

LeadingAge® CA

**RIGHT
HERE
RIGHT**

NOW

**2019 EXHIBITOR &
SPONSOR PROSPECTUS**

MAY 20-22, 2019 MONTEREY, CA

LeadingAge California invites you to exhibit at LeadingAge California's 58th Annual Conference & Exposition in Monterey, May 20-22, 2019. This continues to be the largest meeting on the West Coast representing the continuum of care for housing, care and services for older adults. Your participation at this meeting offers unequalled opportunities to be present with current and emerging leaders in long-term care and to display your products and services to the aging services industry. Your representatives will have the opportunity to meet with over 500 key decision makers in one setting. You can't afford to miss this opportunity!

WHY EXHIBIT OR SPONSOR?

- Network and engage with hundreds of senior living and housing professionals
- Competitive advantage: Increase visibility by partnering your brand with LeadingAge California and other potential aging services partners
- Raise marketing exposure about your products and services by educating decision-makers directly
- Stay ahead by increasing your knowledge about the many critical issues for aging services by attending educational sessions
- Support the Mission of LeadingAge California – The Champion for Aging Services in California

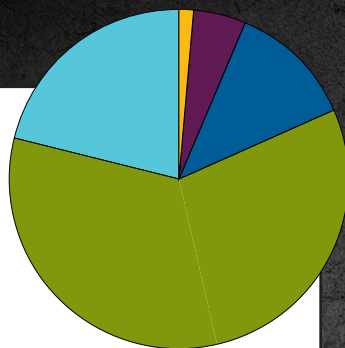
INCLUDED IN YOUR BOOTH RENTAL

- Booth identification sign
- Booth space with back and side rail drape
- Four complimentary exhibitor registrations per 8' x 10' booth
- Access to Lead Retrieval Services
- Listing on www.leadingageca.org
- Listing in onsite guide
- Listing on LeadingAge California mobile event APP
- Attendees Lists: Pre and Post Show
- Opportunity to choose the next year's booth location onsite
- Tuesday Luncheon

ATTENDEE PROFILE

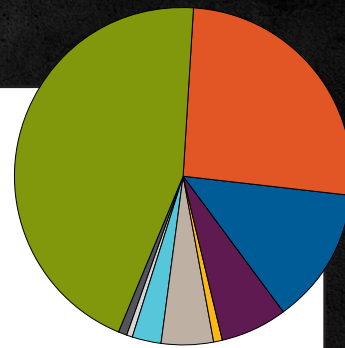
The conference will bring together a concentrated group of decisions-makers interested in learning about your products and services. Here is some data on who the LeadingAge California Annual Conference audience is:

***Annual Conference Attendees by Title**



Residents	8
Trustees	27
VP/Assistant Admin	66
Managers/Directors/Supervisors.....	329
President/CEO	115

***Annual Conference Attendees by Community Type**



Community Service	4
RCFE	3
SNF.....	15
Housing.....	27
In Planning.....	4
MLRC.....	35
Other.....	72
Corporate	141
CCRC.....	244

SPONSORSHIP OPPORTUNITIES

LeadingAge California (LAC) Sponsors are provided exclusive benefits that are commensurate with their level of participation. We look forward to connecting you with industry professionals in search of your services and products.

THE PAC FOR ADVOCACY

Are you looking for another meaningful way to support LeadingAge California? Why not become one of five exclusive sponsors during our first annual California Wine Tour and PAC Drive. This special event will offer great California wines, nicely paired small bites, music and entertainment. It's got a thread of electricity but with that California-laid-back feel.

This is an extra ordinary and Invitation-Only event. You won't find it listed below, but I would be happy to share the evening's plan with you. Call me directly at 916-469-3370, Cynthia DeOliver, your director of meetings and events for LeadingAge California.

