

RIPPLES OF IMPACT

2025 BUSINESS MEMBERSHIP and SPONSORSHIPS

*Membership Benefits | Sponsorship Opportunities
Expo Booths | Conference Schedule*

UNLOCK OPPORTUNITIES *in a Growing Market*

At LeadingAge North Carolina, our mission is to expand the possibilities of aging through advocacy, education, innovation, and collaboration.

Why Partner with Us?

As a valued Business Member, you'll connect with top decision-makers in older adult services, providing essential products and solutions to a rapidly expanding industry.



Fact

According to U.S. Census Bureau figures, in 2025 more than 12,000 people in the U.S. will begin to turn 65 every day and by the end of 2030, every Baby Boomer will be over the age of 65.

Join a network of industry leaders and seize the opportunity to reach those directly shaping care for this growing population.

Exclusive Benefits for Business Members

- Direct access to top decision-makers
- Exclusive relationships with industry leaders
- Member-only sponsorship and exhibit opportunities
- Priority access to conference and expo proposals
- Increased brand visibility
- Expertise-sharing opportunities
- Members-only event registration
- Latest trends, insights, and best practices
- Cost-effective strategies to reach new clients
- And more...

2025 BUSINESS MEMBERSHIP TIERS and Benefits

| Benefits | Platinum \$9,000 | Silver \$6,000 | Bronze \$2,500 | Supporter \$1,000 |
|---|---------------------|----------------------|-------------------|----------------------|
| One ad placement in LeadingAge North Carolina e-newsletter | √ | | | |
| One company highlight in LeadingAge North Carolina e-newsletter | √ | | | |
| Ability to customize sponsorship, in agreement with association | √ | | | |
| Participation in C-Suite events | √ | | | |
| Opportunity to host regional networking event (happy hour, luncheon, dinner) * | √ | | | |
| Participation in member advocacy events and visits | √ | | | |
| Opportunity to partner on a workshop for members* | √ | √ | | |
| Submission of non-promotional articles to LeadingAge NC e-newsletter | √ | √ | | |
| Social media announcement of your membership | √ | √ | | |
| Presentation or introduction at a scheduled member networking meeting, educational event, or webinar* | √ | √ | | |
| Placement of company logo on our webpage with a link to member website | Homepage | Business member page | | |
| Complimentary registrations to NC State Night Out in Boston | 4 | 2 | 1 | |
| Invitation to host an educational training webinar for members* | √ | √ | √ | |
| Use of LeadingAge North Carolina's logo on member website | √ | √ | √ | |
| Invitation to volunteer on education planning taskforce* | √ | √ | √ | |
| Promotion of company sponsored programs relevant to members | √ | √ | √ | √ |
| Participation in member affinity group networking calls | √ | √ | √ | √ |
| Member-only discounts | √ | √ | √ | √ |
| Receipt of LeadingAge NC e-newsletters and updates | √ | √ | √ | √ |
| Profile on LeadingAge NC website and membership directory | √ | √ | √ | √ |
| Receipt of RFP to present at Annual Conference and Expo and other educational programs | √ | √ | √ | √ |
| Priority access to supporting non-conference sponsor opportunities | √ | √ | √ | √ |

* Available on a first-come, first-served basis in collaboration with the association.



Did you know?

The membership year is January - December. Business memberships in LeadingAge NC are separate from membership with LeadingAge national.

MEMBER-ONLY SPONSORSHIP OPPORTUNITIES



In addition to the core benefits of business membership, LeadingAge NC sponsorship opportunities are included in your membership. Sponsorships provide your company with even greater visibility and give you additional exposure to industry leaders and decision-makers.

2025 Annual Conference and Expo

As a business member, you are a sponsor for our premier educational event of the year, designed specifically for C-suite executives and set against the beautiful backdrop of Myrtle Beach. Visit our website, LeadingAgeNC.org for additional sponsorship opportunities.

| Annual Conference and Expo | Platinum \$9,000 | Silver \$6,000 | Bronze \$2,500 | Supporter \$1,000 |
|---|---------------------|-------------------|-------------------|----------------------|
| Sponsor acknowledgement in conference emails to attendees | √ | | | |
| Logo placement on event app | √ | | | |
| Recognition at Opening Session | √ | | | |
| 2 representatives at the Executive Leadership Breakfast | √ | | | |
| Logo placement in conference brochure and program materials | √ | | | |
| Personalized email advertisement to attendees | √ | | | |
| Promotion of company hosted reception for attendees | √ | √ | | |
| On-site volunteer opportunities * | √ | √ | | |
| Choice of either an expo booth or complimentary registrations | 4 | 3 | 2 | |
| Recognition in conference brochure and program materials | √ | √ | √ | |
| Priority booth placement for requests received by January 31 | √ | √ | √ | √ |
| Welcome Reception attendance | √ | √ | √ | √ |
| Access to all education sessions (in-person and virtual) | √ | √ | √ | √ |
| Attendee list | √ | √ | √ | √ |

*Available on a first-come, first-served basis in collaboration with the association.



