

630.325.6170
LEADINGAGEIL.ORG
INFO@LEADINGAGEIL.ORG

2018/19 BUSINESS MEMBERSHIP

*Your connection to over 500 Senior Living Provider Members
throughout Illinois.*

Join. Reach. Engage.


LeadingAge™ IL

BUSINESS MEMBERSHIP BENEFITS

With a diverse membership of over 500 organizations, LeadingAge Illinois is the largest association in Illinois supporting aging services providers and is nationally recognized for its innovative programs, leadership and expertise on issues related to long term care and senior housing and services.

OUR PROVIDER MEMBER TYPES INCLUDE:

- 142 Skilled Nursing Facilities/Care Centers: representing 19,142 units/beds
- 148 Assisted Living Communities: representing 8,905 units
- 130 Independent Living Communities: representing 16,674 units
- 147 Supportive Living Communities: representing 11,575 units
- 84 Fedreally Subsidized: representing 6,892 units

AMONG OUR MEMBERSHIP ARE:

- 83 CCRC's
- 34 Multi-site Organizations (Owning or managing two or more communities)
- 16 Home & Community Based Services Member

LeadingAge
Illinois also represents
approximately 150 Business
Members who provide a variety of prod-
ucts and services to Provider Members.

Why become a LeadingAge Illinois Business Member?

Joining LeadingAge Illinois as a Business Member provides multiple opportunities to reach and engage your future customers. Reasons to join now:

ACCESS YOUR TARGET AUDIENCE

Utilize your member benefits to stay connected with over 500 LeadingAge Illinois Provider members all year.

BUILD YOUR BRAND

Let members know who you are and what you can offer them through various channels.

INCREASE YOUR CREDIBILITY AMONG LEADINGAGE IL PROVIDER MEMBERS

Board members and leaders in the industry remind us how much they value LeadingAge Illinois' Business Members as providers of products and services, as well as thought leadership resources and valuable industry connections.

STAY INFORMED

Business Members receive newsletters and other communications from LeadingAge Illinois to stay current regarding important issues, events and new members.

BE THE SOLUTION

Take advantage of opportunities to reach and engage our members by exhibiting, presenting, sponsoring and brand recognition. Place your company above all others and show provider members what you can bring to their organizations.

SAVE

Business Members save at least 25% on exhibit booth spaces at two conferences throughout the year. Additional savings is offered as membership levels increase.



We offer four levels of Business Membership to meet diverse budgets, marketing needs and strategic goals. LeadingAge Illinois will provide any analytics or statistics needed to help you calculate your ROI or ROO over the term of membership.

STANDARD BUSINESS MEMBERSHIP BENEFITS:

- An electronic copy of the Provider Member List (including contact name, organization, address, member service type and number of beds/units)
- Company listing in the Online Annual Membership Directory referenced by provider members multiple times annually when completing RFP's and more
- Subscription to LeadingAge bi-weekly electronic newsletter
- Three (3) complimentary banner ads for brand recognition in the bi-weekly electronic newsletter linked to company homepage URL (\$750 value) - distribution approx. 3,000
- Discount on exhibit space at the Annual Meeting & Expo (\$500 savings per 10' x 10' booth space) and discounted Senior Living Conference exhibit space

TOTAL VALUE: \$1,950+

YOUR COST: \$800

Membership dues are invoiced annually and are active July 1 - June 30. Prorated dues amounts are available for (NEW Members only) 9-, 15- or 18-month memberships. Dues must be current to take advantage of member discount rates and ad insertions. Per IRS Guidelines, all ads are for informational/recognition purposes only.

Increase your exposure and benefits by upgrading your membership to Enhanced level.

ENHANCED BUSINESS MEMBERSHIP BENEFITS:

- An electronic copy of the Provider Member List (including contact name, organization, address, member service type and number of beds/units)
- Company listing in the Online Annual Membership Directory referenced by provider members multiple times annually when completing RFP's and more
- Subscription to LeadingAge bi-weekly electronic newsletter
- Six (6) complimentary banner ads for brand recognition in the bi-weekly electronic newsletter linked to company homepage URL (\$1,500 value) - distribution approx. 3,000
- Discount on exhibit space at the Annual Meeting & Expo (\$500 savings per 10' x 10' booth space) and discounted Senior Living Conference exhibit space
- Additional 10% savings on Annual Meeting & Expo booth spaces (up to \$200 value per 10' x 10' space)
- 1/2 page space in Annual Meeting Advance Program for brand recognition and or exhibiting promotion/information (\$750 value) - pending publication arrangements
- Recognition in LeadingAge Illinois marketing materials and website as an Enhanced Business Member
- Recognition during the Annual Meeting & Expo as an Enhanced Business Member (if exhibiting)

TOTAL VALUE: \$4,000+

YOUR COST: \$1,500

Membership dues are invoiced annually and are active July 1 - June 30. Prorated dues amounts are available for (NEW Members only) 9-, 15- or 18-month memberships. Dues must be current to take advantage of member discount rates and ad insertions. Per IRS Guidelines, all ads are for informational/recognition purposes only.

