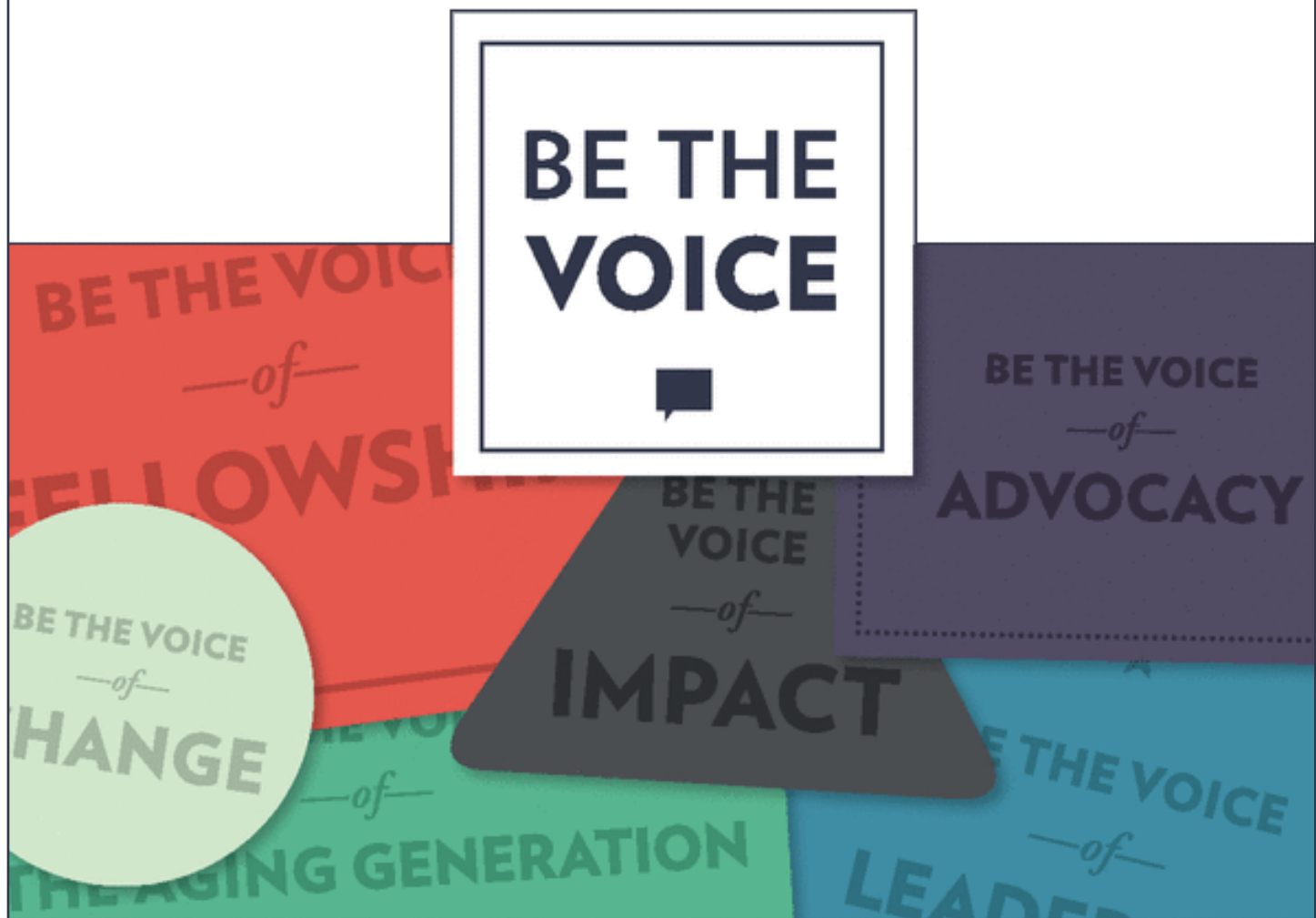


LeadingAge Florida 2015 Expo Prospectus

June 30 & July 1 • Kissimmee, Florida



52nd Annual Convention & Exposition

Gaylord Palms Resort & Convention Center

6000 W Osceola Parkway, Kissimmee, Florida 34746

LeadingAge[™]
Florida

1812 Riggins Rd, Tallahassee, FL 32308 • (850) 671-3700 • www.LeadngAgeFlorida.org

About LeadingAge Florida and This Convention

What is LeadingAge Florida?

