

ARGENTUM 2025 INDUSTRY PARTNER CIRCLE

INVESTING IN THOSE WHO INVEST IN SENIOR LIVING

Why Support Argentum?

Every dollar invested in Argentum is reinvested back into the senior living industry, ensuring that the industry continues to thrive and innovate. Your partnership directly contributes to Argentum’s strategic imperatives, which are designed to propel the industry forward and support the success of our members.

Argentum Industry Partners receive numerous, exclusive benefits strategically designed to enhance their presence in the senior living channel.

Industry Partner Circle: Membership, Tiers and Expanded Benefits

To qualify for Argentum’s new Industry Partner Circle, you must first be an Argentum member. Industry Partner Membership includes special rates on marketing opportunities and Argentum events as well as rights to an Argentum member logo to promote your support to the industry.

Argentum Membership

- » **NEW!** A 10% discount on Media Kit pricing*
- » Member preferred pricing on Senior Living Executive Conference Expo Space
- » Complimentary access to the latest Argentum research/intelligence/best practices/guidance
- » Complimentary access to *Senior Living Insights* webinars
- » Member pricing on Argentum event attendance and products
- » Member recognition on Argentum.org
- » Rights & use of Argentum Member logo in promotions

* Certain exclusions apply to this discount. Those include, but may not be limited to, Advocacy Contributions, Senior Living Executive Conference sponsorship, expo and attendee fees and Senior Living Supplier Directory Listing fees.

JOIN ARGENTUM’S INDUSTRY PARTNER CIRCLE

Elevate Your Brand: Argentum’s Industry Partner Circle offers a unique platform to position your brand as a leader in the senior living space. Whether you’re aiming to increase brand visibility, access critical industry insights, or engage with senior living decision-makers, our tiered program offers tailored solutions to meet your business objectives.

Maximize ROI: By participating at higher tiers, you unlock greater benefits, including premium placements, exclusive networking opportunities, and contributions toward industry initiatives. This investment ensures your brand remains at the forefront of the senior living industry.

Strategic Alignment: Partnering with Argentum means aligning your brand with the leading voice in senior living. Your investment supports critical industry advancements, ensuring the continued growth and success of senior living communities across the nation.

Industry Partner Circle



What is the Industry Partner Circle?

This program, new in 2025, rewards you for your level of support with strategic VIP opportunities throughout the year. Bronze and higher level partners will be provided with several opportunities to form unique connections with senior living owners and operators in business-building and networking environments.

There are four levels in Argentum’s Industry Partner Circle: **Platinum**, **Gold**, **Silver** and **Bronze**. See how supporting Argentum at this higher level can open up the doors to year-round recognition and elevate your position as a leading supplier in our industry.

PARTNER BENEFITS	PLATINUM (125K+)	GOLD (95K+)	SILVER (65K+)	BRONZE (35K+)
Invitations to the Monday lunch at the Senior Living Leadership Summit	2	–	–	–
Invitations to the CEO Dinner hosted at SLEC	3	2	2	–
Invitations to the Leadership Lunch at SLEC	4	3	2	2
Number of Pins to Access the Leadership Lounge at SLEC	4	3	2	2
Invitations to the Argentum/ASHA/NIC Leadership Reception	3	2	2	2
Consideration for comp ad placements in remnant inventory	Primary	Secondary	–	–
Industry Partner Circle Recognition	Position 1	Position 2	Position 3	Position 4

What is Attributed to the Overall Spend?

► Sponsorship

- » **Argentum Events:** Workforce Symposium, Leadership Summit, CEO Dinner, etc.
- » **Industry Report/White Papers:** Largest Providers, Forecast Report, Technology Implementation Study, etc.
- » **Professional Development Programs:** LEAD, Women in Leadership, Certificate Programs/ Training
- » **Senior Living Insights Webinars**

► Advertising

- » **Argentum Daily & Special Editions**
- » **Senior Living Executive Digital Magazine**
- » **Argentum.org website**
- » **Retargeted Web campaigns**

► Content/Thought Leadership

- » **Resource Spotlight**
- » **E-blasts**
- » **Take5 Webinars**

► **15% of spend with HMP Global at the Senior Living Executive Conference**

► Advocacy Fund Contributions

Argentum Members will achieve Industry Partner Circle status at the following spend levels:

PLATINUM INDUSTRY PARTNER (INVESTMENT: \$125,000+)

