



# 2026 MARKETING & SPONSORSHIP OPPORTUNITIES

WE UNDERSTAND THE **POWER OF PARTNERSHIPS**

Care  
Providers  
*of Minnesota*

# OUR MEMBERS TURN TO YOU FOR YOUR PRODUCTS AND SERVICES

CARE PROVIDERS OF MINNESOTA IS YOUR PARTNER in reaching providers of services to Minnesota’s older adults, representing nearly 1,000 proprietary, nonprofit, and government-owned providers of long-term care, including nursing facilities, assisted living and assisted living with dementia, home care, and hospice.

Since its inception in 1947, Care Providers of Minnesota has been an advocate and business support resource for a profession that has changed dramatically over the years. We have diversified and taken on greater challenges. New technologies have been developed to cope with evolving healthcare, regulatory, and employment environments. The Association has adopted distance education and other efficiency-producing methods to help members meet these challenges. Connecting members with providers of cost-effective, time-saving, and efficient products and services is an important part of this equation.

To choose what is best for your company, decide which of the three options below best match your marketing goals:

## 1

### SPONSORSHIP PACKAGE

Choose one of the pre-selected gold, silver, or bronze sponsorship packages detailed on page 3.

## 2

### À LA CARTE OPTIONS

Pick à la carte opportunities that best fit your marketing and budget goals.

## 3

### BUILD YOUR OWN PACKAGE

Build from à la carte opportunities to equal the gold, silver, or bronze sponsorship package investment level.

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# 2026 SPONSORSHIP PACKAGES

To sign up as a sponsor, contact Peyton Whitesitt: [pwhitesitt@careproviders.org](mailto:pwhitesitt@careproviders.org).

À la carte sponsorship opportunities not included in the list below. The Care Providers of Minnesota Foundation annual golf tournament does not qualify for À la carte dollars. Please see pages 5–10 to see where your dollars are best suited.

2026 BRONZE SPONSORSHIP PACKAGE	
<b>EVENTS:</b> Sponsorship level recognition on signage & marketing materials for sponsored events	visibility
Sponsorship level recognition in marketing materials for key events	invaluable
Sponsorship level floor decal for exhibit booth at key events	visibility
Sponsor ribbon for all representatives attending events	visibility
<b>ADVERTISING:</b> Ad in 2026 digital convention guide; distributed to all Care Providers of Minnesota members	\$600-\$800
Receive Care Providers of Minnesota membership list (For all sponsored events)	priceless
<b>EXHIBITIONS:</b> Exhibit booth and admission for <b>TWO</b> at the 2026 Convention & Exposition	\$1,295-\$1,595
<b>À LA CARTE DOLLARS</b>	<b>Up to \$1,500</b>
<b>TOTAL VALUE: \$3,695</b>	<b>TOTAL INVESTMENT: \$3,500</b>

2026 SILVER SPONSORSHIP PACKAGE—Same as BRONZE sponsorship package PLUS...	
<b>ADVERTISING:</b> One membership directory advertisement	\$1,000
<b>DIRECT MARKETING:</b> Receive Care Providers of Minnesota membership list—mail and email (1x/year; all sponsored events)	Priceless
<b>EXHIBITIONS:</b> Exhibit booth and admission for <b>THREE</b> at the 2026 Convention & Exposition	\$1,295-\$1,595
<b>À LA CARTE DOLLARS</b>	<b>Up to \$2,500</b>
<b>TOTAL VALUE: \$5,895</b>	<b>TOTAL INVESTMENT: \$5,000</b>