LeadingAge Florida is the only statewide association representing the full continuum of care for seniors. We serve nearly 400 mission-driven communities trusted with providing quality care. We promote practices that support, enable and empower people to live fully as they age. LeadingAge Florida is dedicated to helping communities survive...and thrive!

What is LeadingAge Florida's Annual Convention?

The Annual Convention continues to be LeadingAge Florida's most popular event, providing quality education and networking opportunities to its members. LeadingAge Florida strives to keep its members informed about the latest equipment and knowledge developed to facilitate work in the senior living services arena and housing environment.

Who Will Attend? — Past LeadingAge Florida Annual Conventions have attracted hundreds of long-term care and housing professional decision-makers who will be on hand to learn, network and build new relationships! The convention attracts all disciplines within the long-term care and senior housing profession. This three-day convention features over 100 educational programs, networking, and a two-day Expo.

What's in it for You? — An exclusive opportunity to meet face-to-face with aging services leaders and decision-makers during a single sales call. Enhance the potential to increase your sales, boost your profits and save time and energy by meeting your target market directly in an environment free from the daily interruptions of an office setting.

Top five reasons to exhibit...

1. Celebrate 52 years of services with LeadingAge Florida members! This year, once again, we are combining our annual Housing Conference with our annual Convention, bringing hundreds more people and traffic!
2. Opportunity to present your products and services to people who make or influence buying decisions — in fact, 90% of attendees are executives.
3. 6 hours of dedicated networking time, plus other Convention-related opportunities.
4. Pre- and Post-Convention attendee lists.
5. Opportunity to gain increased awareness of new and critical issues in long-term care through education sessions.

To ensure high traffic in the hall, LeadingAge Florida does not schedule educational or optional events in conflict with the exhibit show hours.

BOOTH RATES

LeadingAge Florida Members

Early Bird Rate (by June 5, 2015)

- General (white) Booth - \$950
- Priority (green) Booth - \$1,175
- Premium (yellow) Booth - \$1,275*

Regular Rate (after June 5, 2015)

- General (white) Booth - \$1,450
- Priority (green) Booth - \$1,675
- Premium (yellow) Booth - \$1,775*

Prospective Members

Early Bird (by June 5, 2015)

- General (white) Booth - \$1,750
- Priority (green) Booth - \$1,975
- Premium (yellow) Booth - \$2,200*

Regular Rate (after June 5, 2015)

- General (white) Booth - \$2,250
- Priority (green) Booth - \$2,475
- Premium (yellow) Booth - \$2,700*

*Premium Booths are reserved for Annual Sponsors

Become a Business Member and Save on Your 2015 Booth Fee – In addition to saving \$800 on your 2015 booth fee, business membership distinguishes your company as part of the LeadingAge Florida community and connects you to hundreds of providers throughout the year. Member providers want to do business with business members. Contact Jean Krier at (850) 671-3700 or jkrier@LeadingAgeFlorida.org today for more information on the benefits and value of Business membership! Note: Membership must be completed in order to qualify for a booth at the member rate.