Affinity Group Workshops

As a \$1,700 sponsor of a workshop targeting managers and team leads, you are invited to help plan the event and will receive:

- A tabletop booth at the event
- Time to provide a brief overview of your products and services
- Logo featured on marketing materials

State Night Out 2025

As an \$1,800 sponsor for our premier networking event, you will join us in Boston on November 5, 2025 at the LeadingAge national conference. Sponsors receive:

- Two complimentary tickets
- Logo featured on all marketing materials
- Prominent signage at the event
- Acknowledgement on social media

Educational Content

Do you have fresh insights or valuable resources to share with our members? We would love to hear from you! Reach out to us to explore potential 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 2025 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, 2025. After that date, no refunds will be made. The Exhibit Rules and Regulation Contract will be provided for completion to all booth rental participants.***

Expo Booths and Conference Registrations



EXPO BOOTH PERKS

- Conference registration for 2 exhibitors, which includes the Welcome Reception on Tuesday, May 6, and the Exhibitor/Attendee Reception on Wednesday, May 7
- List of conference attendees 2 weeks prior to event
- Company listing in on-site Expo materials
- For three or more from your company, enjoy a discounted conference registration fee of \$550/person that includes both receptions mentioned above



BOOTH FEE and STANDARD FURNISHINGS

- No booth fee for Platinum, Silver, and Bronze members that exhibit
- \$1,200 for Supporters
- \$1,800 for Non-members
- 8'x8' booth with draping
- Booth sign
- 6' skirted table and 2 chairs



Platinum, Silver, and Bronze members may select either an expo booth, as available, or complimentary registrations. Booths are assigned based on business membership level for registrations received through January 31, 2025, after which remaining booths will be allocated on a first-come, first-served basis.

2025 EXPO DETAILS

2025 ANNUAL CONFERENCE and EXPO

May 6-9, 2025

EMBASSY SUITES RESORT

9800 Queensway Blvd.

Myrtle Beach, SC 29572

DECORATOR SERVICE

Southern Exhibition Services

1411 Old Durham Road, Bldg. 3

Roxboro, NC 27573

Ph: 800.882.7469

FAX: 919.683.3107

Info@southern-exhibition.com

Expo Booth RESERVATION and CONFIRMATION

Follow steps on page 9 to reserve your business membership and expo booth.

In February 2025, your designated expo contact will receive an email that includes:

- Your booth assignment with floor plan
- Reminders about electricity, shipping, and furnishings
- Southern Exhibition Services Exhibitor (SES) Kit

A link to the group room block will be distributed when conference registration opens.

EXHIBITOR SCHEDULE

Expo: Wednesday, May 7, 2025

-Tuesday, May 6-

Set-Up

1:00pm – 4:00pm

Welcome Reception

5:00pm - 6:30pm

-Wednesday, May 7-

Set-Up

7:00am – 8:00am

Exhibit Hours

8:00am – 9:00am

11:30am – 2:30pm

Breakdown

3:00pm - 4:30pm

Exhibitor-Attendee Reception

4:30pm - 6:00pm

** Exhibitors will be notified regarding any changes to this schedule.*

AFTER YOU RECEIVE YOUR BOOTH ASSIGNMENT

1. Contact EMBASSY SUITES RESORT to arrange your electrical services and AV needs.
2. Contact SES to arrange shipping and avoid potential additional fees.
3. Contact SES if you would like to make arrangements for additional furnishings. The 8'x8' booth with draping comes with a booth sign, 6' skirted table, and 2 chairs.

EXPO RULES and REGULATIONS

1. EXHIBIT SPECIFICATIONS AND EQUIPMENT Included in this application packet is a floor plan of the exhibit hall. All booths are 8'x8'. 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 February. 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 EMBASSY SUITES RESORT and will be included in the Exhibitor Service Kit distributed in February. All exhibits should be installed and ready for show opening by 8:00am Wednesday, May 7, 2025. 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, 2025**. 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 EMBASSY SUITES RESORTS 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 February. In the event that preferred location 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, LinkedIn, and YouTube platforms. 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 if the show sells out. Companies will be added in the order applications are received. Though rare, if a booth is cancelled, the waiting list will be consulted to assign a new company to that booth.



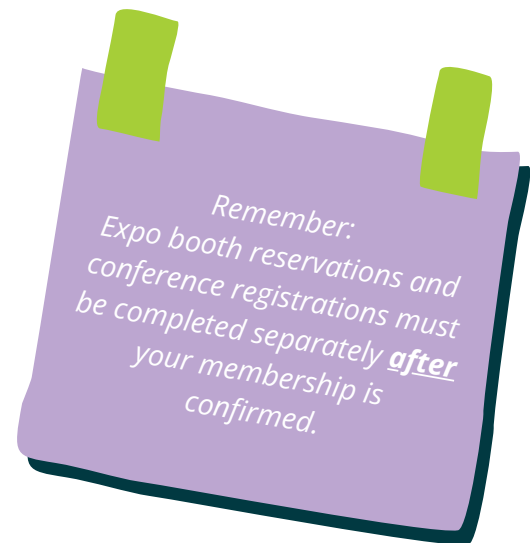
HOW-TO GUIDE *for 2025*

Membership, Expo, and Sponsorship



HOW TO RESERVE and REGISTER

All requests for business membership, expo booths, conference registrations, and sponsorships should be made through our website, LeadingAgeNC.org. Please note, we are unable to process requests via email.



Renewing Business Members

1. Log in to your profile on our website, LeadingAgeNC.org.
2. Please take a moment to update your company profile. This year we are asking for additional information to improve communications with your company.
3. Renew your membership.
4. Take advantage of member benefits - starting with selecting a booth or conference registration according to your membership level.

New Business Members

1. Click "Subscribe" from our homepage, LeadingAgeNC.org, and follow the prompts to join.
2. Once you have been approved as a member, you will be able to register for an expo booth, conference registrations, and any sponsorships, according to your business membership level.