LeadingAge North Carolina invites you to become a Business Member. Choose a membership level that works for your company. And then become a sponsor for additional branding exposure.

**Business Membership Benefits:**
- Network with professionals across the state
- Showcase your products and services
- Gain access to new practices and innovations
- Demonstrate your organization’s commitment to the field

**Membership Levels**
2018 membership levels are available for a range of budgets and desired outcomes. See the chart on the following page for updated levels and benefits. Become a member by submitting the Business Membership application in this packet.

**Sponsorships**
Sponsorships provide additional brand recognition and networking. Secure your sponsorship by completing the Sponsorship Application in this packet.

Once you become a Business Member, take full advantage of your benefits.
- Connect with LeadingAge NC staff early and often regarding ideas and updates pertinent to community members
- Submit proposals to present
- Attend and/or sponsor educational programs and networking events

Complete the Business Membership Application in this packet to become a Business Member today.

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**CONSIDER A SPONSORSHIP**

Sponsorships are available to Business Members on a first come, first served basis. Sponsorships place your company in the spotlight and keep registration costs affordable for community members. Complete the Sponsorship Application in this packet to secure your sponsorship today.

Sponsorships include recognition in event promotions and onsite programs, receipt of pre-event attendee lists, and registration/tickets for up to 2 company representatives.

**Spring Conference: May 14-17, 2018 The Omni Grove Park Inn, Asheville**

A la carte Branding Opportunities - Items below are available to all conference attendees and are exclusive sponsorships.

- Customized Hotel Keycards
- Conference App
- Conference Lanyards
- Meeting Room WIFI
- Trade Show Tote Bags (2 available)
- Afternoon Break (2 available)
- Grand Prize Drawing (2 available, drawn during Trade Show)

**State Night Out: October 29, 2018 in Philadelphia, PA**

Member-only reception held during national LeadingAge Annual Conference. With approximately 300 in attendance, it is among the most popular networking events each year.

**Finance Symposium Pre-Meeting Dinner**

Held in partnership with LeadingAge Virginia. Attendees from communities of both states are invited to dinner the night before the symposium. Date TBA

**Marketing Symposium Pre-Meeting Dinner**

Held in partnership with LeadingAge Virginia and LeadingAge Maryland. Attendees from communities of all three states are invited to dinner the night before the symposium. Date TBA

**In-kind and Customized Sponsorships**

Sponsorships and other opportunities to interact with members are available year-round and can be customized by speaking with Leslie Roseboro or Jennifer Gill in the LeadingAge North Carolina office at 919-571-8333.
<table>
<thead>
<tr>
<th>2018 MEMBER BENEFIT</th>
<th>Platinum</th>
<th>Silver</th>
<th>Bronze</th>
<th>Supporter</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SPRING CONFERENCE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Receipt of RFP to present at Conference (and other programs)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Receipt of Conference Attendee Listing</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Guaranteed Trade Show Booth OR Preferred Priority (Based on membership level &amp; availability)*</td>
<td>X</td>
<td>X</td>
<td></td>
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<tr>
<td>2 Complimentary Conference Registrations</td>
<td>X</td>
<td></td>
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<tr>
<td>Name Recognition in the Conference Program</td>
<td>X</td>
<td></td>
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<tr>
<td>2 Company Representatives may Attend Executive Leadership Breakfast</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>1/2 Page Ad in Conference Program</td>
<td>X</td>
<td></td>
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<tr>
<td><strong>STATE NIGHT OUT</strong></td>
<td></td>
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</tr>
<tr>
<td>Complimentary Attendance at State Night Out</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
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<tr>
<td><strong>EDUCATIONAL EVENTS</strong></td>
<td></td>
<td></td>
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<tr>
<td>Discounted registration fees</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Host a Webinar Offered Specifically for Association Members</td>
<td>X</td>
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<tr>
<td>Submit an Expert Analysis Paper for Posting on Website (4-Platinum; 1-Silver)</td>
<td>X</td>
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<tr>
<td>Up to 2 Complimentary Registrations for all Educational Programs</td>
<td>X</td>
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<tr>
<td>May Serve on an Education Program Planning Task Force</td>
<td>X</td>
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<tr>
<td><strong>YEAR-ROUND BRANDING</strong></td>
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<tr>
<td>Profile Listing on Website</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Member Directory Listing</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Logo on LeadingAge North Carolina Homepage</td>
<td>X</td>
<td></td>
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<tr>
<td><strong>COMMUNICATIONS</strong></td>
<td></td>
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<tr>
<td>Receipt of Member Update Newsletter Twice a Month</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

*Must reserve no later than February 28, 2018 for guaranteed priority
Reserve Your Booth Today

PRICE:
Platinum: Complimentary
Silver: Complimentary
Bronze: Complimentary
Supporter: $850
Non-Members: $1,300

Priority given in the following order to contracts received by February 28, 2018:
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.

