



LeadingAge Connecticut's Annual EXPO

What if

We Invite You to Exhibit at Our 2019 EXPO

The largest gathering of not-for-profit aging services professionals in Connecticut

LeadingAge Connecticut is a statewide membership association of not-for-profit providers of aging services, supports and housing. Over 130 LeadingAge Connecticut members represent the complete not-for-profit continuum of services for older adults such as skilled nursing facilities, life plan communities, senior housing, adult day services, home health care and assisted living agencies.

May 22, 2019 • 8:30 AM—3:30 PM

Aqua Turf Club • 556 Mulberry Street • Plantsville, CT

Why Should My Company Exhibit?

The LeadingAge Connecticut EXPO is our flagship event—a day long educational program and tradeshow with an annual attendance of over 300 not-for-profit providers of aging services and senior housing. This year, the theme of the EXPO is “What if.”

The LeadingAge Connecticut EXPO is designed specifically for management level professionals. You will be able to effectively market your products and services directly to your target audience. EXPO puts your name in front of LeadingAge Connecticut member organizations that spend millions annually on goods, services, administration and construction for care, services and housing for older adults. Our tradeshow room is very comfortable with natural light and is very spacious.

At our EXPO you will be able to:

- Create brand awareness and enhance your company's image
- Generate new sales leads
- Build loyalty with existing customers
- Introduce new products and services
- Expand your exposure to key aging services leaders
- Cross market your services to all facets of the senior and aging services continuum
- Conduct pre-market evaluations

Important Information

Booth setup 7:00 am—9:30 am

Tradeshow 10:00 am—12:00 pm

Booth disassembly 12:30 pm—2:00 pm

2019 EXPO Booth Prices

Business Affiliate Members \$875

Non-Members \$975

Booth Rental Includes

- Exhibit booths include an 8' high back wall, 3' high sidewalls, one 6' draped table, two chairs and one sign
- Event registration for up to two staff from your organization
- Two hours of dedicated exhibit time
- Choice of booth location on first come first served basis
- Listing in the onsite program guide book which includes a description of your company
- Opportunity to purchase an electronic list of attendee mailing information for post-show mailings
- Access to over 300 key decision makers in the aging services and senior housing field
- The opportunity to attend the morning keynote address for no additional cost
- Complimentary breakfast with attendees
- 2 complimentary boxed lunches

What if You Were An EXPO Grand Sponsor for \$2,500?

LeadingAge Connecticut has created the EXPO Grand sponsorship that not only brings a higher level of exposure to all of the EXPO sponsors but also includes pre-EXPO promotion and participation in the day's activities as well.

- **Complimentary Booth with Electricity** - your choice of location
- **Introduction in General Session** – Your company will be introduced during the morning general session as an EXPO Grand Sponsor and you will have the opportunity to briefly address the audience to invite them to your booth
- **EXPO Learning Journal** – Exclusive benefit for EXPO Grand Sponsors. Sponsors' logos will be predominately displayed on the official EXPO "Learning Journal" onsite guide
- **EXPO Food Sponsorship** – Includes multiple signage of EXPO Grand Sponsor logos sponsoring the Attendee Breakfast, Luncheon and Refreshments at the EXPO. The entire day!
- **Networking** – Ability to attend breakfast and lunch with the attendees
- **Signage** – Recognition as EXPO Grand Sponsor on all marketing materials and at the event
- **LeadingAge Connecticut T-Shirt** – Logo to be recognized on 2019 T-shirt as EXPO Grand Sponsor
- **Complimentary Registration for Two Attendees**
- **Exposure** – Your logo with web link on LeadingAge Connecticut website as an EXPO Grand Sponsor
- **EXPO Attendee List** – A copy of a preliminary attendee contact list to be sent one week prior to the EXPO and a finalized attendee contact list will be sent post event.

**Save \$100 on
your 2019 booth fee**

LeadingAge Connecticut Business Affiliate membership helps distinguish your company as a part of the LeadingAge Connecticut community. Provider members want to do business with LeadingAge Connecticut Business Affiliates so membership connects you to our members throughout the year. Visit www.LeadinAgeCT.org For more information on the benefits and values of a Business Affiliate membership and to download an application.

