



INNOVATION ALLEY EXHIBITOR PROSPECTUS

2019 ANNUAL CONFERENCE & EXPO

June 5-6, 2019
Norfolk Waterside Marriott
Norfolk, VA

Are you a new or emerging entrepreneur developing an innovative technology-related solution for the aging services field that you'd like to showcase in front of hundreds of aging services professionals at the LeadingAge Virginia Annual Conference & Expo?

If so, you're invited to submit an application to be included in our new Innovation Alley exhibit space!

ANNUAL CONFERENCE ATTENDANCE

WHO IS LEADINGAGE VIRGINIA?

LeadingAge Virginia is an association of not-for-profit aging services organizations serving residents and clients through life plan/continuing care retirement communities, senior housing, assisted living, nursing homes, adult day centers and home and community based services.

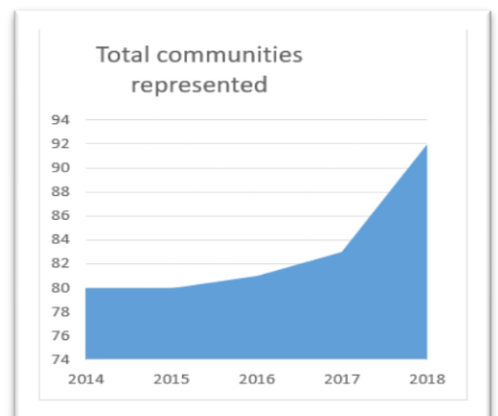
We are not-for-profit organizations working together to expand the world of possibilities for aging. Passion for the people we serve, innovation and strong values permeate our association.



WHO ATTENDS THE ANNUAL MEETING?

Attendees represent senior living communities and other aging services providers throughout Virginia, including CCRCs/Life Plan Communities, Independent Living, Assisted Living, Skilled Nursing and Home and Community Based Services. Industry leaders, decision makers and more attend the LeadingAge Virginia Annual Conference & Expo each year to:

- Learn from forward thinking and nationally recognized industry experts and thought leaders on a wide variety of topics related to the aging services field
- Connect with over 400 senior living professionals on the Expo floor and during numerous networking opportunities
- Discover new products, services, and business models presented by over 80 exhibiting organizations.





INNOVATION ALLEY EXHIBITOR INFORMATION

WHO EXHIBITS?

As part of our mission to expand the world of possibilities for aging, LeadingAge Virginia strives to provide our members with innovative solutions to their day-to-day challenges and to help improve the quality of life for seniors throughout Virginia.

One of the ways we do that is by providing opportunities to expose our members to the newest innovations in the aging services field.

To that end, we're offering eight (8) prime exhibitor spaces at our Annual Conference & Expo for start-up companies with an innovative technology-related solution to demo their product at our largest annual event. Exhibitors will be able to:

- Introduce and demonstrate products and services;
- Connect with LeadingAge Virginia provider members and industry leaders; and
- Explore the competition and develop business-to-business contacts and valuable partner connections

APPLY TO EXHIBIT TODAY!

Only 8 exhibit spaces are available. Complete and return the enclosed application (no payment required at this time).. Selected exhibitors will be notified no later than April 1st. For more information contact:

Sydney Thomas
Director, Member Services & Operations
Sydney@leadingagevirginia.org
804.925.2618

EXHIBITOR BENEFITS

Each Innovation Alley exhibitor package includes:

- **1 complimentary full conference registration** (valued at \$1,350 for nonmember business organizations), which includes breakfast and lunch daily and the Thursday evening social event
- 1 draped hi-top **table with 2 stools**
- **Prime trade show real estate** – Innovation Alley is located in the foyer lining the entrance to the Exhibit Hall for maximum visibility by all Expo attendees
- An additional **90 minutes of exclusive exhibit time** prior to the Reception with Exhibitors on Wednesday evening
- **Recognition as an exhibitor** on the conference web page, in the on-site Conference Program, in the mobile event app, and on conference signage in Innovation Alley
- **Exclusive preconference attendee list** w/email addresses
- Access to the LeadingAge Virginia **Exhibitor Success Program** containing resources and best practices to help you maximize your exhibition ROI (New in 2019!).
- **Discounted sleeping room rate** at the Norfolk Waterside Marriott (on a space-available basis)
- **SPECIAL NOTE:** All conference attendees will be encouraged to participate in a contest to choose the most innovative or the most useful product/service showcased in Innovation Alley. **The winning exhibitor will receive a complimentary one-year business membership to LeadingAge Virginia (valued at \$575)**

COST TO EXHIBIT: \$750

ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES



WHY SUPPORT OUR ANNUAL CONFERENCE & EXPO?

Our Annual Conference & Expo is our association's most popular event, providing quality education and thought-provoking information to our members. It's also an unparalleled opportunity for aging services providers and the business organizations that support them to engage in meaningful ways over three days.

LeadingAge Virginia is able to offer our Annual Conference & Expo in large part because of the support of our exhibitors and sponsors. Our 2019 Annual Conference & EXPO will provide you with a dynamic atmosphere in which to promote your organization to executive leadership and other key decisions makers from LeadingAge Virginia aging services providers throughout Virginia by offering increased visibility to help you stand out from your competitors.

