



COURAGE IGNITED

EXHIBITOR/SPONSOR PROSPECTUS

LeadingAge[®]
Georgia

April 22-24, 2024
The Westin Chattanooga,
Chattanooga, TN

ANNUAL CONFERENCE 2024

SPONSORSHIP PACKAGES

APRIL 22 - 24
The Westin
Chattanooga, TN

***Exhibit hall will take place on
Tuesday, April 23.***

LeadingAge®
Georgia

**Don't see your desired
sponsorship level?
Contact sbassett@leadingagega.org
to discuss other possibilities.**



PREMIER PEACH ★ \$6000

Speaking Opportunity (2 available)

The Premier Peach Sponsorship is strategically linked to presenting the 2024 LAGA Annual Conference and EXPO. Sponsorship includes opportunity to

- Welcome attendees
- Introduce keynote speaker
- LeadingAge Georgia business membership
- One complimentary conference registration
- Exhibit booth
- Recognition in pre-conference messaging, and preregistered attendee list (approx. 2 weeks prior).
- Company branded logo on conference app, meeting materials, and on-site signage.
- Sponsorship also includes the opportunity for branded promotions for LAGA to share with members ahead of the annual conference.

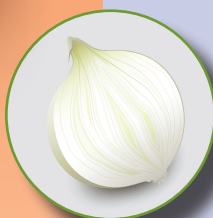


GRAND PECAN ★ \$4500

Opening reception, exhibit lunch (multiple available)

Sponsorship includes

- LeadingAge Georgia business membership
- One complimentary conference registration
- Exhibit booth or additional attendee
- Recognition in pre-conference messaging
- Preregistered attendee list (approx. 2 weeks prior).



SWEET VIDALIA ★ \$3500

Choice: hotel key cards, lanyards, refreshment station

Sponsorship includes

- LeadingAge Georgia business membership
- Exhibit booth or conference attendee registration
- Recognition in conference messaging
- Company branded logo displayed on conference app, meeting materials, and on-site signage.



AMAZING AZALEA ★ \$500

Conference session sponsorship includes

- Signage with company logo for sponsored session.
- "This session presented by..."*



STANDARD EXHIBITOR ★ \$1825

\$2025 (after 3/1/24)

Includes

- Exhibit booth and LeadingAge Georgia business membership.

You must be a business member to exhibit at the annual conference.

Looking For Businesses To Connect With

LeadingAge Georgia Members:

- ✓ Banking/Financial Services/Accounting
- ✓ Care & Safety Technologies
- ✓ Computer Hardware/Software and Data Management
- ✓ Customer/Employee Satisfaction Tools
- ✓ Design
- ✓ Electronics/Video/Entertainment
- ✓ Furniture (including beds)
- ✓ Housekeeping/Cleaning Supplies/Uniforms/Appliances
- ✓ Insurance
- ✓ Maintenance/Security/Site Services
- ✓ Marketing/ PR Services/Management Consulting
- ✓ Medical Supplies
- ✓ Nutrition/Food Service Management
- ✓ Pharmaceutical
- ✓ Residential Care and Personal Products
- ✓ Strategic Planning Consulting
- ✓ Transportation

When is the Trade Show?

- ▶ Opening reception begins Monday at 5:00pm
- ▶ Exhibitor Set up: Monday 4:00-5:00pm, Tuesday 8:00-10:30am
- ▶ Tradeshow: Tuesday, 11:00am - 1:15pm

Raffle

- ▶ Exhibitors are encouraged to bring a raffle item.

What's included in your exhibit fee?

- ▶ Pipe & Drape Booth sized 8x8
- ▶ 6ft skirted table with 2 chairs
- ▶ Wi-Fi access
- ▶ Two Lunch Tickets for Booth Reps
- ▶ Preliminary attendee list

Who are our Attendees?

▶ For 2024, there will be approximately 100 key decision-makers from the senior living and aging services arena across Georgia, including CEOs, COOs, administrators, CFOs, and directors of purchasing, marketing, nursing, and maintenance, as well as housing managers and other professional disciplines.

2024 LEADINGAGE GEORGIA CONFERENCE SCHEDULE & HOTEL INFORMATION

MONDAY, APRIL 22, 2024

12:15-2:15	Welcome/Opening Keynote
2:30-3:30	Breakout Sessions
3:45-4:45	Breakout Session
5:00	Opening Reception
6:30	Dinner on Your Own

TUESDAY, APRIL 23, 2024

8:30-9:30	Session
9:45-10:45	Session
11:00-1:15	Lunch/Exhibit
1:15-2:15	Session
2:30-3:30	Session
3:45-4:45	Session

WEDNESDAY, APRIL 24, 2024

8:30-9:45	LeadingAge GA Business Meeting
9:45-11:00	Closing Session
11:00	Adjourn

HOTEL RESERVATIONS

THE WESTIN

CHATTANOOGA

801 Pine Street
Chattanooga, TN 37402
423-531-4653

Group Name & Rates:

LeadingAge Georgia Annual Conference
\$192 per night

Link to Book Online:

[Book Your Group Rate For
LeadingAge Georgia Annual Conference](#)

Rates available until April 2, 2024 or until
the room block is full (whichever comes 1st)

2024 TRADE SHOW REGISTRATION

All Exhibitors/Sponsors must be a 2024 Business Member for LeadingAge Georgia

If you have not renewed your 2024 dues or joined in 2024, then you may add it to your trade show registration below.

