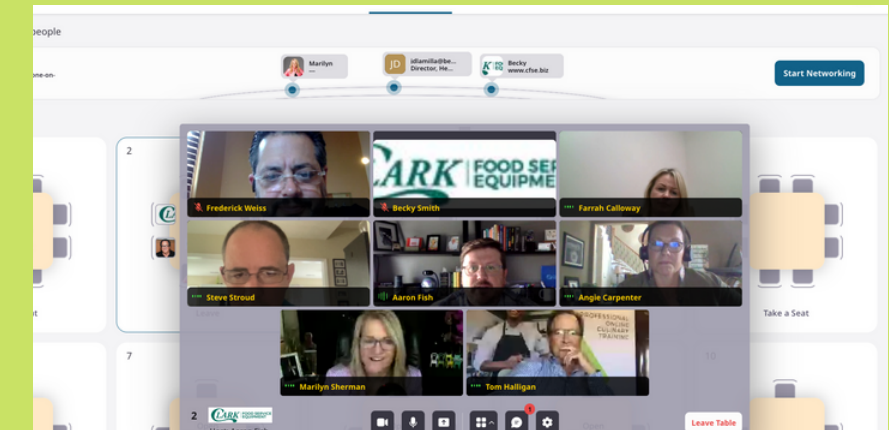
WHY PARTICIPATE

While it is still challenging to meet in-person, this connection opportunity was designed by SDA to bring industry partners and senior living dining leaders together for networking, education, and motivation through an experience similar to an in-person event.

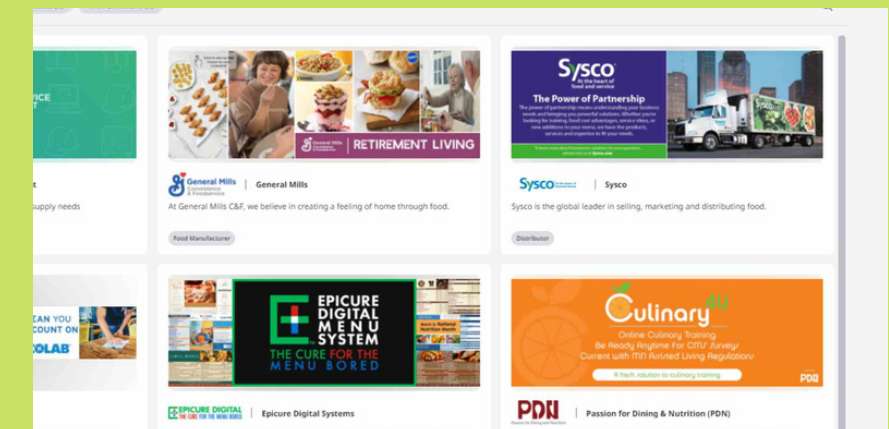
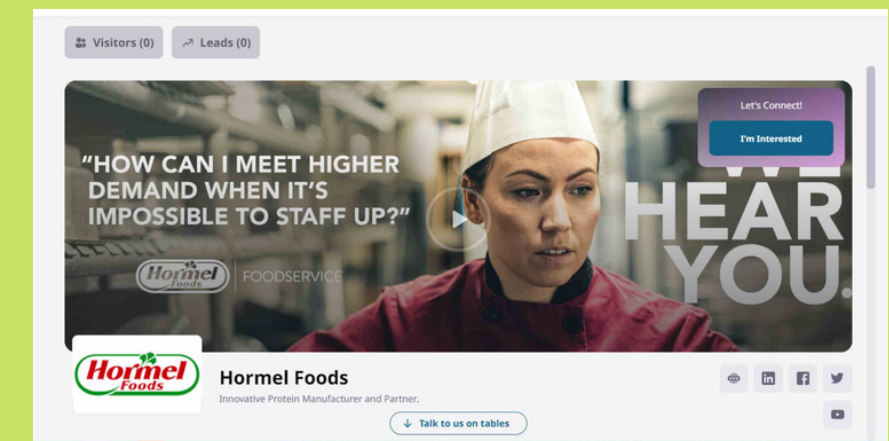


WHAT YOU SHOULD KNOW

- The SDA invested in **Airmeet.com** for our interactive event platform.
- **Post event analytics** that would make an marketing manager happy and a few live stats during the event # of visitors & clicks. See next page for **complete list of analytics**.
- **New attendee gamification experience** with prizes to increase visibility for attendees who visit your booth and interact.
- **Customize your booth experience:**
 - **Various layouts** for customized experience
 - Welcome **videos**, weblinks, PDF's, 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, industry trends, culinary and product demonstrations opportunities are available for sponsors.



INTERACTIVE BOOTHS!



SDA VIRTUAL EXPO

Spring Expo: June 6 - 7, 2023
Fall Expo: December 6 - 7, 2023

THOUGHT LEADERSHIP | LEAD GENERATION | WEB TRAFFIC DRIVER
| LIVE ENGAGEMENT | BRAND AWARENESS | PRODUCT SPOTLIGHT

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
- Ability to **offer special discounts** in booth
- Follow-up analytics including event summary, booth visitor contact details, and attendee information.
- Pre-event training and education for booth experience
- Post-event virtual feedback debrief of experience for all exhibitors and sponsors participating.

Cost

EXHIBITOR ONLY SPONSORSHIPS

1 Event: \$450	1 Event: \$1,000
2 Events: \$850	2 Events: \$1,800

Sponsors Will Receive

Everything listed under Exhibitor and:

- Branding on event landing page, social media, and all event promos.
- Top booth placement per sponsor and category
- Up to **12 live networking tables**
- **Interactive Education Component** - What is in your wheelhouse?
 - Host a topic driven roundtable discussion with your industry expert.
 - **Share your expertise** with education and training in leadership development, change management, **culinary & industry trends**, culinary and **product demonstrations** opportunities also available.
 - Moderate a culinary education discussion or demo

SDA will collaborate with sponsors to assign all interactive education components.



Post Event Analytics

Event Summary

- Total registrations
- Number of attendees who joined session(s)
- Number of attendees who joined table in the Lounge
- New Registrants
- Repeat Registrants
- Number of reactions(emojis used)
- Total attendees
- Average number of sessions attended per attendee
- Median number of sessions attended by attendees

Booth Analytics

- No. of unique visits & contacts
- No. of unique clicks on 'I'm interested' button
- No. of times banner video was played
- No. of unique clicks on resources in the booth
- No. of unique clicks on web URLs
- No. of unique users who joined table in booth
- No. of unique clicks on links added
- No. of times videos were played in full screen