

# EXHIBITOR & SPONSORSHIP PROSPECTUS



**CONNECT. INNOVATE. LEAD.**

*2023 Annual Conference and Exhibition*

**MAY 15-17, 2023**  
*GRAND HYATT - VAIL, CO*



## Who We Are

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

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

### **Conference Attendees include:**

- Chief Executive Officers
- C-suite Professionals
- Executive Directors
- Administrators
- Housing Managers
- Directors of Nursing
- Department Heads
- And Other key leaders in senior living 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.

## Why Exhibit & Sponsor

The 2023 LeadingAge Colorado Annual Conference and Exhibition is the can't-miss event for Colorado senior living and care leaders who are passionate about connecting, innovating, and leading. Connect to Colorado senior living and care executive-level management and other leaders by exhibiting and sponsoring the event. This is your chance to showcase your products, services, and thought leadership that drive innovation.

While the exhibit hall hours are a great place to meet members, exhibitors will have a lot of fun too! Enjoy delicious food throughout, amazing networking opportunities, and peer-to-peer sessions, all set in beautiful Vail, Colorado.

### SCHEDULE OF EVENTS

May 15 Monday	May 16 Tuesday	May 17 Wednesday
<b>12:00 p.m. – 2:00 p.m.</b> Come early and try one of Vail's year-round activities, including endless trails of hiking, biking, and fishing or enjoy the hotel's amenities including the spa, pool and fitness center.	<b>7:30 a.m. – 9:30 a.m.</b> Breakfast and Opening General Session including Exhibitor Highlight Session	<b>7:30 a.m. – 8:30 a.m.</b> Breakfast
<b>2:00 p.m. – 3:30 p.m.</b> Leadership Power Sessions	<b>9:30 a.m. – 10:00 a.m.</b> Networking Break	<b>8:30 a.m. – 10:00 a.m.</b> General Session
<b>3:30 p.m. – 4:00 p.m.</b> Networking Break	<b>10:00 a.m. – 12:00 p.m.</b> Education Sessions	<b>10:15 a.m. – 11:45 a.m.</b> Closing General Session
<b>4:00 p.m. – 5:00 p.m.</b> Leadership Keynote	<b>12:00 p.m. – 1:30 p.m.</b> Networking Lunch	<b>12:00 p.m. – 5:00 p.m.</b> Extend your visit and try one of Vail's year-round activities
<b>5:00 p.m. – 6:00 p.m.</b> Welcome Reception with sponsored food and beverage stations	<b>1:30 p.m. – 3:30 p.m.</b> Education Sessions	
<b>6:00 p.m. – Evening</b> Open for dinner with customers and prospects	<b>3:30 p.m. – 6:00 p.m.</b> Exhibit Hall Showcase with Reception	
	<b>6:00 p.m. – Evening</b> Open for dinner with customers and prospects	

### EXHIBITING COMPANIES RECEIVE:

- Choice of a standard 6-foot exhibit table or a cocktail table in the Collaborative Cafe which are intended for more casual and informal conversation with attendees
- Complimentary Wi-Fi in exhibit hall
- Access to Tuesday breakfast, education sessions, networking breaks and lunch
- 2.5 hours of dedicated exhibit time
- Opportunity to schedule personal meetings and dinner with customers and prospects
- Company listing in conference app and onsite brochure including listing by category
- Attendee list in advance
- Access to key industry decision-makers
- A give-away or door prize opportunity
- Chairs and wastebasket provided by request
- Opportunity to participate in Opening General Session
- Opportunity to include promo video in pre-conference marketing email and conference app
- Discounted room rate at host hotel

# Connect. Innovate. Lead.

## EXHIBIT CONSTRUCTION

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

## 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 and paid for by Friday, April 14, 2023.

## MEALS AND MISCELLANEOUS

LeadingAge Colorado's continental breakfast, lunch and reception on May 16 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](mailto: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.

You may unload and set up anytime between 1:30-3:30 p.m. On Tuesday, May 16.

## CANCELLATION POLICY

Exhibit Fee and Cancellation Policy - No exhibit space will receive permanent assignment without receipt of full payment. If an assigned space is cancelled on or before **April 7, 2023**, \$300 of the total cost will be retained by LeadingAge Colorado. If assigned space is cancelled by the exhibitor after **April 7, 2023**, all moneys paid will be retained by LeadingAge Colorado. There will be no refund for advertising or sponsorship fees. Event cancellation by LeadingAge Colorado, if required, will include a full refund.

