

EXHIBITOR & SPONSORSHIP PROSPECTUS

2022 ANNUAL CONFERENCE AND EXHIBITION

REUNITE RENEW

Reimagine

May 16-18, 2022

GRAND HYATT | VAIL, CO

 **LeadingAge**[®]
Colorado



Who We Are

Our membership base represents the full spectrum of senior living and aging services providers, including:

- Adult Day
- Assisted Living Communities
- Home and Community-based Services (HCBS)
- Independent Living Senior Housing
- Life Plan Communities
- Memory Care
- Nursing Homes
- Programs of All Inclusive Care for the Elderly (PACE)

Conference Attendees include:

- Administrators
- Chief Executive Officers
- Executive Directors
- C-suite Professionals
- Housing Managers
- Directors of Nursing
- Department Heads
- And key Health Care Professionals involved in providing care and services to the elderly in senior living and home and community-based settings.

What We Buy

LeadingAge Colorado members spend millions of dollars annually on:

- Accounting
- Architecture/Construction/Interior Design
- Banking & Financial Services
- Bathing
- Building Equipment
- Communication Services
- Computer/Data Management
- Consulting
- Development Services
- Emergency Response Systems/Wander & Fall Prevention
- Executive Search
- Facility Management
- Flooring
- Food Management
- Furniture
- Housekeeping
- Identification Systems
- Insurance
- Lifts
- Maintenance Supplies/Services
- Medical Supplies, Products & Services
- Marketing/PR Management
- Nutrition and Food services
- Pharmaceutical Services
- Rehabilitation & Therapy Services
- Residential Care & Personal Products
- Safety
- Security
- Signs
- Technology-Assisted Devices
- Telehealth
- Transportation
- Uniforms
- Video Entertainment
- Wellness

LeadingAge Colorado is the leading voice of senior living and care providers. We support our members with essential legislative and regulatory advocacy, and opportunities to connect, collaborate, and have an impact on our industry and community.

LeadingAge Colorado provides businesses with opportunities to align their brands and connect with leaders in the senior living and care industry.

Exhibiting and sponsoring at the LeadingAge Colorado Annual Conference and Exhibition allow businesses to showcase their products, services, and thought leadership on relevant topics with senior living and care industry leaders.

Tell Me More About the LeadingAge Colorado Annual Conference

The LeadingAge Colorado Annual Conference is your opportunity to **reunite** with your clients and colleagues to foster new relationships, to share business intelligence and to take advantage of networking events.

Connect with the Colorado senior living and care community and **renew** your dedication and commitment to the people you serve. Join us and **reimagine** the possibilities, so that you're equipped to effectively meet the expectations of your current and future clients.

SCHEDULE OF EVENTS

<div style="background-color: #333; color: white; border-radius: 50%; padding: 5px; display: inline-block;">May 16</div> Monday	<div style="background-color: #333; color: white; border-radius: 50%; padding: 5px; display: inline-block;">May 17</div> Tuesday	<div style="background-color: #333; color: white; border-radius: 50%; padding: 5px; display: inline-block;">May 18</div> Wednesday
<p>1:00 p.m. – 2:30 p.m. Power Sessions</p>	<p>8:30 a.m. – 9:30 a.m. Education Sessions</p>	<p>9:00 a.m. – 10:00 a.m. Ted Talks</p>
<p>2:45 p.m. – 5:15 p.m. Opening General Session</p>	<p>10:00 a.m. – 11:00 a.m. Education Sessions</p>	<p>10:00 a.m. – 11:00 a.m. General Session</p>
<p>5:15 p.m. – 6:15 p.m. Welcome Reception</p>	<p>11:00 a.m. – 1:30 p.m. Lunch in Exhibit Hall</p>	<p>11:00 a.m. – 12:00 p.m. Conference Wrap-up</p>
	<p>1:45 p.m. – 2:45 p.m. Education Sessions</p>	
	<p>3:00 p.m. – 4:00 p.m. Education Sessions</p>	
	<p>4:15 p.m. – 5:00 p.m. Education Sessions</p>	
	<p>5:15 p.m. – 6:15 p.m. Networking Reception</p>	

EXHIBITING COMPANIES RECEIVE:

- Six foot draped/skirted table
- Complimentary Wi-Fi in exhibit hall
- Access to Tuesday breakfast, education sessions, lunch and networking reception.
- 2.5 hours of dedicated exhibit time
- The opportunity to schedule personal meetings and dinner with customers and potential clients
- Listing in onsite program brochure and app, which includes a description of your products/services
- Listing on LeadingAge Colorado website conference page
- Registration list with names, title and mailing addresses
- Access to key industry decision-makers
- A give-away or door prize opportunity
- Recognition through special name badge ribbons
- Chairs and wastebasket provided by request
- Discounted valet parking and comp self parking
- **Please note, these are table-top exhibits only (with the exception of premium spaces 39, 40, 41, 42)**

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EXHIBIT CONSTRUCTION

Is the responsibility of the exhibitor. Placement of equipment must be done to avoid blocking the visibility of neighboring exhibitors. Exhibitors will be asked to move their exhibit should there be any complaints. There is no room for complicated exhibits (*no large furniture or equipment, etc.). **Table-top exhibits only.** Your display must fit into a 6' x 6' space (with the exception of premium spaces 39, 40, 41, 42).

SECURITY

Although limited security will be provided, exhibitors must provide for the security of their goods, materials, equipment and general display at all times. LeadingAge Colorado will not be responsible for the loss or damage of any material for any cause.

PROGRAM LISTING

To be listed in the conference program, exhibitor contracts must be received in the LeadingAge Colorado office by Friday, April 15, 2022.

MEALS AND MISCELLANEOUS

LeadingAge Colorado's continental breakfast, lunch and reception on May 17 are complimentary to two exhibitors per company. If you have more than two attendees, you may purchase additional badges with your registration for \$100/each.

Forms to order electrical and audiovisual services will be sent to all exhibitors. Forms with full payment must be returned to the hotel prior to the show to ensure timely set up.

Education and networking on other days are available at a discounted rate.

EXHIBITOR PERSONNEL

Each exhibitor is permitted two (2) representatives per booth in the exhibit hall at any one time. Additional badges may be purchased at a fee of \$100 per badge.

LEADINGAGE COLORADO CONTACT

Any questions about the LeadingAge Colorado Exhibition should be directed to:

Sarah McVeigh
Phone: 303-837-8834
E-mail: sarah@leadingagecolorado.org

Mailing Address:
LeadingAge Colorado
303 E. 17th Avenue, Suite 880
Denver, CO 80203

LOADING/UNLOADING INTO EXHIBIT HALL

There is a loading dock at the Hotel; however, it is on the other side of the property from Talisa Ballroom. Smaller deliveries should go to the loading dock, which is located underneath Zermatt Ballroom and can be brought up to the meeting space from there.

For any large deliveries, such as full pallets, we recommend having these dropped off behind Talisa Ballroom as they are too large and heavy to be moved around the Hotel.

You may unload and set up anytime between 7:00 and 10:30 a.m. on Tuesday, May 17.

CANCELLATION POLICY

Cancellations for exhibit space made by Exhibitor made prior to April 8, 2022 will be entitled to a full refund of payment made less a \$300 processing fee. No refunds will be made after **April 8, 2022.** There will be no refund for advertising or sponsorship fees. Event cancellation by LeadingAge Colorado, if required, will include a full refund for exhibit, advertising, and sponsorship fees.

EXHIBITOR NOTES

Our show is open for one day, Tuesday, May 17, 2022. Set up for vendors will be on Tuesday from 7:00-10:30 a.m. The exhibit hall opens promptly at 11:00 a.m. on Tuesday, May 17. The exhibit hall will close on Tuesday, May 17 at 1:30 p.m. No exhibits shall be dismantled or removed prior to this time for any reason. See full schedule on page 3 for specific event times.

HEALTH AND SAFETY PROTOCOLS

Exhibitors agree to our COVID health & safety protocols: All event attendees, including exhibitors must either be fully vaccinated for COVID-19 OR present a negative COVID test within 48 hours of the event. This will be a fully masked conference. Masks must be worn by all attendees at all times. Additionally, LeadingAge Colorado will follow all Federal, State, and Local health and safety mandates in place at the time of this conference.

LODGING

Go to <https://www.hyatt.com/en-US/group-booking/EGEGH/G-IYM2> for information regarding our host hotel.

