

Reach Your Customers Through Our Business Affiliate Membership

At LeadingAge Connecticut, our mission is to transform and enhance the experience of aging. As a membership organization comprised of over 130 not-for-profit and mission driven providers representing the full continuum of long-term care services, including skilled nursing, residential care homes, senior housing, life plan communities, adult day centers, home health care agencies and assisted living organizations, our work is accomplished through collaboration with our valued members. This includes our Business Affiliates members – the many companies who provide essential products and services to providers of older adult services.

We invite you to join our association and help advance the mission of LeadingAge Connecticut, provide added value to providers of aging services, and deepen your connections and conversations with top decision makers to market and sell your business.

Membership creates a mutually beneficial relationship that provides you with the information and connections you desire to effectively market your business, while giving LeadingAge Connecticut and our members access to the knowledge and expertise that your organization has developed through the years.

Why Become a Business Affiliate Member?

Get direct access to the top decision makers in the field of aging services

Be among the first to learn important information and trends that will help your business strategy

Increase brand awareness and establish trust within the aging services community

Deliver solutions to aging services providers

Business Affiliate Membership Benefits

Becoming a Member is Easy Here's How You Can Join

ACCESS

Ensure you connect to the right people when you receive the LeadingAge Connecticut Membership Directory, which includes key leadership contacts with email and phone number information.

Make face to face connections with key providers by attending membership meetings and education programs. Our events enable you to develop the personal relationships that are key to sales.

Exhibit at LeadingAge Connecticut's Annual Expo and Annual Meeting — the best way to interact with providers, and introduce your products and services. Discounts on Expo exhibitor booths are offered to all Business Affiliate members.

INFORMATION

Receive LeadingAge Connecticut's weekly e-newsletter, *Capitol Line*.

Keep up to date with industry developments by attending membership meetings.

Be on the short list of organizations LeadingAge Connecticut contacts for technical assistance and expertise on important issues that arise.

VISIBILITY

Keep your company name in front of your target audience year-round with a complimentary business listing in the LeadingAge Connecticut Membership Directory and a listing on LeadingAge Connecticut's website with a hyperlink to your website.

Receive special recognition as a Business Affiliate member when exhibiting at the LeadingAge Connecticut Expo.

Your company will be showcased and welcomed as a new member in LeadingAge Connecticut's e-newsletter, *Capitol Line*.

We invite you to join us in our work to shape, enhance and elevate the aging services field. Connect with provider members throughout the year with affordable access to our membership and their collective buying power.

Ready to Become a Business Affiliate Member?

Join the top leaders and decision makers in the aging services field by becoming a LeadingAge Connecticut Business Affiliate member in two easy steps:

1) Access the Business Affiliate membership application at www.LeadingAgeCT.org/join-now

2) Submit your completed application with dues payment to:

**LeadingAge Connecticut
110 Barnes Road
Wallingford, CT 06492**

Business Affiliate Membership Dues for the Calendar Year - \$750

Have questions?

Please contact Beth Ricker, Membership Director at (203) 678-4477 or bricker@leadingagect.org

LeadingAge Connecticut staff are available to help you find answers to tough questions, connect you with resources, and assist you in any way possible. We are just a phone call or email away!

New Business Affiliate membership applications are reviewed for approval at LeadingAge Connecticut monthly board meetings. LeadingAge Connecticut will notify you in writing when your application is approved.



THE TRUSTED VOICE FOR AGING SERVICES



110 Barnes Road, Wallingford, CT 06492
www.LeadingAgeCT.org | (203) 678-4477

ABOUT US:

LeadingAge Connecticut is a membership organization representing over 130 not-for-profit and mission driven providers of aging services. We are more than a membership organization, we are a community – advocating for an integrated and coordinated continuum of high quality, affordable and innovative healthcare, housing, and home and community-based services; and in which self-determination, compassion, benevolence, individual dignity, diversity and social responsibility are valued.



Business Affiliate MEMBERSHIP



THE NOT-FOR-PROFIT DIFFERENCE

LeadingAge members are nonprofit organizations that provide care, services and support to older adults, their families, and the community at large. They are driven to serve this population in accordance with their missions set forth by faith-based and civic groups who founded these organization decades ago. They strive to help older persons age safely in the place they call home with the most innovative care and services and, of course, with dignity.