\$20,000 – PARTNER

- Contact Jan Guilliano at LAC for more information: 916/469-3367

\$15,000 – PLATINUM

- Closing Keynote Speaker
- Welcome Reception
- The Big Tuesday Night Party
- Closing Luncheon
- Conference Wi-Fi
- Attendee Padfolio

\$8,500 – GOLD

- Hotel Room Keycard
- Conference Carryall Tote
- Entertainment – The Big Tuesday Night Party
- Tuesday Breakfast
- Tuesday Lunch in the EXPO
- Trustee Breakfast

\$5,000 – SILVER

- Welcome Reception Cocktails
- Welcome Reception Entertainment
- Water Branded Water Bottles
- Resident Breakfast
- Conference Lanyards

\$2,000 – BRONZE (SINGLE-SITE LAC MEMBER ONLY)

- Attendee gift bag item

**Please note promotional items are co-branded with LAC. Our Sponsor application is available by request.*

Sponsor Benefits	Partner	Platinum	Gold	Silver	Bronze
Full Page Ad in Brochure	X	X			
Splash Page Ad on Conference App	X				
Complimentary Registration	4	1			
Logo on Designated Promotion Pieces	X				
Recognition During General Session(s)	X	X			
Logo/Link on LAC Event Webpage	X	X	X		X
Recognition in Online Membership Directory	X	X			
Half Page Ad in Brochure			X	X	
Company Listed on Designated Promotion Pieces			X		X

Eligibility to Exhibit

All products and services exhibited must be directly related to the housing, senior living and care field and the education of the LeadingAge California professional attendees. LeadingAge California has the right to withhold approval of exhibitor's products and services that in its judgment do not further the needs of its members and attendees. At the request of LeadingAge California, an exhibitor shall remove any product or service included in the display for which approval has not been given. *Under no circumstances will applications from exhibitors who have balances due to LeadingAge California and its contractors or vendors will not be processed without full payment of delinquent accounts.*

Assignment of Space

Booth assignments are based on arrival of application with paid deposit, first request for booth location and continuous years of exhibiting. LeadingAge California members receive priority placement.

For information about joining LeadingAge California, visit Leadingageca.org/become-a-member.

Tradeshow Services

Space furnishings, electrical needs, floral arrangements, additional signage and labor for set-up and dismantling can be ordered on forms provided in the exhibitor service kit, which will be emailed by the official decorator to all confirmed exhibitors approximately ten (10) weeks prior to the exposition.

Hotel

LeadingAge California has a block of guest rooms at the Portola Hotel & Spa in Monterey. Reserve your room by calling 831/649-4511. The room rate cut-off date is April 26, 2019 at 5 p.m.

To Reserve a Booth

Cynthia DeOliver, CMP, Director of Meetings & Events (916) 469-3370 or cdeoliver@leadingageca.org

Booth Payment Policy

You may submit your booth application with a non-refundable deposit or full payment by **January 31, 2019**. However, your booth fee must be paid-in-full before or by **1/31/19** or your booth will be released for resale.

Cancellation Policy

Cancellation of booth space for any reason must be received in writing and is subject to the refund schedule and terms below. Refunds will not be issued to exhibitors who do not exhibit. Transfers and/or substitutions are not allowed.

On or before December 31, 2018 - Refund minus \$500 non-refundable deposit

After January 31, 2019 - No refunds available. Non-refundable deposits hold booths for 30 days only.

After January 31, 2019 - Any booth held prior to **1/31/2019**, must have booth fee paid in full or the booth is subject to release and resale

EXHIBIT LOCATION & SCHEDULE

Monterey Conference Center
1 Portola Plaza, Monterey, CA 93940

Exhibit Hours:

Tuesday, May 21.....11:30 a.m. - 2:00 p.m.
Wednesday, May 22.....9:45 a.m. - 11:45 a.m.

Exhibit Registration:

Monday, May 20.....12:00 p.m. - 5:00 p.m.
Tuesday, May 21.....8:00 a.m. - 3:00 p.m.
Wednesday, May 22.....9:00 a.m. - 1:00 p.m.

