

LeadingAge® CA

BOLD

ANNUAL CONFERENCE & EXPO

MAY 1-3, 2023 • MONTEREY, CA

EXHIBITOR PROSPECTUS

The LeadingAge California BOLD Annual Conference & Expo is the premier event for attendees from the west coast representing the continuum of care for housing, care and services for older adults. Your participation at this conference 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.

LeadingAge CA
BOLD
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DATES & LOCATION

LeadingAge California BOLD Annual Conference & Expo

May 1-3, 2023 (Exhibits open May 1-2)

Portola Hotel & Monterey Convention Center
2 Portola Plaza, Monterey, CA 93940

HOST HOTEL

LeadingAge California has reserved a block of rooms at the following host hotel:



PORTOLA HOTEL & SPA
AT MONTEREY BAY

Portola Hotel & Spa

2 Portola Plaza
Monterey, CA 93940

Room Rate: \$239 single/double

Reservation Deadline: March 27, 2023

Call hotel reservations at (831) 649-4511 and ask for the LeadingAge California discounted group rate.

Please note that rooms are limited and reserved on a first come, first-serve basis.

For additional information on hotel and travel, visit leadingageca.org/bold.



KNOW YOUR AUDIENCE

Our members represent the full continuum of providers.

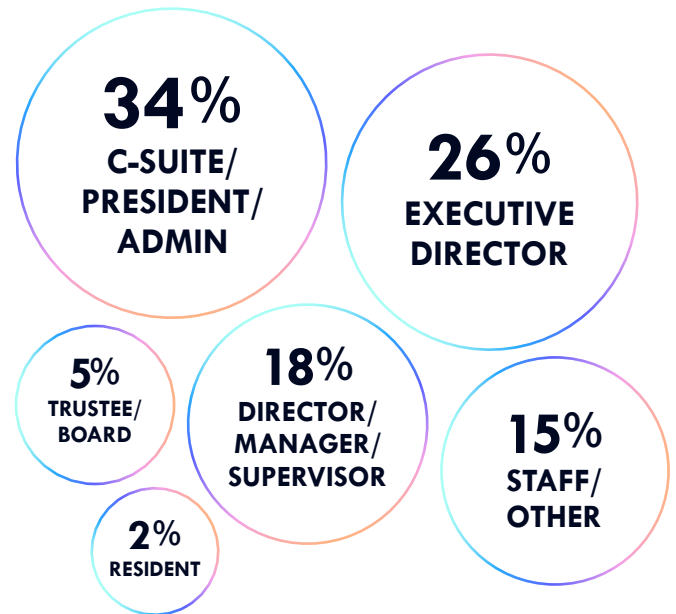
As nonprofits, our members are driven by a higher moral purpose to help positively transform the field from the ground up so older adults can age in a place called home safely with the most innovative care, services and dignity.

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 pace with the ever changing senior living landscape.

ATTENDEES BY COMMUNITY TYPE

- Life Plan Community (CCRC) - **44%**
- Residential & Multi-Level Care - **18%**
- Affordable Housing - **17%**
- Assisted Living - **9%**
- Skilled Nursing - **8%**
- Home and Community Based Care - **3%**
- Home Care/Home Health Agency - **1%**

ATTENDEES BY POSITION LEVEL



82%
*of decision makers
and influencers walk
the expo floor*



BECOME AN EXHIBITOR

WHY EXHIBIT?

Whether your goal is to build a new client base or reconnect with current relationships, the BOLD Annual Conference & Expo is the conference to exhibit at! All educational sessions are built around unopposed breaks allowing attendees time to visit with exhibitors.



Discover new clients and untapped business opportunities



Network with executives from the continuum of care



Success increasing your return on investment



Brand awareness among attendees and aging services partners



Support the aging population — be a champion for aging services in California!

WHAT YOUR EXHIBIT BOOTH INCLUDES:

- One (1) 8'x 8' exhibit booth with skirted 6' table, two chairs and a wastebasket
- Standard booth identification sign showing your company name and booth number
- Three (3) hours of exclusive exhibit time
- Two (2) complimentary Expo Hall/Full Conference registrations (continuing education credit eligible)
- Access to pre- and post-meeting attendee mailing lists
- Listing in Exhibitor directory (event website, mobile app, and printed guide)*
- Exhibitor marketing kit: Resources to help promote expo participation on your website, newsletters, calendars, social media and email signatures
- Early selection of next year's booth onsite (after Premier Business Partners)

