

LeadingAge®CA

ANNUAL CONFERENCE & EXPOSITION

MAY 18-19, 2020

JW MARRIOTT DESERT SPRINGS
RESORT & SPA • PALM DESERT, CA



EXHIBITOR PROSPECTUS

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ABOUT LEADINGAGE CALIFORNIA

LeadingAge California is the state's leading advocate for quality, non-profit senior living and care. The association's advocacy, educational programs and public relations help its member's best serve the needs of more than 120,000 of the state's older adults. LeadingAge California represents non-profit providers of senior living and care – including affordable housing, life plan communities, assisted living, skilled nursing, in-home care, hospice, home health, as well as home and community-based care.

WHAT IS THE LEADINGAGE CALIFORNIA ANNUAL CONFERENCE & EXPOSITION?

The premier annual event 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 unparalleled 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. This is your opportunity to make valuable contacts and develop relationships on the show floor with decision makers. Turn that network into purchase power that translates into sales.

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.

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.



WHY EXHIBIT OR SPONSOR?



Discover new clients and untapped business opportunities



Network with hundreds of executives from the continuum of care



Brand awareness among attendees and other aging services partners



Successfully increase your Return On Investment (ROI)



Support the aging population – be a Champion for Aging Services in California

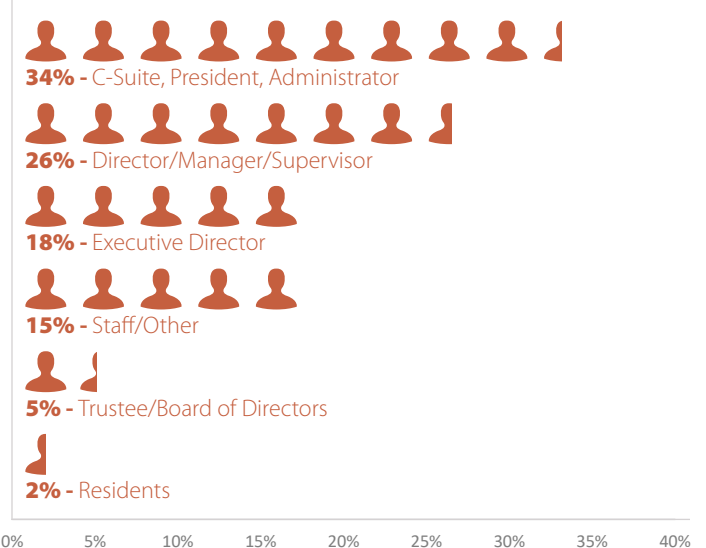
KNOW YOUR AUDIENCE

Our members represent the full continuum of providers. As non-profits, they are driven by a higher moral purpose to help positively transform the field from the ground up, so older adults can safely age in a place called home with dignity and the most innovative care and services the industry has to offer.

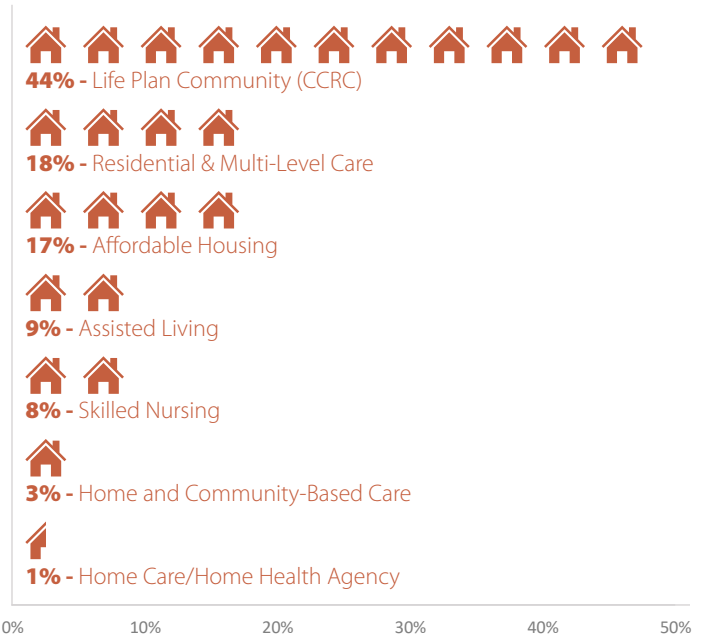
Meet face-to-face with leaders in the aging services industry who are moving their organizations forward. Discover how you can help our members stay on track with the ever changing senior living landscape.

