



inspire...serve...advocate

Business Partner Membership Application

Mission: Advance housing, care and services for older adults in California.

Vision: Be the champion for aging services.

Goals: Strengthen member value, lead policy, cultivate leadership and provide leading education.

Company Name _____
 Contact Person [Mr.] [Ms.] [Mrs.] _____ Title _____
 Address _____
 City _____ State _____ Zip _____
 Telephone _____ FAX _____
 Email _____ Website _____
 Year founded: _____ Number of Employees: _____ Target Audience: _____

Provide a brief description of products or services for inclusion in the next LeadingAge California Membership Directory (up to 30 words).

Goods and Services Provided to Senior Market:

- | | | |
|---|--|--|
| <input type="checkbox"/> Accounting | <input type="checkbox"/> Finance | <input type="checkbox"/> Medical/Pharmaceutical |
| <input type="checkbox"/> Architecture/Interior Design | <input type="checkbox"/> Flooring | <input type="checkbox"/> Personal Care Products |
| <input type="checkbox"/> Building Maintenance | <input type="checkbox"/> Food Service/Mgmt. | <input type="checkbox"/> Property Management/Real Estate |
| <input type="checkbox"/> Communication/Emergency Services | <input type="checkbox"/> Fundraising | <input type="checkbox"/> Public Relations |
| <input type="checkbox"/> Computer Software | <input type="checkbox"/> Furniture/Furnishings | <input type="checkbox"/> Publications |
| <input type="checkbox"/> Construction | <input type="checkbox"/> Group Purchasing | <input type="checkbox"/> Rehabilitation Services |
| <input type="checkbox"/> Consulting | <input type="checkbox"/> Health/Wellness | <input type="checkbox"/> Safety Products |
| <input type="checkbox"/> Education/Training | <input type="checkbox"/> Housekeeping | <input type="checkbox"/> Security/Crime Prevention |
| <input type="checkbox"/> Emergency Call/Resident Monitoring Systems | <input type="checkbox"/> Insurance | <input type="checkbox"/> Staffing |
| <input type="checkbox"/> Emergency/Disaster Management | <input type="checkbox"/> Internet Services/Telephone | <input type="checkbox"/> Technology |
| <input type="checkbox"/> Employee Benefits | <input type="checkbox"/> Legal | <input type="checkbox"/> Television Services |
| <input type="checkbox"/> Energy/Utilities | <input type="checkbox"/> Marketing | <input type="checkbox"/> Transportation |
| <input type="checkbox"/> Facility Development/Mktg. | <input type="checkbox"/> Medical Equipment | |

Choose Your Membership Level (Details on back)

- Basic Membership..... \$880
- Enhanced Membership..... \$2,000
- Premier Partnership..... \$7,000

10% of your dues supports LeadingAge California PAC (Political Action Committee ID#1371227) that supports candidates seeking public office that support nonprofit housing, care and services providers and the older Californians they serve. If you would like to opt-out of this contribution please submit a request in writing to info@leadingageca.org.

Membership amount \$ _____ Check VISA MasterCard American Express
 Card # _____ Exp. Date _____ CVV: _____
 Name on card _____ Cardholder's signature _____

Mail to: LeadingAge California • 1315 I Street, Suite 100, Sacramento, Ca 95814 • 916.392.5111 • FAX: 916.254.5738

The applicant business and I agree to LeadingAge California's policies and to be bound by LeadingAge California's bylaws and by all applicable rules and regulations, as they may be amended from time to time by LeadingAge California (a copy of these policies are available by written request to LeadingAge California by mail at 1315 I Street, Sacramento, CA 95814.) All sales are final. No refunds on annual membership dues.

Privacy Consent Language for LeadingAge California Communications:
 Whenever I provide e-mail address(es) and fax number(s) to LeadingAge California the business and I are consenting to receive LeadingAge California communications by email and fax, including, but not limited to, conference/hotel registration notices, legislative updates, exhibitors' communications, educational opportunities and membership reminders, as well as promotions of LeadingAge California's various programs and services provided as benefits of membership.



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Business Partner Membership Levels

Benefit	Basic \$880	Enhanced \$2,000	Premier Partner \$7,000
Listing in Membership Directory	X	X	X
Ability to search all members in online directory	X	X	X
Link to vendor's website from online Directory	X	X	X
Eligible to participate in LeadingAge California's online Engage Communities	X	X	X
Member rates for education and meetings	X	X	X
Access to <i>Engage</i> , LeadingAge California Quarterly Magazine	X	X	X
Ability to attend quarterly networking events in 9 regions	X	X	X
Discount on trade show booth	X	X	X
Eligible to participate in LeadingAge California Committees		X	X
Opportunity to develop educational programming for Regions		X	X
Ability to provide up to 3 podcasts and 1 whitepaper for posting online at www.leadingageca.org		X	X
Half page advertisement in Membership Directory		X	
Full page advertisement in Membership Directory			X
Advertisement in four issues Engage Magazine			X
Special recognition in all marketing materials			X
Electronic mailing list once a year (includes email addresses)			X
One free month advertising on website			X
Special recognition at trade show			X
First choice of booths at Annual Conference & Exposition			X
Free basic booth at annual conference including 4 free passes (More than \$2,200 value)			X

Benefits of Belonging



PROVIDERS

- Career Center
- Committee Activities
- Communities Networking
- Provider Compensation Report
- ENGAGE Online Communities
- ENGAGE Magazine
- Late Breaking Regulatory & Legislative News
- Membership Directory
- Regional Networking and Education Research
- SNF Compliance Manual
- Value First Group Purchasing Program
- White Papers



RESIDENTS

- Advocacy Opportunities
- Crimestoppers Program



EVENTS

- LeadingAge California Annual Conference and Exposition
- Annual Policy and Leadership Summit
- Annual Affordable Senior Housing Conference
- Affordable Senior Housing
- Resident Advocacy Day



NEWS

- Leading News for Seniors
- Press Releases and Press Kit



EDUCATION

Leading Education

- Education and Events
- Conferences, Webinars and Regional Meetings
- Workforce Reference Materials



POLICY AND LEGISLATION

Leading Policy

- Abuse/Neglect Reporting Guide
- Clinical Excellence
- Crisis Communications
- Federal Requirements of Participation Reference Guide
- Five-Star Reports
- Healthcare Reform
- Legislative Advocacy
- Licensing
- New Models
- Policies and Procedures
- Products and Services
- Regulations
- SNF Compliance Guide
- Survey Assistance



LEADERSHIP

Cultivating Leadership

- Committees
- EMERGE
- Regional Meetings
- Scholarships



COMMUNITY SUPPORT

- Advocacy Opportunities
- Career Hub
- Community Locator Tool online
- Choosing a Nonprofit Consumer Guide
- Resource Listing