Sponsorship Opportunities

BENEFITS		Recognition on on-site event signage	Listing in final conference program and app	Sponsor ribbon for company representatives attending Annual Conference	Listing on Conference Webpage	Includes company name & logo	Sign at the entrance to the session/event	Opportunity to give two minute introduction or to show two minute video at beginning of session/event	Ability to place promotional information at the session/event
Education champion/ thought leader	Breakout Session - \$475 (15 available)	●	●	●	●		●	●	●
	Conference Wifi - \$950	●	●	●	●	●			
	Wednesday Keynote Speaker - \$1,000	●	●	●	●		●	●	●
	Monday Afternoon Power Sessions - \$1,250 (2 available)	●	●	●	●		●	●	●
	Monday Keynote Speaker - \$2,000	●	●	●	●		●	●	●
Conference Promotion	Tuesday Afternoon Break - Snacks - \$1,000	●	●	●	●		●		●
	Tuesday Buffet Breakfast - \$900	●	●	●	●		●		●
	Tuesday Coffee Break - \$900	●	●	●	●		●		●
	Wednesday Buffet Breakfast - \$900	●	●	●	●		●		●
	Monday Welcome Reception Drinks - \$1,000	●	●	●	●		●		●
	Tuesday Networking Reception Drinks - \$1,000	●	●	●	●		●		●
	Monday Welcome Reception Food - \$1,300	●	●	●	●		●		●
	Tuesday Networking Reception Food - \$1,425	●	●	●	●		●		●
	Tuesday Exhibit Hall Luncheon - \$1,500	●	●	●	●		●		●
	Conference App - \$2,500	●	●	●	●	●			
Home base/ presence	General Conference Sponsor - \$330 (multiple available)	●	●	●	●				
	Registration Sponsor - \$1,500 Ability to meet every attendee at registration desk	●	●	●	●		●		●
	Hotel Room Key Cards - \$2,700	●	●	●	●	●			
Branding	Pens - \$600 (provided by sponsor)	●	●	●	●	●			
	Highlighters - \$600 (provided by sponsor)	●	●	●	●	●			
	Lanyards provided by sponsor - \$950	●	●	●	●	●			
	Name Badges - \$950	●	●	●	●	●			
	Learning Journals - \$1,300	●	●	●	●	●			
	Tote Bags - \$2,300	●	●	●	●	●			

Note: If you don't see the sponsorship you are looking for, please contact us directly.

Advertising Opportunities

ADVERTISE IN THE FINAL CONFERENCE PROGRAM

Ads must be high resolution, with no bleeds. Artwork accepted via email to Sarah@leadingagecolorado.org or uploaded directly to designer's website at <https://www.hightail.com/u/anstadt>. Please specify that it is for LeadingAge Colorado conference. Supply all files separately if possible. Files may be eps, jpg, or pdf. No web graphics (swf, png). Make sure your artwork is at least 300 dpi.

Deadline for ads - April 8.

<p>Full Page 5" x 8.375"</p>	<p>Half Page Horizontal 5" x 4.125"</p>	ADVERTISING SECTION	
		Full Page	\$750
		Half Page	\$500