SHOW ORGANIZER

LeadingAge Florida
1812 Riggins Rd, Tallahassee, FL 32308
(850) 671-3700 or (850) 702-0317
www.LeadinAgeFlorida.org

For More Information, Contact:

Julie Copeland

(850) 702-0317
jcopeland@LeadingAgeFlorida.org



DECORATOR SERVICES

GES Exposition Services, Inc.
4805 Sand Lake Rd
Orlando, FL 32819
(800) 801-7648

Service Kit - <https://ordering.ges.com/o52600656>

EXPO LOCATION

Gaylord Palms Resort & Convention Center
Exhibit Hall A
6000 W Osceola Pkwy
Kissimmee, FL 34746
(407) 586-0000
Reserve your room today by going to this URL
<https://resweb.passkey.com/go/e9cb81a6>



Exposition Booth Rates Include:

- Standard 10'x10' booth with draping
- Booth identification sign
- 8' skirted table
- Two chairs
- Trash can
- Daily aisle maintenance
- Up to four staff badges per booth
- Six hours of dedicated exhibit time
- Lunch and two refreshment tickets for the Reception on Tuesday
- 24-hour security service
- Extensive advance and on-site promotion
- Product description in program

NOT Included: carpet, electricity, and anything else you would like to add to your booth.

Assignment of Space — Booths will be assigned on a first-come, first-served basis as requested according to when the Application/Agreement is received with payment. Priority is given to LeadingAge Florida's sponsoring companies. For details on becoming a sponsor, contact Julie Copeland at (850) 671-3700, ext. 117. Reservations for booth space CANNOT be accepted over the telephone or by fax. Every effort will be made to assign your first booth choice. However, because two or more exhibitors may request the same booth, we ask that you specify a second and third choice.

Two Ways to Register:

Registration by Credit Card: www.LeadinAgeFlorida.org

Please note in an effort to be PCI Compliant, LeadingAge Florida can no longer accept faxed or emailed registration forms with credit card information. Register online with a credit card or fill out this registration form and mail with a check. Registration forms will not be processed without payment. If you have any questions or need to acquire your username or password, please contact Cathy Van Atta at (850) 671-3700, or cvanatta@leadingageflorida.org.

Registration By Check: Mail the Application and Booth Assignment Agreement form, along with a check payable to LeadingAge Florida, 1812 Riggins Road, Tallahassee, FL 32308

Cancellation Policy – In the event an exhibitor finds it necessary to cancel participation in the 2015 Exposition, refunds will be made as follows:

- Prior to April 1: Total paid minus \$400 cancellation fee
- April 2 to May 1: Total paid minus \$500 cancellation fee
- After May 1: No refund

Exposition Dates and Hours

Monday, June 29

Exhibitor Check-in/Move-in – 1:00 p.m. to 5:00 p.m.

Tuesday, June 30

Exhibitor Check-in/Move-in – 7:30 a.m. to 11:00 a.m.

Lunch in the Exhibit Hall OPEN – 11:30 am to 2:00 p.m.

Reception in the Exhibit Hall OPEN – 6:00 p.m. to 7:30 p.m.

Wednesday, July 1

Exhibitor Prep – 8:00 a.m. to 10:00 a.m.

Exhibit Hall OPEN – 10:00 a.m. to 12:00 noon

Exhibitor Check-out/Move-out – 12:15 p.m. to 4:30 p.m.

Social Event – 6:30 p.m. to 9:00 p.m. (tickets available)

The Exposition will be held in Exhibit Hall A at the Gaylord Palms Resort & Convention Center. Since the exhibit hall will be locked and inaccessible except for the hours stated above, please be sure and take everything with you when you leave.

Golf Tournament will be held on
Monday, June 29

7:30 a.m. – 1:00 p.m.