Gain even more access to LeadingAge Illinois provider members by upgrading your membership to Distinguished level.

DISTINGUISHED BUSINESS MEMBERSHIP BENEFITS:

- An electronic copy of the Provider Member List (including contact name, organization, address, member service type and number of beds/units)
- Company listing in the Online Annual Membership Directory referenced by provider members multiple times annually when completing RFP's and more
- Subscription to LeadingAge bi-weekly electronic newsletter
- Nine (9) complimentary banner ads for brand recognition in the bi-weekly electronic newsletter linked to company homepage URL (\$2,250 value) - distribution approx. 3,000
- Discount on exhibit space at the Annual Meeting & Expo (\$500 savings per 10' x 10' booth space) and discounted Senior Living Conference exhibit space
- Additional 20% savings on Annual Meeting & Expo booth spaces (up to \$400 value per 10' x 10' space)
- Full page space in Annual Meeting Advance Program for brand recognition and or exhibiting promotion/information (\$1500 value) - pending publication arrangements
- Skyscraper advertisement on LeadingAge Illinois homepage for 30 days for brand recognition (\$1,150 value)
- Recognition in LeadingAge Illinois marketing materials and website as a Distinguished Business Member
- Recognition during the Annual Meeting & Expo as a Distinguished Business Member (if exhibiting)

TOTAL VALUE: \$6,850+

YOUR COST: \$3,500

Membership dues are invoiced annually and are active July 1 - June 30. Prorated dues amounts are available for (NEW Members only) 9-, 15- or 18-month memberships. Dues must be current to take advantage of member discount rates and ad insertions. Per IRS Guidelines, all ads are for informational/recognition purposes only.

Get ultimate exposure as a Pinnacle Business Member of LeadingAge Illinois. Engage association provider members with access to the highest level of benefits available.

PINNACLE BUSINESS MEMBERSHIP BENEFITS:

- An electronic copy of the Provider Member List (including contact name, organization, address, member service type and number of beds/units)
- Company listing in the Online Annual Membership Directory referenced by provider members multiple times annually when completing RFP's and more
- Subscription to LeadingAge bi-weekly electronic newsletter
- Twelve (12) complimentary banner ads for brand recognition in the bi-weekly electronic newsletter linked to company homepage URL (\$3,000 value) - distribution approx. 3,000
- Discount on exhibit space at the Annual Meeting & Expo (\$500 savings per 10' x 10' booth space) and discounted Senior Living Conference exhibit space
- Access to one LeadingAge Illinois Listserv during membership term (email list for members to have conversations regarding issues or challenges in specific area of senior living). Rules and regulations for participation apply.
- Additional 30% savings on Annual Meeting & Expo booth spaces (up to \$700 value per 10' x 10' space)
- Full page space in Annual Meeting Advance Program for brand recognition and or exhibiting promotion/information (\$1500 value) - pending publication arrangements
- Skyscraper advertisement on LeadingAge Illinois homepage for 60 days for brand recognition (\$2,250 value)
- Recognition in LeadingAge Illinois marketing materials and website as a Pinnacle Business Member
- Recognition during the Annual Meeting & Expo as a Pinnacle Business Member (if exhibiting)
- Eligible for Provider Member rates at LeadingAge IL education events (excluding Annual Meeting & Senior Living Conference), (\$500 value)
- Opportunity to partner with LeadingAge IL to provide thought leadership materials and/or presentations for Cabinet Meetings (\$2,000 value)
- Priority space selection for the following year's Annual Meeting and Expo Floor

TOTAL VALUE: \$11,500+

YOUR COST: \$6,000

Membership dues are invoiced annually and are active July 1 - June 30. Prorated dues amounts are available for (NEW Members only) 9-, 15- or 18-month memberships. Dues must be current to take advantage of member discount rates and ad insertions. Per IRS Guidelines, all ads are for informational/recognition purposes only.

