

# Connecticut Conference & Tradeshow *Change Makers*

*The largest gathering of mission-driven aging services professionals in Connecticut.*



# About the Tradeshow

## Change Makers

We are innovators, catalysts, advocates, and visionaries. Across our state, we are not just responding to change—we are leading it. LeadingAge Connecticut & Rhode Island members challenge assumptions, remove obstacles, and drive meaningful change across aging services.

This year's conference theme—**Changemakers**—celebrates the bold spirit that drives our field forward. It's about those who dare to ask what's possible and then roll up their sleeves to make it real. It's about pushing past what has been to create what can be—for our companies, our teams, and the people we serve. We are advancing careers, strengthening communities, and reimagining aging services with courage and purpose.

Experience an uplifting and energizing day featuring two keynote speakers, a 2-hour tradeshow, and opportunities to connect with peers who are leading the way in aging services.

Where do changemakers gather to recharge, refocus, and rise to what's next?

 **The Aqua Turf Club | Plantsville, CT**  
 **Wednesday, May 20, 2026**

This is your moment to connect with fellow trailblazers and share your products and services. **Join us—and be part of shaping the future of aging.**



## Event Schedule

### Exhibitor Setup: 8:00 am

Attendee Registration: 8:30 am

Breakfast & Keynote: 9:00 am

### Tradeshow: 10:30 am

Attendee Lunch: 12:30 pm

Awards & Afternoon Keynote: 1:30 pm

Closing Remarks: 3:30 pm

# Exhibitor Information

## Exhibit with us!

LeadingAge Connecticut & Rhode Island is a regional membership association of not-for-profit and mission-driven providers of aging services, supports, and housing. Our 160+ members represent the full continuum of care for older adults, including skilled nursing facilities, life plan communities, senior housing, adult day services, home health care, and assisted living communities across Connecticut and now Rhode Island.

The LeadingAge Connecticut & Rhode Island - Connecticut Conference & Tradeshow, is the largest convening of dedicated aging services professionals in Connecticut—bringing together providers, partners, and leaders committed to advancing the mission of supporting older adults.



Join as a Business Member and **save \$200** on your booth fee! To learn more contact us at (203) 678-4477.

## Exhibition Packages

**LeadingAge CT & RI Business Members:** \$1,200  
**Non-Members:** \$1,400  
**Grand Sponsor:** \$3,000



All exhibition packages include one 6' draped table, two chairs, and an identification sign in the exhibition hall, with electricity available upon request. You'll receive complimentary registrations for two guests, including boxed lunches, along with two hours of dedicated exhibit time.

Choose your booth location on a first-come, first-served basis and gain access to key decision-makers in the aging services field.

Be sure to bring a prize for the raffle and create an engaging, interactive experience at your booth for the chance to win vendor superlative and a complimentary ad in the LeadingAge Connecticut & Rhode Island Annual Meeting Program Book.

**May the best booth win!**



# GRAND SPONSOR

*Connecticut  
Conference & Tradeshow*

Take the lead, connect with decision-makers, and be a **changemaker** as one of the Grand Sponsor of LeadingAge Connecticut & Rhode Island's premier aging services conference.

## **Grand Sponsorship Benefits:**

- Premium Exhibit Space – Complimentary booth in a prime location
- Full Access for Two – Registration for two attendees
- Spotlight Recognition – Personal introduction during the General Session
- Brand Visibility Everywhere – Logo featured on lanyards, conference bags, and T-shirts
- Networking Opportunities – Join attendees for breakfast and lunch
- High-Impact Exposure – Prominent event signage and website presence
- Direct Connections – Access to the attendee contact list
- Exclusive Pre-Conference Promotion



**Register today and become a Grand Sponsor!**

Please visit [www.leadingagectri.org](http://www.leadingagectri.org) to register.

# Business Affiliate Membership

## Not Already a Member? Join Today!

### Why Become a Business Affiliate Member?

- Get direct access to the top decision makers in the field of aging services in Connecticut & Rhode Island.
- Be among the first to learn important information and trends that will help your business strategy Increase brand awareness and establish trust within the aging services community.
- Deliver solutions to aging services providers in Connecticut & Rhode Island.