at the Celebration Golf Club

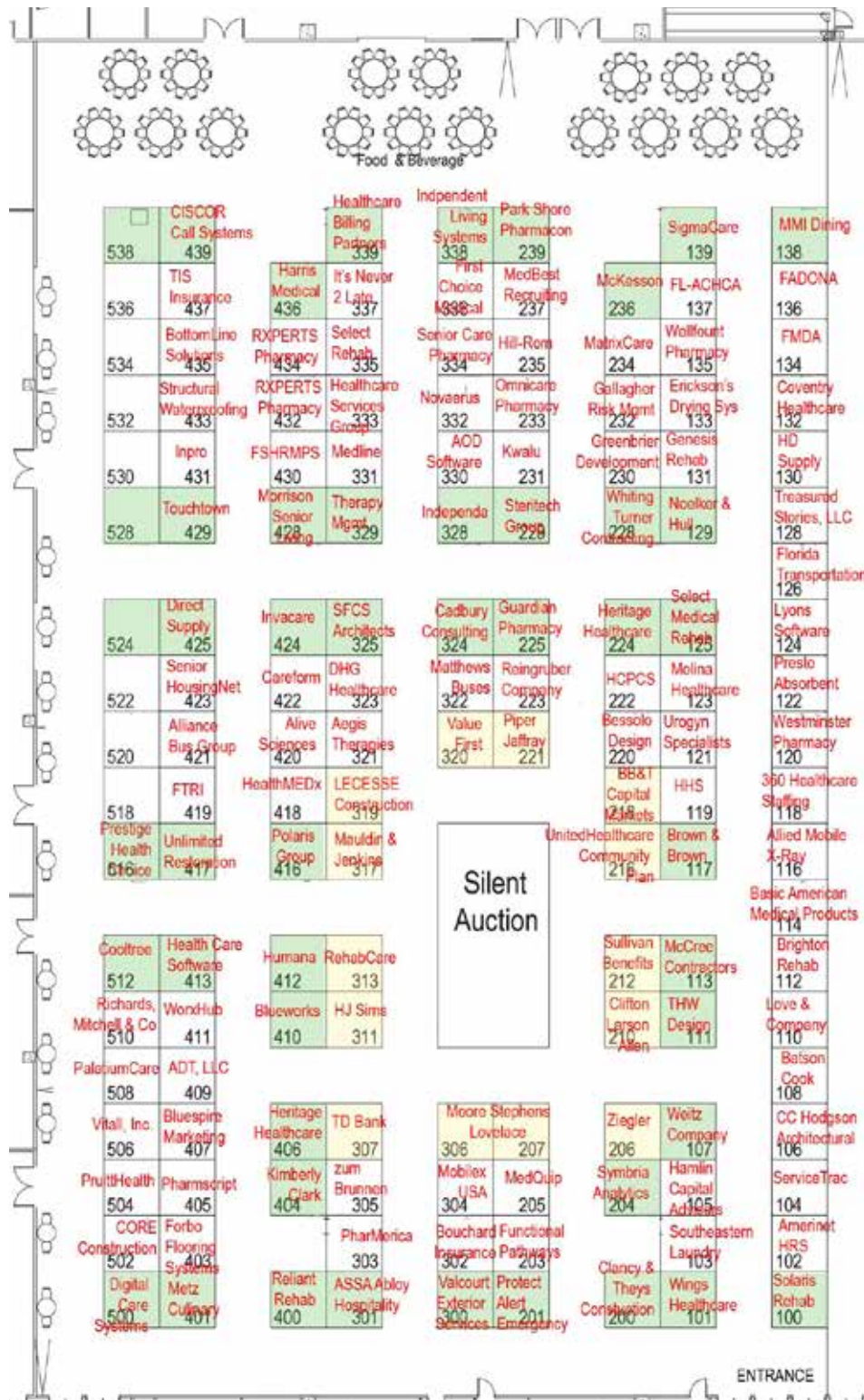
701 Golfpark Dr, Celebration, FL 34747

\$135 per person includes bag handling,
boxed breakfast, carts, greens fee, locker
and awards ceremony luncheon.



Exposition Hall Map

Booths will be assigned on a first-come, first-served basis as requested according to when the Application/ Agreement is received with payment. A confirmation of the agreement and notice of booth assignment will be sent upon receipt of your completed agreement. Yellow booths are reserved for LeadingAge Florida's sponsoring companies (for details on becoming a sponsor, see page 8). Booths labeled with a company have already been pre-sold at the end of the 2014 Exposition. For the most updated version of the floor plan, please clicking onto link <http://www.leadingageflorida.org/resource/resmgr/Exhibits/FloorPlanWnames.jpg>.