REGISTRATION INFORMATION

Trade Show Coordinator: _____ E-mail: _____ Phone: _____

Company Name: _____ Phone: _____

Street Address: _____ City: _____ State: _____ Zip: _____

For Printed Listing at Trade Show please list:

Contact Name: _____ Title: _____ E-mail: _____

Names for badges (please print clearly):

Name: _____ Email: _____

Name: _____ Email: _____

PLEASE CHECK THE APPROPRIATE CATEGORY

- | | |
|--|--|
| <input type="checkbox"/> Medical Supplies | <input type="checkbox"/> Marketing/PR Services/Management Consulting |
| <input type="checkbox"/> Architectures, Engineers | <input type="checkbox"/> Nutrition/Food Service Management |
| <input type="checkbox"/> Banking/Financial Services/Accounting | <input type="checkbox"/> Pharmaceutical |
| <input type="checkbox"/> Furniture (including beds) | <input type="checkbox"/> Security |
| <input type="checkbox"/> Housekeeping/Cleaning Supplies/Uniforms | <input type="checkbox"/> Strategic Planning |
| <input type="checkbox"/> Insurance | <input type="checkbox"/> Technology _____ |
| <input type="checkbox"/> Maintenance | <input type="checkbox"/> Transportation |
| | <input type="checkbox"/> Other _____ |

FEE SUMMARY

EXHIBIT FEE Exhibit fee \$1825 includes 2024 dues, **Exhibit fee \$1100 if dues have been paid.**

☐ **EXHIBIT FEE ONLY** \$1100 ☐ **EXHIBIT FEE WITH MEMBERSHIP** \$1825 (\$2025 after 3/1)

\$

SPONSORSHIP (exhibit booth and membership included):

☐ Premier Peach \$6000 ☐ Grand Pecan \$4500 ☐ Sweet Vidalia \$3500 ☐ Amazing Azalea \$500

\$

GRAND TOTAL ALL FEES

\$

For all Exhibitors & Sponsors - Do you need an electrical connection? ☐ YES ☐ NO

At this time, we are not offering additional lunch tickets. Each booth has 2 lunch tickets included.

☐ Yes, I will attend the free Reception on Tuesday, April 23, 2024 **Number attending:** _____

**Please sign page 6 of the Exhibitor/Sponsor Agreement and EMAIL Pages 5 & 6 to:
Susan Watkins at swatkins@leadingagega.org**

You may request an invoice by emailing swatkins@leadingagega.org

Please describe your business as you would like it to appear in our Annual Directory (40 word maximum): _____