Drayage, Shipping & Returns

All materials should be shipped directly to The Aqua Turf Club. **The shipping label should include your company name and indicate the materials are for LeadingAge Connecticut's EXPO on May 22, 2019.** The Aqua Turf Club will not charge an additional fee and will ensure your materials are delivered to your booth space. Each vendor is responsible for having their return shipping labels filled out prior to EXPO and for arranging with their preferred shipping company for a time for material pickup after the EXPO Tradeshow has concluded. Forklift assistance is available with the Aqua Turf Club for a fee. Please call Alyssa Calvanese at the Aqua Turf Club 860-621-9335.

Exhibit Rules & Regulations

ASSIGNMENT OF BOOTH SPACE: All booth requests will be handled on a first come first served basis determined by the date of receipt of contract and full payment. No telephone reservations will be accepted. The preference given for booth locations is for guidance and is not guaranteed by LeadingAge Connecticut. LeadingAge Connecticut reserves the right to restrict entrance into EXPO and restrict the operation of or evict completely any exhibit, which, in its opinion, detracts from the general appearance of the exhibition as a whole.

BOOTH FEES & CANCELLATION POLICY: No booth space will be assigned without full payment for a booth. If assigned space is canceled or reduced by the exhibitor on or before April 6, 2019, 50% of the total cost will be retained by LeadingAge Connecticut. If assigned space is canceled or reduced by the exhibitor after April 22, 2019, 100% of the total cost will be retained by LeadingAge Connecticut. Checks should be made payable to: LeadingAge Connecticut and mailed to 110 Barnes Road, Wallingford, CT 06492.

INSTALLATION OF EXHIBITS: Installation of exhibits at The Aqua Turf Club is Wednesday, May 22, 2019 from 7:00am-9:30am. All exhibits must be fully operational by 9:30am on May 22, 2019. All exhibits must be set up during the time allotted.

REMOVAL OF EXHIBITS: Each exhibitor is responsible for removal of material from the exhibit area. All exhibits must be dismantled and packed by 2:00pm, Wednesday May 22, 2019. No exhibitors can take down their booths before 12:30pm, May 22, 2019.

BOOTH CONSTRUCTION AND ARRANGEMENT: LeadingAge Connecticut will provide and arrange for the erection of necessary draped backgrounds of uniform style. All booths will be provided with one booth sign. Each exhibit must be confined by the spatial limits of its respective booth indicated on the floor plan. No part of any display may be over 8' in height. Placement of equipment must be done to avoid blocking the visibility of neighboring exhibitors. Exhibitors will be asked to move their exhibit should there be any complaints. All exposed parts of a display must be finished so as not to be objectionable to other exhibitors or LeadingAge Connecticut. Displays must conform to local building and fire department codes and regulations. LeadingAge Connecticut trusts exhibitors will create a professional atmosphere with their display. The Aqua Turf Club and LeadingAge Connecticut will inspect booth displays to make sure they meet the specified guidelines. Any exhibitor whose booth does not meet booth requirements will be asked to correct the violation immediately or may be relocated.

CARE OF EXHIBIT SPACE: Exhibitor shall be fully responsible to pay for any and all damages to property owned by LeadingAge Connecticut and/or The Aqua Turf Club, its owners or managers, which results from any act or omission of exhibitor. Exhibitor agrees to defend, indemnify and hold harmless LeadingAge Connecticut and The Aqua Turf Club, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates from any damages or charges resulting from exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees, and business invitees that arise from or out of the exhibitor's occupancy and use of the exhibition premises, the hotel or any part thereof. By signature of this contract, the exhibitor also agrees to secure liability insurance to cover such injuries, accidents and losses.

