

2010 Sponsorship Program

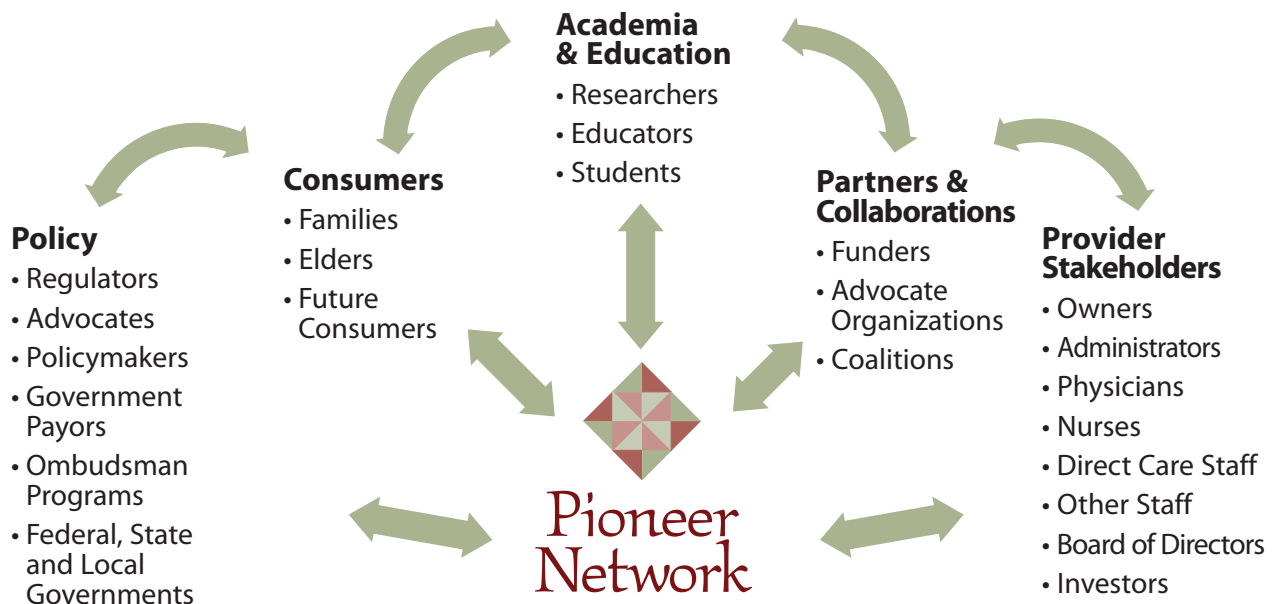
Pioneer Network offers our sponsors an array of extraordinary opportunities throughout the year to raise your visibility among a broad-spectrum of government, not-for-profit, and private sector culture change agents and policy-makers who are actively engaged in the day-to-day work of changing the culture of aging for elders in America. Our sponsorship programs guarantee a high level of exposure for your organization among key audiences in conjunction with Pioneer Network's events, and through our extensive communication network.

About Us

Over the past decade, Pioneer Network has taken the lead in creating, coordinating and sharing information and templates as a resource for organizations and individuals who are interested in promoting a new culture of aging and elder care. By doing so, we accelerate adoption, diffusion and dissemination of person-centered concepts and help to create a more cost effective and responsive long-term care

system that addresses societal, fiscal and market concerns. Pioneer Network is committed to continually develop and support initiatives that provide leading-edge quality information to individuals and care providers nationwide and to take affirmative steps to put these values into practice across the long-term care continuum.

The Network serves as the umbrella organization and communication conduit to collect and share adaptable practices and procedures that put person before task and create communication, networking and learning opportunities. As the center for thought leaders and innovators in the field of aging, Pioneer Network is a catalyst and diffuser of person-centered innovation with a strong focus on developing evidence-based and adaptable approaches that are cost effective. Pioneer Network is collaborating and networking with stakeholders at all levels of the long-term care community including policymakers, consumers, researchers, educators, providers, and partner organizations.

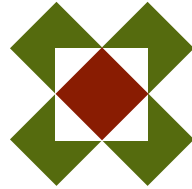


OPPORTUNITIES TO REACH YOUR AUDIENCE

42%

of our 2009 conference attendees were decision-makers in their organizations including CEOs, CFOs, administrators, directors, medical directors and board members.

The Nation's Largest Conference Focused Solely on Culture Change



Meeting at the Crossroads

Pioneer Network's 10th National Conference

Join us for *Meeting At the Crossroads*, Pioneer Network's 10th national conference, August 9-11, 2010, in Indianapolis, Indiana. Approximately **1,200-1,300 culture change agents** are expected to attend. Last year, nearly half of our attendees were individuals who influence policy and purchasing for their organization.

