2020 BUSINESS MEMBERSHIP AND SPONSORSHIPS

**Business Members Enjoy**

- Direct contact with decision makers in your target market
- Sponsorship opportunities
- First notification of Trade Show booth sales
- First invitation to submit Annual Conference proposals
- Brand recognition
- Opportunity to leverage expertise
- Members-only registration
- Trends, best practices, and insights from informed staff
- High value, cost-effective way to reach prospective clients
- And more...see next page for details

**Sponsorships: Available to Business Members Only**

- Manager Training Seminar
  - April 16, 2020
- Annual Conference
  - May 18-21, 2020
  - Asheville, NC
- Fall Conference
  - September 24, 2020
  - Colfax, NC
- State Night Out
  - November 5, 2020
  - San Antonio, TX

Details and additional sponsorship opportunities on page 3.

MEMBERSHIP AND SPONSORSHIP APPLICATIONS ON PAGES 7-9.
**2020 MEMBER BENEFIT**

<table>
<thead>
<tr>
<th>2020 MEMBER BENEFIT</th>
<th>Platinum</th>
<th>Silver</th>
<th>Bronze</th>
<th>Supporter</th>
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<tbody>
<tr>
<td>ANNUAL CONFERENCE</td>
<td></td>
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<tr>
<td>Receipt of RFP to present at Conference (and other programs)</td>
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<tr>
<td>Receipt of Conference Attendee Listing</td>
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<tr>
<td>Guaranteed Trade Show Booth w/Preferred Priority* or 2 Complimentary Registrations</td>
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<td>Name Recognition in the Conference Program</td>
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<td>2 Company Attendees at Executive Leadership Breakfast</td>
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<td>1/2 Page Ad in Conference Program</td>
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<td>STATE NIGHT OUT</td>
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<td>Complimentary Attendance at State Night Out</td>
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<td>Discounted registration fees</td>
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<td>Promotion of company-sponsored programs</td>
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<td>Early access to all sponsorship opportunities</td>
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<td>Submission of Position Paper for Posting on Website (4-Platinum; 1-Silver)</td>
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<td>Host a Webinar/Call Offered Specifically for Association Members</td>
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<td>YEAR-ROUND BRANDING</td>
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<td>Profile on Website and Member Directory Listing</td>
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<td>Company highlight in <em>Member Update</em></td>
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<td>Logo on LeadingAge North Carolina Homepage</td>
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<td>COMMUNICATIONS</td>
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*Business Members must reserve no later than February 28, 2020 for guaranteed priority.
Membership year is from January - December 2020.
Business membership in LeadingAge NC is separate from membership in LeadingAge national.*
Manager Training Seminar | April 16, 2020 | Sponsor - $1,500

One-day training targeting managers. Sponsorship includes table top booth, opportunity to provide a brief overview of goods and services provided and logo on marketing materials.

Annual Conference | May 18-21, 2020 | Asheville, NC

Our largest educational event of the year, geared toward C-suite staff.
$2,700 Customized logo items:
- hotel keycards
- conference app
- lanyards
- Wifi
- tote bags
- photo booth
- reusable cups
- reusable straws

Additional Items:
- $1,000 beverage station (multiple)
- $2,000 lounge charging station (4) located within the exhibit hall
- $2,500 general session keynote (3) welcome all attendees, provide brief company overview and introduce the keynote speaker - sponsors will have their brand displayed on the main stage and have an opportunity to provide promotional product materials for attendees

Fall Conference | September 24, 2020 | Colfax, NC | Sponsor $2,500

New in 2020! Our inaugural Fall Conference is geared toward department directors and managers of human resources, marketing, finance, social work, nursing, maintenance, wellness and fundraising. Sponsorship includes tabletop booth, special recognition, logo on marketing materials and tote bags.

State Night Out | November 5, 2020 | San Antonio, TX | Sponsor $1,000

Our largest networking event of the year and is held during the national LeadingAge Annual Conference in the fall. This event continues to grow each year and will be complimentary for platinum and silver members in 2020. The registration fee for bronze and supporter members will be $100 per attendee. Sponsorship includes logo on marketing materials and onsite signage.