Prior Exhibitors

360 Healthcare Staffing
ADT, LLC
Advanced Pharmacy
Advanced Voluntary Concepts
Aegis Therapies
AGED, Inc.
Alliance Bus Group
Alive Sciences
American Eldercare
AOD Software
Arthur J. Gallagher Risk Management Services, Inc.
Atlantic Bus Sales
Basic American Medical Products
Bath Fitter
Batson-Cook Company
BB & T Capital Markets
Bessolo Design Group
Best Bath Systems
Blue Team Restoration
Blueworks, Inc.
BottomLine Solutions LLC
Bouchard Insurance
Brown & Brown Insurance
C.C. Hodgson Architectural Group
Cain Brothers & Company, LLC
Care Technology Systems
Carolina Senior Care, Inc.
Clancy & Theys Construction Company
CliftonLarsonAllen
Cooltree
COMS Interactive, LLC
ConnectedLiving, Inc.
Cornell Communications
Crexendo
DHG Healthcare
Direct Supply
Douglas Company, The
Encore Rehabilitation Services
Erickson's Drying Systems
EZ Way, Inc.
FastFingerprints
First Choice Medical Supply
Florida Action Coalition
Florida Transportation Systems
Florida Marketing Organization
Freedom Outdoor Furniture
Functional Pathways
Genesis Rehab Services
Getaway Bus, A National Bus Sales and Leasing Company

Global Risk Partners
Guardian Pharmacy
Hamlin Capital Advisors
HD Supply
Health Care Professional Consulting Services, Inc. dba HCPCS, Inc.
Healthcare Services Group
HealthMEDX
Healthy Seniors Dental
Heritage
Heritage Healthcare
Hill-Rom
HJ Sims
Humana Comfort Choice
HydroWorx
Independent Living Systems
InPro Interiors
Invacare
It's Never 2 Late
Kimberly-Clark Professional
KWALU Furniture, LLC
LECESSE Construction
LG CNS
Love & Company
Martino & Binzer
MatrixCare From MDI Achieve
Matthews Buses, Inc.
Mauldin & Jenkins
McCree General Contractors
McKesson Med-Surg
MedBest
Medline
MedQuip/HUR Health & Fitness
Metz Culinary Management
Millennium Pharmacy Systems
MobilexUSA/US Laboratories
Molina Healthcare of Florida
Mom's Meals NourishCare
Moore Stephens Lovelace, P.A.
Morrison Senior Living
National Church Residences
Navigator Group Purchasing, Inc.
Noelker and Hull Associates, Inc.
Novaerus
Nutrition Management Services
Omnicare Pharmacy
OptimComfort, Inc.
Optima Healthcare Solutions
Optimus EMR, Inc.
PalatiumCare
Paragon Rehabilitation

Penner Manufacturing, Inc.
PharMerica
PharmScript, LTC Pharmacy
Piper Jaffray & Company
PointRF Solutions, LLC
Polaris Group
Prestige Health Choice
PROTECT-ALERT Emergency Response Systems
Redilearning Corp.
RehabCare
Reingruber & Company
Reliant Rehab
RF Technologies
RXPPTS Pharmacy
SafetyCare Technologies, LLC
Select Rehabilitation, Inc.
Senior Care Pharmacy
ServiceTrac
Shannon Specialty Floors, Inc.
SigmaCare
Sodexo Senior Living
Solaris Rehab, LLC
SouthEast Floors
Southeastern Laundry Equipment Sales
Stahl & Associates Insurance
Stay Smart Solutions
StrategiCare, Inc.
Structural Waterproofing Company, Inc.
Sullivan Benefits
Symbria Analytics
TD Bank
Therapy Management Corporation
THW Design
Tooth Fairy Mobile Dental Services
Unidine
United Med Worldwide
UnitedHealthcare
United Heartland
Valcourt Exterior Building Services of FL
Value First GPO
VingCard Elsafe
Vista Clinical Diagnostics
Vital Health
Weitz Company, The
Wellfount Pharmacy
Westminster Pharmacy Services
Whiting-Turner Contracting Company, The
Wings Health Care Solutions
Ziegler
zumBrunner, Inc.