### Access

- Ensure you connect to the right people when you receive the LeadingAge Connecticut & Rhode Island Membership Directory, which includes key leadership contacts with email and phone number information.
- Make face to face connections with key providers by attending membership meetings and education programs. Our events enable you to develop the personal relationships that are key to sales.
- Exhibit at LeadingAge Connecticut & Rhode Island's key events — the best way to interact with providers and introduce your products and services.
- Discounts on all exhibitor booths are offered to all Business Affiliate members.

### Information

- Receive LeadingAge Connecticut & Rhode Island weekly e-newsletter.
- Keep up to date with industry developments by attending membership meetings.
- Be on the short list of organizations LeadingAge Connecticut & Rhode Island contacts for technical assistance and expertise on important issues that arise.

### Visibility

- Keep your company name in front of your target audience year-round with a complimentary business listing in the LeadingAge Connecticut & Rhode Island Membership Directory and a listing on LeadingAge Connecticut & Rhode Island website with a hyperlink to your website.
- Receive special recognition as a Business Affiliate member when exhibiting at key events.
- Your company will be showcased and welcomed as a new member in LeadingAge Connecticut & Rhode Island's e-newsletter.

### Ready to Become a Business Affiliate Member?

Join the top leaders and decision makers in the aging services field by becoming a LeadingAge Connecticut & Rhode Island Business Affiliate member in two easy steps:

- 1) Access the Business Affiliate membership application at [www.leadingagectri.org/join-now](http://www.leadingagectri.org/join-now)
- 2) Submit your completed application with dues payment to:  
LeadingAge Connecticut & Rhode Island - 110 Barnes Road Wallingford, CT 06492.

*Business Affiliate Membership Dues for the Calendar Year - \$750*

**Questions?** Call our office at (203) 678-4477 | Email us at [leadingagectri@leadingagectri.org](mailto:leadingagectri@leadingagectri.org).



# EXHIBIT RULES & REGULATIONS:

## Shipping & Returns

All materials should be shipped directly to The Aqua Turf Club. All shipments must be clearly labeled with exhibitor's name and that it is for the LeadingAge Connecticut & Rhode Island - Connecticut Conference & on May 20, 2026. 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 Conference & Tradeshow and for arranging with their preferred shipping company for a time for material pickup after the Conference & 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.

## 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 & Rhode Island. LeadingAge Connecticut & Rhode Island reserves the right to restrict entrance into Conference & Tradeshow 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.

## 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 8, 2026, 50% of the total cost will be retained by LeadingAge Connecticut & Rhode Island. If assigned space is canceled or reduced by the exhibitor after April 29, 2026, 100% of the total cost will be retained by LeadingAge Connecticut & Rhode Island.

## 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 anyone who has not been officially registered for the Conference & Tradeshow by LeadingAge Connecticut & Rhode Island.

## Size and Weight Limitations

The size and weight load on the display floor should not exceed 150 pounds per square foot. Exhibits must conform to the size of the allocated space and must not obstruct the view of or interfere with other exhibitors. All demonstrations, discussions or activities such as distribution of descriptive literature of any kind must be confined to the exhibitor's own booth. No exhibitor shall assign, sublet, or share the whole or any part of the assigned space without the approval of LeadingAge Connecticut & Rhode Island.

## Liability for Losses

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. Exhibitor shall be fully responsible to pay for any and all damages to property owned by LeadingAge Connecticut & Rhode Island and/or The Aqua Turf Club, its owners or managers, which results from any act or omission of exhibitor. The exhibitor assumes complete responsibility and liability for all injury to any and all persons or property in any way connected with exhibitor's display or caused by the exhibitor, his agents representatives or employees.

## Protection of Aqua Turf Club Property

Nothing shall be pasted on, tacked, nailed screwed or otherwise attached to columns, walls, floors or other parts of the building or furniture. Exhibitors violating this regulation are expressly bound, at their expense, to repair any such damage that they may cause.

