2022 BUSINESS MEMBERSHIP and SPONSORSHIPS

As you review the 2022 Business Membership and Sponsorship packet you will notice benefit options based on our ability to host in-person events. Like you, we have no way to predict where we will be in relation to the pandemic, whether we can host unrestricted large gatherings again and/or if members will be comfortable attending. While we are planning for in-person programs, we must make plans to host some conference sessions and/or programs virtually. Final details related to the conference and the future of in-person events will be made available throughout the year as we continue to monitor the pandemic and receive guidance from the governor.

Our Business Members Enjoy

• Direct contact with decision makers in their target market
• Sponsorship opportunities for members only
• First notification of Exhibit Hall booth sales
• First invitation to submit Annual Conference and Expo 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…

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# 2022 BUSINESS MEMBERSHIP BENEFITS

## MEMBERSHIP LEVELS

### SUPPORTER BUSINESS MEMBERSHIP: $600*
- Receipt of RFP to present at Annual Conference and Expo, Fall Conference and other programs
- Submit hosted webinar topics for consideration
- Discounted registration fees
- Promotion of company sponsored programs
- Profile on website and member directory listing
- Receipt of association updates and newsletters
- Additional sponsorship opportunities

### BRONZE BUSINESS MEMBERSHIP: $1,750*
- Supporter Business Membership Benefits
- Receipt of Annual Conference and Expo Attendee list for one time usage
- Choice of exhibit booth or 2 complimentary registrations at Annual Conference and Expo

### SILVER BUSINESS MEMBERSHIP: $4,500*
- Supporter and Bronze Membership Benefits
- Recognition in Annual Conference and Expo program
- Priority on sponsorship opportunities
- Submission of one position paper
- Host a webinar/call on a timely topic
- Priority to lead a discussion on an affinity group call (with exception of CEOs)
- Two complimentary registrations to State Night Out event

### PLATINUM BUSINESS MEMBERSHIP: $7,500*
- Supporter, Bronze and Silver Membership Benefits
- 2 representatives at the Executive Leadership Breakfast held during Annual Conference and Expo
- Ad in conference program
- Company highlight in Member Update
- Logo on LeadingAge NC homepage
- Participation in C-Suite events
- Total of four complimentary registrations to State Night Out Event

*Membership dues do not reflect credit card processing fees.

*The membership year is January - December 2022. Memberships in state affiliates are separate from memberships in LeadingAge national.*
**ADDITIONAL SPONSORSHIP OPPORTUNITIES**

**Annual Conference and Expo – May 9-12, 2022, $2,900***

Our largest educational event of the year, geared toward C-Suite staff to be held at the Omni Grove Park Inn, Asheville, NC. Multiple a la carte sponsorship opportunities are available for Business Members.

<table>
<thead>
<tr>
<th>CONFERENCE SPONSORSHIP $2,900 per item</th>
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<tbody>
<tr>
<td>Hotel Keycards</td>
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<tr>
<td>Conference App</td>
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<td>Lanyards</td>
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<tr>
<td>Face Masks</td>
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<tr>
<td>Individual Hand Sanitizer</td>
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<tr>
<td>Social Distance Bracelets</td>
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<tr>
<td>Meeting Room Wifi</td>
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<tr>
<td>Learning Journal Inside Pocket Logo/Ad</td>
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<tr>
<td>Tote Bags</td>
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<td>Photo Booth</td>
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<td>Reusable Cups</td>
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<td>Reusable Straws</td>
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<tr>
<td>Exhibit Hall Lounge Charging Station</td>
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<tr>
<td>General Session Keynote</td>
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<tr>
<td>Beverage Station</td>
</tr>
</tbody>
</table>

* Sponsorship amounts do not reflect credit card processing fees.
ADDITIONAL SPONSORSHIP OPPORTUNITIES

Leadership Academy: $20,000*
The LeadingAge North Carolina Leadership Academy is a year-long program designed to develop statewide aging services leaders. The program provides a challenging and engaging learning environment that enhances the leadership capacity of aging services professionals so they are better equipped to serve our field. Sponsorship includes participation in academy events, logo on marketing materials and acknowledgement at Annual Conference and Expo. Business members are welcome to partner.

Manager Training Seminar: $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. If virtual, sponsor will provide video introduction and overview of product.

State Night Out: $1,500*
October 17, 2022
Our largest networking event of the year and is held during the national LeadingAge Annual Conference and Expoin Denver, CO. This event continues to grow each year and complimentary registrations available for platinum and silver members. The registration fee for bronze and supporter members will be $100 per attendee. Sponsorship includes two complimentary tickets, logo on marketing materials and onsite signage.

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

* Sponsorship amounts do not reflect credit card processing fees.

LeadingAge North Carolina Foundation Vision Fund
Our Vision Fund at the LeadingAge North Carolina Foundation focuses on raising sustainable funds that will:
• Develop and disseminate specific diversity and inclusion tools and resources;
• Strengthen and broaden our leadership development efforts for member community staff;
• Enable the Foundation to utilize unrestricted dollars for areas of greatest need – now and moving forward – even once we are into the new normal ahead.
• These actions will assure a transformational change for our member communities and will position us well into the future. Thank you in advance for your thoughtful consideration of this opportunity to lead our State and to support our member communities.