*Want more exposure to provider members and co-branding with LeadingAge Illinois? Become an Affinity Program Partner!**

Affinity Partner Program

Leverage the trusted and recognized LeadingAge Illinois brand to increase marketing power through a mutually beneficial marketing partnership.

An Affinity program allows our affinity partners to leverage the trusted and recognized LeadingAge Illinois brand to increase its marketing power and make connections to our members. Additionally, an option of the program is to develop a customized marketing plan on behalf of the partner to create better exposure. The top benefit of the program is that the partner does not have to commit to costs in advance of sale and/or regardless of sales performance. Payment to LeadingAge Illinois is based on performance, with exception to the optional customized marketing plan, which requires a minimum payment to LeadingAge Illinois. Below is the cost/value breakdown of the program.

AFFINITY PARTNERSHIP MARKETING OPTIONS MAY INCLUDE:

- LeadingAge Illinois E-newsletter Header Banner Ads
- Dedicated E-blast Ads
- Presentation to LeadingAge Illinois Board Members
- Distribution on marketing materials through LeadingAge Illinois Member visits
- Full color advertisement in Membership Directory
- Key exposure at the Annual Meeting and Expo
- And more as customizable options

*Exceptions apply for competing business categories within the Value First GPO.

LeadingAge Illinois Affinity Partner Program

Please contact Brandi Beckley at 630.580.3110 or bbeckley@leadingageil.org, to determine eligibility for partnership.



Application for Business Membership

Membership Level	Dues*
Standard	\$800
Enhanced	\$1,500
Distinguished	\$3,500
Pinnacle	\$6,000

* Membership terms are prorated for 9-mos., 15-mos. or 18-mos. for new members only. Renewal terms are 12 months.

COMPANY INFORMATION

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Website: _____ Company Email: _____

CONTACT INFORMATION

Primary Contact (all billing information will be sent to this individual in addition to all other correspondence)

Name & Title: _____

Address: (if different than company address): _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Secondary Contact (this person will receive all correspondence other than billing)

Name & Title: _____

Address: (if different than company address): _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____



COMPANY DESCRIPTION

Please include up to a 50-word description of the products and services you provide. This information will be published in LeadingAge Illinois' Online Membership Directory at leadingageil.org.

COMPANY PRODUCT & SERVICE CATEGORY

Please select the category that best represents your company category

- | | | |
|--|--|---|
| <input type="checkbox"/> Accounting | <input type="checkbox"/> Executive Search/Recruitment | <input type="checkbox"/> Ozone Systems |
| <input type="checkbox"/> Accreditation | <input type="checkbox"/> Facility Management | <input type="checkbox"/> Pest Control |
| <input type="checkbox"/> Actuarial | <input type="checkbox"/> Federal Government Assistance | <input type="checkbox"/> Pharmaceutical |
| <input type="checkbox"/> Adult Day Services | <input type="checkbox"/> Financial Services | <input type="checkbox"/> Pharmacy Services |
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Fire Safety/Prevention | <input type="checkbox"/> Procurement Services |
| <input type="checkbox"/> Appliances | <input type="checkbox"/> Flooring | <input type="checkbox"/> Project Management |
| <input type="checkbox"/> Architecture | <input type="checkbox"/> Food Management/Food Service | <input type="checkbox"/> Publishers |
| <input type="checkbox"/> Assn/Education | <input type="checkbox"/> Fundraising/Business Development | <input type="checkbox"/> Quality Improvement |
| <input type="checkbox"/> Aviary Systems | <input type="checkbox"/> Furniture | <input type="checkbox"/> Rehabilitation/Therapy Services |
| <input type="checkbox"/> Banking | <input type="checkbox"/> Group Purchasing | <input type="checkbox"/> Research |
| <input type="checkbox"/> Bathing Systems | <input type="checkbox"/> Hand Hygiene | <input type="checkbox"/> Resident Care and Personal Products & Services |
| <input type="checkbox"/> Bedding | <input type="checkbox"/> Hospice Care | <input type="checkbox"/> Resident Monitoring |
| <input type="checkbox"/> Billing Services | <input type="checkbox"/> Housekeeping | <input type="checkbox"/> Retirement Planning |
| <input type="checkbox"/> Brain Fitness | <input type="checkbox"/> Human Resources Systems/Services | <input type="checkbox"/> Safety |
| <input type="checkbox"/> Brand Identity/Name Development | <input type="checkbox"/> Identification Systems | <input type="checkbox"/> Seating |
| <input type="checkbox"/> Building Equipment/Products | <input type="checkbox"/> In-Home Health Care Products and Services | <input type="checkbox"/> Signage |
| <input type="checkbox"/> Communication Systems & Services | <input type="checkbox"/> Insurance | <input type="checkbox"/> Technology Assistive Devices |
| <input type="checkbox"/> Computer/Data Management /Software | <input type="checkbox"/> Interior Design | <input type="checkbox"/> Telehealth Products |
| <input type="checkbox"/> Construction | <input type="checkbox"/> Internet Services | <input type="checkbox"/> Transportation |
| <input type="checkbox"/> Consulting | <input type="checkbox"/> Landscape Services | <input type="checkbox"/> TV Systems |
| <input type="checkbox"/> Design/Build | <input type="checkbox"/> Legal Services | <input type="checkbox"/> Utilities |
| <input type="checkbox"/> Development Services | <input type="checkbox"/> Lifts | <input type="checkbox"/> Wander-Fall Prevention |
| <input type="checkbox"/> Disease Response | <input type="checkbox"/> Lighting | <input type="checkbox"/> Wellness Programs & Equipment |
| <input type="checkbox"/> Distribution | <input type="checkbox"/> Maintenance Supplies | <input type="checkbox"/> Wireless Communications |
| <input type="checkbox"/> Donor Recognition | <input type="checkbox"/> Medical Products & Services | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> E-Learning for Staff Training and Development | <input type="checkbox"/> Marketing | |
| <input type="checkbox"/> Electronic Medical Records | <input type="checkbox"/> Master Planning | |
| <input type="checkbox"/> Emergency Response Systems | <input type="checkbox"/> Meal Delivery Systems | |
| <input type="checkbox"/> Engineering | <input type="checkbox"/> Nutrition Management | |
| <input type="checkbox"/> Entertainment | <input type="checkbox"/> Office Supplies | |

