

ANNUAL EXPO & TRADESHOW

ripples of
IMPACT

May 7, 2025

Tradeshow from 10:30 am to 12:30 pm

Aqua Turf Club | Plantsville, CT

together we make an

IMPACT

A Message from Our President

On behalf of LeadingAge Connecticut, I want to thank you for considering exhibiting with us. Your participation is invaluable as we strive to enhance aging services in our community.

As we face the challenges of an aging population, your insights and innovations can play a crucial role in shaping the future of care and support. By joining us, you'll not only showcase your commitment to this important cause but, also connect with like-minded individuals and organizations dedicated to making a difference.

Together we can further our impact, share best practices, and inspire change. I encourage you to take this opportunity to engage with us and contribute to a brighter future for our aging population.

Mag Morelli

President, LeadingAge Connecticut



SHARE YOUR IMPACT AND EXHIBIT WITH US.

LeadingAge Connecticut is a statewide membership association of not-for-profit and mission driven 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 communities.

The LeadingAge Connecticut EXPO stands as the largest convening of committed professionals in aging services across the state, uniting those dedicated to advancing the mission of supporting older adults.

This flagship event elevates your visibility like never before.

The EXPO places your brand front and center with LeadingAge Connecticut member organizations that invest millions each year in goods, services, administration, and construction to enhance care, services, and housing for older adults. Tailored for management-level professionals, the EXPO offers you the opportunity to market directly to key decision-makers. Imagine having over 200 potential clients all in one room!

At EXPO you'll discover opportunities to:

- Generate new business leads
- Introduce new products and services
- Cross market your services to all facets of the senior and aging services continuum
- Conduct pre-market evaluations
- Strengthen trust and reconnect with existing customers

EXHIBITION PACKAGE: 8X10 BOOTH

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!

	Business Affiliate Members	Non-Business Members	Grand Sponsors
INCLUSIONS	\$1,100	\$1,400	\$2,750
Opportunity to attend morning keynote address	●	●	●
Opportunity to have breakfast with attendees	●	●	●
Listing in program guide, including a description of your company	●	●	●
Introduce your company in front of attendees at the General Session			●
Complimentary attendee contact list			●
Logo placement on all give-away items (i.e t-shirt, tote bag)			●
Ability to eat lunch with attendees			●
Event signage and website exposure			●

SAVE \$300 AND BECOME A LEADINGAGE CONNECTICUT BUSINESS AFFILIATE MEMBER

A LeadingAge Connecticut Business Affiliate membership helps distinguish your company as a part of the LeadingAge Connecticut community. LeadingAge Connecticut Business Affiliate membership connects you to our members throughout the year. Visit www.LeadingAgeCT.org for more information on the benefits, value, and process of applying for a Business Affiliate membership.

WHY BECOME A BUSINESS AFFILIATE MEMBER?

- Get direct access to the top decision makers in the field of aging services.
- 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.

ACCESS

- Ensure you connect to the right people when you receive the LeadingAge Connecticut 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's Annual Expo and Annual Meeting — the best way to interact with providers and introduce your products and services. Discounts on Expo exhibitor booths are offered to all Business Affiliate members.

INFORMATION

- Receive LeadingAge Connecticut's weekly e-newsletter, Capitol Line.
- Keep up to date with industry developments by attending membership meetings.
- Be on the short list of organizations LeadingAge Connecticut 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 Membership Directory and a listing on LeadingAge Connecticut's website with a hyperlink to your website.
- Receive special recognition as a Business Affiliate member when exhibiting at the LeadingAge Connecticut Expo.
- Your company will be showcased and welcomed as a new member in LeadingAge Connecticut's e-newsletter, Capitol Line.

READY TO BECOME A BUSINESS AFFILIATE MEMBER?

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

- 1) Access the Business Affiliate membership application at www.LeadingAgeCT.org/join-now
- 2) Submit your completed application with dues payment to: LeadingAge Connecticut 110 Barnes Road Wallingford, CT 06492.

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

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 EXPO on May 7, 2025. 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.

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.

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 March 26, 2025, 50% of the total cost will be retained by LeadingAge Connecticut. If assigned space is canceled or reduced by the exhibitor after March 26, 2025, 100% of the total cost will be retained by LeadingAge Connecticut.

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 EXPO by LeadingAge Connecticut.

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.

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 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. 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. Failure by exhibitors to comply with these or any other regulations or any amendments thereto may be sufficient cause for LeadingAge Connecticut 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, together with all fees and rental paid by him and LeadingAge Connecticut may leave any space so forfeited to another exhibitor. 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.

If you have any questions, please contact Nurka Carrero at ncarrero@leadingagect.org.

EXPO GRAND SPONSORSHIP opportunity

LeadingAge Connecticut EXPO Grand Sponsorship

Become a Grand Sponsor of the LeadingAge Connecticut EXPO for **\$2,750** and elevate your brand's visibility! This exclusive opportunity offers premier exposure, pre-event promotion, and active participation in the day's activities.

- ✓ **Intro your company** in front of attendees at the General Session
- ✓ **Logo Placement** on the LeadingAge Connecticut EXPO lanyard, bag, and t-shirt
- ✓ **Complimentary Booth** at the EXPO
- ✓ **Prominent Signage** and website exposure
- ✓ **Access to Attendee Contact List**
- ✓ **Registration** for two attendees
- ✓ **Networking Opportunities** with attendees during breakfast and lunch

Questions?

Contact: Allison Anka, Director of Marketing, Communication, and Event Management | aanka@leadingagect.org

LeadingAge Connecticut: (203) 678-4477 | www.leadingagect.org | leadingagect@leadingagect.org

LeadingAge Connecticut Annual EXPO & Tradeshow May 7, 2025

NEW: Registration deadline is April 11, 2025

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

Company Name: _____

Street: _____ City: _____ State: _____ Zip: _____

Name: _____ Title: _____ Phone: _____

Main Contact for EXPO: _____ Title: _____

Email: _____ Phone: _____

Website: _____

EXPO Grand Sponsor: \$2,750

LeadingAge Connecticut's EXPO Grand Sponsorship not only bring a higher level of exposure but also includes pre-EXPO promotion and participation in the day's activities.

Exhibitor

Business Affiliate Members: \$1,100

Non-Business Members: \$1,400

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: \$1,100

Non-Business Affiliate 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 \$2,750.

Total: \$ _____

Please return this form to:

LeadingAge Connecticut, 110 Barnes Road,
Wallingford, CT, 06492 or complete the form on our
website - www.leadingagect.org.

Please make checks payable to:

LeadingAge Connecticut, 110 Barnes Road,
Wallingford, CT, 06492.

If you have any questions, please call Nurka Carrero
at 203-678-4477 or email

LeadingAgeCT@LeadingAgeCT.org.

Credit card payments will include a processing fee.