Exhibit Hall Floor Plan

LEADINGAGE COLORADO 2022 ANNUAL CONFERENCE AND EXHIBITION
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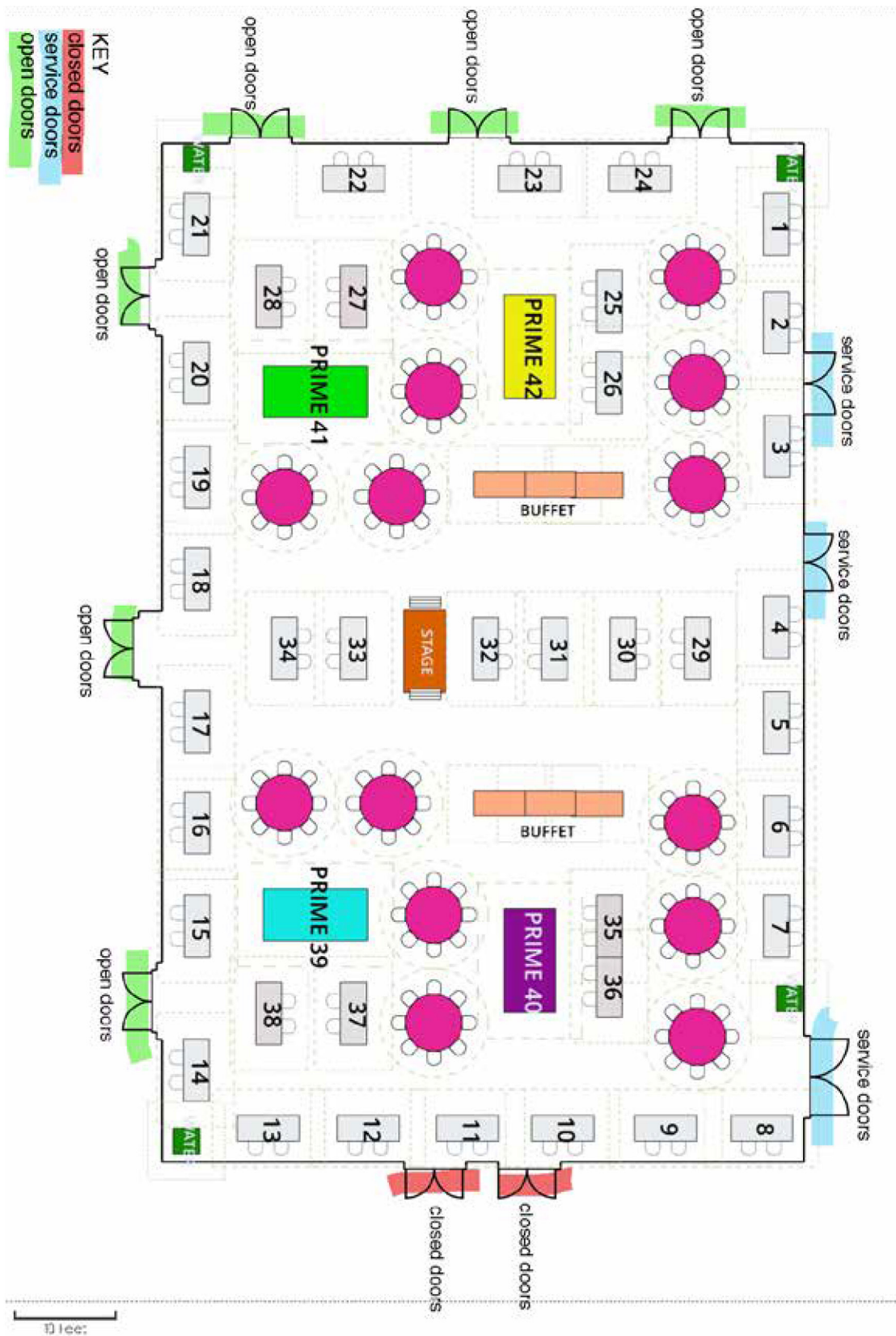