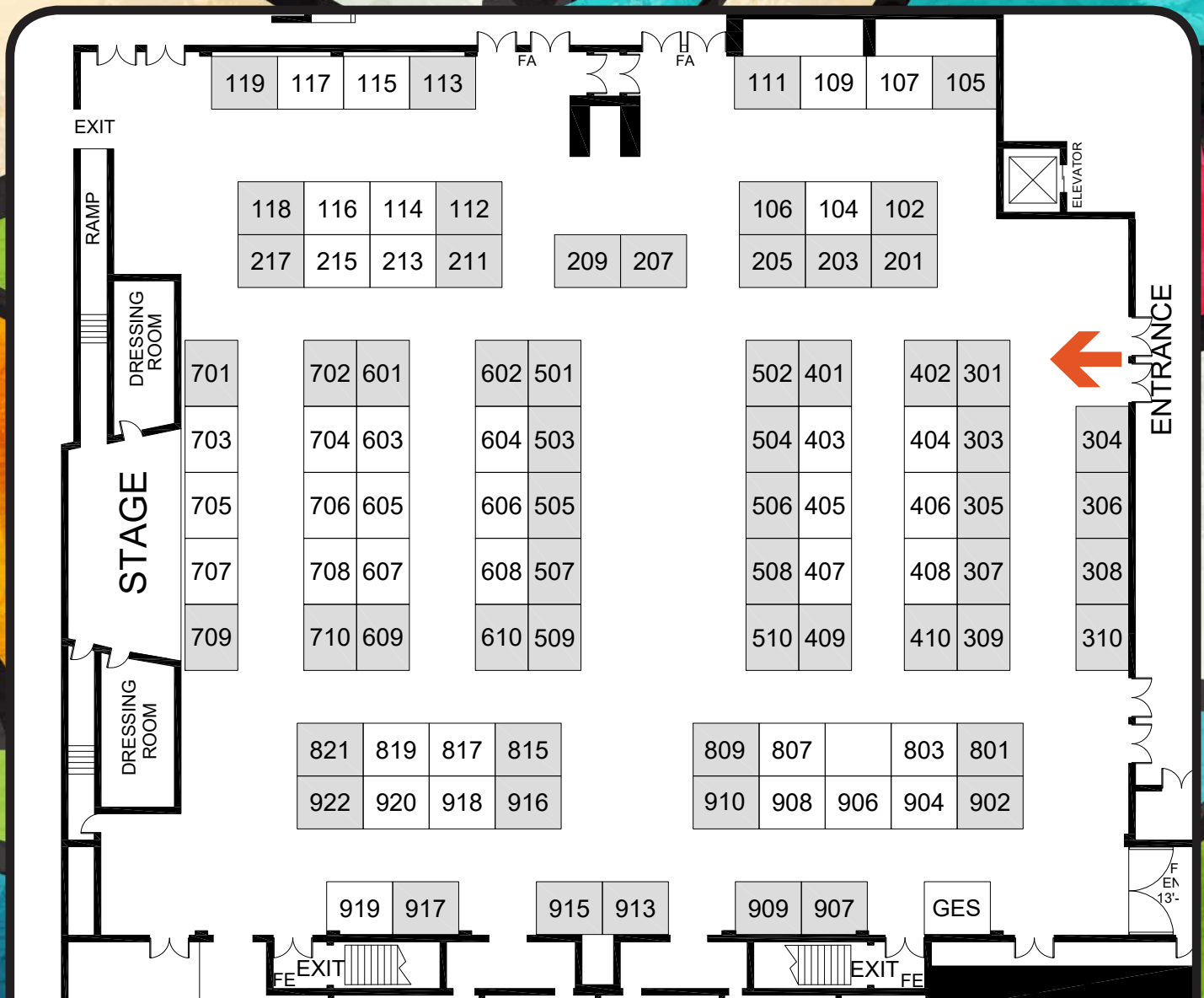
Exhibit Set-Up:

Monday, May 20.....12:00 p.m. - 5:00 p.m.
Tuesday, May 21.....8:00 a.m. - 11:00 a.m.

Exhibit Tear-Down:

Wednesday, May 22.....12:00 p.m. - 3:30 p.m.

*All hours are tentative and subject to change



LeadingAge California
 May 20-22, 2019
 MONTEREY CONVENTION CENTER-SERRA BALLROOM
 *SUBJECT TO CHANGE AND PENDING FIRE MARSHAL APPROVAL

 - PREMIUM BOOTHS

2019 EXHIBIT FLOOR PLAN

EXHIBIT FEES

Member Type	By December 31		After December 31	
	Standard	Premium	Standard	Premium
Premier Business Partner	\$1425	\$1575	\$1650	\$1800
Enhanced Business Member	\$1615	\$1785	\$1870	\$2040
Basic Member	\$1900	\$2100	\$2200	\$2400
Non-Member	\$2500	\$2700	\$2700	\$2900