## EXHIBITOR NOTES

Yes, we heard you, and by request, our exhibit hall will no longer compete with lunch but will instead be held over a late afternoon networking reception. Setup for vendors will be on Tuesday from 1:30-3:30 p.m. The exhibit hall opens promptly at 3:30 p.m and will close at 6:00 p.m. No exhibits shall be dismantled or removed prior to this time for any reason.

## HEALTH AND SAFETY PROTOCOLS

The health and safety of our participants and the people who they serve is our top priority. We encourage all attendees, including exhibitors, to test for COVID-19 prior to attending our conference and to not attend if they test positive. Health screening questions will also be available in our conference app.

## LODGING

The conference will be held at Grand Hyatt Vail, located at 300 Westhaven Dr., Vail, Colorado. Visit <https://www.visitvailvalley.com/> to learn more about area attractions and plan your visit to Vail.

There is a room block at the Grand Hyatt Vail. Rooms at the hotel are available at a discounted rate of \$169 with a waived resort fee. The cut-off date for the room block rate is April 23. Go to <https://www.hyatt.com/en-US/group-booking/EGEGH/G-ENJP> 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 – \$500 (12 available)	●	●	●	●		●	●	●
	Conference Wifi – \$900	●	●	●	●	●			
	Wednesday Closing General Session – \$1,000	●	●	●	●		●	●	●
	Monday Afternoon Power Sessions – \$1,200 (2 available)	●	●	●	●		●	●	●
	Tuesday Opening General Session – \$2,000	●	●	●	●		●	●	●
	Monday Leadership Keynote – \$7,500 (with opportunity to address audience and invite speaker, customers and potential clients to dinner that night)	●	●	●	●		●	●	●
Conference Promotion	Monday Welcome Reception Food Station – \$500 per station (multiple available). Sponsors will have the opportunity for small display on easel or cocktail table and will be positioned near the food station that they are sponsoring	●	●	●	●		●		●
	Tuesday Coffee Break – \$850	●	●	●	●		●		●
	Wednesday Buffet Breakfast – \$850	●	●	●	●		●		●
	Networking Break Snacks – \$950	●	●	●	●		●		●
	Monday Welcome Reception Drink Tickets – \$1,050 (2 sponsorships available). Sponsors will have the opportunity for small display on easel or cocktail table and will be positioned near one of the bars	●	●	●	●		●		●
	Tuesday Networking Luncheon – \$1,425	●	●	●	●		●	●	●
	Tuesday Hall Showcase Reception Food – \$1,600	●	●	●	●		●		●
Home base/ presence	Conference App – \$2,500	●	●	●	●	●			
	General Conference Sponsor – \$315 (multiple available)	●	●	●	●				
	Registration Desk Sponsor – \$1,425	●	●	●	●		●		●
	Hotel Room Key Cards – \$2,575	●	●	●	●	●			
Branding	Pens – \$575 (provided by sponsor)	●	●	●	●	●			
	Highlighters – \$575 (provided by sponsor)	●	●	●	●	●			
	Lanyards – \$950 (provided by sponsor)	●	●	●	●	●			
	Name Badges – \$1,000	●	●	●	●	●			
	Learning Journals/Onsite Programs – \$1,225	●	●	●	●	●			
	Tote Bags – \$2,175	●	●	●	●	●			

