



The only dedicated association providing resources, education, and networking opportunities for dining and hospitality in the senior living industry.

2023

SPONSORSHIP & ENGAGEMENT OPPORTUNITIES

INCLUDES:

- NEW ANNUAL SPONSORSHIP
- 2023 SYNERGY CONFERENCE SPONSORSHIP
- 2023 SYMPOSIUM SPONSORSHIP
- NEW SDA VIRTUAL EXPOS
- 2022/23 MEDIA KIT



ENERGIZING RELATIONSHIPS



INDUSTRY PARTNER RECOGNITION





COME CELEBRATE 5 YEARS WITH US



Harris Ader
Founder & CEO
Senior Dining Association

Connect with Harris

980-434-1114

hader@seniordining.org

[Schedule a meeting](#)

As the Senior Dining Association (SDA) prepares to celebrate its 5th anniversary in 2023, we see a bright future as more operators focus on opportunities for their food and dining services to be a core differentiator in attracting the next generation of residents, as well as elevating offerings for those they already serve. Senior living is a \$6 billion industry and the fastest growing foodservice channel in the U.S.

A new year, new opportunities

In 2023 industry partners will find more ways to engage with the SDA's members and subscribers through live and virtual events, digital, and print advertising, and a **new annual sponsorship**, to help increase year-round participation.

To help with the challenges created by staffing, the SDA will also host **two Virtual Expos** as a cost-effective way to meet and connect with dining and hospitality leaders.

The SDA will host two in-person events this coming year including **1) SDA Synergy Senior Dining & Hospitality Conference; and 2) the new SDA Workforce & Culture Change Symposium.**

Lastly, a very special thank you to our 2022 Sponsors and Industry Partners for your partnership this past year. The SDA was able to continuously grow, and with that growth we can continue to offer more education and live events in 2023. With your support, we can make a difference in the senior living industry by tackling major problems including workforce and leadership development.

A handwritten signature in black ink, appearing to read "Harris Ader".