Conference attendees include CEOs, Executive Directors, CFOs, Administrators, C-Suite professionals, Directors of Nursing, Department Heads, and other key aging services providers.

BENEFITS OF CONFERENCE SPONSORSHIP

Organizations providing goods and services to aging services providers who want to gain greater visibility and further support our association's mission are encouraged to become an Annual Conference Sponsor by selecting one or more of the following conference sponsorship opportunities.

In addition to items included in the description of each opportunity, each conference sponsorship includes the following:

- An exclusive pre-conference attendee list that is only made available to LeadingAge Virginia Elite Sponsors, Exhibitors, and Annual Conference Sponsors
- A listing on the conference website, including a link to your website
- A listing in the Exhibitor Directory included in the conference mobile app, including your Expo booth number and a link to your website
- Recognition in the Annual Conference program, as well as on-site signage recognizing your company as an Annual Conference Sponsor
- Sponsor ribbons for your company attendees' name badges

Select one or more of the conference sponsorship opportunities listed below. Or, feel free to suggest an alternative sponsorship option based on your organization's specific objectives. Contact Sydney Thomas at sydney@leadingagevirginia.org or 804.925.2618 to discuss how you can become a 2019 Annual Conference Sponsor.

ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES



OPPORTUNITY	PRICE	DESCRIPTION
Name Badges	\$2,500	Your company logo on conference name badges and 1 full conference registration
Wednesday Reception w/Exhibitors: Drinks (2 available)	\$2,000 each	Your company logo on signage during the Wednesday evening reception and at the bars
Luncheon w/Exhibitors (2 available)	\$2,000	Your company logo on signage during the Thursday luncheon in the Expo Hal
Thursday Evening Social Event: Drinks (2 available)	\$2,000	Your company logo on event signage and at the bars
Thursday Evening Social Event: DJ (3 available – 1 SOLD/2 PENDING)	\$2,000 each	Sponsor your own DJ and dance music channel at Thursday evenings Dance Party event! Your company logo displayed on monitor along with music videos throughout the event, as well as on event signage
Wednesday Reception w/Exhibitors; Live Music	\$1,500	Add ambiance to the evening by sponsoring live music during the Reception
Thursday Evening Social Event: Photo Booth	\$1,500	Leave a lasting impression on event attendees with your logo on fun photos with Disco-themed props at the photo booth
Power Session: Resident Engagement	\$1,500	Your company logo in the Conference Program and mobile app, a two-minute company overview and introduction of session speaker(s) for this intensive 3-hour session

"Trade show booth efficiency increased by 104% when sponsorship is included in the exhibit plan."

~ The Center for Exhibition Industry Research (CEIR) report.

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ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES



OPPORTUNITY	PRICE	DESCRIPTION
Power Session: Innovation	\$1,500	Your company logo in the Conference Program and mobile app, a two-minute company overview and introduction of session speaker(s) for this intensive 3-hour session
Phone Charging Locker	\$1,500	Display a slide show on a continuous loop during conference hours on a video monitor at a secure 8-unit phone charging locker near the Conference Registration Desk
Chair Massages (2 available)	\$1,500 each	Conference attendees need some TLC too. Your company signage at a chair massage station during the Thursday Expo event
Snacks-To-Go (Friday only)	\$1,200	Send attendees on their way with a variety of snacks to take with them as they leave the conference. Your company logo at serving table and on take-away bags
Things to Know Before You Go	\$1,200	Your company ad on an email blast containing important conference information sent to all registered attendees a week prior to the conference
Half-day Coffee Service (Friday only)	\$1,200	Your company logo on signage on coffee services for Friday morning's sessions

If you're interested in one of the currently available sponsorship opportunities, or if you have other sponsorship ideas we'd love to hear them!

Contact Sydney Thomas at Sydney@leadingagevirginia.org or 804.925.2618

INNOVATION ALLEY EXHIBITOR APPLICATION FORM



2019 LeadingAge Virginia Annual Conference & Expo
June 5-6, 2019
Norfolk Waterside Marriott | Norfolk VA

Please complete the fields below and email or mail your completed entry form to:

Email: sydney@leadingagevirginia.org

Mail: LeadingAge Virginia | 4201 Dominion Blvd #100 | Glen Allen, VA 23060
c/o Sydney Thomas

Your Name: _____ Title: _____

Company Name: _____

Email: _____ Phone: _____

Website (if applicable): _____

Product/Service Name: _____

Please describe what you intend to exhibit/demo at the Conference & Expo and explain how it will serve the needs of aging services providers, consumers, and/or caregivers (feel free to include attachments with your application form: _____):

Where are you in the product/service development cycle and when do you estimate the product/service will be available? _____

How did you learn about this opportunity? _____

Deadline for all applications Monday, March 18, 2019. Exhibitors will be notified no later than April 1st. Contact Sydney Thomas, Director of Operations & Member Services, at sydney@leadingagevirginia.org or (804) 925-2618 with questions.