The conference offers a wealth of opportunities for visibility both at the conference, and in the marketing materials leading up to the conference. Our conference registration brochure is distributed to a list of **50,000**. (*To be included in the registration brochure, you must commit by March 15, 2010*)

Connect with the Network!

Pioneer Network's web site is the nation's most comprehensive, dynamic and up-to-date resource for the culture change movement. On average, the web site receives **50,000 visitors** every month.

Events and National Initiatives

In addition to our national conference, Pioneer Network hosts influential events including two symposia in collaboration with the Centers for Medicare & Medicaid Services, the *Creating Home* webinar series and follow-up forums. Over the past two years, more than **5,000 people** have participated in these events.

Pioneer Networking

Our online newsletter, and other electronic messages, are distributed at least bi-weekly to our national list of **@ 7,000 e-mail addresses**.

Webinars

Pioneer Network will host nine webinars in 2010. **7,000 culture change agents** are expected to participate.



2010 Sponsorship Program Benefits

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 throughout the continuum of care.

By working together and speaking with one voice we can ensure that all elders lead self-directed lives wherever they call home. We look forward to working with you throughout 2010 to make person-centered care and caring the norm throughout the United States.

PRESENTING SPONSOR

\$35,000 LEVEL

National Conference Benefits

- Prominent position of logo in registration and conference program
- Full-page ad in conference program
- Logo and web link on Pioneer Network website with all pre-conference information
- Two six-foot exhibit tables in superior location
- Attend VIP reception with Pioneer Network board
- Mailing list of attendees' pre- and post-event for one time use
- Prominent signage in registration area
- Ability to place a promotional item or flyer in tote bag
- Acknowledgement in opening and closing presentations and all press materials
- Utilize the hospitality suite to host a scheduled promotional event
- Six paid registrations

Year Round Benefits

- Two feature articles in the *Pioneer Networking* e-Newsletter
- Logo and link on Pioneer Network website
- Opportunity to sponsor and co-present Pioneer Network Webinars
- Acknowledgement and signage at all other Pioneer Network sponsored events and educational offerings
- Thank you acknowledgment in newsletter and press materials

FEATURED SPONSOR

\$20,000 LEVEL

National Conference Benefits

- Prominent position of logo in registration and conference program
- Three-quarter page ad in conference program
- Logo and web link on Pioneer Network website with all pre-conference information
- One six-foot exhibit table in superior location
- Prominent signage in registration area
- Acknowledgement in opening and closing presentations and all press materials
- Four paid registrations

Year Round Benefits

- Feature article in the *Pioneer Networking* e-Newsletter
- Logo and link on Pioneer Network website
- Opportunity to sponsor and co-present Pioneer Network Webinars
- Acknowledgement and signage at all other Pioneer Network sponsored events and educational offerings;
- Thank you acknowledgment in newsletter and press materials

SUSTAINING SPONSOR

\$10,000 LEVEL

National Conference Benefits

- Prominent position of logo in registration and conference program
- Half-page ad in conference program
- Logo and web link on Pioneer Network website with all pre-conference information
- One six-foot exhibit table in high traffic area
- Prominent signage in registration area
- Acknowledgement in opening and closing presentations and all press materials
- Two paid registrations

Year Round Benefits

- Feature article in the *Pioneer Networking* e-Newsletter
- Logo and link on Pioneer Network website
- Opportunity to sponsor and co-present Pioneer Network Webinars
- Acknowledgement and signage at all other Pioneer Network sponsored events and educational offerings
- Thank you acknowledgment in newsletter and press materials

SUPPORTING SPONSOR

\$5,000 LEVEL

National Conference Benefits

- Prominent position of company name in registration and conference program
- Quarter-page ad in conference program
- One six-foot exhibit table in high traffic area
- Prominent signage in registration area
- Acknowledgement in opening and closing presentations and all press materials
- One paid registration

Year Round Benefits

- Acknowledgement and signage at other Pioneer Network events and educational offerings
- Thank you acknowledgment in newsletter and press materials

EXHIBITING SPONSOR

\$2,000 OR \$2,500

National Conference Benefits

- One six-foot exhibit table in high traffic area
- Recognition in conference program
- Acknowledgement signage in Sponsor Gallery
- Two paid registrations (\$2,500 level)
- One paid registration (\$2,000 level)

Year Round Benefits

- Acknowledgement on Pioneer Network website



For more information, please contact Bonnie Kantor, Executive Director
(614) 475-8144 bonnie.kantor@PioneerNetwork.net

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