Exhibit Hall Foyer Floor Plan

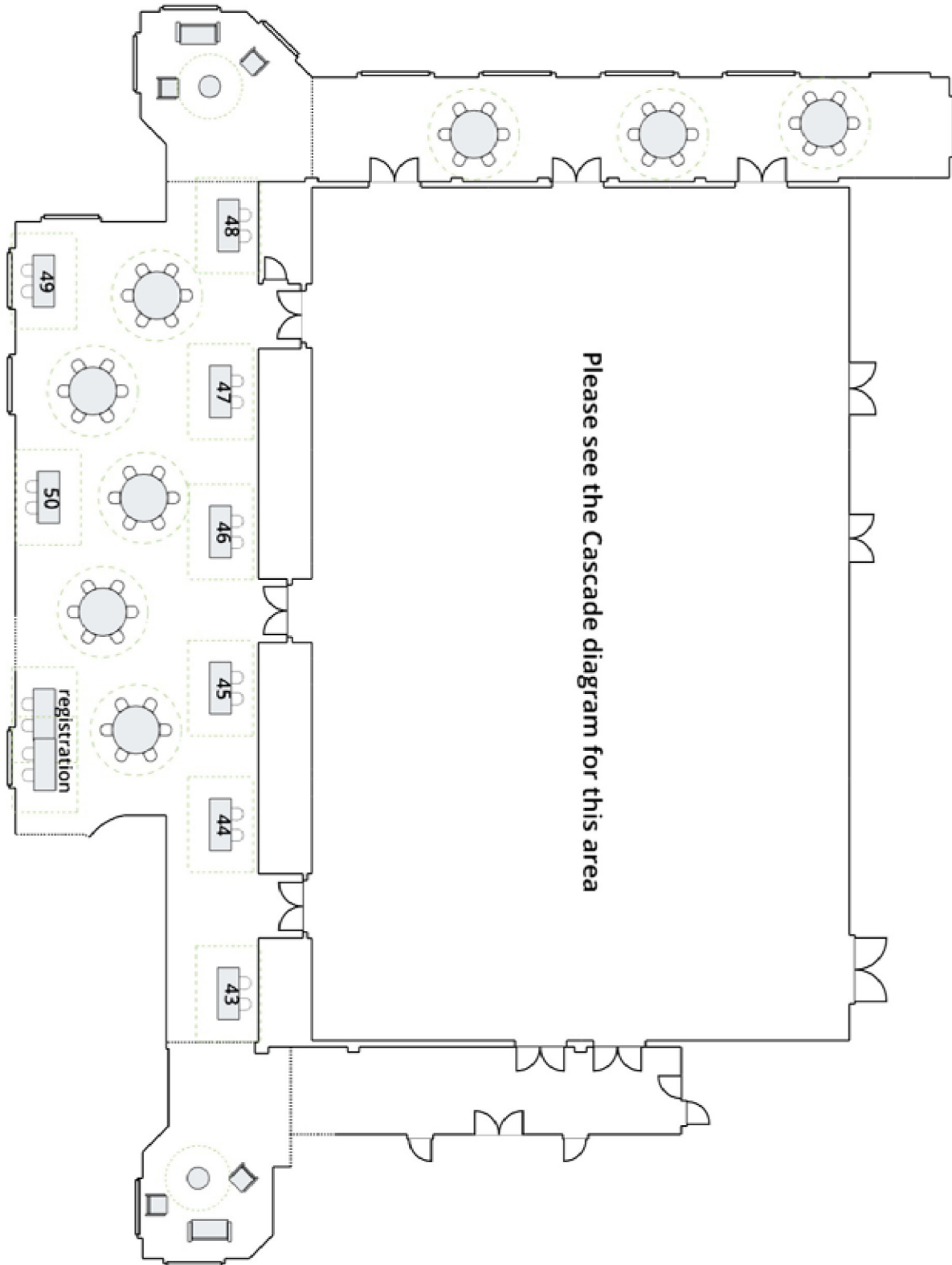


EXHIBIT HALL FOYER EXHIBITORS ARE PERMITTED TO STAY SET UP THROUGH THE END OF THE CONFERENCE ON MAY 18.

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SIGN UP ONLINE!
[www.leadingagecolorado.org/
 exhibit-sponsor-advertise](http://www.leadingagecolorado.org/exhibit-sponsor-advertise)

COMPANY INFORMATION		
COMPANY NAME		
CONTACT PERSON TO RECEIVE ALL ADVANCE MATERIALS		
PHONE	FAX	
E-MAIL		
EXHIBIT LOCATION/NUMBER		
1ST CHOICE	2ND CHOICE	3RD CHOICE
ATTENDING EXHIBITORS/NAME BADGE INFORMATION		
Please provide the first and last name of each attending exhibitor (up to 2) that will be representing your company. NOTE: should you require more than the allotted 2 badges, additional badges may be purchased at a fee of \$100 per badge		
1.	2.	
3.	4.	

EXHIBIT INVESTMENT

STANDARD EXHIBIT SPACE	<input type="radio"/> Member \$999	<input type="radio"/> Non-Member \$1299
PRIME EXHIBIT SPACE	<input type="radio"/> Member \$1299	<input type="radio"/> Non-Member \$1599
DRINK TICKETS (For customers and potential clients)	<input type="radio"/> \$13/Drink Ticket	

LeadingAge Colorado cannot guarantee but will do its best to keep competitors separated. Please note those competitors.

The undersigned applies for exhibit space at the LeadingAge Colorado 2022 Annual Conference and Exhibition to be held at Hotel Grand Hyatt Vail on May 17, 2022. Full Payment in the form of a check (made payable to LeadingAge Colorado) or credit card information is required to receive confirmation of Booth Space.

Application is hereby made for the above indicated space. Management will make every effort to assign requested space, but does not guarantee exhibit number requested. Cancellation of exhibit space must be made in writing which is postmarked by April 8, 2022 to ensure a full refund minus a 50% administrative charge. Any cancellation postmarked after April 8, 2022 will not be refunded.