- **Maximum Advertising and Sponsorship Savings:** Platinum Industry Partners receive the maximum savings — 25% — off select items in the media kit. Whether you are looking to establish your company as a thought-leader in the industry or generate awareness for a new product or service, you'll be able to reach more senior living decision-makers all year long.
- **Maximum Exposure:** Platinum partners enjoy the highest visibility across Argentum's platforms, including prime placement on the Argentum.org website, top-tier positioning in event materials, and the maximum number of invites to high-profile events such as the CEO Dinner and the Leadership Lunch at the Senior Living Executive Conference (SLEC), the Argentum/ASHA/NIC Leadership Reception, and the invite only Monday lunch at the Senior Living Leadership Summit. Platinum partners are also first in line for complimentary ad placements in remnant inventory.
- **Comprehensive Access:** Complimentary access to a wide range of Argentum's research, best practices, webinars, and leadership sessions along with member pricing on event attendance and products. Platinum members are recognized on Argentum.org, and receive personalized support from Argentum's industry experts.
- **Enhanced Influence:** Leverage your Platinum status to shape the conversation in senior living through thought leadership opportunities, including opportunities for content features in Argentum's publications and webinars.

GOLD INDUSTRY PARTNER (INVESTMENT: \$95,000+)

- **Significant Advertising and Sponsorship Savings:** Gold Industry Partners enjoy significant savings — 20% — on selected items in the media kit. This is your opportunity to get your brand noticed by buyers in the senior living industry.
- **High Visibility:** Gold partners benefit from prominent placements in Argentum's event materials and digital platforms, ensuring significant brand exposure.
- **Valuable Resources:** Complimentary access to Argentum's research, insights, and webinars, along with member pricing on event attendance and products. Gold partners also receive significant recognition on the Argentum website and enjoy discounts on media purchases.
- **Strategic Opportunities:** Gold partners are positioned to participate in key events, including the Leadership Lunch at the Senior Living Executive Conference and the Argentum/ASHA/NIC reception prior to the NIC Fall Conference. Gold partners are second in line for complimentary ad placements in remnant inventory.

SILVER INDUSTRY PARTNER (INVESTMENT: \$65,000+)

- **Substantial Advertising and Sponsorship Savings:** Silver Industry Partners receive substantial savings — 15% — on selected items in the media kit. Utilize these savings to invest in your brand and grab the attention of decision makers in the industry.
- **Strong Brand Presence:** Silver Industry Partners receive essential visibility at Argentum events and within our digital ecosystem, helping to elevate your brand within the senior living community.
- **Access to Key Insights:** Benefit from complimentary access to selected Argentum research and webinars, along with member pricing on event spaces and media kits.
- **Networking Opportunities:** Engage with industry leaders through access to VIP events throughout the year.

BRONZE INDUSTRY PARTNER (INVESTMENT: \$35,000+)

- **VIP Access:** As a Bronze Industry Partner, you'll receive invitations for two of your executives to attend strategic networking events throughout the year.
- **Foundational Exposure:** Bronze partners are recognized at all Argentum events and on the Argentum website, offering a cost-effective way to maintain visibility within the senior living industry.
- **Essential Benefits:** Enjoy member pricing on event attendance and access to Argentum's core resources, including select research and webinars.

Advocacy Fund Support Benefits

The Advocacy Fund is used for public policy work and gives Argentum the ability to keep the senior living industry at the forefront of legislative and regulatory agendas at both the federal and state level. Your non-tax-deductible contribution gives Argentum the power to address key issues affecting senior living operators such as workforce, private equity access, federal and state regulations, and legal challenges. All senior living Industry Partners, particularly those at the Platinum and Gold levels, are highly encouraged to include Advocacy Fund support in your total Argentum investment. This public policy work directly benefits your customers and contributes to their ongoing success.

Advocacy Fund support will count towards your total spend level with Argentum and includes the benefits below in addition to the benefits detailed for each spend level above.

SUPPORT LEVEL BENEFITS	\$100K	\$50K	\$25K	\$15K	\$10K
Invitations to the CEO Dinner hosted at SLEC	3	2	2	–	–
Invitations to the Granger Cobb Advocacy Dinner	4	4	2	2	2
Ad placements in AHEAD newsletter	12	6	4	4	2
Public Policy Institute passes	4	4	2	2	2
Public Policy Institute sponsor recognition	X	X	X	–	–
Custom DC Hill Visit for your company	X	X	X	–	–
Policy update meeting with your staff (virtual)	X	X	X	X	X
Logo recognition at all Argentum events	X	X	X	X	X
Recognition in AHEAD newsletter and on website	X	X	X	X	X