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

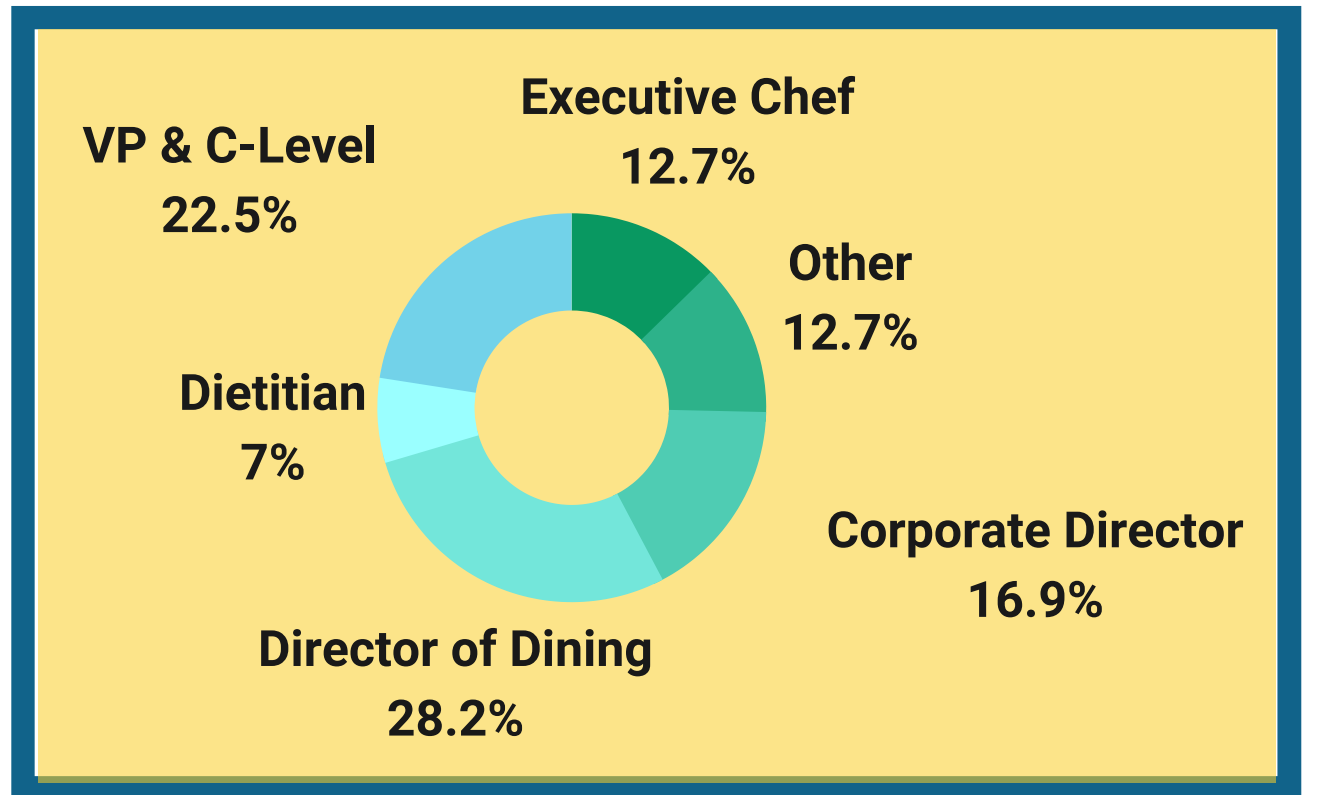


206
INDUSTRY
PARTNERS



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

DATES



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

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

SDA ANNUAL SPONSORSHIP



**OVER
30%
SAVINGS**

2023 Annual Sponsorship Levels	Diamond	Platinum	Gold	Silver
Investment	\$50,000	\$33,000	\$25,000	\$10,000
SYNERGY Conference (Includes premium booth placement) April 16-19, 2023 - Houston, TX	Diamond Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor
SDA Workforce & Culture Change Symposium October 2023 - Las Vegas, NV Week of October 9-13 or 16-20	Event Sponsor 2 Registrations	Event Sponsor 1 Registration	Event Sponsor 1 Registration	
SDA Virtual Expo Spring: June 6-7, 2023 Fall: December 6-7, 2023	2 Event Sponsor	2 Event Sponsor	2 Event Sponsor	2 Event Exhibitor
Marketing & Advertising: SDA Weekly E-Newsletter Banner Ads	10 Ads: Tier 1 & 2	6 Ads: Tier 1 & 2	5 Ads: Tier 2 & 3	4 Ads: Tier 3 & 4
Marketing & Advertising: Print Magazine Ad (Dining & Hospitality) 3 publications to choose from	3 Full-page Ad Insertions	2 Full-page Ad Insertions	1 Full-page Ad Insertion	1 Half-page Ad Insertion
Marketing & Advertising: SDA Friday Update Weekly E-Newsletter Banner Ad	4 Banner Ad Insertions	3 Banner Ad Insertions	1 Banner Ad Insertion	
Marketing & Advertising: SDA Monthly Update Banner Ad	2 Banner Ad Insertions	1 Banner Ad Insertion		
Marketing & Advertising: (Select option) E-Book, Email Blast or Webinar Sponsorship	Pick 3	Pick 2	Pick 1	

Annual Sponsorship Branding

- Brand on SDA Website Sponsor Page with URL link
- Brand on SDA Website Home Page
- Brand on SDA Weekly E-Newsletter, Friday update and Monthly update
- SDA Online Resource Directory sponsor badge
- Social Media Recognition

Contact us: 980.434.1114 www.seniordining.org
[Click here to schedule a meeting with Lori Mason, Executive Director of Member Experience](#)

Deadline for Annual Sponsorship Registration:

December 20, 2022

Annual Sponsorship payments due:

January 31, 2023

CHOOSE YOUR EVENT SPONSORSHIPS



APRIL 16 - 19, 2023 | HOUSTON, TEXAS
WWW.SDASYNERGY.COM



OCTOBER 2023 | LAS VEGAS, NV
WEEK OF OCTOBER 9-13 OR 16-20, 2023



SPRING EXPO: JUNE 6-7, 2023
FALL EXPO: DECEMBER 6-7, 2023



2023 SYNERGY SPONSORSHIP BENEFITS



2023 Annual Sponsorship	Diamond	Platinum	Gold	Silver	Bronze
	\$32,000	\$20,000	\$13,500	\$8,500	\$5,800
Exhibit Booth	20x20	10x20	10x10	10x10	10x10
Full Conference Registration Passes	5	4	3	2	1
Ad in Conference Program Guide	2 page spread or 1 inside cover	1 full page	1 full page	1/2 page Ad	1/4 page Ad
Pre & Post - Conference attendee list (2 weeks)	Yes	Yes	Yes	Yes	Yes
Brand Recognition - Synergy Website and Conference Mobile app	Yes	Yes	Yes	Yes	Yes
Brand Recognition - Event Signage & Materials	Yes	Yes	Yes	Yes	Yes
Brand Recognition - Conference Program Guide	Yes	Yes	Yes	Yes	Yes
Brand Recognition - Mainstage (Rotating)	Yes	Yes	Yes	Yes	
Opportunity to participate in SDA Annual Sponsorship program	Yes	Yes	Yes	Yes	
Product Placement-Cocktail Reception, Breakfast or Networking break*	Yes	Yes	Yes		
Choice of 1 Conference Engagement Sponsor (per availability) includes speaking and brand recognition	Opening Cocktail Reception or Opening General Session sponsor	General Session Sponsor or 1 item product placement* or Breakout education	Breakout Education Sponsor or Roundtable Chat or 1 item product placement*		
Registration Tote Bag Insert - 1 item	Yes	Yes	Yes		
Brand on Conference Apron	Yes	Yes	Yes		
Distribute educational literature or gift for each attendee	Yes	Yes			
Mobile App Ad	Yes	Yes			
Sponsor pre-conference experience*	Yes	Yes			
Evening Attendee Room Drop*	Yes				
Brand on Conference Attendee Survey	Yes				



Deadline for Synergy Sponsorship Registration:
February 15, 2022

Contact us: 980.434.1114 www.seniordining.org
[Click here to schedule a meeting with Lori Mason, Executive Director of Member Experience](#)



*Sponsor is responsible for any corkage, service, and/or handling fees related to sponsorship that may be imposed by the hotel, or other conference venues. The sponsor will pay the fees directly to hotel. These fees are in addition to the above-stated sponsorship amount. Membership is required for sponsorship

2023 SYNERGY SPONSORSHIP BENEFITS



Experience Opportunities

Conference Opening Cocktail Reception

Kickoff the conference with a memorable experience. Sponsors can welcome guests as they enter and address all attendees during the event. Includes product placement or handout to attendees. Your brand will be displayed on event napkins & signage. **2 Available \$7,000 Co-sponsor**

Evening Room Drop "Surprise"

What better way to say goodnight than by sending each attendee a delightful evening amenity. As a sponsor, your company-branded gift will be delivered directly to all registered attendees within the SDA room block. **3 Available Sunday, Monday & Tuesday Night \$7,500**

Education Session

Have your brand on stage while you address all conference attendees and introduce the education session. **3 Available \$5,000**

Water Station

Sponsor the hydration for attendees to power up. Sponsor will supply water bottles, display and branding. **1 Available \$4,000**

Coffee & Tea Sponsor

Be the exclusive coffee sponsor for the conference. Feature your dark or mild roast during the breaks and breakfast. **1 Available \$4,500**