Become a Business Partner member and save \$300 on your 2022 exhibit fee!

In addition to saving \$300 on your 2022 exhibit fee, LeadingAge Colorado Business Partner membership helps distinguish your company as a part of the Senior Living and Care community and connects you to hundreds of providers throughout the year. Members want to do business with LeadingAge Colorado Business Partners, so contact Sarah McVeigh at 303-837-8834 or sarah@leadingagecolorado.org today for more information on the benefits and values of Business Partner membership!

PAYING BY CHECK

Make check payable to LeadingAge Colorado and mail with completed contract to:

Attn: Sarah McVeigh
 LeadingAge Colorado
 303 E. 17th Avenue, Suite 880
 Denver, CO 80203

PAYING BY CREDIT CARD

Please register online:
www.leadingagecolorado.org/exhibit-sponsor-advertise

In order for the company to be included in the final conference program, contracts must be submitted no later than April 8, 2022. (Please print all information clearly)

FINAL PROGRAM LISTING		
COMPANY NAME [EXACTLY AS IT WILL APPEAR IN PROGRAM]		
ADDRESS		
CITY	STATE	ZIP
PHONE	FAX	
WEBSITE ADDRESS		
COMPANY REPRESENTATIVE		
PRODUCT/SERVICE DESCRIPTION (NO MORE THAN 3 SENTENCES)		

ADVERTISING FEES FOR FINAL PROGRAM

ADVERTISING SECTION	<input type="radio"/> Full Page \$750	<input type="radio"/> Half Page \$500
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SPONSORSHIP FEES

Sponsorship _____ Fee \$ _____

Sponsorship _____ Fee \$ _____

Total Costs:	\$	Exhibit Investment
	\$	Drink Tickets
	\$	Advertising
	\$	Sponsorship
	\$	Sponsorship
	\$	Additional Exhibitors
	\$	TOTAL

PAY ONLINE Visa American Express Master Card Check # _____

LeadingAge
 Colorado

EXHIBIT TERMS AND CONDITIONS

LIABILITY: LeadingAge Colorado, host organizations, hotel and show management, and employees, volunteers, and/or representatives of these bodies, shall not be held liable for injuries to any person or for any loss or damage to property owned, leased, and/or controlled by the exhibitor, for damages or injuries may be incident to, arise from, or be in any way connected with the exhibitor's display at the event and/or at Hotel premises. The exhibitor assumes all risk and responsibility for losses, damages, and claims arising out of exhibitor's activities on the Hotel premises. Exhibitor will indemnify, defend, and hold harmless LeadingAge Colorado, the Hotel, its owner, its agents, management company, as well as their respective officers, directors, agents, servants, and employees from any and all such losses, damages and claims. If any legal action is necessary to enforce the terms of this contract, the prevailing party shall be entitled to reasonable attorneys' fees and costs in addition to

any other relief to which it may be entitled. Exhibitors desiring to insure their exhibit merchandise and display material against loss of any kind must do so at their own expense. LeadingAge Colorado suggests that such exhibitors contact their own insurance brokers who will secure them exhibit rider policies which will provide all their home premises for the exhibition purposes. Exhibitors will be responsible for any damage done to the building by them or their employees or agents. Nails, tacks or screws must not be driven into walls, floors, or woodwork. Reservations will be taken on a first-come first-served basis and are subject to LeadingAge Colorado's approval. Due to LeadingAge Colorado's nonprofit status, no sales or order taking will occur during the course of the conference.

NO ASSIGNMENT OR SUBLETTING: Exhibitor agrees not to assign, sub-lease, subcontract, apportion or share the whole or

any part of the assigned space. Such arrangements are absolutely prohibited and shall be deemed null and void. Full payment must accompany your application to choose your exhibit space selection. LeadingAge Colorado will not assign you an exhibit space until we receive full payment. Your exhibit must be torn down, packed, and removed from the exhibit hall by no later than 8:00 PM on Tuesday, May 17, 2022. Failure to comply with this 8:00 PM deadline will result in a \$200 clean-up fee.

CANCELLATION POLICY: If you have purchased an exhibit space for the 2022 Annual Conference and Exhibition, April 8th is the last day to cancel. All cancellations prior to the deadline will be entitled to a full refund of payment made less a \$300 processing fee. There will be no refunds granted for cancellations past the deadline.