Educational Content

Do you have new (or recycled) content you would like to share with North Carolina? Please contact us at 919.571.8333 to discuss educational partnership opportunities.

SPONSORSHIP AGREEMENT: LeadingAge North Carolina reserves the right to determine whether a company meets the standards for sponsorship determined by LeadingAge North Carolina and its Board of Directors. If it does not, sponsorship application will be denied and any prepaid fees will be returned in full. Sponsorships cannot be processed without the required remittance, in order to guarantee all benefits outlined. All recognition of sponsorship is solely the responsibility of LeadingAge North Carolina and its member task forces and committees. No additional signage or display by the sponsoring company is permitted unless approved by LeadingAge North Carolina in advance. Promotion of the sponsor’s products, services or facilities at sponsored events is not allowed. If the sponsor fails to comply with this policy the company forfeits sponsorship rights for the year 2020 and will not be entitled to any refund. LeadingAge North Carolina’s endorsement of the sponsor’s products, services or facilities. A cancellation fee of twenty-five percent (25%) of booth rental will apply to all cancellations received prior to April 1, 2020. After that date, no refunds will be made. The Exhibit Rules and Regulation Contract will be provided for completion to all booth rental participants.
2020 ANNUAL CONFERENCE AND EXPO

Conference Venue
The Omni Grove Park Inn
209 Macon Avenue
Asheville, NC 28804

Date of EXPO: May 19, 2020
Conference Dates: May 18-21, 2020

Hotel room reservations will open when conference registration opens.

Booth Price:
Complimentary for Platinum, Silver, and Bronze Business Members
$875 for Supporters
$1,350 for non-members

Priority given in the following order to contracts received by February 28, 2020:
1) Platinum Members
2) Silver Members
3) Bronze Members
4) Supporters and Non-Business Members
All other booths are assigned on a first come, first served basis.

Booth includes:
- Full conference registration for 2 exhibitors
- Attendance for 2 exhibitors at Welcome Reception on Monday, May 18
- Attendance by 2 exhibitors for lunch and reception on Tuesday, May 19
- List of conference attendees
- Company listing in onsite Trade Show materials
- 8’ x 8’ booth with draping
- Booth sign
- 6’ skirted table and 2 chairs
2020 EXPO FAQs

Reservations and Confirmation:
Booth reservations and assignments will be confirmed in March by email with your designee. Details regarding electricity, shipping, furnishings, and hotel reservations will be provided at that time along with the Southern Exhibition Services Exhibitor (SES) kit.

Electrical:
Must be arranged directly with The Omni Grove Park Inn after you receive your booth assignment.

Shipping:
Arrange shipping, after you receive your booth assignment, through SES to avoid potential additional fees. For details please see the SES Exhibitor Packet which you will receive in March.

Furnishings:
The 8’ x 8’ booth with draping comes with a booth sign, 6’ skirted table, and 2 chairs. Additional furnishings may be arranged through SES or brought in. For details please see SES Exhibitor Packet which you will receive in March.

Schedule:
SET UP: Monday, May 18 from 1-4pm
WELCOME RECEPTION: Monday, May 18 from 5-6:30pm

SET UP: Tuesday, May 19 from 7-11am
EXHIBIT HOURS Tuesday, May 19 from 11:30am-3:30pm
EXHIBITOR/ATTENDEE RECEPTION: Tuesday, May 19 from 4:30-5:30pm

BREAK DOWN: Tuesday, May 19 from 3:30-4:30pm and 5:30-7:30pm
LeadingAge North Carolina EXPO May 19, 2020 at The Omni Grove Park Inn

Dining Tables

10

9  
Lounge

8  25  39  
12  23  26  38  
13  22  27  37  
6

5  14  21  28  36  43  50
15  20  29  35  44  49
4

3  19  30  34  45  
18  31  33  46  48  54
2

1  16  17  32  47

PREFUNCTION

LOADING DOCK
BUSINESS MEMBERSHIP (Part A)
___ Platinum ($7,200)  ___ Silver ($4,100)  ___ Bronze ($1,700)  ___ Supporter ($525)
___ Guest/Non-member

PRIMARY CONTACT (listed in member directory and all marketing materials)
Primary Contact Name: ________________________________________________
Title: __________________________________________
Email: _________________________________________ Phone: ______________________
Company: _______________________________________
City: __________________________ State: ______ Zip Code: ___________
Website: ________________________________________
Primary business type: ______________________________
I would like a 2020 Exhibit Booth: ___Yes  ___ No, instead I would like 2 complimentary
registrations (not offered to Supporters.)