EXHIBITOR & SPONSOR CONTRACT

1. LeadingAge Georgia, nor the owners of the hotel, will be held responsible for any injury, loss, or damage that may occur to the exhibitor, the exhibitor's employees, or property, or to any other person prior, during or subsequent to the period covered by the exhibit contract. Each exhibitor expressly releases LeadingAge Georgia and the hotel from such liabilities and agrees to indemnify LeadingAge Georgia and the hotel against any and all claims of such injury, loss, or damage.
2. Exhibitors will be held liable for any and/or all damage caused by them to the trade show premises.
3. Exhibitors are encouraged to carry their own insurance through their own sources at their own expense.
4. All flammable materials must be flame proofed before being placed in the exhibit hall. All materials and installations are subject to fire and safety regulations and inspections by local authorities.
5. Each exhibitor must be responsible for the safeguarding of his or her goods, materials, equipment, and display at all times.
6. Each exhibitor must provide an attendant(s) to "man the exhibit space". We ask the exhibitor to name a representative who will be responsible for the installation, operation, and dismantling of the exhibit. **Each exhibitor must strictly adhere to the set-up and dismantling schedule.** Please introduce yourself to the exhibits chairperson and wear your name tag.
7. Noisy equipment, visual aides, music, or voices which annoy other exhibitors or registrants are banned. Appropriate action will be taken for those who are not complying with this rule.
8. Each exhibitor is obligated to keep a clean and orderly table.
9. Any exhibitor who discards his or her display or any type of "bulk" not considered normal refuse accumulated during the show, must make arrangements for its removal at his/her own expense. If the hotel is required to remove this material, each exhibitor will be charged directly.
10. LeadingAge Georgia reserves the right to eject from the exhibit space any and/or all unauthorized persons soliciting orders, distributing advertisements, or showing their products. The offenders waive any right and/or claims for damages against LeadingAge Georgia arising out of the enforcement of this paragraph. Please notify the Association Office (LeadingAge Georgia) of any replacements of representatives for your exhibit space.
11. LeadingAge Georgia reserves the right to accept or reject applications for space at the annual education conference. LeadingAge Georgia has the right to eject any exhibitor representative found to be offensive or objectionable to other exhibitors and/or registrants.
12. LeadingAge Georgia may amend these terms and conditions and documents included herein and each exhibitor shall be bound thereby. In the event of any amendments or additions to these regulations, written notices will be given by LeadingAge Georgia to such exhibitors as may be affected by them. In addition, LeadingAge Georgia may post or publish notice of such amendments as it may think appropriate or find practicable.
13. All matters and questions not covered by the regulations set forth will be decided by the exhibits chairperson. Additionally, the decisions of the exhibit chairperson must be accepted as final if there are disagreements between exhibitors.
14. Application for exhibit space at the exposition indicates the applicant's willingness to abide by all terms, conditions, and general regulations that exhibit management deems necessary for the success of the exposition. This application becomes a contract when accepted by LeadingAge Georgia management.
15. **Payment for sponsorships and exhibit space must be received no later than March 31, 2024.**
16. **Cancellations must be received in writing prior to April 1, 2024 to receive a 50% refund. No refunds will be granted after April 2, 2024.**

Authorized Signature: _____ Print Name: _____ Date: _____

Email: _____ Phone: _____

Please mail/email your registration form and contract (pages 5 & 6) to:

swatkins@leadingagega.org

Susan Watkins, LeadingAge Georgia | Georgia Institute on Aging

You should receive an email confirmation. If you do not, please follow-up with
Susan Watkins (swatkins@leadingagega.org) or Scott Bassett (sbassett@leadingagega.org)

Please make check payable to Georgia Institute on Aging and mail to:

Georgia Institute on Aging

1266 W. Paces Ferry Rd. #501, Atlanta, GA 30327

Phone: 404-889-8536 | Email: swatkins@leadingagega.org



2024 EXHIBITOR - HOTEL SHIPPING INFORMATION

ALL CONFERENCE EXHIBITORS ARE ENCOURAGED TO BRING A BASKET FOR RAFFLE

All Shipping shall go directly to the hotel and should not arrive more than 2 days before the conference.

Shipping information should include:

Vendor: _____

Name of Conference: **LeadingAge Georgia Annual Conference**

Date of Conference: **April 22-24**

Power for Booth: ☐ Yes ☐ No

Ship boxes to:

Westin Chattanooga Hotel

801 Pine Street

Chattanooga, TN 37402



A \$75 fee will be assessed for pallet deliveries.

The Westin must be informed in advance of pallet deliveries to allow for proper storage.

Booth numbers will be distributed onsite. For shipping purposes, you will use the conference name: **LeadingAge GA Annual Conference.**

All vendors must load in and out of the conference center through the hotel loading dock. Please clear dock area within 15 minutes.

Vendors must provide their own carts to transport their materials in and out of the conference center. Items may not be hung on walls or light fixtures. Hotel furniture is not available for use in exhibit area for vendor displays.

Vendors must provide all items to display their materials beyond the 6ft tables being provided in the exhibit fee. Coat racks, etc. are not available to display clothing. Vendor fee will apply for any personal tables brought in by vendor.

Items are not to be left at the hotel without being received by a hotel employee. There is a fee applied to all outbound shipping. All items left without hotel shipping form will be turned into lost & found. Only individually wrapped candy for consumption may be at vendor tables. No outside food and beverage can be brought into the conference center for sale.

Vendors should not block exit doors or fire pull stations with their displays.

All vendors are expected to adhere to all hotel rules and local fire codes.

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Cancellations must be received in writing prior to April 1, 2024 to receive a 50% refund.

No refunds will be granted after April 2, 2024.

CREDIT CARD AUTHORIZATION FORM

CARDHOLDER INFORMATION

Name: _____

Organization: _____

Billing Street Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Direct Telephone: _____

CREDIT CARD INFORMATION

Amount: \$ _____ *(non-refundable 3.5% processing fee will be added)*

Credit Card Type: ☐ MasterCard ☐ Visa ☐ American Express ☐ Discover

Card Number: _____

Expiration: _____ Security Code: _____

Cardholder Signature **X** _____ Date: _____



LeadingAge Georgia/Georgia Institute on Aging

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404-889-8536