

Change Makers



2026 Annual Conference + Expo

June 9-11 | Hotel Roanoke

LeadingAge[®]
Virginia

WHO ARE WE



LeadingAge Virginia is an association of mission-driven aging services organizations serving residents and clients through life plan/continuing care retirement communities, independent living, assisted living, nursing homes, adult day centers, Area Agencies on Aging, PACE, and home and community-based services. We work with our not-for-profit organizations to expand the world of possibilities for aging. Passion for the people we serve, innovation, and strong values permeate our association.

MISSION

Expanding the world of possibilities for aging

VISION STATEMENT

Positive aging for each Virginian

VALUES

Authenticity
Bold Leadership
Culture of Belonging
Solutions Based Collaboration
Transformation

COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

LeadingAge Virginia is committed to using open hearts and minds to expand the world of possibilities of aging. Our focus is to be a leading advocate for all of Virginia's aging population. To maintain this status, we promote fair and open access to our services through continuous improvement of our policies and procedures targeted to remove barriers. We join our member communities to embrace the diverse perspectives of residents, employees and partners representing all genders, orientations, cultures, races, economic status and ability. We are steadfast in our pursuit to lead today, challenge ourselves in respectful dialogue, learn from the past and create opportunities to build a bright future for all who meet us.



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.

Expo Space	Cost
Inline Booth	\$1,800 \$2,100
Corner Booth	\$2,000 \$2,300
Dine-Around Booth	\$2,200 \$2,500

Registration	Cost
Non-Exhibiting, Members	\$1,000
Non-Exhibiting, Non-Members	\$1,450
Concurrent Session Speaker	\$650

Pricing subject to change*

Reserve expo space



Exhibit space is assigned on a first-come, first-served basis, with priority given to 2024-2025 LeadingAge Virginia Elite Sponsors & Business Members. No selections will be held until a 50% down payment has been received. In order to secure an exhibit booth, complete the Expo Application and Booth Assignment Agreement. The Expo will be held at the Hotel Roanoke.

EXHIBIT SCHEDULE

- ▶ **Move-In:** Tuesday, June 9 @ 10:00a - 5:00p
- ▶ **Expo Hours:** Tuesday, June 9 @ 5:30p-7:00p | Wednesday, June 10 @ 12:00p-2:30p
- ▶ **Move-Out:** Wednesday, June 10 @ 2:30p-4:00p

Included with Exhibit Space

Registration

Two Full Conference Registrations

(valued at \$1,800 for members and \$2,700 for nonmembers)

Exhibit Space

One (1) exhibit booth includes: 8' by 10' booth space with a table, two chairs and a wastebasket.

Pipe & Drape Not Included.



SPONSORSHIP OPPORTUNITIES



TUESDAY KEYNOTE SESSION

\$3,500

Your company logo on session signage, two-minute company infomercial and introduction of keynote speaker: TBD



WEDNESDAY KEYNOTE SESSION

\$3,500

Your company logo on session signage, two-minute company infomercial and introduction of keynote speaker: TBD



AWARD GALA

\$3,500 - **SOLD**

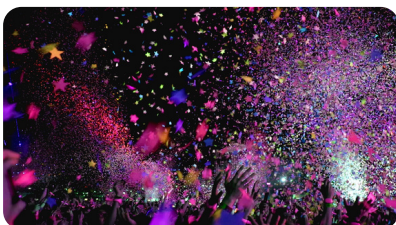
Introduce your company and congratulate the award winners at the Annual Awards. This event is held during both General Sessions.



MOBILE APP

\$3,500

"Powered by" on app home page



SOCIAL NIGHT

\$3,000

Your company logo on signage, two-minute welcome to attendees and option to bring promotional item.

SPONSORSHIP OPPORTUNITIES



CONFERENCE NAME BADGES

\$3,500- **SOLD**

Logo on badge lanyard. Logo and booth number on email that goes out to all attendees and used to print out their badge. Signage in registration.



HOTEL KEY CARDS

\$3,000

Your company logo on hotel key cards



WELCOME RECEPTION

\$3,000 - **SOLD**

Your company logo on signage, two-minute welcome to attendees and option to bring promotional item.



RECEPTION & LUNCHEON W/ EXHIBITORS

\$2,500

Company logo at Entrance and serving tables for both days.



WIFI PASSWORD

\$2,000 - **SOLD**

Your company name as the meeting space WiFi password

MICRO-SPONSORSHIP ADD-ONS

Maximize your impact with Micro Sponsorship Add-Ons—small, strategic opportunities that deliver meaningful visibility at a manageable cost. Designed for ease and flexibility, these add-ons allow your organization to show up in more places, reach more attendees, and support a dynamic conference experience. **Priced at \$1,000 each.**

Hydration Station (Coffee Breaks)

Branded Chair Drop Items

Live Polling Icebreaker

Branded Snack at Hotel Check-In

Charging Station

Schedule of Events

Daily Engagement Quiz

Mobile App Push Notification

Signature Drinks

Conversation Starter Table Tents

Wellness Micro-Moments

Pre or Post Conference Email Spotlight

Reserve Sponsorship Add-on



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 Virginia 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 Virginia 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 Virginia 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 Maryland 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 Virginia
- holding separate events during scheduled LeadingAge Virginia 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

ENGAGEMENT AGREEMENT

LeadingAge Virginia reserves the right to determine whether a company meets the standards for sponsorship determined by LeadingAge Virginia and its Board of Directors. If it does not, the membership/sponsorship application will be denied and any prepaid fees will be returned in full.

Membership/sponsorships cannot be processed without the required remittance, in order to guarantee all benefits outlined.

All recognition of membership/sponsorship is solely the responsibility of LeadingAge Virginia and its member task forces and committees. No additional signage or display by the member/sponsor company is permitted unless approved by LeadingAge Virginia in advance. Promotion of the member/ sponsor's products, services, or facilities at LeadingAge Virginia events is not allowed unless otherwise stated. If the member/sponsor fails to comply with this policy the company forfeits membership/sponsorship rights for the year and will not be entitled to any refund.

LeadingAge Virginia's recognition of members/sponsors in no way constitutes LeadingAge Virginia's endorsement of their products, services, or facilities.

ARE YOU READY TO JOIN US?

All requests for business membership, expo reservations and sponsorships are processed online through our website, www.LeadingAgeVirginia.org.

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

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

[Join as a member/ sponsor](#)



[Reserve Expo Space](#)



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