TOTAL for Business Membership (Part A): $ __________

SPONSORSHIPS (Part B)
ANNUAL CONFERENCE  |  MAY 18-21, 2020  |  ASHEVILLE, NC
$2,700/ITEM
_____ Customized Hotel Keycards  _____ Conference App
_____ Conference Lanyards  _____ Meeting Room Wifi
_____ Trade Show Tote Bags (Multiple)  _____ Reusable Cups
_____ Reusable Straws  _____ Photo Booth

Additional Items
_____ $1,000 Drink Station (Multiple)  _____ $2,000 Lounge Charging Station (4)
_____ $2,500 General Session Keynote (3)

MANAGER TRAINING SEMINAR  |  APRIL 16, 2020  |  LOCATION TBD
_____ $1,500 Seminar Sponsor

FALL CONFERENCE  |  SEPTEMBER 24, 2020  |  COLFAX, NC
_____ $2,500 Conference Sponsor

NIGHT OUT  |  NOVEMBER 5, 2020  |  SAN ANTONIO, TX
_____ $1,000 Event Sponsor

TOTAL for Sponsorships (Part B): $ __________
EXHIBIT BOOTH (Part C)

Platinum - complimentary  Bronze - complimentary  Non-member - $1,350
Silver - complimentary  Supporter - $875

BOOTH CONTACT

Booth Contact Name: ________________________________________________
Title: __________________________________________
Email: ___________________________________________  Phone: _____________________
Company: _______________________________________

PREFERRED BOOTH NUMBERS (Placement not guaranteed.)

____ 1st choice  ____ 3rd choice
____ 2nd choice  ____ 4th choice

PRIMARY GOODS OR SERVICES PROVIDED: __________________________________________________

_______________________________________________________________________________________________

COMPANY REPRESENTATIVES AT BOOTH: If you would like to have more than 2 representatives at your booth, you may do so at the rate of $400/person.

1) Name: ____________________________  Title: ____________________________
   Email: ____________________________  Phone: _____________________

2) Name: ____________________________  Title: ____________________________
   Email: ____________________________  Phone: _____________________

3) ($400) Name: ____________________  Title: ____________________________
   Email: ____________________________  Phone: _____________________

4) ($400) Name: ____________________  Title: ____________________________
   Email: ____________________________  Phone: _____________________

Booth Fee: $_______  Add'l Booth Representatives (if any) $ _______
TOTAL Booth (Part C): $_______

By completing this form you acknowledge that you have read the above contract and all the rules and regulations specified in the 2020 Exhibit Rules and Regulations on pages 10-11 and agree to abide by the same. Exhibitors are responsible for distributing door prizes.
FOUR WAYS TO SUBMIT YOUR FORMS AND PAYMENT


2) EMAIL the forms to info@LeadingAgeNC.org.

3) FAX the forms to Jennifer Gill at 919.869.1811.

4) MAIL with payment to: LeadingAge NC, Attn: Jennifer Gill, 222 N. Person Street, Suite 205, Raleigh, NC 27601.

Checks should be made payable to LeadingAge North Carolina.

Business membership form and payment must be received in full in order to reserve booths for members eligible to receive a complimentary booth. Payment for sponsorships must also be received in full in order to reserve.

