



JULY
12-14
2027

LeadingAge®
Southeast
Florida | Alabama | Louisiana | Mississippi

ANNUAL CONVENTION & EXPOSITION

SIGNIA BY HILTON BONNET CREEK

EXPOSITION PROSPECTUS

About LeadingAge Southeast and the Annual Convention & Exposition

What is LeadingAge Southeast?

LeadingAge Southeast is the premier association serving high-quality senior living providers across the continuum of care in Florida, Alabama, Louisiana and Mississippi. The Association provides up-to-date regulatory information, a wide variety of educational opportunities, representation before state legislatures and government agencies, group purchasing services, and opportunities for networking with peers to help member communities best serve the needs of older adults.

What is LeadingAge Southeast's Annual Convention?

The Annual Convention continues to be LeadingAge Southeast's flagship event, providing quality educational and networking opportunities to its members. We strive to keep our members informed regarding best practices, and the latest knowledge and equipment developed to facilitate work in senior living services and housing environment.

Who Will Attend? - Past LeadingAge Southeast Annual Conventions attracted hundreds of long-term care and senior housing professionals and decision-makers to learn, network and build new relationships. This three-day Convention features more than 50 educational sessions and a two-day Exposition.

What's in it for You? - At the LeadingAge Southeast Annual Convention and Exposition, as an exhibitor, you will have an exclusive opportunity to meet face-to-face with key senior living leaders and decision-makers who represent many communities and housing developments during a single "sales call." By participating in the Exposition, you can enhance the potential to increase sales, boost profits and save time and energy by directly meeting with your target market in an environment free from the daily interruptions of an office setting.

Still need Convincing?

Here are the Top 5 reasons to exhibit with us:

1. Gain qualified leads for your company to break into new markets and territories. This event will bring together a captive audience of hundreds of senior living professionals.
2. Present your products and services to people who make or influence buying decisions. In fact, 90% of Convention attendees are executives in the senior living profession.
3. Benefit from five (5) hours of dedicated networking time in the exhibit hall. Attendees can earn up to five (5) CEUs for their time in connecting with you in the Exposition! Plus, there are other Convention-related opportunities of which you can take advantage.
4. Receive pre- and post-Convention registration/attendee lists (email addresses not included). This will allow you to follow up on those with whom you connect.
5. Increase your awareness of new, emerging, and critical issues in long-term care.

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

Reserve Your Exhibit Booth

Exhibit space is assigned on a first-come, first-served basis, with priority given to 2027 LeadingAge Southeast Business Partners and Convention sponsors. No selections will be held until payment in full has been received. Click [here](#) to secure your exhibit booth today.

Exposition Hours*

Exhibitor Move-In: Monday, July 12: 7:30 AM - 4:00 PM EST

Show Open: Monday, July 12: 5:30 - 7:30 PM (Welcome Reception)

Tuesday, July 13: 11:30 AM - 2:30 PM (exhibitors can enter the exhibit hall at 10:30am)

Move-Out Tuesday, July 13: 2:45 - 5:45 PM (No early tear down)

*Subject to change

The Exposition theme for 2027 **TBD** immerse yourself in the vibrant colors, island vibes, and Caribbean charm as you network in a paradise-inspired setting. Don't miss this fun and valuable opportunity to make meaningful connections! Exhibitors who participate in the booth design contest have a chance to receive 50% off the cost of an exhibit booth at the 65th Annual Convention & Exposition. Judging will be done by Convention attendees.

Exhibitors with the top two scores in each of the following categories will win: 1. Originality and creativity of the booth; 2. Costume effort and participation. Judging will begin at the Welcome Reception on Monday, July 12, in the exhibit hall, and will continue Tuesday, July 13, ending at 2:30 pm. Winners will be informed by email.

Exhibit Space

One 10 x 8' exhibit booth includes one 8' covered, skirted table; one identification sign with company name and booth number; two chairs; a wastebasket; up to two name badges for your representatives, and your company/product description in the convention mobile app. **The Exhibit hall will not have traditional pipe & drape.**

Note: Three complimentary convention registrant lists (no emails) [2 pre-convention and 1 post-convention] provided. Electrical and internet services **ARE NOT** included with your booth fee. These items can be ordered separately through the exhibitor service kit. Expo hall is carpeted.

Name Badges

Please submit the names of your two representatives no later than June 11, 2027. Additional expo hall name badges cost \$150 each. Replacement cost \$25.