WHO ATTENDS?

ATTENDEES BY POSITION LEVEL



ATTENDEES BY COMMUNITY TYPE



WHO'S WALKING THE EXPO FLOOR?

83% DECISION MAKERS & INFLUENCERS

BECOME AN EXHIBITOR

WHAT YOUR EXPO BOOTH INCLUDES:

- One 8'x10' Exhibit Booth
- Standard booth identification sign showing your company name and booth number
- General cleaning for the exhibit hall
- Four (4) hours of exclusive exhibit time
- One complimentary Full Conference Registration (CE credit eligible)
- Two complimentary Trade Show Only Registrations per 8' x 10' booth
- Two drink tickets per booth provided during Monday's Exhibit Reception
- Two lunch tickets per booth during Tuesday's Luncheon
- Access to Pre- and post-meeting attendee mailing lists
- Listing in Exhibitor directory (event website, mobile app., and printed guide)*
- Booth raffle opportunity: LeadingAge CA will assist in raffle prize promotion by making announcements in hall, driving more traffic to your booth
- Exhibitor Marketing kit - LeadingAge California will provide resources to help promote your participation on your website, newsletters, calendars, social media and e-mail signatures.
- Early selection of next year's booth on site (after Premier Partners)

*subject to print deadlines

EXHIBIT SCHEDULE

SPRINGS BALLROOM A-L

• MONDAY, MAY 18

8:00 am - 4:00 pm

Exhibitor Move-in

5:30 pm - 7:30 pm

Exhibit Hall Grand
Opening Reception

• TUESDAY, MAY 19

11:45 am - 1:45 pm

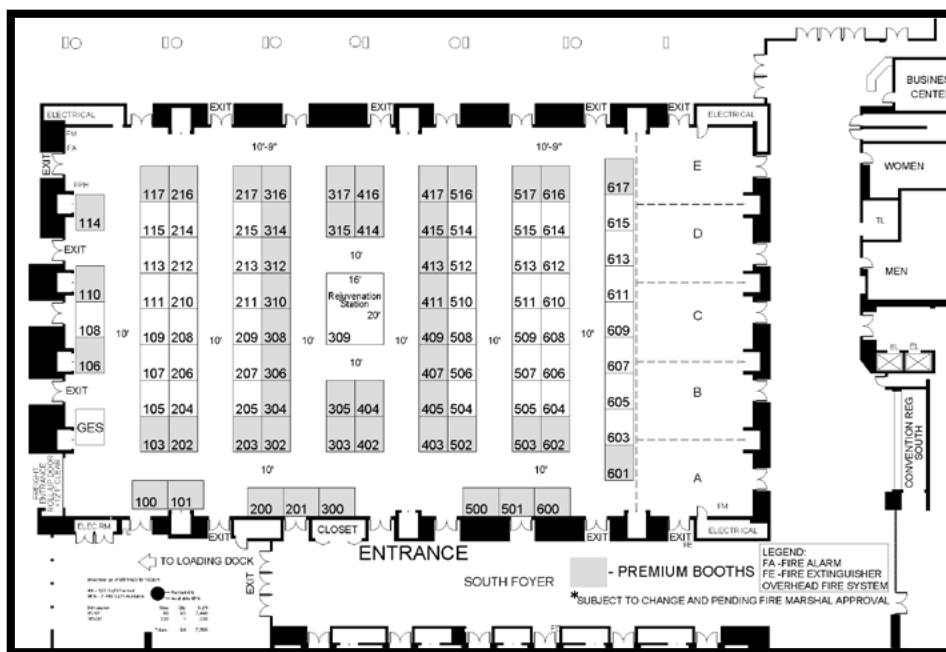
Exhibit Hall Open

2:00 pm - 5:30 pm

Exhibitor Move-out*

*Exhibitors may begin moving out on Tuesday, May 19 after 2:00 pm.

*All exhibit materials must be cleared by 5:30 pm on Tuesday, May 19.



BOOTH FEES

	Furnished**		Unfurnished	
Member Type	Standard	Premium	Standard	Premium
Premier Member*	\$500	\$650	\$250	\$400
Member	\$2,600	\$2,750	\$2,350	\$2,500
Non-Member	\$3,200	\$3,350	\$2,950	\$3,100

*Premier membership dues start at \$7,000.