**subject to print deadlines*

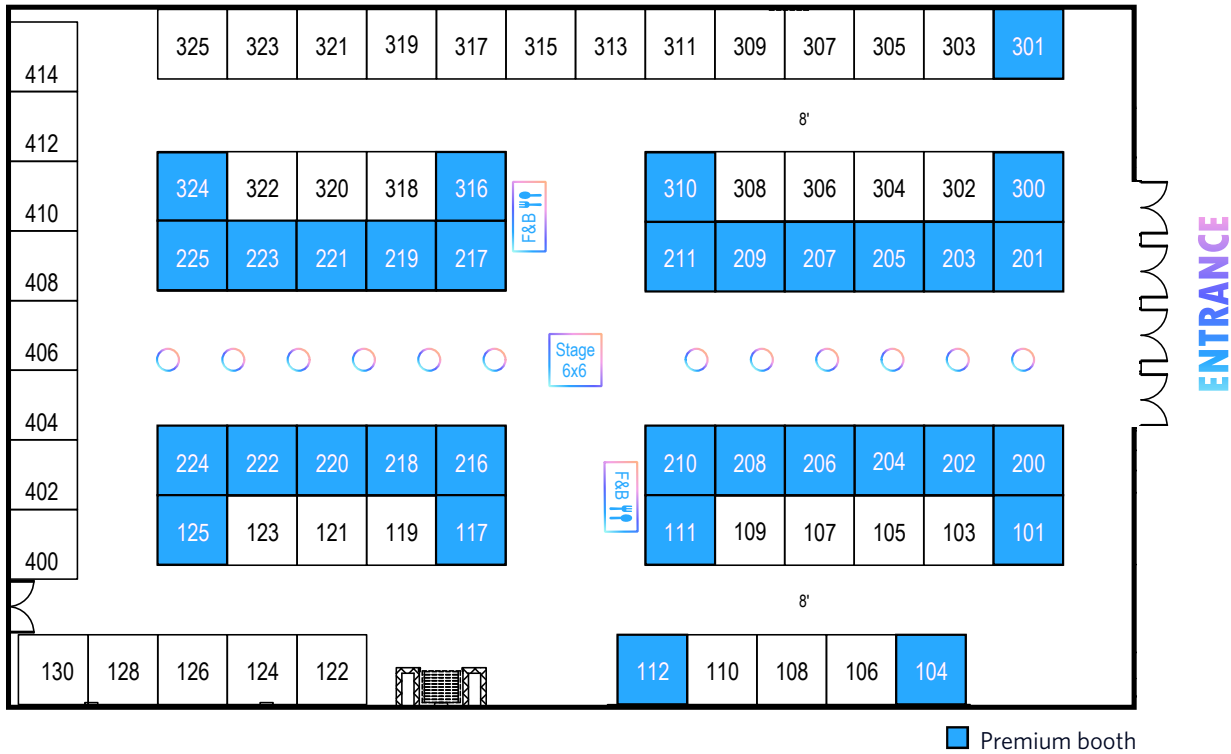
View the live exhibit floorplan and reserve your booth online at leadingageca.org/bold

Questions?

Contact Kevin Tuuaga at ktuuaga@leadingageca.org or call (916) 469-3365.

EXHIBIT HALL

PORTOLA HOTEL & SPA - DEANZA BALLROOM



EXHIBITOR BOOTH FEES

Member Type	BEFORE JANUARY 6		AFTER JANUARY 6	
	Standard	Premium	Standard	Premium
Premier Business Partner*	\$0	\$500	\$0	\$500
Basic Member	\$2,500	\$3,000	\$2,750	\$3,250
Non-Member	\$3,500	\$4,000	\$3,750	\$4,250

Booths includes a skirted 6 ft table, two chairs and a wastebasket. A late fee of \$250 will be assess for reservations made and/or paid after January 6, 2023. **Booth registration deadline is April 7, 2023.**

*Premier Business Partner membership dues start at \$5,500. Learn more at leadingageca.org/premier.

EXHIBIT SCHEDULE

MONDAY, MAY 1

12:00 pm - 4:30 pm

Exhibitor Move-in

5:15 pm - 6:45 pm

Exhibit Hall Grand Opening Reception

TUESDAY, MAY 2

12:00 pm - 1:30 pm

Exhibit Hall Open

1:30 pm - 3:00 pm

Exhibitor Move-out*

*Exhibitors may begin moving out on Tuesday, May 2 after 1:30pm. All exhibit materials must be cleared by 3:00pm on Tuesday, May 2. Please note: there will a \$250 penalty for early dismantling.