DEPOSIT: \$500 (non-refundable) per booth • ADDITIONAL BOOTH DISCOUNT: \$250 • FIRST TIME EXHIBITOR DISCOUNT: \$300; Note: Standard Booth included for Premier Business Partners; and, Fifteen Percent discount included for Enhanced Business Members



Application for Exhibit Space
58th Annual Conference & Exposition • May 20-22, 2019 • Monterey, CA
 [ALL SECTIONS MUST BE COMPLETED FOR LAC ACCEPTANCE]

SECTION 1: Mailing Information

Exhibiting Company _____
 Mailing Address _____
 City _____ State _____ Zip _____
 Company Phone _____ Website _____

Show Coordinator (Provided to GES)

Name _____
 Title _____
 Mailing Address _____
 City _____ State _____ Zip _____
 Email _____ Phone _____

Additional Contact

Name _____
 Title _____
 Mailing Address _____
 City _____ State _____ Zip _____
 Email _____ Phone _____

Please choose ONE category listing which best describes your business:
Use the categories from the membership application

- | | | |
|---|--|--|
| <input type="checkbox"/> Accounting | <input type="checkbox"/> Finance | <input type="checkbox"/> Medical/Pharmaceutical |
| <input type="checkbox"/> Architecture/Interior Design | <input type="checkbox"/> Flooring | <input type="checkbox"/> Personal Care Products |
| <input type="checkbox"/> Building Maintenance | <input type="checkbox"/> Food Service/Management | <input type="checkbox"/> Property Management/Real Estate |
| <input type="checkbox"/> Computer Software | <input type="checkbox"/> Fundraising | <input type="checkbox"/> Public Relations |
| <input type="checkbox"/> Construction | <input type="checkbox"/> Furniture/Furnishings | <input type="checkbox"/> Publications |
| <input type="checkbox"/> Consulting | <input type="checkbox"/> Group Purchasing | <input type="checkbox"/> Rehabilitation Services |
| <input type="checkbox"/> Education/Training | <input type="checkbox"/> Health/Wellness | <input type="checkbox"/> Security/Crime Prevention |
| <input type="checkbox"/> Emergency/Disaster Management | <input type="checkbox"/> Housekeeping | <input type="checkbox"/> Staffing |
| <input type="checkbox"/> Emergency Call / Resident Monitoring | <input type="checkbox"/> Insurance | <input type="checkbox"/> Technology |
| <input type="checkbox"/> Employee Benefits | <input type="checkbox"/> Labor Relations/Personnel | <input type="checkbox"/> Telephone / Internet Services |
| <input type="checkbox"/> Facility Development/Marketing | <input type="checkbox"/> Legal | <input type="checkbox"/> Transportation |
| | <input type="checkbox"/> Marketing | |
| | <input type="checkbox"/> Medical Equipment | |



SECTION 2: Booth Location

Preferred Booth Location in order of preference: 1 _____ 2 _____ 3 _____ 4 _____

Competitors we DO NOT wish to be near: _____

Description of Product to Be Exhibited (required): _____

SECTION 3: Exhibit Rates

Member Type	BY DEC 31		AFTER DEC 31	
	Standard	Premium	Standard	Premium
Premier Partner	\$1425	\$1575	\$1650	\$1800
Enhanced Member	\$1615	\$1785	\$1870	\$2040
Associate Member	\$1900	\$2100	\$2200	\$2400
Non-Member	\$2500	\$2700	\$2700	\$2900

Additional Booth Discount: \$250 per additional booth.

First-Time Exhibitor Discount: \$300

Total number of booths requested _____

\$500 non-refundable deposit per booth is required to reserve your space: \$ _____

Booth Reservations will not be confirmed without deposit. Full payment is due by December 31, 2018.

Payment Method:

Check (payable to LeadingAge California Foundation) Visa Mastercard American Express

Card# _____ Exp. Date _____

Name on card _____

SECTION 4: Signature

All applications require a signature in order to confirm booth reservations. I understand, and agree to abide by the official regulations on the reserves side of the contract. I authorize LeadingAge California to use the above credit card to charge applicable exhibit fees.

Authorized Signature _____

Return completed form and payment to: LeadingAge California Foundation
1315 I Street, Suite 100 • Sacramento, CA 95814 • FAX 916-254-5739

LAC Use Only:

Booth Number _____

Deposit _____ Received _____ Balance _____

Payment _____ Received _____