

# GO FOR THE GOLD

**MAY 13-15, 2024**

GRAND HYATT VAIL - VAIL, COLORADO



**2024 | EXHIBIT AND SPONSORSHIP PROSPECTUS**

# WHY EXHIBIT & SPONSOR



The 2024 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. You'll hear from speakers with the most innovative strategies and cutting-edge insights and hear personal stories from senior living and care leaders.

Exhibitors and sponsors are an integral part of our conference. Connect to Colorado senior living and care executive-level management and staff by exhibiting and sponsoring the event. This is your chance to showcase your products, services, and thought leadership that drive innovation.

The benefits of attending a state show are the interactions with members outside of exhibit hall hours. While the exhibit hall hours are still a great place to meet members, exhibitors will have a lot of fun too! Enjoy amazing food throughout, amazing networking opportunities, and peer-to-peer sessions, all set in beautiful Vail, Colorado.

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
- Independent Living Senior Housing
- Life Plan Communities
- Nursing Homes
- Programs of All-Inclusive Care for the Elderly

# GO FOR THE GOLD



**May 13-15, 2024**  
Grand Hyatt Vail - Vail, Colorado



## Will we see you there?

As an Exhibitor, you'll have numerous opportunities to engage with peers and prospects through educational sessions, social events, and more. By joining us, you will not only reach your target market, but forge new relationships, gain insights, and deepen your knowledge of the industry.

Don't miss this opportunity to connect with dedicated leaders from around the state to boost your brand, expand your reach, increase your leads, and most importantly– support as many aging services professionals as possible.

Standard Exhibit Table	Cost
Business Member	\$1,100
Non-Member	\$1,400

Prime Exhibit Table	Cost
Members	\$1,400
Non-Members	\$1,700

[Reserve expo space](#) 

### 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. except for prime spaces that will have an 8' x 8' space). 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.

# **EXHIBITOR FAQs**

## **MAY 14, 2024**

### **Conference Venue**

Grand Hyatt Vail  
1300 Westhaven Dr, Vail, CO 81657

### **What comes with an exhibit space?**

- 6-foot draped/skirted exhibit table
- Complimentary Wi-Fi in exhibit hall
- Access to Tuesday breakfast, education sessions, networking breaks and lunch
- 2 hours of dedicated exhibit time
- Opportunity to schedule personal meetings and dinner with customers and potential clients
- 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
- 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.

### **Can I view the exhibit hall floor plan to see what space is available?**

Gold and Platinum sponsors will be contacted to choose their booth space. All other exhibitors will be assigned with the intention to minimize nearing competitors.



# **EXHIBITOR FAQs**

## **MAY 14-15, 2024**

### **How do I make a room reservation?**

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

### **What if I need electrical?**

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.

### **Loading/Unloading into the 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 7:30-11:30 a.m. On Tuesday, May 14.

### **Dedicated Expo Hours**

Our exhibit hall will be held over lunch on Tuesday, May 14, 2024. . Setup for vendors will be on May 14 from 7:30-11:30 a.m. The exhibit hall opens promptly at 12:00 p.m. and will close at 2:00 p.m. No exhibits shall be dismantled or removed prior to this time for any reason.

# EXHIBITOR FAQs

## MAY 14, 2024

### Cancellation Policy

Exhibit registrations not paid in full by April 16 will be cancelled. Exhibit registrations received on April 16 or after must be paid in full at time of registration. Exhibit registrations cancelled prior to April 16 are subject to a \$500 cancellation fee. No refunds will be offered after April 16.

### Assumptions of Risk and Safety Protocols

By voluntarily attending this event, participants acknowledge that they understand and assume all personal risks relating to COVID-19 exposure and any resulting injury, illness, damage, loss, claim, liability, or expense, of any kind, that they may experience or incur in connection with their attendance. LeadingAge Colorado will follow the health and safety practices mandated by the venue, or by applicable federal, state, and local authorities, whichever requires the most protection. Those practices and others will be determined closer to the date of the event and may become more or less strict between registration and the event.

### Code of Conduct

LeadingAge Colorado is committed to providing a safe, productive and welcoming environment for all meeting participants and staff. Participants are encouraged to report any incidents of unacceptable behavior.

LeadingAge Colorado reserves the right to take any action deemed necessary and appropriate, including immediate removal from the meeting without warning or refund, in response to any incident of unacceptable behavior, and LeadingAge Colorado reserves the right to prohibit attendance at any future meeting.

Unacceptable behavior includes, but is not limited to:

- any form of harassment or discrimination
- disruption of presentations during sessions, in the exhibit hall or at other events organized by LeadingAge Colorado
- holding separate events during scheduled LeadingAge Colorado events
- breaking down exhibits outside of specified teardown times
- unsportsmanlike, unethical, illegal or disruptive conduct, such as tampering with another party's exhibit or engaging in corporate espionage