**Furnished package includes a skirted 6ft table, two chairs, and a wastebasket.

SPONSORSHIP OPPORTUNITIES

Looking to enhance visibility? Let us help you reach your goal!
Take advantage of our exclusive sponsorship packages below.

STRATEGIC

- \$20,000.00 -

CHOOSE ONE:

- ☐ A Keynote ☐ B Engage Center

- Opportunity to introduce keynote speaker
- One item tote bag insert
- Four complimentary full conference registrations
- Recognition in General session
- Recognition in breakout sessions
- Logo on badge
- 1 page ad in Pre-registration brochure, on site program guide*
- Listing/Logo on Pre-registration brochure, on site program guide*
- Logo and link on Conference Web page
- A spotlight in email marketing

**Subject to print deadlines*

CORPORATE

- \$15,000.00 -

CHOOSE ONE:

- ☐ A Wi-Fi ☐ B Welcome Reception (2 Available) ☐ C Expo Luncheon
☐ D Social Event (2 Available)

- One (5x7) size tote bag insert
- Two complimentary full conference registrations
- Recognition in General session
- Recognition in breakout sessions
- Logo on badge
- 1/2 ad in Pre-registration brochure, on site program guide*
- Listing/Logo on Pre-registration brochure, on site program guide*
- Logo on Conference Webpage

**Subject to print deadlines*

EVENT

- \$8,500.00 -

CHOOSE ONE:

- ☐ A Trustee Breakfast ☐ B Closing Breakfast ☐ C Hotel Keycards

- Recognition in breakout sessions
- List on badge
- 1/4 ad in Pre-registration brochure, on site program guide*
- Listing on Pre-registration brochure, on site program guide*
- Logo on Conference Webpage

**Subject to print deadlines*

SUPPORTER

- \$5,000.00 -

CHOOSE ONE:

- ☐ A Welcome Reception Cocktails ☐ B Water Bottles
☐ C Tuesday Coffee

- List on badge
- Listing on Pre-registration brochure, on site program guide*
- Logo on Conference Webpage

**Subject to print deadlines*

ADD ON

- \$2,000.00 -

(Limited Availability)

CORPORATE, EVENT, OR SUPPORTER OPPORTUNITIES ONLY.

- Ability to include one item into the tote bag (Must provide quantity of 1000.)

EXHIBIT BOOTH APPLICATION & SPONSORSHIP CONTRACT

LeadingAge California Annual Conference & Exposition • May 18-19, 2020 • Palm Desert, CA

You can reserve your booth online at <http://bit.ly/2020lacexpo>

SECTION 1: COMPANY INFORMATION

Exhibiting Company _____
Mailing Address _____
City _____ State _____ Zip Code _____
Show Coordinator _____ Title _____
Phone _____ Email _____ Website _____

EXHIBIT BOOTH STAFF (Two Complimentary Name Badges Included)

The exhibit booth fee includes two complimentary badges for each booth. Please indicate name of individuals staffing the booth; repeat the contact name listed above if that person is also working the booth. Badges for additional staff may be purchased at \$100 each. **Once your application and deposit has been processed, you will receive a discount code for one complimentary full conference registration (CE eligible).**

Onsite Contact #1

Name _____
Title _____
Email _____ Cell Phone _____

Onsite Contact #2

Name _____
Title _____
Email _____ Cell Phone _____

Please choose ONE category listing which best describes your business:

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

TARGET AUDIENCE (Provider Types)

Choose all that apply

- | | |
|---|--|
| <input type="checkbox"/> Affordable Housing | <input type="checkbox"/> Home Health |
| <input type="checkbox"/> Assisted Living / Residential Care | <input type="checkbox"/> Hospice |
| <input type="checkbox"/> Life Plan Communities/Continuing Care Retirement Communities (CCRCs) | <input type="checkbox"/> Residential & Multi-Level Care Facility |
| <input type="checkbox"/> Home and Community Based Services, including Homecare | <input type="checkbox"/> Skilled Nursing Facilities |

SECTION 2: BOOTH LOCATION

Preferred Booth Location in order of preference (refer to floor plan on page 4):