2026 GOLD SPONSORSHIP PACKAGE—Same as SILVER sponsorship package PLUS...	
<b>ADVERTISING:</b> Priority sponsorship opportunities for exclusive and special events Mobile App - year-round ad	\$1,500
Full, rotating company logo on Care Providers of Minnesota website home page for 12 months	\$1,500
<b>DIRECT MARKETING:</b> Receive Care Providers of Minnesota membership list—mail and email (monthly; all sponsored events)	Priceless
<b>EXHIBITIONS:</b> Exhibit booth and admission for <b>FOUR</b> at the 2026 Convention & Exposition	\$1,295-\$1,595
<b>À LA CARTE DOLLARS</b>	Up to \$5,000
<b>TOTAL VALUE: \$12,895</b>	<b>TOTAL INVESTMENT: \$ 10,500</b>

2026 PLATINUM SPONSORSHIP PACKAGE—Same as GOLD sponsorship package PLUS...	
<b>ADVERTISING:</b> Priority sponsorship opportunities for exclusive and special events Ad in on-site convention Quick Guide	\$1,000
Board of Directors meeting sponsor	\$1,500
Webinar sponsor	\$1,500
Year-long sponsorship of Care Providers of Minnesota signature program	\$2,500
<b>EXHIBITIONS:</b> Exhibit booth and admission for <b>FOUR</b> at the 2026 Convention & Exposition	\$1,295-\$1,595
<b>À LA CARTE DOLLARS</b>	Up to \$7,500
<b>TOTAL VALUE: \$21,895</b>	<b>TOTAL INVESTMENT: \$ 15,000</b>

\*NOTE: functions are preliminary and could change based on the status of any pandemic-related restrictions in place at the time of event

# BUILD YOUR OWN SPONSORSHIP PACKAGE

There are so many amazing opportunities to promote your company in 2026.  
Pick and choose where you want to be to meet your target audience!

Refer to the à la carte opportunities on pages 5-9 to build the sponsorship package that matches your marketing goals, and equals the sponsorship package investment chosen above.

**PLATINUM**  
investment \$15,000  
value: \$21,895

**GOLD**  
investment \$10,500  
value: \$12,895

**SILVER**  
investment \$5,000  
value: \$5,895

**BRONZE**  
investment \$3,500  
value: \$3,695

## THANK YOU 2025 SPONSORS

### GOLD



### SILVER



### BRONZE



**Need help building your sponsorship package for 2026?**

Talk to the expert! Contact Peyton Whitesitt: 952-851-2494 or [pwhitesitt@careproviders.org](mailto:pwhitesitt@careproviders.org)

# À LA CARTE SPONSORSHIP

A virtual sponsorship allows you the opportunity to speak directly to event attendees and introduce your company and services! Present a brief message about your company before introducing the live speaker(s). The message will be recorded and included in the archived version. In addition, sponsor will receive acknowledgment in marketing materials--online and print--and session materials.

Please contact Peyton Whitesitt: 952-851-2494 or [pwhitesitt@careproviders.org](mailto:pwhitesitt@careproviders.org) to see what it looks like and how it can benefit your company.

## VIRTUAL & IN PERSON SPONSORSHIP OPPORTUNITIES

### PREMIER EVENT

### ASSISTED LIVING SUMMIT

May 19-20, 2026

**ATTENDEES:** Assisted living CEOs, owners, licensed directors, home care agency CEOs & operators, clinical leadership and nurses, and other staff

- Exhibitors table\*\* \$700/\$800/\$975
- Keynote sponsor \$1,500
- Coffee sponsor \$1,500  
*(two available)*
- Lunch sponsor \$1,500  
*(two available)*
- Afternoon break sponsor \$1,000
- Reception sponsor \$1,500  
*(three available)*
- Presenting sponsor \$3,000

### 2026 REGION FORUMS

(virtual & in person\*)

Forum sponsor **\$1,000**

- January Region-Palooza *(virtual)*
- June *(in person; multiple dates & locations across the state)*
- October

*A forum sponsorship includes the opportunity to present a brief message about your company at the start of the virtual or in person forum and introduce the presenter(s). Virtual forums will be recorded and included in the archived version.*



\*NOTE: functions are preliminary & could change based on the status of any pandemic-related restrictions in place at the time of event