For more information contact
Tom Akins at Tom.Akins@LeadingAgeNC.org

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 2022 and will not be entitled to any refund. LeadingAge North Carolina’s recognition of sponsors in no way constitutes 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, 2022. After that date, no refunds will be made. The Exhibit Rules and Regulation Contract will be provided for completion to all booth rental participants.
2022 ANNUAL CONFERENCE AND EXPO

CONFERENCE VENUE
The Omni Grove Park Inn
209 Macon Avenue
Asheville, NC 28804
Date of EXPO: May 10, 2022
Conference Dates: May 9-12, 2022
Hotel room reservations will open when conference registration opens.

BOOTH PRICE:
Complimentary for Platinum, Silver, and Bronze Business Members
$899* for Supporters
$1,600* for non-members
Priority given in the following order to contracts received by February 28, 2022:
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.

DECORATOR SERVICE
Southern Exhibition Services
2101 Tobacco Road
Durham, NC 27704
800.882.7469
FAX: 919.683.3107
info@southern-exhibition.com

BOOTH INCLUDES:
• Full conference registration for 2 exhibitors
• Attendance for 2 exhibitors at Welcome Reception on Monday, May 9
• Attendance by 2 exhibitors for breakfast, lunch, and reception on Tuesday, May 10
• List of conference attendees
• Company listing in onsite Expo materials
• 8’ x 8’ booth with draping
• Booth sign
• 6’ skirted table and 2 chairs

* Fees do not include credit card processing fees.
2022 Grove Park Inn
Exhibitor Map and Floorplan

Dining Tables
16' Refreshments and Lunch

1 17 18
2 16 19
3 15 20
4 10 24
5 Lounge 29 36
6 13 22 28 37
7 12 23 26 39
8 9 Lounge 25 40
9 8 Lounge 27 38
10 7

PREFUNCTION LOADING DOCK

2022 Grove Park Inn
Exhibitor Map and Floorplan

Dining Tables
16' Refreshments and Lunch

1 17 18
2 16 19
3 15 20
4 10 24
5 Lounge 29 36
6 13 22 28 37
7 12 23 26 39
8 9 Lounge 25 40
9 8 Lounge 27 38
10 7

PREFUNCTION LOADING DOCK
RESERVATION 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 AT-A-GLANCE
MONDAY, MAY 9
SET UP
1:00pm- 4:00pm
WELCOME RECEPTION
5:00pm - 6:30pm

TUESDAY, MAY 10
SET UP
7:00am – 8:00am
EXHIBIT HOURS
8:00am – 9:00am & 11:30am - 2:30 pm
EXHIBITOR/ATTENDEE RECEPTION
5:00pm – 6:00pm
BREAKDOWN
5:30pm - 7:30pm
*All times subject to change as conference schedule is finalized.
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” X 44” 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 8:00am Tuesday, May 10. 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 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 nonexhibiting 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, 2022. 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 of the representatives at least 1 week prior to the Expo.

11. WAITING LIST
LeadingAge North Carolina will start a waiting list for Expo 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.
2022 BUSINESS MEMBERSHIP FORM

BUSINESS MEMBERSHIP (Select One)

☐ Platinum Check: $7,500 / Credit Card: $7,800*  ☐ Silver Check: $4,500 / Credit Card: $4,680*
☐ Bronze Check: $1,750 / Credit Card: $1,820*  ☐ Supporter Check: $600 / Credit Card: $624*
☐ Guest/Non-Member

PRIMARY CONTACT (Main contact for company, to be listed in member directory and all marketing materials)
Company: __________________________________________________________
Primary Contact Name: ________________________________________________
Title: ____________________________________________________________________________
Email: ____________________________________________________________________________
Address: __________________________________________________________________________
City: ________________________________________________________________________________ State: ________________ Zip Code: ________________
Website: ____________________________________________________________________________

PRIMARY BUSINESS TYPE (Select all that applies):
☐ Accounting  ☐ Employee Recruiting/Staffing  ☐ Maintenance Supplies  ☐ Technology Assistive Devices
☐ Actuarial  ☐ Employee Training/Benefits  ☐ Marketing/Sales  ☐ Telecomm
☐ Architecture  ☐ Facility Management  ☐ Medical Products/Services  ☐ Transportation
☐ Assisted Living  ☐ Furniture  ☐ Nutrition  ☐ TV Systems
☐ Banking/Financial Services  ☐ Housekeeping  ☐ Pharmaceutical  ☐ Wellness
☐ Bathing Systems  ☐ Identification Systems  ☐ Pharmacy Services  ☐ Other Profession
☐ Construction  ☐ Information Technology  ☐ Rehabilitation Services  ____________________________
☐ Consulting  ☐ Insurance  ☐ Resident Care and Personal Products/Services  ____________________________
☐ Dining Management  ☐ Interior Design  ☐ Retirement Planning  ____________________________
☐ Emergency Response Systems  ☐ Legal Services  ☐ Signage/Printing Services  ____________________________

COMPANY DESCRIPTION (500 words max):
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

Please mark your preference if an exhibit booth is available (provide any additions information below):

☐ Yes, I prefer an Exhibit Booth at the Annual Conference and Expo. (Form C must be completed and include to process request)

☐ No, I prefer 2 complimentary registrations. Information provided below. (Not offered to Supporter Business Members and Non-Members)

Representative 1: Name:____________________________________ Title:_____________________  Email:__________________
Representative 2: Name:____________________________________ Title:_____________________  Email:__________________

*Membership fee amounts reflect payment via check with the option to submit via credit card (higher amounts include processing fees).