Sliced Culinary Competition

During the Sliced culinary competition donate food products for the competition and partake as a judge during the event. We will have a cocktail reception, music, games and areas to network with attendees. Receive branding and address the attendees. **2 Available: \$3,500**

Sliced Culinary Competition Equipment

The official equipment sponsor for Sliced. Sponsor cooking equipment to be used during the competition and partake as a judge during the event. Sponsor is responsible for shipping costs of equipment to hotel and back to SDA office. **2 Available \$3,000**



Conference Registration

- Full Conference Registration: \$1,750
- Exhibitor Only: \$3,900 includes 2 expo-only passes
- Expo Hall Booth Support: \$150 (does not include sessions, meals or events)

Increase Your Expo Presence

Increase Your Booth Size

- (10x20) Additional 100sq ft. of space: +\$3,800
- (20 x 20) Additional 300sq ft. of space: +\$10,000

Branding Opportunities

Hotel Key Card

Have your brand in everyone's hand at the host hotel during the conference. **1 Available \$5,000**

Conference Tote Bag

Co-brand with the SDA on the official conference expo tote bag. **1 Available \$5,000**

WiFi Sponsor

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

Tote Bag Swag Insert

Make a quick first impression with conference attendees. Drop your swag, gift or food sample in the attendee welcome bag. **3 Available \$2,500**

Conference Lanyard

Co-brand with the SDA and every attendee will wear your brand. **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**

Synergy Conference Program Guide

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

Cost Per Ad:

- Two page spread \$6,000
- Outside back cover \$5,000
- Inside front & back cover \$4,000
- Full page \$3,000
- Half page \$2,500
- Quarter Page: \$2,000

SDA | WORKFORCE & Culture Change Symposium

ALIGNING SENIOR LIVING WITH HOSPITALITY CULTURE

October 2023 | Las Vegas, Nevada
Week of October 9-13 or 16-20, 2023

SENIOR
DINING
ASSOCIATION

Here's your chance to be a part of our first **SDA Workforce & Culture Change Symposium** networking event. The Symposium will bring together senior living executives to collaborate and build meaningful relationships, discover solutions for culture change and workforce development, and explore new technology advances.

Symposium Sponsorship

COST \$10,000

- Conference registration - 1 complimentary
- **One-on-one meetings** (reverse tradeshow)
- Assigned seating during meals
- Access to networking cocktail reception
- Assigned seating during general sessions
- Brand & company listing on event mobile app
- Brand recognition on event signage & marketing materials
- Brand recognition on event website
- Brand recognition on mainstage (Rotating)
- Pre & Post - conference attendee list

Extra attendee cost: \$2,500



LEARN MORE



CONNECTING TECHNOLOGY & WORKFORCE!

