



# Life ON PURPOSE



2018 Annual Conference on Aging & Exposition

Hyatt Regency Greenville, 220 North Main Street  
Greenville, South Carolina

April 17 – April 19, 2018

EXHIBITOR | SPONSOR PROSPECTUS



We invite you to take advantage of this opportunity to reach key decision makers from major providers located throughout Georgia and South Carolina:

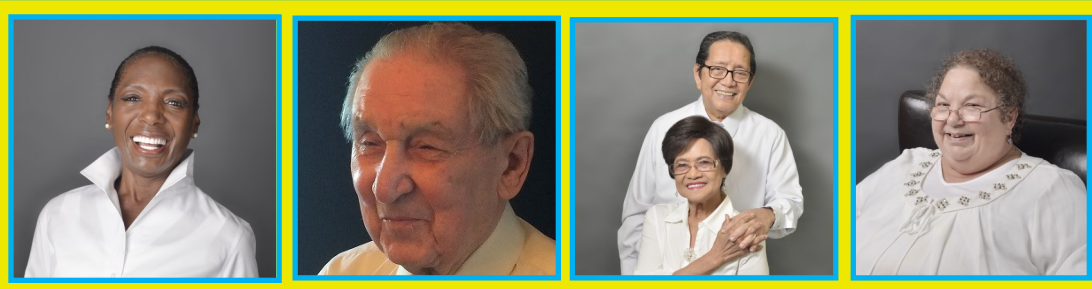
- Adult Day Care & Services Centers
- Assisted Living Communities & Personal Care Homes
- Continuing Care Retirement Communities
- Affordable Housing (HUD Subsidized & Low Income Housing Tax Credit)
- Home and Community-Based Service Providers | Home Care Services
- Rehabilitation & Skilled Nursing Communities
- Hospice, Palliative Care, and Home Health organizations

Connect with professionals interested in these product lines —

- Computer Hardware/Software and Data Management
- Marketing/ PR Services/ Management Consulting
- Medical Supplies
- Furniture (including beds)
- Pharmaceutical
- Nutrition/Food Service Management
- Housekeeping/Cleaning Supplies/ Uniforms/Appliances
- Residential Care and Personal Products
- Maintenance/Security/Site Services
- Transportation
- Banking/Financial Services/ Accounting
- Insurance
- Design
- Electronics/Video/Entertainment
- Strategic Planning Consulting
- Customer/Employee Satisfaction Tools
- Care & Safety Technologies



2017 photo gallery available [here](#).



## SOLUTIONS CENTER EXPO BENEFITS FOR EXHIBITORS & SPONSORS

### We provide proven traffic builders—

- Attendee mailing lists at event
- Guest passes available for you to send to prospective customers who are members of LeadingAge Georgia or LeadingAge South Carolina
- Free company listing, contact information and product profile in the official conference program
- Free daily attendee meals — a guaranteed traffic builder
- Exclusive advertising opportunities in the official conference program

### Additional benefits include —

- Use of LeadingAge Georgia and LeadingAge South Carolina logo in marketing materials
- PSA advertising space in e-newsletter
- Attendance access to all general & educational sessions
- Discounted hotel room blocks
- Two complimentary admissions to the Solutions Center per 8' x 10' booth
- Two complimentary exhibitor lunch tickets per 8 x 10' booth space
- One complimentary 6' table, two chairs, & one waste basket

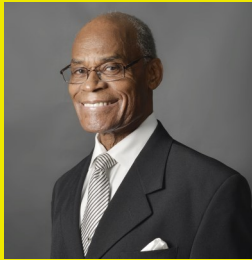
**Our Annual Conference and Solutions Center Trade Exposition attracts over 150 industry reps, plus 200 key decision makers from senior living and aging services arena—across Georgia & South Carolina to include CEOs, COOs, Administrators, CFOs, and Directors of Purchasing, Marketing, Nursing, and Maintenance, as well as Housing Managers and other professional disciplines.**