RENTAL INCLUDES:
- Full conference registration
- Attendance for 2 staff at the Welcome Reception on Monday, May 14
- Attendance by 2 staff for Exhibitor/Attendee Lunch on Tuesday, May 15
- List of conference attendees for Platinum, Silver, and Bronze Business Members
- Listing in onsite Trade Show materials
- 8’ x 8’ booth with draping
- Booth sign
- 6’ skirted table and 2 chairs

Please note: 2 grand prize drawings will be held during the Trade Show. Check out the Sponsorship Application in this packet if your company is interested in sponsoring a grand prize drawing.
ADDITIONAL OPTIONS:

- Electrical - can be arranged with The Omni Grove Park Inn (details provided with booth confirmation in March)
- Additional furnishings - can be arranged through Southern Exhibition Services (SES) or brought in (please see SES Exhibitor Packet provided in March)
- Shipping - arrange through SES to avoid potential additional fees

EXHIBITOR SCHEDULE:

<table>
<thead>
<tr>
<th>Day</th>
<th>Event</th>
<th>Time</th>
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</thead>
<tbody>
<tr>
<td>Monday, May 14</td>
<td>Trade Show Set Up</td>
<td>1:00-4:00pm</td>
</tr>
<tr>
<td></td>
<td>Welcome Reception</td>
<td>5:00-6:30pm</td>
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<tr>
<td>Tuesday, May 15</td>
<td>Trade Show Set Up</td>
<td>8:00am-11:00am</td>
</tr>
<tr>
<td></td>
<td>Exhibit Hours</td>
<td>12:30pm-2:30pm</td>
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<tr>
<td></td>
<td>&amp; 4:30pm-6:00pm</td>
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<tr>
<td></td>
<td>Teardown Hours</td>
<td>6:00pm-7:30pm</td>
</tr>
</tbody>
</table>

New this year! LeadingAge North Carolina Leadership Academy Alumni will lead a community service project during the Trade Show. All exhibitors will be asked to provide approximately 50 canned goods or non-perishables. Items will be collected for a local nonprofit organization by conference attendees as they visit each booth in the exhibit hall. Presentation of donated items to the charitable organization will be made during the last hour of the trade show. More details will be provided with booth confirmation in March.

CONFERENCE VENUE:
The Omni Grove Park Inn
290 Macon Ave
Asheville, NC 28804
800-438-5800

DECORATOR SERVICE:
Southern Exhibition Services
2101 Tobacco Road
Durham, NC 27704
800-882-7469
FAX: 919-683-3107
info@southern-exhibition.com
LeadingAge North Carolina
Trade Show

A

Stage for headshots

B

8 9 24 25 40 41 56
7 10 23 26 39 42 55
6 11 22 27 38 43 54
5 12 21 28 37 44 53

Stage for headshots

C

66

16' × 16'

Lunch Buffet Tables & Reception Bars

4 13 20 29 36 45 52
3 14 19 30 35 46 51
2 15 18 31 34 47 50
1 16 17 32 33 48 49

Dining Tables

GROVE PARK INN
VANDERBILT BALLROOM

Scale

Size and Quantity of booths

8' X 8'

66

Southern Exhibition Services, Inc.
2301 Tobacco Rd.
Durham, N. C.  27704
Phone (919) 683-3107
Fax (919) 683-3107

E-mail: mark@southern-exhibition.com
Web Page: www.southern-exhibition.com

Architect
Mark Crow

Use of this drawing by anyone other than Southern Exhibition Services, Inc. or their clients is strictly prohibited. In order to supersede this restriction, written permission must be received from an agent of Southern Exhibition Services.
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 15. Exhibits must be dismantled and cleared of the hall by 7:00pm the same day. Exhibits are not to be dismantled prior to 5:30pm 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. 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

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, 2018. 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 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 2018 Spring Conference and Trade Show. 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 ASSIGNSMENTS

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.
2018 BUSINESS MEMBERSHIP APPLICATION

You may complete your Business Membership Application ONLINE by logging into our website at www.LeadingAgeNC.org. If you need help with your log in credentials please contact our office at (919) 571-8333. Checks should be made payable to LeadingAge North Carolina. Please do not email applications.

You may also:
1. FAX application to Jennifer Gill’s attention at (919) 869-1811
2. Or MAIL the application and payment to:
   LeadingAge North Carolina, Attn: Jennifer Gill
   222 N. Person Street, Suite 205
   Raleigh, NC 27601

For the Membership Directory:

I. Company Name ________________________________________________________________

Primary Contact First & Last Name ________________________________________________

Title _________________________________________________________________________

Address _______________________________________________________________________

City ___________________________ State ________ Zip ________________

Phone ___________________________ Fax ____________________________

Email ___________________________ Website ____________________________

II. Business Membership Level

_____ Platinum ($7,000)
_____ Silver ($4,000)
_____ Bronze ($1,600)
_____ Supporter ($500)
_____ Non-Member, Interested in Trade Show Booth Only

SIGNATURE: ___________________________________________________________________

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 2018 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, 2018. After that date, no refunds will be made. The Exhibit Rules and Regulation Contract will be provided for completion to all booth rental participants.
LeadingAge North Carolina, offers to lease to the undersigned firm, hereinafter referred to as Exhibitor, a booth(s) at the 2018 LeadingAge North Carolina Spring Conference at the location and on the dates stated above. Full payment is due with this application. Applicable business membership dues, contract, and additional ticket fees must be paid in full before booth will be reserved. Please do not email contracts.