Looking for Additional Ways to Reach Key Prospects and Build Corporate Identity?

Sponsorship Opportunities

Become a LeadingAge Florida Sponsor and Maximize Your Exposure – Set your sponsorship budget for the year and customize the benefits to suit your marketing goals. We offer a number of opportunities in the areas of education, web marketing, networking, and print and web advertising that can help you increase your exposure and access to LeadingAge Florida's members.

The Advantages of Becoming an Annual Sponsor

- LeadingAge Florida member organizations spend billions on goods and services to care for older adults. Put your company name and representatives in front of the people who make the decisions on where their money is spent.
- Position your company as a true industry leader and strategic partner for the future.
- Elevate your visibility with our members.
- No surprises – you set the annual budget and customize your sponsorship to get the most value for your investment for the entire year.
- Support the fine work your association does to advance the mission of older adult services providers.
- Exposure throughout the year.

Build Your Own Sponsorship Package!

Become a 2015 Annual Sponsor and enhance your exposure to nearly 400 LeadingAge Florida provider member communities. Simply choose your sponsorship level. The higher the value, the more visibility, prestige and value-added benefits you will receive. After you determine your Annual Sponsorship level, build your customized marketing program by selecting specific events and activities from the sponsorship menu. Combine as few or as many as you like, up to the total dollar value of your sponsorship level.

Sponsors of \$5,000 or more are entitled to the benefits of LeadingAge Florida's Annual Sponsorship Program. For more details, please see enclosed information or go to LeadingAgeFlorida.org

Benefits for Convention Sponsors of \$2,000 – \$4,999

- Recognition in convention program
- Podium recognition
- Recognition in convention page on website
- Recognition in LeadingAge Florida newsletter
- Signage recognition at sponsored event
- Sponsor ribbons



2015 Exposition Application and Booth Assignment Agreement

June 30 & July 1, 2015

Gaylord Palms Resort & Convention Center, Kissimmee, FL

In conjunction with LeadingAge Florida's 52nd Annual Convention

June 29–July 2, 2015

We have arranged 6 hours for exhibitors to be with the convention participants during the exhibit show. Booth assignments will be made on a first-come, first-served basis. Be sure to get your application in early to get the best booth space, and by May 1, 2015 to receive the discounted rate. Please refer to the 2015 Exhibitor Prospectus for exhibit hours, rules and regulations, and cancellation/refund policy.

LeadingAge Florida reserves the right to relocate booth assignments. In the event this is necessary, we will notify you in advance.

Full payment must accompany this application to reserve a booth. Every effort will be made to assign your first booth choice. However, because two or more exhibitors may request the same booth, we ask that you specify a second and third choice. Again, assignments will be made on a first-come first-served basis.

Please fill in the required information on both sides of this Agreement.

I agree to purchase _____ exhibit booth(s). Please reserve the following booth(s):

1st Choice: # _____ 2nd Choice: # _____ 3rd Choice: # _____

Company Name _____

Please prepare our booth identification sign to read: _____

_____ Main Contact Name

_____ Address

_____ City State Zip

_____ Telephone # Cell #

_____ Email Address (required)

I have reviewed the Exhibitor Prospectus Rules and Regulations, by my signature I accept the conditions and provisions contained therein for company listed above:

_____ Signature – Authorized Company Representative

_____ Date

Julie Copeland, Exposition & Sponsorship Coordinator

LeadingAge Florida
1812 Riggins Road, Tallahassee, Florida 32308
Direct: (850) 702-0317
Email: jcopeland@LeadingAgeFlorida.org