# SPONSORSHIP & ADVERTISING MENU

## Sponsorship Opportunities

**Breakout Session** – \$575 (12 available)

**Monday Afternoon General Sessions** (2 available) – \$1,025

**Monday Welcome Reception Food Station** – \$575 per station (multiple available)

**Wednesday Buffet Breakfast** – \$725

**Monday Welcome Reception Drink Tickets** – \$1,200 (2 sponsorships available)

**Tuesday Luncheon** – \$1,200

**Tuesday Reception Food Station** – \$575 per station (multiple available)

**Tuesday Reception Drink Tickets** – \$1,200 (2 sponsorships available)

**Conference App** – \$2,875

**General Conference Sponsor** – \$400 (multiple available)

**Registration Desk Sponsor** – \$1,400

**Hotel Room Key Cards** – \$2,175

**Pens** – \$650 (provided by sponsor)

**Highlighters** – \$475 (provided by sponsor)

**Name Badge Lanyards** – \$825 (provided by sponsor)

**Name Badges** – \$1,150 (company logo on badges)

**Learning Journals** – \$1,250

**Tote Bags** – \$2,875

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

## Sponsorship Benefits

- Opportunity to give 2-minute intro or to show 2-minute video at beginning of session/event
- Ability to place promotional information at the session/event
- Recognition on on-site event signage
- Listing in conference app
- Sponsor ribbon for company representatives attending conference
- Listing on Conference website
- Includes company name & logo
- Sign at the entrance to the session/Event

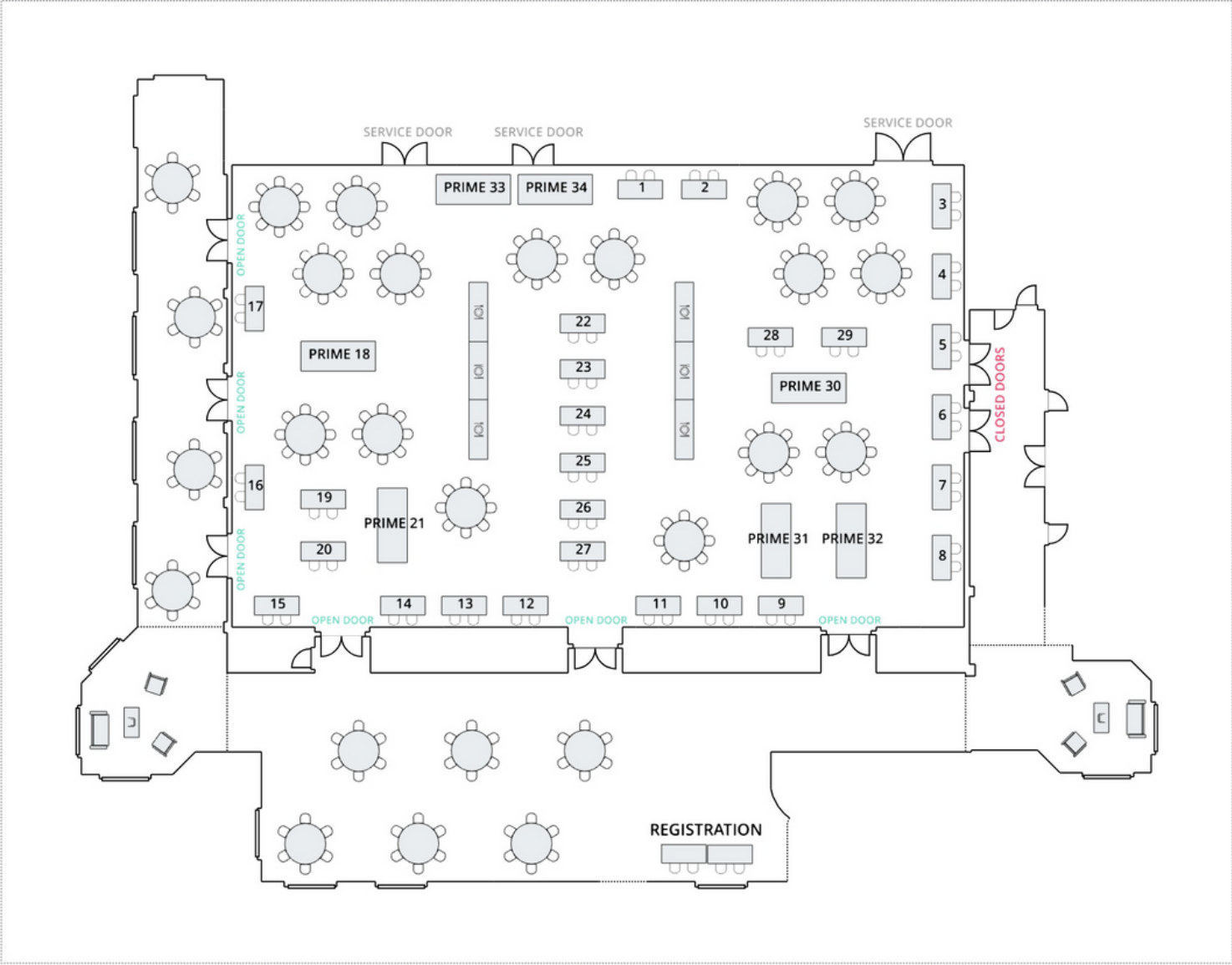
## Advertising Opportunities

2024 Conference Mobile App Push Notification Advertisement - \$500



# EXHIBIT HALL FLOOR PLAN

## EXHIBIT HALL MAP





# EXHIBIT/SPONSORSHIP AGREEMENT



**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 14, 2024. Failure to comply with this 8:00 PM deadline will result in a \$200 clean-up fee.

# ARE YOU READY TO JOIN US?

All requests for exhibit reservations and sponsorships are processed online only through our website, [www.LeadingAgeColorado.org](http://www.LeadingAgeColorado.org).

Current business members must login their member profile first to renew membership and then reserve an exhibit space.

New exhibitors and sponsors need to “Register” on our site and follow the prompts to complete registration. Must be a current member and logged into the website in order to receive the exhibit space member rate.

[Join as a member](#)



[Reserve Exhibit Space  
or Sponsorship](#)



Please contact:

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