\*\*Tier 1, Tier 2 & Prospective member pricing

# À LA CARTE SPONSORSHIP

## BOARD OF DIRECTOR EVENTS

### **BOARD OF DIRECTORS RETREATS SPONSOR** (two available)

**\$2,000 each**

**Retreats:** January & September

**Approximate attendance:** 50

**Attendees:** Board of Directors members, committee chairs, regional coordinators, and association staff

**Included:**

- Up to two representatives from your company may attend the sponsored board retreat
- Networking with all board members, chairs, and coordinators
- Table-tent displays on attendee tables at the retreat
- Sponsors receive a pre- & post-event attendee list for further marketing
- Opportunity to speak about your company in front of all attendees

### **BOARD OF DIRECTORS MEETINGS SPONSOR** (six available)

**\$1,500 each**

**Meetings:** January, March, April, June, September & November\* (*virtual & on-site*)

**Approximate attendance:** 30

**Attendees:** Board of Directors members; open to all members

**Included:**

- Up to two representatives from your company may attend the sponsored board meeting
- Networking with all board members
- Table-tent displays on attendee tables at the meeting
- Sponsors receive a pre- & post-event attendee list for further marketing
- Opportunity to speak about your company in front of all board members

### **EXECUTIVE COMMITTEE MEETINGS SPONSOR** (four available)

**\$1,000 each**

**Meetings:** February, May, July & October (*virtual & on-site*)

**Approximate attendance:** 10+

**Attendees:** Board of Directors' Executive Committee members

**Included:**

- Up to two representatives from your company may attend the sponsored Executive Committee meeting
- Networking with all executive committee members
- Table-tent displays on attendee tables at the meeting
- Sponsors receive a pre- & post-event attendee list for further marketing
- Opportunity to speak about your company in front of the Executive Committee members



*\*November's Board of Director's meeting takes place at our annual Convention*

*\*NOTE: functions are preliminary and could change based on the status of any pandemic-related restrictions in place at the time of event*

# À LA CARTE SPONSORSHIP

## CONVENTION PREMIER EVENT SPONSORSHIP OPPORTUNITIES

**November 9-11, 2026, Mystic Lake Center, Prior Lake**

*1,000+ attendees: corporate staff, owners, administrators, purchasing agents, department heads, and staff from all areas of facility operations.*

### **PRESENTING SPONSOR (exclusive) \$6,000**

- Company listed as the presenting sponsor on the event calendar
- Company listed in pre- & post-event email promotions and *ACTION* newsletter
- Signs provided at event with your company logo
- Full-page ad in the convention guide (deadline specific)
- One booth in exposition
- Admission for four representatives to attend all convention sessions and events
- Recognition in guide, website & app (deadline specific)

### **6 COFFEE WELCOME SPONSORS\*\* \$1,000 each**

- Company listed as the coffee welcome sponsor on the event calendar
- Table-tent signs provided on beverage tables
- Opportunity to network with attendees
- Recognition in guide, website & app (deadline specific)

### **2 EXPOSITION RECEPTION SPONSORS \$2,500 each**

- Company listed as the opening night reception sponsor on the event calendar
- Sign provided at event with your company logo
- Company listed in pre- & post-event email promotions and *ACTION* newsletter
- Recognition in guide, website & app (deadline specific)

### **3 REFRESHMENT BREAK SPONSORS\*\* \$1,500 each**

- Company listed as the afternoon break sponsor on the event calendar
- Table-tent signs provided on break tables
- Opportunity to network with attendees
- Recognition in guide, website & app (deadline specific)

### **INTERNET SPONSOR (exclusive) \$1,500**

Sponsor the internet provided to attendees, with your unique company name as the login code.

### **CONVENTION MOBILE APP (exclusive) \$1,500**

The convention mobile app delivers essential on-site information regarding everything there is to see, do, and be part of at the 2026 Convention & Exposition.