**Postmarked
after
June 5, 2015**

Member Rates

_____ Regular (white)	\$950	\$1,450
_____ Priority (green)	\$1,175	\$1,675
_____ Premium (yellow)	\$1,275	\$1,775

Nonmember Rates

_____ Regular (white)	\$1,750	\$2,250
_____ Priority (green)	\$1,975	\$2,475
_____ Premium (yellow)	\$2,200	\$2,700

Two Ways to Register: Registration by Credit Card
www.LeadinAgeFlorida.org

Registration By Check: Mail this **2-page form**, along with a check, to LeadingAge Florida, 1812 Riggins Road, Tallahassee, FL 32308

Registration forms will not be processed without payment.

Make checks payable to LeadingAge Florida.

Detach from booklet and return with payment.

Firm Specialty

Company Description: (Please provide a description of **25 words** or less of your company's services. This information will be published and distributed to Convention attendees.) _____

Please do not assign my booth near the following companies (my competitors):

Name Badges: Please submit the names of your four representatives no later than **June 5, 2015. Additional name badges cost \$150 each.**

Onsite Contact Name: _____ Informal Name: _____

Cell Phone #: _____ Email: _____

City, State _____

2nd Person Name: _____ Informal Name: _____

Email: _____ City, State _____

3rd Person Name: _____ Informal Name: _____

Email: _____ City, State _____

4th Person Name: _____ Informal Name: _____

Email: _____ City, State _____

Opportunity for Additional Exposure

Booth Prize Give-away - You won't want to miss the opportunity to participate in special activities and booth prize drawings already being planned for the show. Deadline for your donation to be included in convention materials is June 5, 2015.

I agree to donate _____ to be given away as a booth prize. I understand that our company name will be included in convention materials as the donating company.

Exhibit/Attendee Game - This game will be conducted in the exhibit hall only during the Exposition hours. Attendees will bring a game card to the sponsoring companies' booths to be marked. Once completed, the attendee will drop the game card in a tub at the Silent Auction table. The drawings will be held on Wednesday, July 1 starting at 11:30 a.m. and completed by Noon. I would like to participate in the Exhibit/Attendee game for \$750 or \$300 (indicate amount here) _____ I will supply a electronic file of my company logo to be displayed on this card by June 5, 2015.

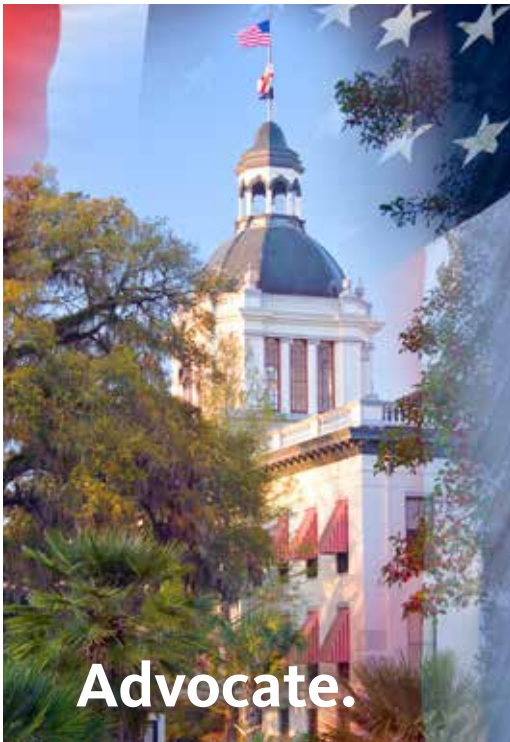
Maximize Your Exposure – Become a LeadingAge Florida Sponsor (contact Julie Copeland for details).