### This event is your opportunity to:

- Generate new sales leads
- Meet with prospects to build loyalty and obtain referrals
- Introduce new products or services
- Assess the competition
- Conduct pre-market evaluations
- Build relationships with existing customers



LeadingAge Georgia and LeadingAge South Carolina represents over 200 provider organizations from the full continuum of care serving more than 170,000 older Georgians & South Carolinians. Our members include continuing care retirement communities, skilled nursing and rehabilitation organizations, Long Term Care communities, personal care homes/assisted living communities, senior housing communities, community residential care homes, hospice, adult day services as well as home and community-based service organizations. Our Annual Conference and Solutions Center Trade Expo provides you with the unique opportunity to connect with prospective clients in a dynamic atmosphere that attracts key aging services providers from across the region.



# SPONSORSHIP MENU & RESERVATION FORM

## Premier Sponsor (Full Conference—Exclusivity by Industry Type) ..... \$4,500 ea.

This powerful event sets the pace for the conference theme. Don't miss this distinguished opportunity to host the 2018 Joint Conference on Aging and introduce your company when you deliver the Conference Welcome. Sponsors will be rewarded with **dual membership in LeadingAge Georgia and South Carolina**, signage, full page advertising recognition in the conference program brochure, verbal acknowledgement by conference leadership, and the distinguished honor of introducing the Opening and/or Closing Keynote speakers. Premier complementary exhibit space and conference registration will be provided. Your company logo will appear on the conference Learning Journal/Program.

**Upgrade to the \$5500 level and the Conference App will bear your company's name and logo making your company visible to every attendee throughout their conference stay and when they return to the office.**

## Diamond (All General Sessions) ..... \$3,500 ea.

Set your company apart from other competitors by becoming a Diamond Level Sponsor. Capture your audience's attention as the sponsor of General Sessions daily, throughout the event. The sponsors will be rewarded with membership in **one** state, signage, recognition in the conference program brochure, and verbal acknowledgement by conference leadership. Complementary registration and exhibit space will be provided. **Upgrades: Check this box  to include an advertising spot (inside pocket of the Learning Journal/Program) at the \$4500 level and/or include Dual states membership by adding \$600**

## Emerald (Expo Luncheon ) ..... \$2,500 ea.

Join us for prime time networking opportunities with conference attendees by becoming an Emerald Level sponsor. A highlight of every annual conference is professional networking and team building. Here's an opportunity to mingle with key aging services providers and other associate business firms members in a fun atmosphere. Sponsors will receive great exposure with signage at the food stations, signage in the exhibit ballroom, and verbal acknowledgement during the event. Complimentary registration and exhibit space included.

**Upgrades: Dual states membership add \$1,200  OR GA membership add \$600  OR SC membership add \$600**

## Ruby ..... \$2,000 ea.

Set your company apart from other competitors by becoming a Ruby Level sponsor. Capture your audience's attention as the sponsor of Concurrent Workshops and key networking opportunities, throughout the event. The sponsors will be rewarded with signage, recognition in the conference program brochure, and verbal acknowledgement during each concurrent workshop. Complimentary display space for each classroom and registration will be provided. **Upgrades: Dual states membership add \$1,200  OR GA membership add \$600  OR SC membership add \$600**

### Select One:

- Opening Reception—On North Main—Tuesday, April 17, 2018
- Concurrent Workshop: April 17-19, 2018 (**Sponsor 30 Concurrent Workshops to build targeted brand awareness among attendees**)
- Conference Tote Bag
- Hotel Key Card (Build your brand awareness among every attendee throughout their conference stay & at the office.)
- Edu Lounge & Cyber Café (Book sales, speakers materials, your company's white papers). **A great way to leverage face-to-face time with executives and decision makers! Stand out as the Knowledge Center Sponsor!**
- Lanyard Sponsor
- Learning Journal