### **2 KEYNOTE SESSION SPONSORS \$3,000 each**

Company listed as the keynote session sponsor on the event calendar

- Company listed in pre- & post-event email promotions and *ACTION* newsletter
- Sign provided at event with your company logo
- Recognition during the keynote session
- Recognition in guide, website & app (deadline specific)

### **ANNUAL MEETING SPONSOR (exclusive) \$2,500**

- Company listed as the annual meeting sponsor on the event calendar
- Table-tent signs provided on each attendee table
- Sign with your company logo provided near meeting entrance
- Recognition in convention guide, website & app (deadline specific)

### **ANNUAL MEETING LUNCH SPONSOR (exclusive) \$2,000**

- Company listed as the annual meeting lunch sponsor on the event calendar
- Table-tent signs provided on each attendee table
- Sign with your company logo provided near meeting entrance
- Recognition in guide, website & app (deadline specific)

### **EXPO LUNCH SPONSOR (exclusive) \$3,000**

- Company listed as the Convention & Expo lunch sponsor on the event calendar
- Table-tent signs provided on tables
- Sign with your company logo provided near entrance
- Recognition in guide, website & app (deadline specific)

*\*NOTE: functions are preliminary and could change based on the status of any pandemic-related restrictions in place at the time of event*

*\*\* Dependent on safety protocols*

For more information, contact **Peyton Whitesitt**, 952-851-2494 or [pwhitesitt@careproviders.org](mailto:pwhitesitt@careproviders.org)

# À LA CARTE OPPORTUNITIES

## CONVENTION & EXPOSITION **ADVERTISING** OPPORTUNITIES

### CONVENTION & EXPO DIGITAL GUIDE

The convention & Expo digital GUIDE is available as a digital format (flip book) on our website and is downloadable.

**Deadline: Ad space reserve by July 31, 2026 | Ad in-house by July 31, 2026**

**Distribution Date:** September 2026

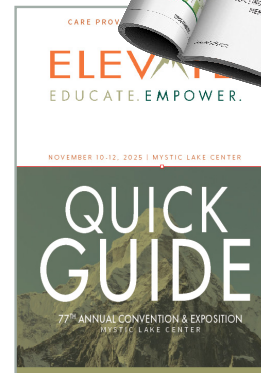
	Dimensions (w x h)	Standard Rate / Exhibitor Rate
Back cover**	8-1/2 x 11"	\$2,250 / \$1,875*
Inside front cover**	8 x 10-1/2"	\$1,650 / \$1,275*
Inside back cover**	8 x 10-1/2"	\$1,650 / \$1,275*
Full page	8 x 10-1/2"	\$750 / \$565*
Half page	8 x 5-1/4"	\$565 / \$450*



### CONVENTION & EXPO QUICK GUIDE

An on-site guide that includes three days of highlights and learning sessions

Back cover**	5-1/2 x 8-1/2"	\$1,000*
Inside front cover**	5-1/2 x 8-1/2"	\$1,000*
Inside back cover**	5-1/2 x 8-1/2"	\$1,000*



### EXHIBITOR\*

- 8 x 10 booth with pipe, drape & carpet
- Booth sign with your company name listed
- A listing in the convention guide, website & app (deadline specific)
- Complete convention registration for up to four representatives
- Option to include other exhibit amenities, such as electrical, chairs, tables, waste baskets, and additional displays, (for additional fees)
- Pre- & post-event attendee listing to further promote your company



**Tier I member: \$1,295 | Tier II member: \$1,595 | Prospective member: \$1,895**

\*A separate exhibit application is required. Call 952-851-2494 for an updated 2026 exhibitor prospectus \*\*For Tier I and Tier II membership

For more information, contact **Peyton Whitesitt**, 952-851-2494 or [pwhitesitt@careproviders.org](mailto:pwhitesitt@careproviders.org)

# À LA CARTE OPPORTUNITIES

## CONVENTION & EXPOSITION **ADVERTISING** OPPORTUNITIES



### ON SITE CONVENTION ADVERTISING OPPORTUNITIES

Mystic Lake Center offers an extensive array of branding opportunities for one of our premier events! This is high-impact, extremely visual advertising, reaching decision-making attendees over the three days.