1 _____ 2 _____ 3 _____ 4 _____

Competitors we DO NOT wish to be near: _____

Program Listing:

Description of products/services to be published in conference materials (required): _____

EXHIBIT BOOTH APPLICATION & SPONSORSHIP CONTRACT

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You can reserve your booth online at <http://bit.ly/2020lacexpo>

SECTION 3: BOOTH FEES

Member Type	Furnished**		Unfurnished	
	Standard	Premium	Standard	Premium
Premier Member*	\$500	\$650	\$250	\$400
Member	\$2,600	\$2,750	\$2,350	\$2,500
Non-Member	\$3,200	\$3,350	\$2,950	\$3,100

*Premier membership dues start at \$7,000.

**Furnished package includes a skirted 6ft table, two chairs, and a wastebasket.

BECOME A MEMBER! - Contact membership@leadingageca.org or call 916.469.3392. Visit leadingageca.org/become-a-member for additional details on member benefits.

SECTION 4: SPONSORSHIP

(refer to page 5 and input your sponsor item below)

Strategic - \$20,000 _____

Corporate - \$15,000 _____

Event - \$8,500 _____

Supporter - \$5,000 _____

Add On- \$2,000 _____

SECTION 5: TOTAL

Booth Fee \$ _____

Late Fee \$ _____

(received after December 6, 2019)

Additional Booth Staff Badge _____ x \$100 = \$ _____

(\$100 each – expo hall entry only)

Sponsorship \$ _____

TOTAL \$ _____

PAYMENT METHOD

☐ Check (payable to LeadingAge California Foundation)

☐ Visa

☐ MasterCard

☐ American Express

Card # _____

Name on Card _____ Exp. Date _____ CW Code _____

Signature _____

By signing above, I hereby request exhibit space for the 2020 LeadingAge California (LACA) Annual Conference & Exhibition to be held at the JW Marriott Desert Springs Hotel & Spa in Palm Desert, California from May 18-19, 2020. I understand that this application becomes a contract when signed and accepted by LACA. I agree to abide by all terms and conditions of the exhibit. I understand that no refunds will be made for cancellations postmarked after December 6, 2019, and that all requests for cancellations and refunds must be in writing. I understand that all fees must be paid in order to reserve a booth space.

CANCELLATIONS/REFUNDS

Notice of cancellations must be made in writing (no exceptions) to LACA. Cancellations received on or prior to December 6, 2019 will result in LACA retaining \$500 deposit of the booth space. No refunds for cancellations will be granted after December 6, 2019. LACA shall not be liable for any interest on the amount refunded.

PAYMENT SCHEDULE

Deposit of \$500 is required at the time of application to reserve the space. Payment in full is required by December 6. Spaces are selected on a first-come, first served basis and will not be reserved by phone. Display space is a 8'x10' booth and 8' high back wall with 3' side rails extending out from the back wall or floor space equivalent to a 8'x10'. Please identify the booth numbers or floor space requested in 8'x10' increments with a 1st, 2nd, 3rd, and 4th choice.

Return completed form and payment to:

LeadingAge California | 1315 I Street, Suite 100 | Sacramento, CA 95814 | FAX 916-254-5741

or register online at: <http://bit.ly/2020lacexpo>

Questions? Contact exhibits@leadingageca.org or call 916.469.3365

JW Marriott

Desert Springs Resort & Spa

74-855 Country Club Drive
Palm Desert, CA 92260

*LeadingAge California has reserved a block of rooms
at the JW Marriott Desert Springs Hotel & Spa*

To Book your Reservations:

<https://book.passkey.com/go/LeadingAgeCalifornia>

Room Rate: \$249 single/double

Reservation Cut-Off: Friday, April 17, 2020

Call hotel reservations at (877) 622-3140 and ask for the LeadingAge California (LACA) discounted group rate. Please note that rooms are limited and reserved on a first-come, first-serve basis. Discounted group rates are subject to availability with no guarantee that the group rate will apply. All rates are per room, per night and are subject to a \$10 discounted *resort charge as well as state and local taxes.

**Resort charges include: Daily In-Room enhanced wireless internet access, 24 hour spa fitness center, instructor led fitness class, overnight self-parking, use of the greens – mini 18 hole putting course, daily golf bag storage, golf clinic, on hour hard court & racquet rental and all tennis center lawn games.*