TOTAL FOR BUSINESS MEMBERSHIP (FORM A):
$ __________________
2022 SPONSORSHIP FORM

Business membership (Form A) must be included to process request.

Sponsorships are based on availability and offered on a first come basis. Opportunities are available to Business Members only.

ANNUAL CONFERENCE AND EXPO | MAY 9-12, 2022 | ASHEVILLE, NC

FEE PER ITEM: Check $2,900 / Credit Card $3,016*

- Customized Hotel Keycards
- Facemasks
- Meeting Room Wifi
- Reusable Cups
- Expo Tote Bags

- Lanyards
- Social Distance Bracelets
- Photo Booth
- Learning Journal Logo/Ad
- General Session Keynote

- Conference App
- Hand Sanitizer/Sanitizer Stations
- Reusable Straws
- Beverage Station
- Exhibit Hall Lounge Charging Station

Multiple opportunities available

LEADERSHIP ACADEMY

- Academy Sponsor – Check: $20,000 / Credit Card: $20,800*

MANAGER TRAINING SEMINAR

- Seminar Sponsor – Check: $1,500 / Credit Card: $1,560*

NIGHT OUT | OCTOBER 17, 2022 | DENVER, COA

- $1,500 Event Sponsor – Check: $1,500 / Credit Card: $1,560*

TOTAL FOR SPONSORSHIP (PART B): $ __________________

*Sponsorship fee amounts reflect payment via check with the option to submit via credit card (higher amounts include processing fees).
EXHIBIT BOOTH (PART C) SELECT BUSINESS MEMBERSHIP LEVEL
BUSINESS MEMBERSHIP (FORM A) MUST BE INCLUDED TO PROCESS REQUEST

- Platinum - complimentary
- Silver - complimentary
- Bronze - complimentary
- Supporter - Check: $899 / Credit Card: $935*
- Non-Member - Check: $1,600 / Credit Card: $1,664*

BOOTH CONTACT (PRIMARY CONTACT FOR COMMUNICATION RELATED TO EXPO BOOTH)

Booth Contact Name: _________________________________________________________________
Email: ___________________________________________ Phone: _____________________________

REPRESENTATIVE TO BE LISTED IN ON-SITE MATERIALS

Name: _______________________________________________ Phone: ___________________________
Email: _______________________________________________ Phone: ___________________________
Website: __________________________________________________

PREFERRED BOOTH NUMBERS (PLACEMENT NOT GUARANTEED)

_________________ 1st choice ___________ 2nd choice ___________ 3rd 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 Check $450 / Credit Card $468* per person.

1) Name: ___________________________________________ Title: ____________________________________
Email: ___________________________________________ Phone: _____________________________
1) Name: ___________________________________________ Title: ____________________________________
Email: ___________________________________________ Phone: _____________________________
3) Name ($450/468*): ___________________________ Title: ___________________________
Email: ___________________________________________ Phone: _____________________________
4) Name ($450/468*): ___________________________ 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 2022 Exhibit Rules and Regulations on page 9 and agree to abide by the same. Exhibitors are responsible for distributing door prizes.

* Registration fee amounts reflect payment via check with the option to submit via credit card (higher amounts include processing fees).
THREE WAYS TO SUBMIT YOUR FORMS AND PAYMENT

1) EMAIL the forms to info@LeadingAgeNC.org.
2) FAX the forms to 919.869.1811.
3) MAIL with payment to our NEW mailing address: LeadingAge NC, PO Box 27527, Raleigh, NC 27611.

Checks 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 is to be submitted after confirmation.

TOTAL AMOUNT ENCLOSED *

Form A. Business Membership $____________________
Form B. Sponsorship(s) $____________________
(Will not be charged prior to confirmation)
Form C. Exhibit Booth $____________________
TOTAL of FORMS A, B & C $____________________

* Amounts listed are to reflect selected payment option (check or credit card). The higher rate noted includes processing fees for credit card payments. If you submit payment via credit card, you will be charged the higher rate.

PAYMENT INFORMATION

☐ Check       Credit Card: ☐ VISA ☐ Master Card ☐ Discover ☐ AmEx

Name on Card: ________________________________________________________________________________________
Card number: __________________________________________________________________________________________
Security code: _________________ Exp: __________
Billing Address: _______________________________________________________________________________________
City: __________________________________________ State: __________________ Zip Code: __________________
Email to receive receipt: ________________________________________________________________________________
Phone: _____________________________________________________

[Image of people working together]