**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.

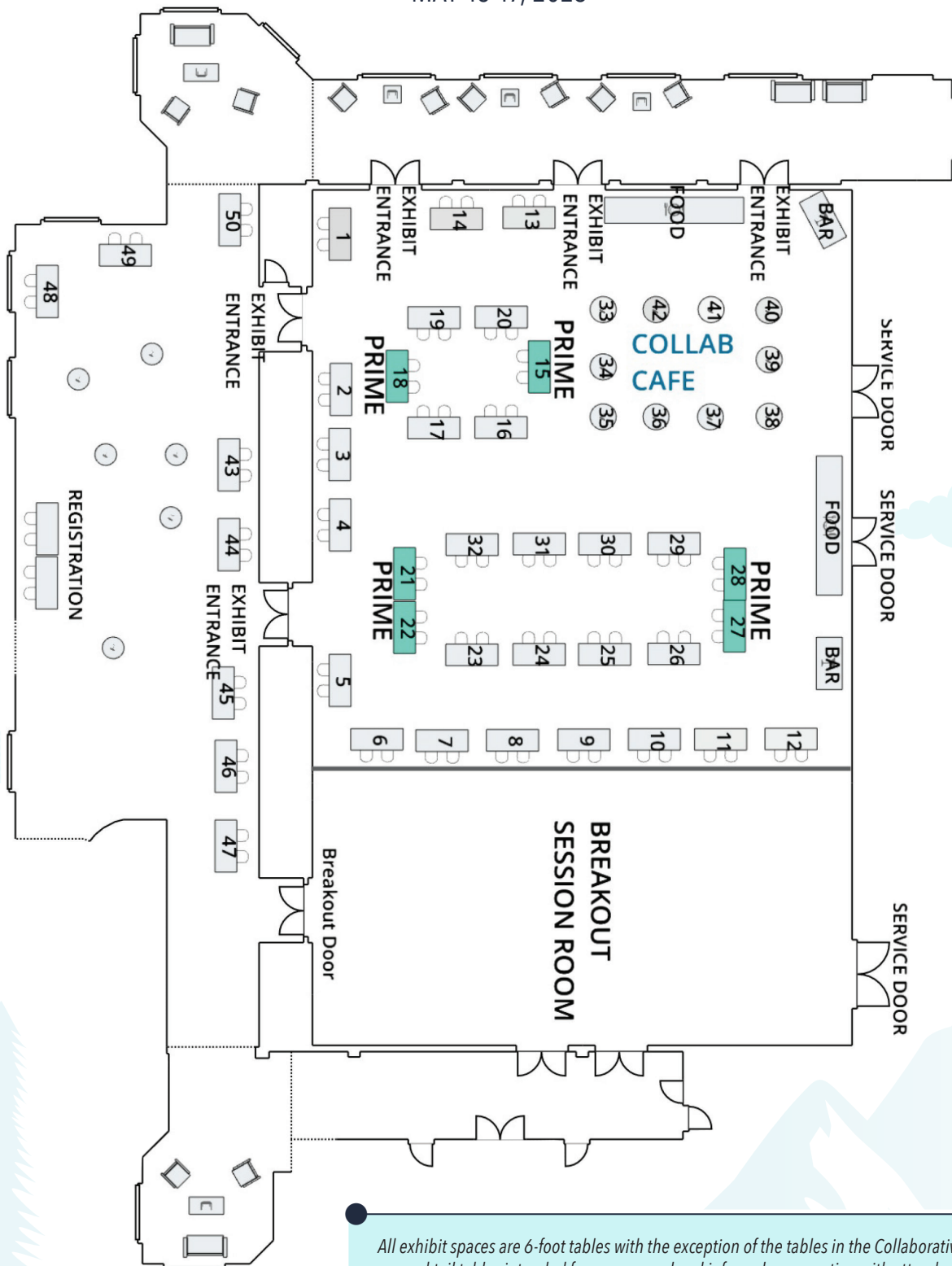
**Deadline for ads – April 7.**

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

## Exhibit Hall Floor Plan

LEADINGAGE COLORADO 2023 ANNUAL CONFERENCE AND EXHIBITION

MAY 15-17, 2023



All exhibit spaces are 6-foot tables with the exception of the tables in the Collaborative Cafe which are cocktail tables intended for more casual and informal conversation with attendees rather than a traditional exhibit table. Exhibit tables outside of the exhibit hall, in the foyer near the registration desk, are welcome to set up for the full day rather than just exhibit hall hours.



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. <b>NOTE:</b> 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 & COLLAB SPACE	<input type="radio"/> Member \$1,000	<input type="radio"/> Non-Member \$1,300
PRIME EXHIBIT SPACE	<input type="radio"/> Member \$1,300	<input type="radio"/> Non-Member \$1,600
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 2023 Annual Conference and Exhibition to be held at Hotel Grand Hyatt Vail on May 16, 2023. **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 7, 2023 to ensure a full refund minus a 50% administrative charge. Any cancellation postmarked after April 7, 2023 will not be refunded.

#### Become a Business Partner member and save \$300 on your 2023 exhibit fee!

In addition to saving \$300 on your 2023 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](mailto: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](http://www.leadingagecolorado.org/exhibit-sponsor-advertise)

**PAY ONLINE** ☐ Visa ☐ American Express ☐ Master Card ☐ Check # \_\_\_\_\_

In order for the company to be included in the final conference program, contracts must be submitted no later than April 7, 2023. (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 \$ \_\_\_\_\_

<b>Total Costs:</b>	\$	Exhibit Investment
	\$	Drink Tickets
	\$	Advertising
	\$	Sponsorship
	\$	Sponsorship
	\$	Additional Exhibitors
	\$	<b>TOTAL</b>

## 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 16, 2023. 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 2023 Annual Conference and Exhibition, April 7th 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.