

WHO IS LSN?

With over 400 members in Illinois, Life Services Network (LSN) is one of the largest and most respected trade associations of its type in the country. For over 75 years, LSN has represented the complete continuum of care for older adults including nursing facilities, assisted living, senior housing and home and community-based services.

LSN's uniqueness is its dedication to the understanding that private initiative is the building block of quality. One's sense of value and customer service determines quality more than governmental mandates and prescriptions. This philosophy guides our strategic planning and as a result, LSN is nationally known for its cutting-edge programs, leadership and expertise in eldercare. Committed to the advancement of quality and innovation in older adult services, LSN is also the state affiliate of the American Association of Homes and Services for the Aging (AAHSA) and the Assisted Living Federation of America (ALFA).

LSN's strength lies in the diversity of its members. LSN's Organizational Membership consists of not-for-profit nursing facilities, and both not-for-profit and proprietary providers of assisted living, independent senior housing and home and community-based services. LSN strives to help our members face the day-to-day challenges of providing person-centered, knowledge-based, high quality care and services for the special populations they serve, while continuing to look ahead to see future opportunities for older-adult service providers.



LIFE SERVICES NETWORK

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www.lsn.org

INCREASE YOUR VISIBILITY!

Life Services Network Business Membership



“Being a Life Services Network Business Member has given Sodexo Senior Services instant credibility and an opportunity with LSN’s membership which we otherwise wouldn’t have. Furthermore, the Association is a great resource for us and the staff is always willing to provide assistance when needed.”

*Julie Wixted, Sales Director
Sodexo Senior Services*

GAIN A COMPETITIVE EDGE!

A UNIQUE OPPORTUNITY

By becoming a Business Member with LSN, you have an incredible opportunity to make more money and increase your visibility to the leading providers of older adult services in Illinois. Business Members serve as valuable resources for LSN's Organizational Members who require the many products and services associated with residential housing and health care.

Your participation in LSN as a Business Member offers you access to a marketplace that spends billions annually for the products and services they need to succeed in today's competitive environment. These services include, but are not limited to:

- dietary management
- food service
- transportation
- administration
- legal services
- management/marketing consultants
- financial services
- medical/pharmaceutical supplies
- facility renovations
- insurance services
- resident activity programs
- therapy services
- employee recruitment/temporary agencies

WHY JOIN?

LSN Business Members are able to benefit from the following:

- A hard copy of LSN's Membership Directory giving you access to all of LSN's Organizational Members.
- Email subscription to LSN's weekly newsletter, *WeeksNews*, which keeps you up-to-date with the information you need to understand about your customers' business. Any staff changes within the Organizational Membership are also listed weekly. All Business Members have the opportunity to submit educational articles for inclusion in the publication.
- Discounted exhibit rates for LSN's Annual Convention and Exhibition (2,500+ attendees annually) and other LSN sponsored trade-shows.
- Web-site listings and opportunities to link to your corporate site.
- Listing in LSN's annual Buyer's Guide, which is distributed to over 2,500 decision makers within LSN's membership.
- Optional participation in LSN's Premier Vendor Program, providing you with a customized visibility package to promote your products and services to the LSN membership.

“It is important for anyone targeting Illinois in this field to become a Business Member with LSN. The relatively small investment generates an amazing amount of visibility and revenue. The annual tradeshow is fantastic, there are numerous marketing opportunities throughout the year, the company receives instant credibility within the membership and the staff is friendly, helpful and always available to answer questions. For us, it's a must!”

*John Pritz, VP Sales Midwest
Medline Healthcare*

BECOMING A MEMBER

LSN understands the value of your time and marketing dollars and is committed to helping you develop winning marketing strategies that deliver bottom-line results. Your company could be what our Organizational Members are looking for. Don't let your competitors be their only choice – join LSN today!

LSN Business Membership is \$450 annually, contingent upon approval and is a privilege that can be renewed annually. To become a Business Member, complete the enclosed application and return it to the LSN office with your \$450 dues payment (payment will be processed upon LSN Board approval).

QUESTIONS?

Contact the LSN office at 630.325.6170 or check us out on-line at www.lsn.org.

“Our firm has been a part of LSN for over 10 years. The visibility and credibility that is achieved through Business Membership with the Association is priceless. Furthermore, the discounted booth rates at the Annual Convention & Exposition is an incredible benefit, as the LSN show is one of the best tradeshows we exhibit at all year. Each year we continue to be amazed at the quality of the tradeshow and the willingness of members to stop by and talk with us about our services. It is a great venue to meet potential new clients, visit with existing clients and network with fellow exhibitors.”

*Betsy Anderson, Vice President
Frost, Ruttenger and Rothblatt, P.C.*