## Regulation Enforcement

All matters and questions not covered by the regulations are subject to the decision of LeadingAge Connecticut & Rhode Island. These regulations may be amended at any time by LeadingAge Connecticut & Rhode Island, 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 & Rhode Island to such exhibitors as may be affected by them. Failure by exhibitors to comply with these or any other regulations or any amendments thereto may be sufficient case for LeadingAge Connecticut & Rhode Island to require immediate removal of the exhibit or the offending exhibitor, who will forfeit the right to exhibit at future shows sponsored by LeadingAge Connecticut & Rhode Island, together with all fees and rental paid by him and LeadingAge Connecticut & Rhode Island may leave any space so forfeited to another exhibitor. LeadingAge Connecticut & Rhode Island staff will be available on the exhibit floor and at the exhibitor registration desk throughout the show to answer questions and help where needed.

# Connecticut Annual Conference & Tradeshow

## Registration Form

### **Registration Deadline is April 15**

*Registration forms submitted after this date are not guaranteed and are at the discretion of LeadingAge Connecticut & Rhode Island.*

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

Street: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Phone: \_\_\_\_\_

Main Contact for Conference: \_\_\_\_\_ Title: \_\_\_\_\_

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

Website: \_\_\_\_\_

### **Connecticut Conference & Tradeshow Grand Sponsor: \$3,000**

LeadingAge Connecticut & Rhode Island's Conference & Tradeshow Grand Sponsorship not only brings a higher level of Conference & sure but also includes pre-conference promotion and participation in the day's activities.

### **Exhibitor**

Business Affiliate Members: \$1,200

Non-Members: \$1,400

### **Electricity**

Electricity is included in the cost of exhibiting but only available to those who request in advance. Please check below whether or not you'll need electricity.

Yes: \_\_\_\_\_ No: \_\_\_\_\_

Please print your top 3 booth locations:

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

*Not all booth requests can be honored.*

### **Please complete the following to add your total cost:**

**Exhibit Booth Fee:** \$ \_\_\_\_\_

Business Affiliate Members: \$1,200

Non-Members: \$1,400

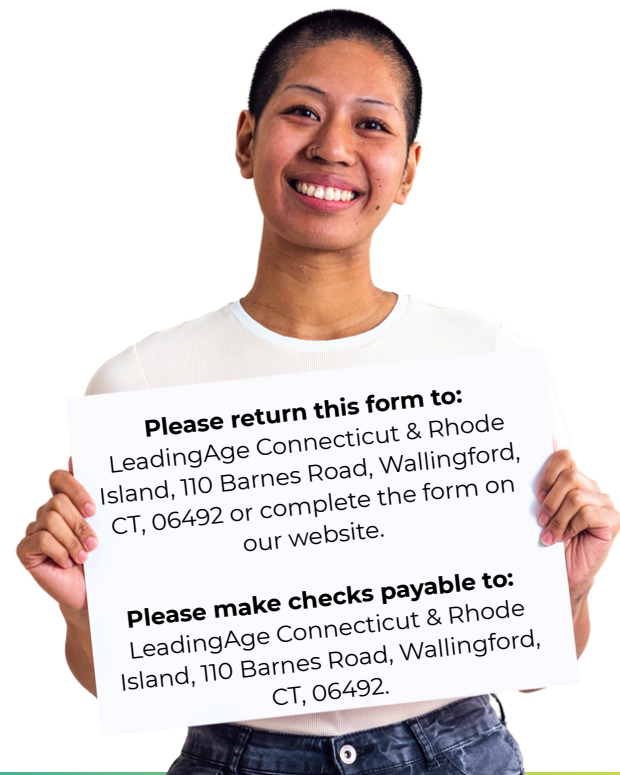
**Additional Company Representatives:** \$ \_\_\_\_\_

2 complimentary with booth; \$50 per additional rep.

**Grand Sponsorship:** \$ \_\_\_\_\_

*If you are selecting a Grand Sponsorship, your total will be \$3,000.*

Total: \$ \_\_\_\_\_



LeadingAge CT&RI - Connecticut

Restrooms

Conference & Tradeshow

Restrooms

Food/Coffee  
Station

Food/Coffee  
Station

6	5	4
7	8	9

18	17	16
19	20	21

30	29	28
31	32	33

42	41	40
43	44	45

54	53	52
55	56	57

66	65	64
67	68	69

78	77	76
79	80	81

3	2	1
10	11	12

15	14	13
22	23	24

27	26	25
34	35	36

39	38	37
46	47	48

51	50	49
58	59	60

63	62	61
70	71	72

75	74	73
82	83	84

Exhibitor Registration

Foyer