REFERENCES

Please provide three references- individuals who can attest to the quality of your products/services (preferably, at least one individual from a LeadingAge Illinois member organization should be listed).

Reference #1 Organization _____

Name & Title: _____

Phone: _____ Email: _____

Type of Product/Service Provided: _____

Reference #2 Organization _____

Name & Title: _____

Phone: _____ Email: _____

Type of Product/Service Provided: _____

Reference #3 Organization _____

Name & Title: _____

Phone: _____ Email: _____

Type of Product/Service Provided: _____

AGREEMENT

As a LeadingAge Illinois Business Member, _____ agrees to the following:

- We understand LeadingAge Illinois Business Membership is contingent upon Board approval.
- We understand that this status is a privilege and is renewable July 1 each year.
- We will not use the Business Membership status in any way that represents or implies endorsement by LeadingAge Illinois.
- We agree to receive LeadingAge Illinois' biweekly newsletter via email.

Name of person completing this form: _____

Title: _____

Signature: _____ Date: _____



MEMBERSHIP LEVEL & TERM

Please indicate the Membership Level for your company. Term will be determined based on date of application (prorate for 9-mos., 15-mos. and 18-mos. terms are listed below).

	9-month (Oct- June)	18-month (Jan 2018 - June 2019)	15-month (April 2018 - June 2019)	12-month (July- June)
Standard	\$600	\$1200	\$1000	\$800
Enhanced	\$1125	\$2250	\$1875	\$1500
Distinguished	\$2625	\$5250	\$4375	\$3500
Pinnacle	\$4500	\$9000	\$7500	\$6000

PAYMENT OPTIONS

_____ Check Mail check to: LeadingAge Illinois at Department 10347, PO Box 87618, Chicago, IL 60680- 0618

_____ Credit Card (AmEx, Discover, MasterCard, VISA). I authorize LeadingAge Illinois to charge dues to the credit card below.

Card Name: _____ Card Number: _____ Exp. Date _____

Cardholder Name: _____

Cardholder Signature: _____

Cardholder Address: _____

Return completed application to:

LeadingAge Illinois
1001 Warrenville Rd. Ste. 150 Lisle, IL 60532
630-325-6170 (Phone), 630-325-0749 (Fax)
info@leadingageil.org

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JOIN.
REACH.
ENGAGE.

*Leading*Age™
Illinois

Business Membership Packet @ Application

630-325-6170
leadingageil.org
info@leadingageil.org