

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.

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

Registration deadline is March 19, 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 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.