TOTAL AMOUNT ENCLOSED

A. Business Membership $________
B. Sponsorship(s) $________
C. Booth $________
TOTAL $________

Company Name: ____________________________________________________

Phone: ________________________________

Email: ________________________________

Circle one: Check OR: Charge to: VISA  Master Card  Discover  AmEx

Card number: _________________________________________________

Security code: ______

Exp.: ______

Billing address for card: __________________________________________

________________________________________________________________

Card holder name (please print): ___________________________________

Card holder signature: ___________________________________________
1. EXHIBIT SPECIFICATIONS AND EQUIPMENT
Included in this application packet is a floor plan of the exhibit hall. All booths are 8'x 8'. Each booth will be set up with an 8' high back drape and 3' high side divider. Also included in your booth rental fee will be one 6' long skirted table, a 7"X44" booth identification sign and two chairs. If you desire any additional furnishings for your booth, feel free to contact the official show decorator, Southern Exhibition Services, Inc. (SES). Information regarding set-up, lighting, power, additional equipment or furnishings and shipping will be included in the Exhibitor Service Kit sent to you in March. We encourage shipping materials through SES versus directly to the venue in order to avoid the possibility of incurring fees from both the venue and SES. Exhibitors may not use aisles or common areas as part of their exhibit. Exhibit Manager reserves the right to place tables and other displays in aisles and common areas. Electrical requests and any related required forms and payments are to be arranged directly with THE OMNI GROVE PARK INN and will be included in the Exhibitor Service Kit distributed in March. All exhibits should be installed and ready for show opening by 11:30am Tuesday, May 19. Exhibits must be dismantled and cleared of the hall by 7:30pm the same day. Exhibits are not to be dismantled prior to noted times unless directed by LeadingAge North Carolina’s Exhibit Manager.

2. EXHIBITOR PERSONNEL
During exhibit hours 11:30am-2:30pm a representative from the exhibiting firm must be present at the booth at all times. There may be additional times the Expo hall doors will be open. Representatives are encouraged to mingle with attendees during receptions and non-exhibiting hours, which may take them away from their booths. Exhibit booth fees allow for two (2) exhibitors to participate in all events listed in the exhibitor schedule on the previous page. Additional representatives from the exhibiting company will be required to purchase additional tickets for vendor related functions.

3. CANCELLATION/ WITHDRAWAL
The exhibitor shall give LeadingAge North Carolina written notice of intent to cancel. A cancellation fee of twenty-five percent (25%) of booth rental will apply to all cancellations received prior to April 1, 2020. After this date, no refunds will be made. This clause will be strictly adhered to.

4. INSURANCE
If insurance is desired, the purchase is the sole responsibility of the exhibitor.

5. HOLD HARMLESS CLAUSE
The exhibitor assumes the entire responsibility for losses, damages, and claims arising out of injury or damage to the exhibitor’s displays, equipment, or other property brought upon the premises of the hotel and shall indemnify and hold harmless The Omni Grove Park Inn and LeadingAge North Carolina and their agents and employees from any such losses, damages and claims. Exhibitors will be responsible for any damage caused by the exhibitor to the exhibition premises.
6. OBSERVANCE OF LAWS AND SAFETY CODES
Exhibitors shall comply with all federal, state and local laws. All exhibitors must comply with local authorities regarding safety and fire regulations. Questions regarding fire and safety and use of cooking elements should be directed to the Exhibit Manager.

7. OTHER REGULATIONS
LeadingAge North Carolina reserves the right to accept or reject any application for booth space at the Annual Meeting. All of the above rules and regulations are to be construed as part of all booth applications. All matters and questions not covered by the regulations set forth will be decided by LeadingAge North Carolina’s Exhibit Manager.

8. BOOTH ASSIGNMENTS
Booth assignments are made on a first come, first-served basis. Assignments will be confirmed in March. In the event that preferred booth choices are not available, Exhibit Manager will select the best available booth possible.

9. PHOTOGRAPHY
LeadingAge North Carolina will employ a photographer to take photos at the exhibit. These images will be used by LeadingAge North Carolina to share news about the event, and to publicize our next exhibit. Images may be used in press releases, printed publicity and published on LeadingAge North Carolina’s webpage, Facebook, Twitter, and Instagram Pages. If you would prefer not to be photographed, please contact our office at 919-571-8333 or email info@leadingagenc.org.

10. CHANGES
Representatives will not be permitted to share or swap out partial or daily registrations. Please advise of any changes to the names below at least 1 week prior to the Trade Show.

11. WAITING LIST
LeadingAge North Carolina will start a waiting list for Trade Show booths in the event that the show sells out. Companies will be added in priority order with business members first followed by non-members in the order applications are received. Though rare, in the event that a booth is cancelled, the waiting list will be consulted to assign a new company to that booth.