Creative will be made at Care Providers of Minnesota to match the look and feel of the Care Providers of Minnesota Convention theme, while there will be a big presence of your logo and more on the pieces.

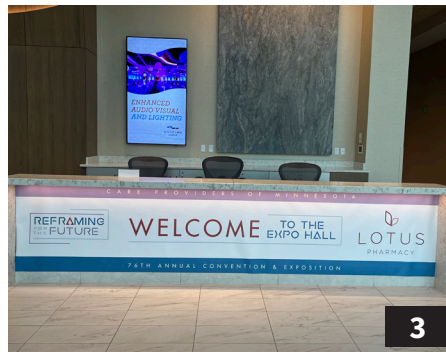
To find out what is currently being offered on-site, contact **Peyton Whitesitt**, 952-851-2494 or [pwhitesitt@careproviders.org](mailto:pwhitesitt@careproviders.org)



1



2



3



4



5



6

#### 1: Hanging banners

- 17' x 8' (one available)
- 12' x 10' (two available)

#### 2: Escalator Glass Wrap

- 23' X 24.5' (three available)

#### 3: Welcome Desk Banners

- 168" X 35.5" (one available)
- 254" X 35.5" (one available)

#### 4: Floor Decals

- 6' x 6'

#### 5: Glass Panel Wraps

- 46" X 35" (two sided)
- 5 available

#### 6: Phone Charging Station

- Custom branded wrap

### CALL FOR ADDITIONAL ON-SITE ADVERTISING OPPORTUNITIES & PRICING

**Peyton Whitesitt**, 952-851-2494  
or [pwhitesitt@careproviders.org](mailto:pwhitesitt@careproviders.org)

# À LA CARTE OPPORTUNITIES

## CARE PROVIDERS OF MINNESOTA SPONSORSHIP OPPORTUNITIES

### CARE PROVIDERS OF MINNESOTA'S WEBSITE

www.careproviders.org

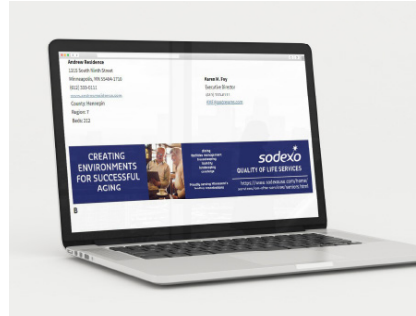


Home page slider (rotating)  
Width: 352 px, Height: 329 px, Resolution: 72 ppi (or higher)  
**\$1,500 / year-long run**

Format: .jpeg or .png

### ONLINE MEMBERSHIP DIRECTORY ADVERTISEMENT

**\$1,000 each/ for one year**  
(twenty-six available)



With our online directory, members have access to the most up to date information and contacts ever. Business partners have the opportunity to advertise on one of the 26 alphabetized pages on the website. Your ad will link to your chosen website page (please provide).

**Dimensions:**  
1045 pixels x 200 pixels, .jpeg or .png file accepted for integration online  
**Only 26 available for the website**

### DAY AT THE CAPITOL SPONSOR \$500 each

(four available)

**April 22, 2026**



Business partners are invited to be part of our annual Day at the Capitol, where members will connect with local legislators, educating them on what is most important for long-term care providers.

Four sponsorship opportunities exist for \$500 each. You will receive recognition at the event and on our website Day at the Capitol landing page.

