



Solution Partner **Prospectus**

OCTOBER 14-16, 2024
JW MARRIOTT LAS VEGAS
RESORT & SPA

SMASH2024

SENIOR CARE MARKETING & SALES SUMMIT

Relationship Building & Engagement

SMASH puts you together with colleagues, clients, and prospects in social and educational activities that create lasting and valuable connections.

Community

SMASH provides the most vibrant business development atmosphere, populated by a balanced community of provider sales and marketing executives and solution partners.

Thought Leadership

Throughout the conference, solution partners have countless opportunities to present their industry knowledge and expertise to senior care providers and colleagues.



Collaboration

With more companies looking to collaborate to serve the needs of provider communities, there are ample opportunities to meet your peers and explore connections.

Content

During the past 10 years, SMASH has built a reputation for providing the most progressive and freshest content in the senior care industry, drawing top executive provider decision makers.

Category Semi-Exclusivity

SMASH limits the number of companies in each business category, ensuring that you benefit from many quality interactions throughout the conference.

HMP Global

A Leader in Senior Living Education

HMP Global produces the Senior Living Executive Conference and Annals of Long-Term Care.



SENIOR Living
EXECUTIVE CONFERENCE

**Annals of
Long-Term Care**

PEGGY BILOUS, BUSINESS DEVELOPMENT DIRECTOR

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400

Senior Care Marketing & Sales Executives directly responsible for purchasing, recommending, and specifying sales and marketing solutions, products, and services

3:1

Provider to Solution Partner Ratio

SMASH maintains a ratio of Provider attendees to Solution Partner representatives to enhance high-impact peer-to-peer exchanges and learning. Semi-exclusivity by business category ensures a diverse mix of state-of-the-art solutions.

"SMASH provides a great opportunity to meet with vendors, listen to presentations related to sales and marketing from experts both in and outside of the senior housing industry, and to connect with your peers—all under one roof!"

DEAN DELLARIA, CORPORATE DIRECTOR OF MARKETING AND SALE, LIBERTY SENIOR LIVING

"For us, SMASH, an intimate event that hosts executive-level sales and marketers in Senior Care interested in moving their organizations' revenue efforts forward, is the best forum for making meaningful and valuable connections."

DAVE GRAUEL, EXECUTIVE DIRECTOR OF MARKETING, DREAMSCAPE MARKETING, NOW A PART OF UNLOCK HEALTH



BUYER TYPES WHO ATTEND

79%

DECISION MAKERS

21%

INFLUENCERS

PROVIDERS WHO ATTEND

97.2%

AL, IL, Life Plan Communities (For-Profit/Not-for-Profit)

35.9%

SNF, Transitional, Rehab, and Long-Term Care

27.1%

Home Health, Hospice, Hospital Health System

Total is more than 100% as many organizations have multiple business lines.

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SMASH offers our partners a wide variety of engagement options, relationship building, thought leadership, and branding.

BIRDS OF FEATHER SPONSORSHIP

Peer-to-peer candid conversation round-tables to brainstorm, share challenges and new ideas, and gain insights with colleagues. Providers only. Sponsor will facilitate two table discussions. Sponsor will provide light beverages and snacks through hotel catering. Branding pre-event and on-site.

BRANDED EVENING ROOM DROPS

Your branded gift delivered to each SMASH block room or a selected demographic of conference participants in hotel. Sponsor will supply gift. Delivery of drops via bell service is paid to the hotel by sponsor. Room drops are available on Sunday, Monday, and Tuesday evenings.

BRANDED HOTEL KEY SPONSOR

Stay top of mind from conference start to finish with a custom hotel key designed to promote your company—subject to SMASH design approval and supplied specifications. Cost of manufacturing and shipping from venue key vendor is additional.

BRANDED LANYARD SPONSORSHIP

Your logo on all SMASH lanyards. Cost of lanyard manufacturing is additional or sponsor may supply—subject to SMASH design approval and supplied specifications.

COCKTAIL CONNECTIONS SPONSOR

Entertain conference attendees with libations and light nibbles in your private suite. Suite is available to each Cocktail Connections Sponsor at special SMASH room rate. Beverage and food service through hotel room service additional for sponsor. Branding pre-event and on-site.

CONFERENCE WIFI SPONSORSHIP

Your splash page with link to your website each time conference participants login to conference WiFi. Splash page designed and supplied by sponsor to specs. Daily page rate applies. Branding pre-event and on-site.

ED TALKS

Rapid-fire Solution Partner presentations that offer insights into new technologies, strategies, and partner solutions. Presentations are 7 minutes long with up to five topical sessions. Topical sessions run concurrently. Current topics (subject to change): Digital Marketing, Differentiation, Sales Performance, CRM & Marketing Automation, and Branding & Targeting. Branding pre-event and on-site.