Exhibit Rules and Regulations

1. Neither LeadingAge Florida, the management of the Annual Convention, 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. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages and claims.
2. All exhibitors are prohibited from delivering their products/ services from their booth(s).
3. Exhibitors will be held liable for any and/or all damage caused by them to the exposition premises.
4. Exhibitors are required to carry their own insurance through their own sources at their own expense. It is the responsibility of the exhibitor to carry sufficient liability and workers' compensation insurance should the exhibitor choose to act as their own drayage, laborer, contractor, etc.
5. 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.
6. Each exhibitor must be responsible for the safeguarding of his goods, materials, equipment and display at all times. LeadingAge Florida is not responsible for any lost or stolen materials.
7. **Subletting of Space:** Individuals and companies offering goods or services that have chosen not to purchase a booth are prohibited from soliciting business in any manner in the exhibit area. The booth purchased by the exhibitor is for the exclusive use of the legal entity signing this contract. No other legal entity or division of, subsidiary of, or related party to the exhibitor may utilize any portion of the exhibitor's assigned booth. Exhibitor may not assign, sublet, share or apportion the whole or any part of the space allocated to it with any other entity. Only products or services sold or distributed by the exhibitor in the ordinary course of its business shall be advertised or exhibited in exhibitor's booth.
8. Each exhibitor must provide an attendant(s) to staff the exhibit space. We ask the exhibitor to name a representative who will be responsible for the installation, operation, and dismantling of the exhibit. Please ask your representative to introduce himself/herself to the Exhibits Chairperson and wear his/her nametag. Please notify the Exhibits Chairperson of any replacements of representatives for your exhibit space. **Admission to the exhibit hall is strictly enforced to maintain the integrity of the show.** All exhibitor personnel must wear the appropriate convention badge provided by LeadingAge Florida.
9. **Name badge request forms — submit the four (4) names by June 5, 2015. Additional name badges cost \$150 each.**
10. Noisy equipment, visual aides, music or voices which disturb other exhibitors or registrants are banned. Appropriate action will be taken for those not complying with this rule. LeadingAge Florida has the right to eject any exhibitor representative(s) found to be offensive or objectionable to other exhibitors and/or registrants.
11. Each exhibitor is obliged to keep a clean and orderly booth. All aisles must be kept clear of exhibits. Exhibitor's agents shall reflect appropriate business dress and decorum while maintaining their booth during show hours.
12. Exhibit booths **must not** be dismantled before 12:15 pm on Wednesday, July 1, 2015. Failure to wait until after the show is over may jeopardize your assignment of space for the following year or the right to exhibit at future LeadingAge Florida shows.
13. Any exhibitor who discards their displays or any type of "bulk" material not considered normal refuse during the show must make arrangements for its removal at their own expense. If the drayage company is asked to remove this material, the exhibitor will be charged directly by the drayage company. LeadingAge Florida will not be held responsible for removing refuse or paying cleaning fees.
14. Handing out materials to attendees is forbidden unless it takes place within your booth space. Soliciting in the exhibit hall by representatives of firms who have not purchased a booth is strictly prohibited. LeadingAge Florida reserves the right to eject from the exhibit hall all unauthorized persons soliciting orders, distributing advertisements or showing their products. The offenders waive the right and/or claims for damages against LeadingAge Florida arising out of the enforcement of this paragraph.
15. LeadingAge Florida reserves the right to accept or reject applications for booth space at the Annual Convention.
16. With notice to exhibitors, LeadingAge Florida may amend these terms and conditions and documents included herein by reference 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 Florida to such exhibitors as may be affected by them. Exhibitors will adhere to and abide by existing rules and regulations listed here in order to exhibit with LeadingAge Florida in the future.

NOTE: All matters and questions not covered by the regulations set forth will be decided by the Exposition and Sponsorship Coordinator. Additionally, these decisions must be accepted as final if there are disagreements between exhibitors.

Expanding Possibilities for Aging



Advocate.



Educate.



Serve.

LeadingAge[™]
Florida

LeadingAge Florida

1812 Riggins Road, Tallahassee, FL 32308 | (850) 671-3700 | Fax (850) 671-3790 | www.LeadingAgeFlorida.org