## Onyx ..... \$1,500 ea.

**Select One:** (This level includes conference education session fees—a value of \$325.). However, this level does not include Business Affiliate Dues Membership. **Upgrades: Dual states membership add \$1,200  OR GA membership add \$600  OR SC membership add \$600**

- Cyber Café PM – April 17, 2018
- Cyber Café AM– April 19, 2018
- Refreshment Breaks—April 17& April 19, 2018
- Refreshment Breaks – April 18, 2018
- Continental Breakfast – April 18, 2018
- Annual Business Meeting Breakfast (SC)—April 19, 2018
- Public Policy Roundtable Breakfast (GA)—April 19, 2018
- Conference Program Ad (1/2 page) **or** Conference App Banner Ad

## Door Prize Donation ..... Minimum Value \$300 ea.

**Select One:** Mail prizes to LeadingAge GA or SC office by 3/25 with business card for recognition. (This level **does not include** membership, conference registration or access to the solutions center trade expo —register separately to attend this conference & expo.)

- Weekend excursion for two night hotel stay
- Cash/Gift Cards
- Electronics: MacWatch/iiPad Mini/Kindle HD/Bose sound system
- Round of Golf Package



# REGISTRATION INFORMATION

## Exhibit Fees (8' x 10' space — includes one 6' table and two chairs & 2 luncheon tickets) Space Limited

- Solutions Center | Trade Expo Member: LeadingAge Georgia or LeadingAge South Carolina...\$1,650  
(Includes 2018 membership dues **for one state**, exhibit fee at discounted rate, and two luncheon tickets).....**Check one:**  
Membership Renewal  NEW Member
- Solutions Center | Tradeshow Member: Two state association member dues (GA & SC).....\$2,250  
(includes 2018 member dues **for both LeadingAge GA & SC**, exhibit fee at discounted rate, and two luncheon tickets)
- Can't become a member? Then make this choice to still attend as a non-provider/non-business member....\$2,500

## Exhibitor Information

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Contract Name for Directory \_\_\_\_\_

Mailing Address \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Do you need an electrical connection?  yes      Do you need Wi-Fi?  yes

Names for badges (please print clearly): Name/Email \_\_\_\_\_

Name/Email \_\_\_\_\_

Name/Email \_\_\_\_\_

## Please check all that apply

- |   |   |
|---|---|
| <input type="checkbox"/> Computer Hardware/Software and Data Management | <input type="checkbox"/> Residential Care and Personal Products |
| <input type="checkbox"/> Marketing/ PR Services/Management Consulting   | <input type="checkbox"/> Maintenance/Security/Site Services     |
| <input type="checkbox"/> Medical Supplies                               | <input type="checkbox"/> Transportation                         |
| <input type="checkbox"/> Furniture (including beds)                     | <input type="checkbox"/> Banking/Financial Services/Accounting  |
| <input type="checkbox"/> Pharmaceutical                                 | <input type="checkbox"/> Insurance                              |
| <input type="checkbox"/> Nutrition/Food Service Management              | <input type="checkbox"/> Design                                 |
| <input type="checkbox"/> Housekeeping/Cleaning Supplies/Uniforms        | <input type="checkbox"/> Electronics/Video/Entertainment        |
|   | <input type="checkbox"/> Strategic Planning Consulting          |
|   | <input type="checkbox"/> Customer/Employee Satisfaction Tools   |
|   | <input type="checkbox"/> Other _____                            |

## Fee Summary

Exhibit Fee (see fees above) ..... \$ \_\_\_\_\_

**check one:**  LeadingAge GA    LeadingAge SC    Both

Sponsorship ..... \$ \_\_\_\_\_

**check one:**  Premier    Diamond    Emerald    Ruby    Onyx    Door Prize

**upgrades:** \_\_\_\_\_

Awards Events ..... \$ \_\_\_\_\_

**Number attending: Tue.** \_\_\_\_ LeadingAge GA (By Invitation Only—Included in GIA Sponsorship Fees)

Additional Wednesday Expo Luncheon Tickets (**note two included in registration fee**) ..... \$55 x \_\_\_\_ = \$ \_\_\_\_\_