## FOUNDATION GOLF TOURNAMENT | JULY 13, 2026

150 attendees: corporate staff, owners, administrators, managers, department heads, and business partners



### TOURNAMENT EVENT SPONSORSHIP OPPORTUNITIES INCLUDE:

POST-GOLF DINNER, WELCOME LUNCH, PUTTING CONTEST, WEATHER, GOLF GIFT & 18 TEE SPONSORS

Contact Cathy at [clingenfelter@careproviders.org](mailto:clingenfelter@careproviders.org) or 952-851-2496 for tournament sponsorship opportunities

*All sponsors receive a pre- & post-event attendee list for self-marketing.*

*Transportation will be available for tee sponsors to their sponsored hole on the course.*

# BUSINESS PARTNER MEMBERSHIP LEVELS

## TIER I — PREMIER ACCESS

**\$1,195 annually**

**Ideal for businesses seeking maximum visibility, deeper engagement, and leadership level networking.**

A Tier I Business Partner Membership provides high value access to Association members through exclusive events, communications, and networking opportunities. You'll stay informed about developments in long-term care at both the state and national levels, while gaining year round visibility with key decision makers.

## TIER II — ESSENTIAL ACCESS

**\$595 annually**

**Ideal for businesses seeking steady visibility and member benefits at an affordable investment.**

A Tier II Business Partner Membership provides consistent visibility, valuable communication, and access to Association resources, helping you stay informed and connected throughout the year.

CORE BENEFITS	TIER I	TIER II
Access to Association information and resources	✓	✓
ACTION weekly e-newsletter	✓	✓
Discounts on education programs & webinars	✓	✓
Electronic membership mailing list	Upon request	One time use
Members only website access	✓	✓
Online directory listing (with product/service description)	✓	✓
Participate on Association Committees & Task Forces	✓	✓
Personalized support from knowledgeable staff	✓	✓
EXHIBITION DISCOUNTS		
Assisted Living Summit ( <i>prospective member pricing: \$975</i> )	<b>\$275 discount</b> (cost: \$700)	<b>\$175 discount</b> (cost: \$800)
Convention ( <i>prospective member pricing: \$1,895</i> )	<b>\$600 discount</b> (cost: \$1,295)	<b>\$300 discount</b> (cost: \$1,595)

## TIER I — EXCLUSIVE BENEFITS

- ACTION newsletter: one company promotional article printed in ACTION annually; PLUS, the ability to submit additional relevant news & information for publication consideration
- Invitation to Day at the Capitol & Region Forums with access to network with attendees
- Invitation to attend leadership-level events with networking opportunities:
  - January & September Board of Directors Leadership Retreats (limited to first 20 registrants)
  - Six Board of Directors meetings
  - Four Executive Committee meetings
- Opportunity to participate in Scholarship Presentations
- Priority exhibit booth placement\*

**EXHIBIT BOOTH PLACEMENT POLICY:** Booths are assigned in the following order:

1. Sponsorship Package level
2. Business Partner Membership level (Tier I before Tier II)
3. Date of submission

2026

# MARKETING & SPONSORSHIP OPPORTUNITIES

## CARE PROVIDERS OF MINNESOTA WE UNDERSTAND THE POWER OF PARTNERSHIPS.

Our members turn to us for information, education, and guidance. In turn, we provide a forum for discussion, a vision for the future, and a united voice at the Capitol.

We invite companies that provide products and services to the long-term care profession to become partners with us in meeting the needs of this vital and essential segment of the healthcare market.

### Reach over 1,000 long-term care providers

Care Providers of Minnesota is your partner in reaching providers of services to Minnesota's older adults, representing nearly 1,000 proprietary, nonprofit, and government-owned providers of long-term care, including nursing facilities, assisted living and assisted living with dementia, home care, and hospice.

### Business partner membership

Business partner members have a unique connection to Care Providers of Minnesota that includes the opportunity to participate on business partner committees and task forces, helping to shape programs, and define strategies. Business partner members also receive our members-only weekly electronic newsletter (*ACTION*), have access to valuable information in the members-only section of our website, and receive discounted advertising and marketing opportunities.

Care  
Providers  
of Minnesota



facebook.com/cpofmn



linkedin.com/company/cpofmn



@careprovidersofminnesota

For more information, please contact

**Peyton Whitesitt**

952-851-2494

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