EDUCATIONAL SESSION TRACK SPONSORSHIP

Sponsor one of the session tracks for brand exposure. Introduction of your company, and session presenter at one of track sessions and chair drop. Limited to one track sponsorship per Solution Partner company. Branding pre-event and on-site.

HIGHBOY KIOSKS

A limited number of kiosks are available adjacent to the networking lounges. Nine kiosk holders may upgrade to enhanced status with flat screen (32" diagonal maximum). Power services (all kiosks) and flat screen rental (enhanced) are additional through the venue AV vendor. Branding pre-event and on-site.

SMASH DASH SPONSOR

Sponsor the Tuesday morning fun run that starts the day. Custom branding opportunity—T-shirt, cap, water bottle, or your best idea! Branding pre-event and on-site.

SOLUTION PARTNER THOUGHT LEADERSHIP SESSION

Limited sessions are selected via RFP submission process in the early spring. Sessions are scheduled during concurrent session blocks and promoted as Industry Case Studies. Each presenting company is promoted in the SMASH directory, website program, pre-event promo materials, and on-site conference signage. Branding pre-event and on-site.

NETWORKING LOUNGE SPONSOR

Engage with providers, peers, and colleagues where conference participants gather in your branded lounge. Refreshment breaks in this area with food and beverages supplied. Furniture package additional—options are available to create the lounge you want. Sponsor may provide branding signage. Opportunities for events in your lounge at conference-supplied times at an additional fee. Branding pre-event and on-site.

ON-SITE SPECIALTY BRANDING

Custom branding in the venue and conference center. Branding materials supplied by sponsor. Pricing determined based on sponsorship.

PARTNER SPONSORSHIP OF KEYNOTE/GENERAL SESSIONS

Sponsor company marketed in pre-event and on-site materials. High visibility during session, as session begins with Partner team member introducing their company and the session presenter(s). Slide template branding and chair drop. Other promotional opportunities are welcomed. Three sessions available: Monday afternoon, Tuesday morning, and Wednesday morning. Branding pre-event and on-site.

EXPERT ROUNDTABLE FACILITATION

Facilitate discussion on the topic of your choice to promote your expertise. An interactive discussion for idea exchange, Q&A, best practices, and new technology. Roundtables take place during extended Tuesday luncheon. Branding pre-event and on-site.

PODCAST LOUNGE SPONSOR

Enjoy year-round branding with podcasts you've recorded on-site at SMASH. Pre-event, on-site, and social media promotion. Setup and recording costs are the responsibility of the sponsor. All conference attendees are welcome to participate.

SMASH MOBILE APP SPONSORSHIP

Push notifications, banner ads, and other options available.

TWINKLE TUESDAY SPONSORSHIP

Host a branded event all day Tuesday in the networking area. Provide Twinkle Tuesday swag and backdrop. Extensive pre-event, social media, and on-site branding. Details on additional options for this sponsorship upon request.

WELCOME BAG SPONSOR

Your logo on the tote bag given to every conference attendee. Cost of bag manufacturing and shipping is additional. Branding pre-event and on-site.

FULL-PAGE ADVERTISEMENT IN CONFERENCE DIRECTORY

Limited number of pages available. All ad placements are premium positions.

WELCOME RECEPTION SPONSORSHIP

Custom options available for Monday early evening conference kickoff reception. Sponsor a signature cocktail bar. Create some specialized branding. Let's talk about interesting ways to promote your company brand. Pricing to be determined based on sponsorship. Branding pre-event and on-site.

PRIVATE BREAKFAST SPONSORSHIP

Sponsor a private breakfast on Monday, October 14, 7:30–8:30 AM on-site site in the conference center. Only 2 breakfasts available. Details provided upon request.

PRIVATE LUNCHEON SPONSORSHIP

Sponsor a private luncheon on Monday, October 14. Only 5 luncheons available. Details provided upon request.



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PACKAGE BENEFITS	PREMIER \$32,500	PLATINUM \$23,900	GOLD \$15,750	SILVER \$7,900
Number of Company Representatives	4	3	2	1
Branding	Premium	Superior	Enhanced	Standard
Attendee List Pre-Event	3 weeks	2 weeks	1 week	@ Badge Pickup
Attendee List Post-Event	1 week	1 week	1 week	1 week
SMASH Directory Listing	Premium	Superior	Enhanced	Standard
Attendee Welcome Bag Insert	Included	Included	Included	Included
First Right of Refusal in 2025	Included	Included	Included	—

SELECT PACKAGE OPTION(S) that are included with your package.