**Grand Total All Fees**..... \$ \_\_\_\_\_

Yes, I will attend the free Reception on Tuesday (4/17/18) at 5:00 p.m. - Qty \_\_\_\_\_

**Please sign the Exhibitor/Sponsor Agreement on the reverse side of this sheet.**

# EXHIBITOR & SPONSOR CONTRACT



1. Neither LeadingAge Georgia/LeadingAge South Carolina nor the owners of the hotel will be held responsible for any injury, loss, or damage that may occur to the exhibitor, the exhibitor's employees or property, or to any other person prior, during or subsequent to the period covered by the exhibit contract. Each exhibitor expressly releases LeadingAge Georgia/LeadingAge South Carolina and the hotel from such liabilities and agrees to indemnify LeadingAge Georgia/LeadingAge South Carolina and the hotel against any and all claims of such injury, loss or damage.
2. Exhibitors will be held liable for any and/or all damage caused by them to the trade show premises.
3. Exhibitors are encouraged to carry their own insurance through their own sources at their own expense.
4. All flammable materials must be flame proofed before being placed in the exhibit hall. All materials and installations are subject to fire and safety regulations and inspections by local authorities.
5. Each exhibitor must be responsible for the safeguarding of his or her goods, materials, equipment and display at all times.
6. Each exhibitor must provide an attendant(s) to "man the exhibit space". We ask the exhibitor to name a representative who will be responsible for the installation, operation and dismantling of the exhibit. **Each exhibitor must strictly adhere to the set-up and dismantling schedule.** Please introduce yourself to the exhibits chairperson and wear your name tag.
7. Noisy equipment, visual aides, music or voices which annoy other exhibitors or registrants are banned. Appropriate action will be taken for those who are not complying with this rule.
8. Each exhibitor is obligated to keep a clean and orderly table.
9. Any exhibitor who discards his or her display or any type of "bulk" not considered normal refuse accumulated during the show, must make arrangements for its removal at his/her own expense. If the hotel is required to remove this material, each exhibitor will be charged directly.
10. LeadingAge Georgia/LeadingAge South Carolina reserves the right to eject from the exhibit space any and/or all unauthorized persons soliciting orders, distributing advertisements or showing their products. The offenders waive any right and/or claims for damages against LeadingAge Georgia/LeadingAge South Carolina arising out of the enforcement of this paragraph. Please notify the Association Office (LeadingAge Georgia or LeadingAge South Carolina) of any replacements of representatives for your exhibit space.
11. LeadingAge Georgia/LeadingAge South Carolina reserves the right to accept or reject applications for space at the annual education conference. LeadingAge Georgia/LeadingAge South Carolina has the right to eject any exhibitor representative found to be offensive or objectionable to other exhibitors and/or registrants.
12. LeadingAge Georgia/LeadingAge South Carolina may amend these terms and conditions and documents included herein and each exhibitor shall be bound thereby. In the event of any amendments or additions to these regulations, written notices will be given by LeadingAge Georgia/LeadingAge South Carolina to such exhibitors as may be affected by them. In addition, LeadingAge Georgia/LeadingAge South Carolina may post or publish notice of such amendments as it may think appropriate or find practicable.
13. All matters and questions not covered by the regulations set forth will be decided by the exhibits chairperson. Additionally, the decisions of the exhibit chairperson must be accepted as final if there are disagreements between exhibitors.
14. Application for exhibit space at the Exposition indicates the applicant's willingness to abide by all terms, conditions, and general regulations that exhibit management deems necessary for the success of the exposition. This application becomes a contract when accepted by LeadingAge Georgia/LeadingAge South Carolina management.
15. **Payment for sponsorships and exhibit space must be received no later than March 15, 2018.**
16. **Cancellations requested in writing prior to March 15, 2018 will receive a 50% refund. No refunds will be granted after that time.**
17. Photographs will be taken at the LeadingAge GA/LeadingAge SC 2018 Annual Conference and Exposition. By registering for this event, you agree to allow LeadingAge GA & LeadingAge SC to use all registered representatives photos in any related publications, promotions, or websites.
18. Exhibitors/Sponsors agree **not** to host hospitality suites and/or receptions during any LeadingAge GA | SC scheduled sessions or events (including the April 17, 2018 reception) which divert attendees from the conference agenda.