You may register:
1. ONLINE at www.LeadingAgeNC.org. Supporters use promo code “MEMBER”. Platinum, Silver, and Bronze use promo code “BOOTH” to receive member rate.
2. You may also FAX your application to 919-869-1811, Attn: Jennifer Gill
3. or MAIL it to our office at 222 N. Person Street, Suite 205 Raleigh, NC 27601, Attn: Jennifer Gill

III. Primary contact for communication related to the trade show booth:

________________________________________
_______________________________________

Email and Phone:

_______________________________________

Name, Title, and Email of person to be listed in on-site materials (If different than above).

_______________________________________

_______________________________________

IV. Preferred booth locations:

_________1st choice ________2nd choice ________3rd choice ________4th choice

V. Primary Service or Goods Provided: ____________________________________________

VI. I, the undersigned, have read the above contract and all the rules and regulations specified in the 2018 Exhibit Rules and Regulations and agree to abide by the same.

Signature: ____________________________________________

VII. Please list the name(s) of individuals that will represent your company at the Trade Show. If changes are made regarding persons attending the conference, please advise at least 1 week prior to the Trade Show in order for name badge changes to be made and fees adjusted.

1. Name, Title, & Email: ____________________________________________

2. Name, Title, & Email: ____________________________________________
Your company may bring 2 company representatives to the Welcome Reception (Monday, May 14) and to the Trade Show (Tuesday, May 15). If you are bringing more than 2 representatives please list the names of those people below and purchase additional tickets for a flat rate of $200/person. Representatives will not be permitted to share or swap out partial or daily registrations.

3.* Name, Title, & Email: __________________________________________

________________________________________________________________________

4.* Name, Title, & Email: __________________________________________

________________________________________________________________________

VIII. AMOUNT DUE Payment must accompany business membership and exhibitor contract. Booths will not be reserved without payment.

$ _________ Business Membership (If choosing to be a member)
$ _________ Trade Show Booth (complimentary for Platinum, Silver, and Bronze)
$ _________ Additional Trade Show Booth Tickets (if any)
$ _________ TOTAL AMOUNT ENCLOSED

Charge to: ___Visa   ___Master Card   ___Discover   ___ American Express

Credit Card Number ____________________________________________

Security Code _____________ Expiration Date ______________

Card Holder Name ______________________________________________

Card Holder Signature __________________________________________

Billing Address: __________________________________________________

________________________________________________________________________

Billing Telephone: _____________________________________________________

Checks should be made payable to:
LeadingAge North Carolina
222 N. Person Street, Suite 205
Raleigh, NC 27601

VII. Door Prizes will be distributed at the luncheon held in conjunction with the Trade Show. Does your company plan to bring a door prize?

_____ Yes, my prize will be ________________________________________________

_____ No
2018 SPONSORSHIP APPLICATION

All Sponsorships are secured on a first come, first served basis.
You may FAX application to Jennifer Gill’s attention at (919) 869-1811 or MAIL the application and payment to: LeadingAge North Carolina, Attn: Jennifer Gill, 222 N. Person Street, Suite 205 Raleigh, NC 27601. Checks should be made payable to LeadingAge North Carolina. Please do not email applications.

___ Spring Conference
May 14-17, 2018
The Omni Grove Park Inn
Asheville, NC
$2,500/item
Please pick an item from the list below

___ Customized Hotel Keycards
___ Conference App
___ Conference Lanyards
___ Meeting Room Wifi
___ Trade Show Tote Bags (2)
___ Afternoon Break (2)
___ Trade Show Grand Prize Drawing (2)

___ State Night Out
October 29, 2018
Philadelphia, PA
$1,000

___ Finance Symposium Pre-Meeting Dinner
Date TBA
$500
(Plus % of dinner based on # attendees/sponsors)

___ Marketing Symposium Pre-Meeting Dinner
Date TBA
$500
(Plus % of dinner based on # attendees/sponsors)

___ Topical Roundtables/Lunch and Learns
Date TBA
Available to all Business Members.
Platinum Members receive priority.
$500/meeting

In-kind and customized sponsorships are available year-round. Please contact Leslie Roseboro or Jennifer Gill in the LeadingAge North Carolina office at (919) 571-8333 to discuss options.

If paying for your Sponsorship by credit card

$ __________ TOTAL AMOUNT ENCLOSED

Company Name: ________________________________________________________________

Contact Person: _________________________________________________________________

Phone: ___________________________ Email: ________________________________

Charge to: ____ VISA  ____ Master Card  ____ Discover  ____ AmEx

Card Number: ______________________________

Security Code: __________ Exp. Date __________

Card Holder Name: __________________________________________

Card Holder Signature: _______________________________________

Billing Address: ________________________________________________
______________________________________________________________