WELCOME
TO *Fabulous*
LAS VEGAS
NEVADA

Membership is required for sponsorship

SDA VIRTUAL EXPO

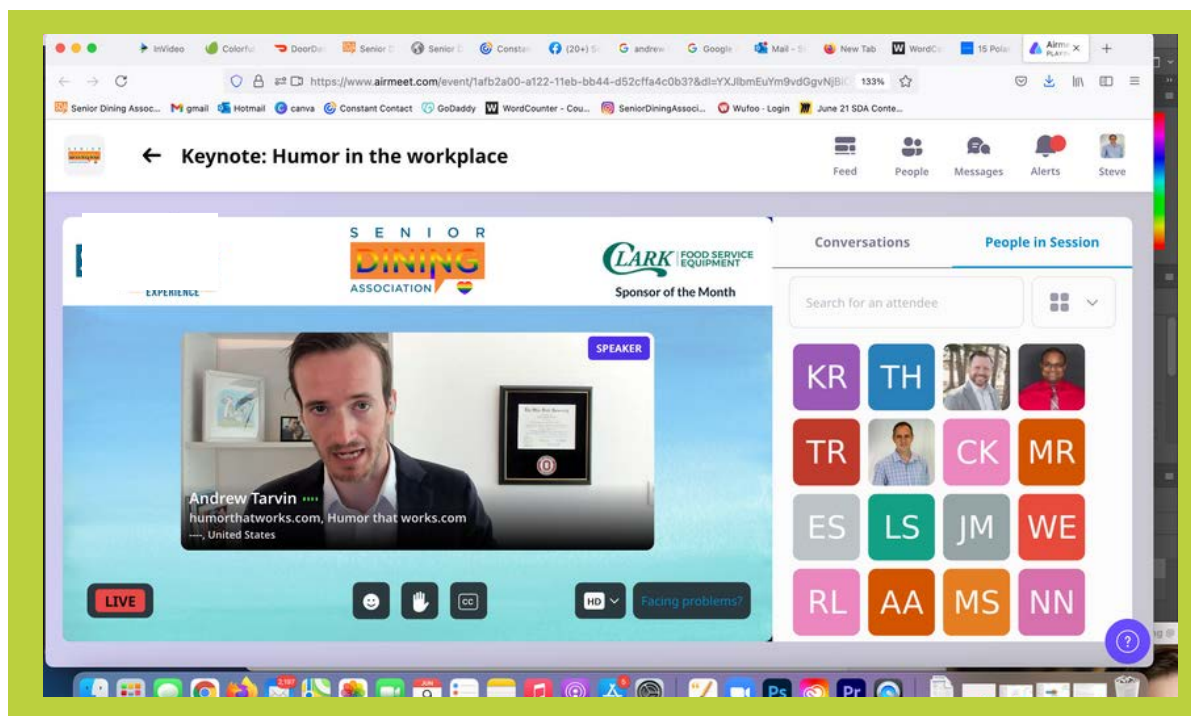
Spring Expo: June 6 - 7, 2023
Fall Expo: December 6 - 7, 2023

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.

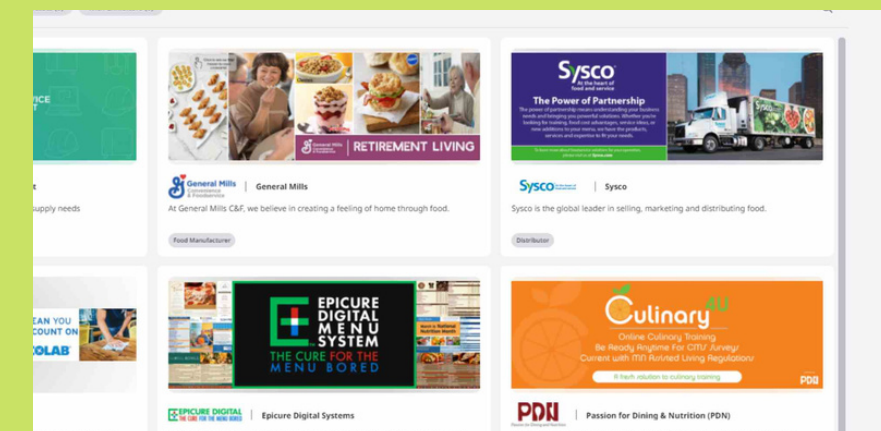
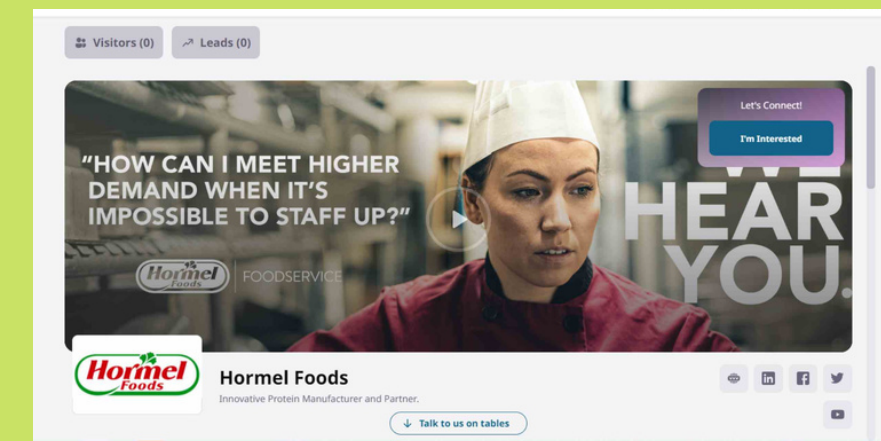