Important Information Regarding Food & Beverage

Per our contract agreement and for liability reasons, the Signa Hilton Bonnet Creek is the exclusive provider for all food and beverage in conjunction with the 64th Annual Convention & Exposition. Absolutely **NO** outside food and/or beverages may be served from your booth during the Exposition, including but not limited to bottled water

or other types of pre-packaged food items. If you want to serve these items, you must request permission and approval via email in advance of the Convention and Exposition, and understand that a corkage fee will apply and be payable to the hotel if your items are approved for distribution.

Official Decorator

The official decorator is Global Experience Specialists (GES), which can be contacted via phone at (800) 801-7648 or online at www.ges.com/chat.

Lead Retrieval

The Leadpedia app, powered by Eventpedia, is the innovative mobile solution for you to obtain lead generation needs! We offer a wide range of features to simplify the lead gathering processes so you can focus on your top priority bringing in new business! Cost: \$350 ordered by June 1, 2027, afterwards or onsite \$650.

Cancellation Policy

In the unfortunate event an exhibitor finds it necessary to cancel refunds may be made as follows:

- Prior to April 1, 2027 - Total amount paid, minus \$800 cancellation fee.
- From April 1 to May 10, 2027 - Total amount paid, minus \$1,000 cancellation fee.
- After May 10, 2027 - No refund will be approved.

Exposition Booth Rates

Booth Type	Member Rate	Non-Member Rate
Standard 8x10 Booth [Green Booths on floor plan]	\$1,750 (Early Bird) \$2,250 (After April 9, 2027)	\$2,750 (Early Bird) \$3,250 (After April 9, 2027)
Preferred 8x10 Booth [Yellow Booths on floor plan]	\$2,050 (Early Bird) \$2,550 (After April 9, 2027)	\$3,050 (Early Bird) \$3,550 (After April 9, 2027)
Premium 8x10 Booth [Blue Booths on floor plan]	\$2,450 (Early Bird) \$2,950 (After April 9, 2027)	\$3,450 (Early Bird) \$3,950 (After April 9, 2027)
Double/Island Booth (Contact Julie Copeland to Reserve)	15% Discount on Total (Early Bird) 10% Discount on Total (After April 9, 2027)	5% Discount on Total

[Click Here To Reserve Your Booth Online](#)

If you must submit payment via corporate check, please call (850) 702-0307 to confirm your booth selection prior to completing the online form. An invoice will be provided and payment must be received within 30 days.

Sponsorship Advantages

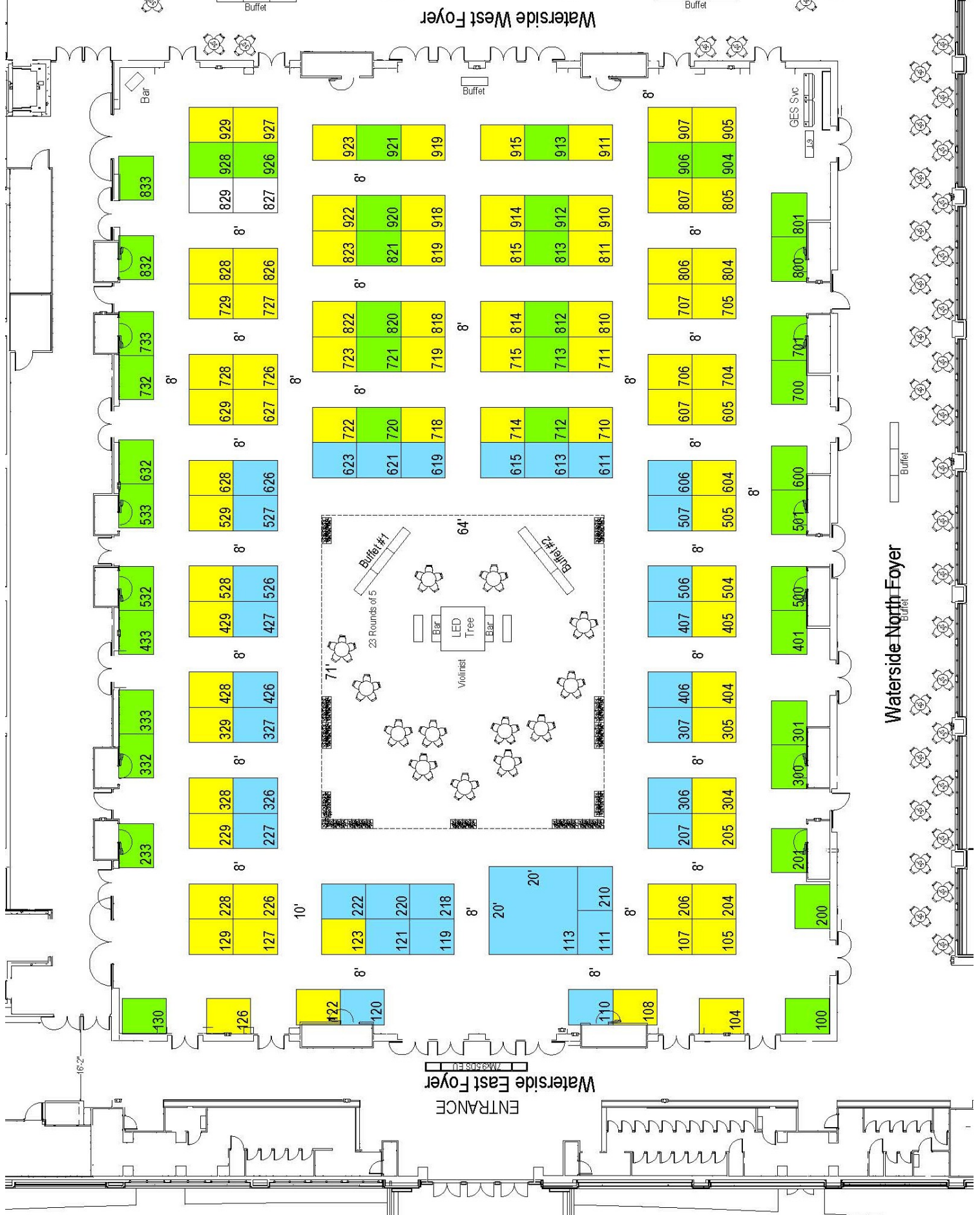
There are additional benefits to companies that sponsor the Annual Convention, including:

- Showcasing products and services to a captive audience of residential and community-based senior service organizations.
- Networking with senior living industry leaders and frontline staff.
- Developing new leads and strengthening existing business relationships.
- Creating brand awareness for your company while engaging in face-to-face encounters with those who accelerate the purchasing process.
- Increasing your visibility within the LeadingAge Southeast membership, differentiating your company from the competition.
- Positioning your organization as a leader and expert in the field of aging.

As a Convention Sponsor, you will receive the following:

- Inclusion on the Association's website, www.LeadingAgeSoutheast.org, pre- and post-Convention.
- Listing online and in the convention mobile app.
- Signage and identification ribbons on-site at the Convention.

All sponsored events are on a first-come, first-served basis. In order to secure a sponsorship, please click [here](#) to view and register 2027 Sponsorship. For additional details, contact Julie Copeland via email at JCopeland@LeadingAgeSoutheast.org or phone at (850) 702-0307.



Click [here](#) to view the most current booths available

Exhibitor Rules and Regulations

1. Neither LeadingAge Southeast, 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). NO ONSITE SALES!
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 Southeast is not responsible for any lost or stolen materials.
7. Resale, Subletting, and Sharing of Exhibit Space: No exhibitor shall sublet, share, or apportion any of his/her allotted exhibit space with another business or firm, nor permit any other person or party to market, display or present therein any goods or services not manufactured or distributed by the exhibitor in the regular course of business, without the written permission of the organizer.
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 themselves, check in at the Exhibitor check-in desk, and wear their name tag. Please notify LeadingAge Southeast 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 Southeast.
9. Exhibitor Badges allow access only to the exhibit hall and educational sessions - does not allow access to any meal functions or fun night party, etc. Name badge request forms - submit the names by June 11, 2027. Additional name badges cost \$150 each. Replacement badges cost \$25 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 Southeast has the right to eject any exhibitor representative(s) found to be offensive or objectionable to other exhibitors and/or registrants.
11. Per the Signia Hilton Bonnet Creek, helium-filled balloons are prohibited at all times. Any exhibitor/sponsor found using helium balloons will be required to remove them immediately, at their own labor and cost. If during the removal process, any helium balloons are released to the ceiling, the exhibitor/sponsor will incur a removal fine directly from the hotel, plus be fully responsible for all additional costs associated with balloon removal, which includes current labor and lift rental rates.
12. 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.
13. Exhibitors MUST NOT start dismantling booths before 2:35 p.m. on Tuesday, July 13, 2027. Failure to wait until after the show has closed may jeopardize your assignment of space for the following year or the right to exhibit at future LeadingAge Southeast Expositions.
14. 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 Southeast will not be held responsible for removing refuse or paying cleaning fees.

- 15.** 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 Southeast 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 Southeast arising out of the enforcement of this paragraph.
- 16.** LeadingAge Southeast reserves the right to accept or reject applications for booth space at the Annual Convention.
- 17.** With notice to exhibitors, LeadingAge Southeast 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 Southeast 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 Southeast in the future.

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