

INNOVATE

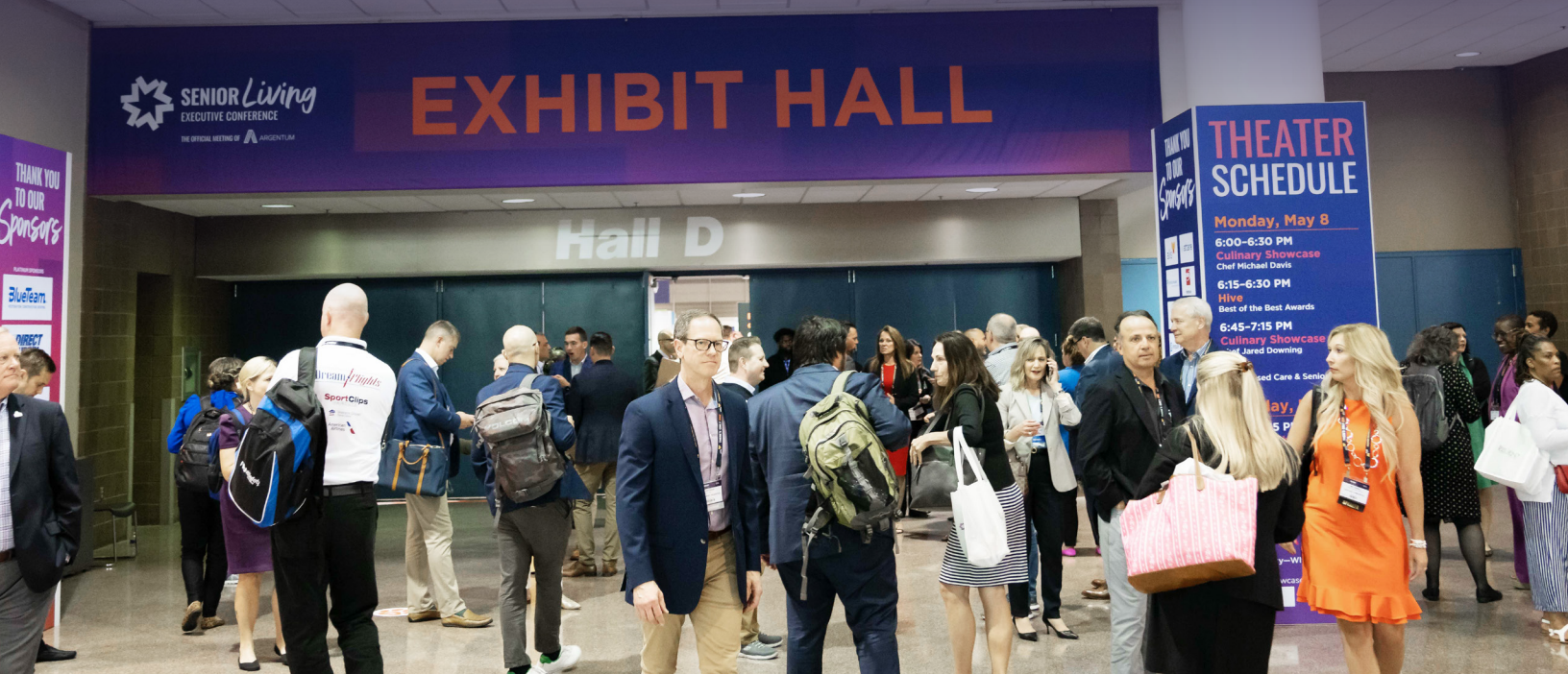


COLLABORATE



ELEVATE

2025 EXHIBITOR MEDIA KIT



How to Use This Media Kit

Thank you for participating in the
2025 Senior Living Executive Conference!

This media kit provides materials and messaging to help you promote your participation at the meeting:

MARKETING OPPORTUNITIES

Reach out to the HMP Global sales team to learn about opportunities to increase awareness of your brand before, during, and after the Senior Living Executive Conference. Options are available to increase booth traffic, announce new product launches, and distribute educational messaging.

SOCIAL MEDIA MESSAGING

We provide sample messaging you can use on Facebook, Instagram, LinkedIn, and X to share the news with your networks. It includes relevant hashtags and a link to the event website with additional details about the meeting.

PRESS RELEASE TEMPLATE

Share this file with your company's or organization's PR/marketing team to use when drafting announcements to the media.



Download the template

BRANDED GRAPHICS

We provide graphics with the Senior Living Executive Conference official logos and branding, sized for sharing on LinkedIn, Facebook, Instagram, and X and with your press release. **Feel free to add your company's logo, but we ask that you not otherwise crop, stretch, or alter these graphics.**

ABOUT US INFORMATION

This section contains information about the Senior Living Executive Conference, Argentum, and HMP Global (the company organizing the conference). Share this with your company or organization's PR and marketing teams as an additional resource to use when drafting announcements about your participation at the conference.

ADDITIONAL RESOURCES AND CONTACT INFORMATION

This section provides links to additional information about registration, press access, contact information, and more.

Thank you for your support and for utilizing this exhibitor media kit. If you have any questions or need materials that are not included here, contact:



SANDI BEASON, APR

Associate Director, PR

HMP Global

pr@hmpglobal.com

Social Media Messaging

2025 Senior Living Executive Conference Hashtag

#SLEC2025

Announce on Social Media

Be sure to utilize the co-branded promotional graphics sized for Facebook, LinkedIn, Instagram, and X. Use these to promote your booth to your audience, encourage your sales team to use these, and create buzz around what attendees can expect to find in your booth.

