Connect with the Network! Connect with Your Audience.

PIONEER NETWORK’S 2013 SPONSORSHIP PROGRAM

Hear the Voice, Honor the Choice
The Nation’s Largest Conference Focused Solely on Culture Change and Person-Centered Living

Join us for Hear the Voice, Honor the Choice – Pioneer Network’s 13th Annual Conference, August 11-15 in Bellevue, Washington (near Seattle). At our conference, nearly half of our participants are individuals who influence policy and purchasing for their organization.

Sponsorship of the conference offers a wealth of opportunities for visibility both at the conference, and in the marketing and promotion leading up to the conference. Want to learn more? Contact Pioneer Network interim Executive Director, Lynda Crandall, lynda.crandall@pioneernetwork.net.

WHY YOUR SPONSORSHIP MATTERS

Pioneer Network is a national resource to the field of aging and long-term care, a clearinghouse for ideas, and a facilitator of partnerships focusing on issues of culture change and person-centered transformations in the aging experience. We support elders throughout the aging services continuum.

By working together and speaking with one voice we can ensure that all elders lead self-directed lives wherever they call home. Your organization’s support of Pioneer Network will enable us to continue our efforts to make person-centeredness the norm in how communities view and serve elders.
Our Audience

People ask us how many decision-makers attend the Pioneer Network conference. It is true that many of those who attend our conference influence purchasing decisions, yet are those really the most important decision-makers? In communities that are on a journey of culture change, the decision-makers are the residents, the direct care staff and the families, and ideally it is a team of these people along with traditionally-considered leaders that collaboratively make service and experience decisions. Communities are learning to listen and are engaging everyone in conversations that lead to group decisions — this the heart and soul of culture change, person-centered care and person-centered living.

So when you ask us, “How many decision makers attend your conference?” — our response is everyone.
CORNERSTONE SPONSOR $20,000
- Acknowledged as Evening Reception Sponsor
- Prominent position of logo in conference program
- Full page ad in conference program
- Logo, web link and company description on Pioneer Network website
- Two eight-foot exhibit tables with signage in the Sponsor Gallery
- Use of hospitality suite for your own function
- Verbal and on-screen acknowledgement at all plenary sessions
- Prominent signage in registration area
- Pre- and post-conference mailing list for one-time use
- Five paid registrations

SUSTAINING SPONSOR $10,000
- Acknowledged as Coffee Break Sponsor
- Company name with logo in conference program
- Half-page ad in conference program
- Logo, web link and company description on Pioneer Network website
- One eight-foot exhibit table with signage in the Sponsor Gallery
- Prominent signage in registration area
- Verbal and on-screen acknowledgement in opening and closing presentations
- Pre- and post-conference mailing list for one-time use
- Four paid registrations

SUPPORTING SPONSOR $7,500
- Company name with logo in conference program
- Half page ad in conference program
- Logo, web link and company description on Pioneer Network website
- One eight-foot exhibit table with signage in Sponsor Gallery
- Prominent signage in registration area
- On-screen acknowledgement at all plenary sessions
- Pre-conference mailing list for one-time use
- Three paid registrations
FEATURED SPONSOR  $5,000
- Company name in conference program
- Quarter-page ad in conference program
- Logo and web link on Pioneer Network website
- One eight-foot exhibit table with signage in the Sponsor Gallery
- Prominent signage in registration area
- On-screen acknowledgement at all plenary sessions
- Two paid registrations

EXHIBITING SPONSOR  $2,500
- Recognition in conference program
- One eight-foot exhibit table with signage in the Sponsor Gallery
- Acknowledgement on Pioneer Network website
- On-screen acknowledgement at all plenary sessions
- One paid registration

PROGRAM ADVERTISING
Our conference program presents a prime opportunity to increase visibility for your product or services to a very interested audience. For more information about program advertising, contact kristin.dube@pioneernetwork.net.

For more information, please contact
Lynda Crandall, lynda.crandall@pioneernetwork.net, or
Kristin Dube, 312-596-5294 or kristin.dube@pioneernetwork.net

Connect with the Network! For more conference information and other news, go to www.PioneerNetwork.net.