

LeadingAge Connecticut Invites You to

IGNITE New Business Opportunities and Exhibit at Our

EXPO TRADESHOW

May 22, 2024

Tradeshow held in the morning

The Aqua Turf Club, Plantsville, CT

The largest gathering of mission driven aging services professionals in Connecticut!

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 is our flagship event—a day long educational program and tradeshow with an **annual attendance of over 200 not-for-profit and mission driven providers of aging services and senior housing**.

Why Exhibit with Us?

EXPO puts your name in front of LeadingAge Connecticut member organizations that spend millions of dollars annually on goods, services, administration and construction to provide care, services and housing for older adults, services and housing for older adults. **The LeadingAge Connecticut EXPO is designed specifically for management level professionals.** You will be able to effectively market your products and services directly to your target audience.

At our EXPO you will be able to:

- Create brand awareness and enhance your company's image
- Generate new sales leads
- Build loyalty and reconnect with existing customers
- Introduce new products and services
- Expand your exposure to key aging services leaders
- Cross market your services to all facets of the senior and aging services continuum
- Conduct pre-market evaluations

An 8' x 10' Booth Includes:

- Exhibit booths include an 8' high draped back wall, 3' high draped sidewalls, one 6' draped table, two chairs and an identification sign in an exhibition hall that is comfortable and spacious with lots of natural light.
- Electricity upon request
- Event registration for two staff from your organization and boxed lunches (additional staff are \$50 each)
- Two hours of dedicated exhibit time
- Choice of booth location on first come first served basis
- Listing in the onsite program guide book, includes a description of your company
- Opportunity to purchase an electronic list of attendee information for post-show mailings
- Access to key decision makers in the aging services and senior housing field
- The opportunity to attend the morning keynote address for no additional cost
- Complimentary breakfast with attendees



**The Deadline to register is
Friday April 5, 2024.**

Registration can be submitted online or by mail. Visit www.leadingagect.org for more information.

Credit card payments will include a processing fee.

2024 EXPO Pricing:

Expo Booth	Cost
Business Affiliates Members	\$1,000
Non-Members	\$1,200

Want to save \$200 on your Booth Fee?

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.



We Invite you to be a Grand Sponsor for \$2,500

Benefits include:

- Booth with electricity
- Personal Introduction in General Session
- Logo Placement on the EXPO Lanyard & Bag
- Breakfast and Lunch with Attendees
- Logo on LeadingAge Connecticut T-shirt
- Networking with Attendees
- Event Signage and Web Site Exposure
- Attendee Contact List
- Registration for Two Attendees

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

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 EXPO on May 22, 2024. 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 April 5, 2024, 50% of the total cost will be retained by LeadingAge Connecticut. If assigned space is canceled or reduced by the exhibitor after May 1, 2024, 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.

LeadingAge Connecticut 2024 EXPO Sponsor and Vendor Registration

May 22, 2024

Registration Deadline is April 5, 2024.

Registrations accepted after this date are not guaranteed and are at the discretion of LeadingAge Connecticut.

(please print or type)

Company Name _____

Street _____ City _____ State _____ Zip _____

Name _____ Title _____ Phone (____) _____

Main Contact for EXPO: Name _____ Title _____

Email _____ Phone (____) _____

Website _____

EXPO Grand Sponsor Opportunity \$2,500

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

Grand Sponsor Benefits Include:

- Complimentary Booth with Electricity
- Personal Introduction in General Session
- Introduce an afternoon speaker
- Logo Placement on the EXPO Lanyard & Bag
- Breakfast and Lunch with Attendees
- Logo on LeadingAge Connecticut T-shirt
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EXHIBIT BOOTH FEES

Business Affiliate Members: \$1,000

Non-members: \$1,200

REQUESTED BOOTH SELECTIONS:

1st _____ 2nd _____ 3rd _____ choice

Please check if you will need electricity for your booth:

Yes ____ No ____

COMPLETE TO TOTAL AMOUNT DUE

Exhibit Booth Fee \$ _____
(LeadingAge Connecticut Member \$1,000
Non Member \$1,200)

Additional Company Representatives \$ _____
(2 complimentary with booth;
\$50 each additional representative)

Electronic Attendee List Post Event \$25 \$ _____

EXPO Grand Sponsorship \$2,500 \$ _____
(If selecting then your total will be \$2,500)

Total Amount Due \$ _____

Please make checks payable to:

LeadingAge Connecticut

110 Barnes Road, Wallingford, CT, 06492.

If you have any questions, please call LeadingAge
Connecticut at 203-678-4477 or email

LeadingAgeCT@LeadingAgeCT.org

Credit card payments will include a processing fee

LeadingAge CT EXPO 2024

Exhibit Booths (8x10) sizes are all the same and not as it seems on the map diagram

Restrooms

Restrooms

Food/Coffee Station

Food/Coffee Station

7	8	9
6	5	4

19	20	21
18	17	16

31	32	33
30	29	28

43	44	45
42	41	40

55	56	57
54	53	52

67	68	69
66	65	64

79	80	81
78	77	76

10	11	12
3	2	1

22	23	24
15	14	13

34	35	36
27	26	25

46	47	48
39	38	37

58	59	60
51	50	49

70	71	72
63	62	61

82	83	84
75	74	73

85
Leadership
Academy

86
LeadingAge
Connecticut

x
L8

Attendee Entrance
Glass Room

Exhibitor Registration

Foyer



JOIN US!

LeadingAge Connecticut Annual EXPO TRADESHOW

May 22, 2024

**The Largest Aging Services, Supports and Senior Housing
Exhibition Hall in Connecticut!**



**110 Barnes Road
Wallingford, CT 06492
www.leadingagect.org**