



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



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

SENIOR
DINING
ASSOCIATION

NOT JUST A MEMBERSHIP
PARTNERSHIP

BECOME A MEMBER

WHY JOIN?

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



1005
TOTAL
MEMBERS



799
PROFESSIONAL
MEMBERS

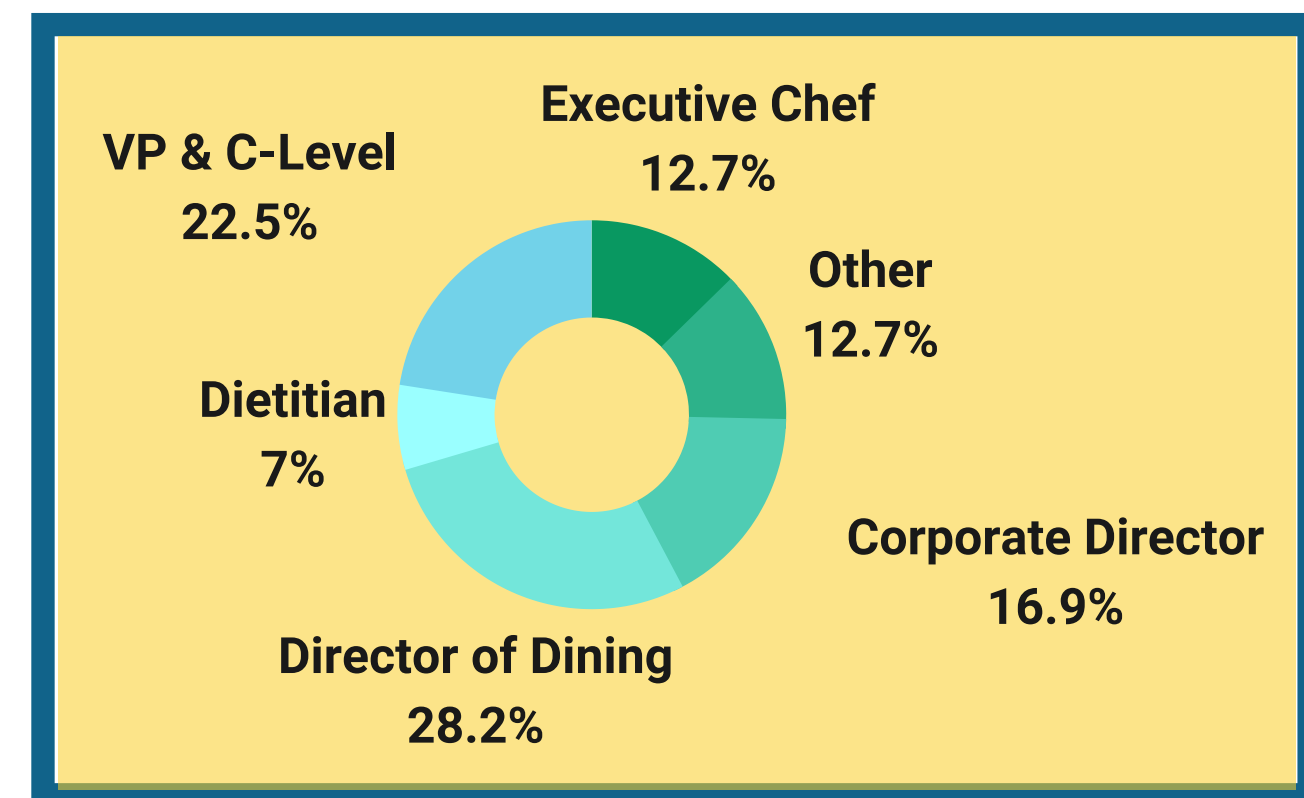


206
INDUSTRY
PARTNERS



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

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 ANNUAL SPONSORSHIP



| 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 | |

Membership is required for sponsorship

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

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Deadline for Annual Sponsorship Registration:
December 20, 2022
Annual Sponsorship payments due:
January 31, 2023



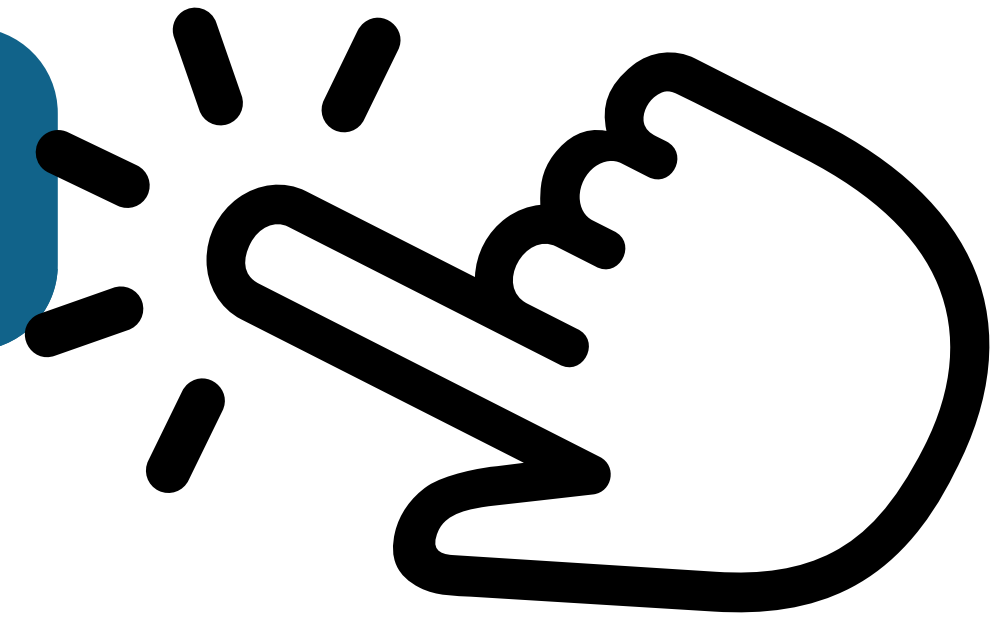
YEAR-ROUND ENGAGEMENT OPPORTUNITIES

2022-23 MEDIA KIT



NEW ANNUAL SPONSORSHIP

LEARN MORE



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