SAMPLE EXHIBITOR MESSAGING

For LinkedIn, Facebook, and Instagram

We're going to Tampa, May 19-21, for the 2025 Senior Living Executive Conference, the official meeting of Argentum. Come see us at the Expo, booth #[Insert here]. We are excited to show you the amazing solutions we've been working on to make your jobs easier and your communities stronger. We Are Better Together! #SLEC2025

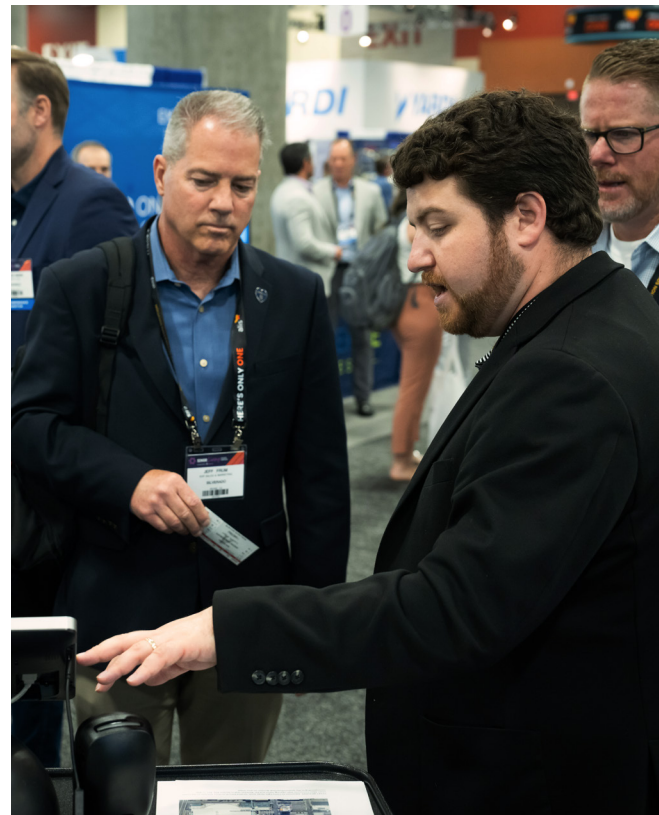
For X

Come see us at SLEC 2025 in Tampa May 19-21. We are here to help make your jobs easier and your communities stronger. #BetterTogether @Argentum

For LinkedIn
#SLEC2025

For Facebook
& Instagram
#SLEC2025

For X
#SLEC2025



About Us

About the Senior Living Executive Conference

The Senior Living Executive Conference is the official meeting of Argentum and offers the opportunity to gather with senior living executives from around the country for 3 days of networking and education.

The 2025 conference will be an elevated educational experience that recognizes the unique challenges facing senior living professionals today. This is a chance for attendees to connect face-to-face with a community of resilient peers who are ready for the future.





About Argentum

Argentum is the leading national association exclusively dedicated to supporting companies operating professionally managed, resident-centered senior living communities and the older adults and families they serve. Since 1990, Argentum has advocated for choice, independence, dignity, and quality of life for all older adults. Argentum's programs and initiatives are driven by its membership. For more information or to join Argentum, visit [argentum.org](https://www.argentum.org).

About HMP Global

HMP Global is the omnichannel market leader in healthcare events, education, and insight — with a mission to improve patient care. For 40 years, the company has built trusted brands, including Psych Congress, the premier source for mental health education, and the Symposium on Advanced Wound Care (SAWC), the largest wound care meeting in the world. HMP Global partners with leading experts around the world to deliver more than 450 annual events, medical strategy, and marketing for pharmaceutical and medical device customers through HMP Collective, and pharmaceutical market insight, engaging a global community of healthcare stakeholders that includes nearly 2 million clinicians across 600 medical specialties as well as managed care, behavioral health, senior living, emergency medical, and pharmaceutical commercialization professionals. For more information, follow HMP Global on [LinkedIn](https://www.linkedin.com/company/hmpglobal) or visit [hmpglobal.com](https://www.hmpglobal.com).

Branded Graphics

Senior Living Executive Conference Branded Graphics for Exhibitors



Click the button to the left to download the graphics package with the Senior Living Executive Conference official logos and branding. They are sized for sharing on LinkedIn, Facebook, Instagram, and X. Please feel free to add your company logo to the open space in the graphic, but we ask that you not crop, stretch, or otherwise alter these graphics.



1920x1080



1080x1080



1600x900



1200x630

Resources | Contact Information

Additional Resources

Event Website

seniorlivingconference.com

Registration

hmpglobevents.com/slec/rates

Exhibitor Information

hmpglobevents.com/slec/exhibit-sponsors

Press Information

hmpglobevents.com/slec/press-information

Media and PR requests



SANDI BEASON, APR

*Associate Director, PR
HMP Global*

pr@hmpglobal.com

For questions about your exhibit or sponsorship

hmpglobevents.com/slec/exhibit-sponsors

Companies starting with A-L

JACE BENNEFIELD

609.632.1712 | jbennefield@hmpglobal.com

Companies starting with M-Z

ALLYSON BELLNER

609.630.6250 | abellner@hmpglobal.com