EXHIBITOR'S REPRESENTATIVES: Each exhibitor must provide a representative(s) within the exhibit space during the open hours of the show listed under "Exhibit Agenda." LeadingAge Connecticut expects all representatives to provide a professional atmosphere, helping participants see and understand the exhibitor's products and/or services. LeadingAge Connecticut allows each exhibitor up to 2 representatives to staff their booth. Every person over 2 will incur a \$50 registration fee per person.

ATTENDANCE: The exhibit is limited to individuals, business firms, manufacturers and dealers who have contracted and paid for space assignments or are conference sponsors. No admittance will be given to any person who has not been officially registered for EXPO by LeadingAge Connecticut.

LIABILITY, SECURITY & CANCELLATION: Each exhibitor must make provisions for the safeguarding of goods, materials, equipment and display at all times. The exhibitor must surrender space occupied in the same condition it was at the time of occupation. To the extent permitted by law, the exhibitor is responsible for all damage to the exhibit hall and for any and all claims and demands on account of any injury, death or damage to property occurring in or upon the exhibitor's booth space or because of the acts of the exhibitor or her/his employees, servants, agents, licensees or contractors. The exhibitor agrees to and shall indemnify and hold harmless LeadingAge Connecticut from and against any and all liability, claims or demands that may arise from or be asserted in connection with the foregoing undertakings and responsibilities of the exhibitor. Neither LeadingAge Connecticut, its service contractors, the management of The Aqua Turf Club, their agents, servants, contractors or employees are or shall be liable for injuries to any person or for damage to property owned or controlled by the exhibitor, unless caused by or resulting from negligence of LeadingAge Connecticut, its service contractors or the management of The Aqua Turf Club. In case any part of the exhibit hall is destroyed or damaged, preventing LeadingAge Connecticut from permitting an exhibitor to occupy assigned space during any part or the whole of the exhibition period, or in case occupation of assigned space during any part or the whole of the exhibition period is prevented by strikes, acts of nature (including weather), nation emergency or other cause only for the period space was or could have been occupied by the exhibitor, the exhibitor hereby waives any claim against LeadingAge Connecticut, its directors, officers, agents or employees for losses or damages that may arise in consequence of such liability to occupy assigned space.

OTHER ACTIVITIES: All activities of each exhibitor must be confined to the exhibitor's allotted space. Exhibitors may not assign, sublet or apportion to others the whole or part of the space allotted to them without the permission of show managers, and may not advertise or display goods or services other than those manufactured or sold by them in the regular course of doing business. If food samples are to be distributed, LeadingAge Connecticut asks that you provide "trial" size portions to reduce the possibility of spills and littering in surrounding vendor booths. No liquor is to be served on the exhibit floor by any exhibiting company or representatives.

VIOLATIONS: Violations of any of these regulations on the part of the exhibitor or the employees or agents of the exhibitor shall, at the option of LeadingAge Connecticut, annul the right to occupy space and/or be fined, and such exhibitor shall forfeit to LeadingAge Connecticut all monies paid. Upon evidence of a violation, LeadingAge Connecticut may re-enter and take possession of the space occupied by the exhibitor and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all such expenses and all damages that LeadingAge Connecticut may incur and shall forfeit all monies paid or due LeadingAge Connecticut on account thereof. The exhibitor waives any right to service or written notice of LeadingAge Connecticut's intention to terminate this agreement and repossess space occupied by the exhibitor.

GENERAL: All matters and questions not covered by the regulations are subject to the decision of LeadingAge Connecticut. These regulations may be amended at any time by LeadingAge Connecticut, and all amendments shall be equally binding on all parties affected by them, as are the original regulations. In the event of any amendment or additions to these regulations, written notice will be given by LeadingAge Connecticut to such exhibitors as may be affected by them. LeadingAge Connecticut staff will be available on the exhibit floor and at the exhibitor registration desk throughout the show to answer questions and help where needed.



LeadingAge Connecticut EXPO
Aqua Turf Club
Plantsville, Connecticut
May 22, 2019

The largest Aging Services, Supports and Senior Housing exhibition hall in Connecticut



110 Barnes Road
Wallingford, CT 06492

***2019 LeadingAge Connecticut EXPO
Vendor Registration***