Authorized Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_

Date: \_\_\_\_\_ Email: \_\_\_\_\_ Phone: \_\_\_\_\_

 **Please return signed contract along with check to:**



S.C. Institute on Aging  
2711 Middleburg Drive  
Suite 309-A  
Columbia, SC 29204  
Phone: 803.988.0005  
Fax: 803.988.1017  
Email: [bbouknight@LeadingAgeSC.org](mailto:bbouknight@LeadingAgeSC.org)

# Join Us!

LeadingAge Georgia | South Carolina Annual Conference on Aging



# Exhibit Setup

**We encourage each exhibitor to bring one premium prize to give-a-way during the luncheon—Exhibitors will pull their drawing from the business cards/slips at their booth prior to lunch convening; then each exhibitor will announce their company along with the winner's name during the luncheon.)**

All vendors must load in and out of the conference center through the hotel loading dock. Please clear dock area within 15 minutes.

Vendors must provide their own carts to transport their materials in and out of the conference center.

Items may not be hung on walls or light fixtures. Hotel furniture is not available for use in exhibit area for vendor displays.

Vendors must provide all items to display their materials beyond the 6ft tables being provided in the exhibit fee. Coat racks, etc. are not available to display clothing. Vendor fee will apply for any personal tables brought in by vendor.

Items should not be shipped to arrive at the hotel before April 14, 2018. Items should be scheduled for pick up the following day at the latest.

Incoming packages should be addressed as follows:

Hotel shipping form must be completed to handle out going shipments. Items are not to be left without being received by a hotel employee. There is a fee applied to all outbound shipping. All items left without hotel shipping form will be turned into lost & found.

Only individually wrapped candy for consumption may be at vendor tables. No outside food and beverage can be brought into the conference center for sale.

Vendors should not block exit doors or fire pull stations with their displays.

# Hotel Reservations

## Hyatt Regency Greenville

Conference Name/Guest Name & Company  
220 North Main Street  
Greenville, SC 29601  
1-888-421-1442 OR 1-800-233-1234  
Direct: 864-235-1234

## Group Name & Rates:

LeadingAge SC/GA Conference  
\$162 (Single/Double) | \$172 (Triple/Quad)  
per night

Available until March 16, 2018

**A dedicated website is now available for attendees to book their hotel rooms online. Reservations can be made through at this web address:**

**[CLICK HERE FOR ONLINE RESERVATIONS](#)**

LeadingAge®  
Georgia

GIA  
GEORGIA  
INSTITUTE  
ON AGING

S.C. Institute  
on Aging  
LeadingAge®  
South Carolina

2018 Annual Conference  
on Aging & Exposition  
Hyatt Regency Greenville  
Greenville, South Carolina  
April 17 – April 19, 2018



# Life ON PURPOSE

Send Registration and Fees to: S.C. Institute on Aging  
2711 Middleburg Drive  
Suite 309-A  
Columbia, SC 29204  
Phone: 803.988.0005 | Fax: 803.988.1017  
Email: [bbouknight@LeadingAgeSC.org](mailto:bbouknight@LeadingAgeSC.org)



## Exhibitor/Sponsor Prospectus

LeadingAge GA | SC Joint Conference on Aging and  
Solutions Center Trade Exposition • April 17-19, 2018



Hyatt Regency  
Downtown Greenville  
South Carolina