PACKAGE OPTIONS	PREMIER SELECT 4 OPTIONS	PLATINUM SELECT 3 OPTIONS	GOLD SELECT 2 OPTIONS	SILVER SELECT 1 OPTION
ED Talks – Choice of 1 of 5 Topical Sessions	☐	☐	☐	☐
Expert Roundtable Facilitation	☐	☐	☐	☐
Educational Session Track Sponsorship	☐	☐	☐	☐
Welcome Bag Sponsorship	☐	☐	☐	—
Wednesday Morning Keynote Sponsorship	☐	☐	☐	—
Additional Solution Partner Activation	☐	☐	☐	—



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ACTIVATION OPTIONS	FEE	ADDITIONAL COSTS	INFORMATION
ONE REPRESENTATIVE	\$4,200	—	Full conference access, provider attendee list and branding pre-event, on-site, and post-event

CUSTOM OPTIONS	FEE	ADDITIONAL COSTS	INFORMATION
SOLUTION PARTNER THOUGHT LEADERSHIP SESSION	\$7,500	—	Promotion on SMASH website, on-site, and in conference directory
MONDAY AFTERNOON KEYNOTE SPONSORSHIP	\$4,800	Chairdrop Materials Supplied by Sponsor	Intro, Chair Drop, Signage, & Promo
TUESDAY MORNING KEYNOTE SPONSORSHIP	\$4,800	Chairdrop Materials Supplied by Sponsor	Intro, Chair Drop, Signage, & Promo
BIRDS OF FEATHER SPONSORSHIP	\$4,125	Light F&B Through Venue Catering	Facilitate 2 Tables, Signage, Promo
SUNDAY EVENING ROOM DROP	\$2,750	Provide Drop & Hotel Delivery Fee	Branding, Promotion*
MONDAY EVENING ROOM DROP	\$2,750	Provide Drop & Hotel Delivery Fee	Branding, Promotion*
TUESDAY EVENING ROOM DROP	\$2,750	Provide Drop & Hotel Delivery Fee	Branding, Promotion*
FULL-PAGE AD IN CONFERENCE DIRECTORY	\$900	Camera-Ready Art Supplied per Specs	Branding, Promotion*
PODCAST LOUNGE SPONSOR	\$4,000	Set-up, equipment and recording costs are sponsor's responsibility.	Branding, Promotion*
HIGHBOY KIOSK OR ENHANCED KIOSK	\$4,000	Power available through venue A/V vendor to Highboy Kiosks and required for Enhanced Kiosks. A/V rentals also available from venue A/V vendor.	
NETWORKING LOUNGE	\$5,000	Furnishing Package	2 Couches, Coffee Table, 2 Side Chairs, 1 Side Table
NETWORKING LOUNGE EVENT	\$1,750	F & B through venue catering. Swag recommended.	Event time reservation required. Branding, Promotion*
SMASH DASH RUN SPONSOR	\$1,500	Branded Swag for 5K Run Participants	Branding, Promotion*
TWINKLE TUESDAY SPONSORSHIP	\$2,500	Backdrop & signage for networking event. Photography & swag.	Host all-day Tuesday event in Networking Lounge area. SMASH photographer available during networking breaks that day.
COCKTAIL CONNECTIONS SPONSORSHIP	\$4,000	F&B Through Venue Catering	Event – Tuesday, 10/15, 5:15 PM–7:00 PM Suite at special SMASH room rate
WIFI SPONSORSHIP	\$1,000	Splash Page, Day Rate	Branding, Promotion*
LANYARD SPONSORSHIP	\$4,000	Manufacture & Shipping of Lanyards	Branding, Promotion*
BRANDED HOTEL KEY SPONSORSHIP	\$2,600	Manufacture & Shipping of Keys	Branding, Promotion*
WELCOME RECEPTION SPONSORSHIP	Custom	TBD by Selection	Branding, Promotion*
ON-SITE SPECIALTY BRANDING	Custom	Branding Materials Supplied by Sponsor	Branding, Promotion*
PRIVATE BREAKFAST SPONSORSHIP	\$2,250	Cost of breakfast through venue catering	Breakfast on-site in conference center on Monday, 10/14, 7:30–8:30 AM
PRIVATE LUNCHEON SPONSORSHIP	\$3,000	Cost of luncheon through venue catering	Luncheon on-site in conference center on Monday, 10/14, 11:30 AM–1:15 PM
YOUR GREAT IDEA! LET'S INNOVATE!	Custom	To be determined	Branding, Promotion*

*Supplied Partner Branding & Promotion Subject to SMASH Approval.

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