WHAT YOU SHOULD KNOW

- The SDA invested in **Airmeeet.com** for our interactive event platform.
- **Post event analytics** that would make a 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

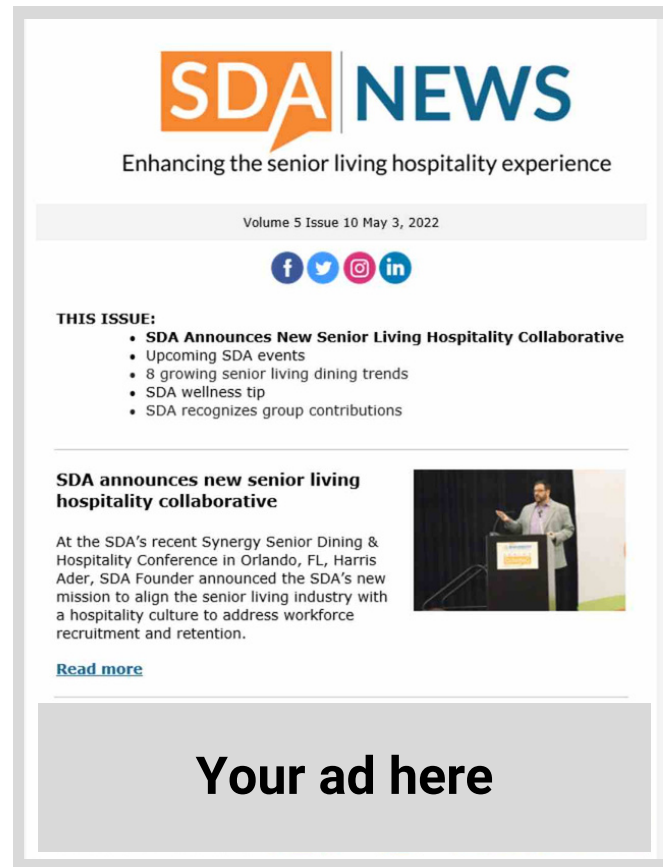
- No. of unique visits & contacts
- No. of unique clicks on 'I'm interested' button
- No. of times banner video was played
- No. of unique clicks on resources in the booth
- No. of unique clicks on web URLs
- No. of unique users who joined table in booth
- No. of unique clicks on links added
- No. of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

2022-23 MEDIA KIT



NEW ANNUAL SPONSORSHIP

Digital



Virtual Events



Print



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

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

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

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

SDA FRIDAY UPDATE

Volume 5 Issue 10 May 3, 2022



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

Your ad here

Upcoming Events

AD INFORMATION

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

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](#)



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 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

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



SuzyQ: Saving Money by Empowering Residents

LAKESIDE

Empower community residents in meal decisions with SuzyQ

- 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
- Comes with Registered Dietitian support with education resources, webinar classes, and an individual support contact

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.

[CALCULATE YOUR SUZYQ ROI](#)

So how can you quickly pay for a SuzyQ Cart System? Start with some of the benefits:

REDUCE FOOD WASTE
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.

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



Share this post:  

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

SDA WEBINAR **Sustaining Consistency In Your Dining Program**

Presenter Speaker

Harris Ader

Founder & CEO
Senior Dining Association

Feb 9th

SENIOR
DINING
ASSOCIATION