



COURAGE IGNITED

**EXPO & SPONSOR
PROSPECTUS**

LeadingAge[®]
New Jersey & Delaware

2024 Annual Meeting + EXPO June 4-6, Caesars AC

[Contract Available Here](#)

Strategic Thought Leader Opportunities

GENERAL SESSION - KEYNOTE | \$5,500 Investment | Exclusive Opportunity

Get in front of members at the most attended event at the LANJDE Annual Meeting. You will have the opportunity to introduce the keynote, produce branded marketing promotional materials for the keynote, and your logo exclusively featured on keynote marketing materials.

PREMIER EVENT SPONSORS — | \$5,000 | 2 Available

This opportunity is strategically linked to the delivery of the entire Annual Meeting, creating multiple avenues to shape attendee experience. You will have the opportunity to hold a focus group for attendees, can feature conference happenings / booth activities, and produce branded marketing promotions for members.

OPENING PLENARY | \$3,000 Investment | 2 Available

Our opening plenary will set the tone of our Annual Meeting - take this opportunity to build momentum from the very beginning of conference! You will have the opportunity to introduce the plenary speaker, produce branded marketing promotional materials for plenary, your logo exclusively featured on all plenary marketing materials.

FACILITATED ROUNDTABLE DISCUSSION | \$2,500 Investment | 2 Available

An opportunity to facilitate a discussion amongst attendees on a topic of your choosing, in coordination with the association.

PUBLIC POLICY FORUM | \$2,500 Investment | Exclusive Opportunity

An opportunity to host breakfast and introduce the speakers at our policy forum. Hear from members directly about policy priorities impacting our field. You will have the opportunity to introduce the policy forum speakers; greet members as they enter the session and network over breakfast; produce branded marketing promotions for the Policy Forum; your logo exclusively on all policy forum promotional materials.

Strategic Networking Opportunities

WELCOME RECEPTION | \$3,750 Investment | Exclusive Opportunity

The welcome reception is an opportunity for all meeting attendees to connect and network over hors d'oeuvres and drinks on the first night of the meeting.

Sponsorship Main Features:

Opportunity to speak at reception; provide branded banners to be placed throughout the reception; logo exclusively featured on all welcome reception marketing

MEMBER RECEPTION | \$3,750 Investment | Exclusive Opportunity

The member reception is an opportunity for all attendees to unwind and debrief the first two days of the Conference over hors d'oeuvres and drinks.

Sponsorship Main Features:

Opportunity to speak at reception; provide branded banners to be placed at reception; logo exclusively on reception marketing

STUDENT NETWORK | \$3,500 Investment | Exclusive Opportunity

We have strategic partnerships with universities and work hard to attract students in allied fields to join our conference. Empower their attendance & support our members in their efforts to build the future of aging services workforce.

Sponsorship Main Features:

Opportunity to host student networking meeting; provide branded marketing pieces promoting registration to students; funds will subsidize hotel and registration fees for students to attend at deeply discounted rates.

POWER OUR ATTENDEES - Investment Varies - Exclusive Opportunities

During long Annual Meeting days, our members look forward to sharing a meal and connecting with one another at the opportunities listed below. The features of sponsoring any of the below meals include brand recognition at the meal and on all meeting materials, signage, and pre and post show marketing.

- Breakfast with Exhibitors - \$2,000 Investment
- Lunch with Exhibitors - \$3,000 Investment
- Afternoon Snack with Exhibitors - \$2,000 investment
- Snacks To Go - \$1,000 investment

Contract
Available Here

Strategic Branding Opportunities

REGISTRATION | \$4,000 Investment | Exclusive Opportunity

Your logo exclusively on all registration marketing and collateral; produce branded marketing promotion for registration

HOTEL KEYCARD | \$4,000 Investment | Exclusive Opportunity

During the lifespan of an event, an attendee will actively look at their KeyCard 8-12 times/day, representing repeat impressions to your targeted demographic.

ATTENDEE NAME BADGE | \$4,000 Investment | Exclusive Opportunity

Your brand exclusively featured on each attendees' name badge, meaning our members will be viewing your logo every moment throughout the entire event.

ATTENDEE LANYARD | \$4,000 Investment | Exclusive Opportunity

Opportunity to provide lanyards that exclusively feature your brand, which attendees will be wearing throughout the entirety of the event.

CONFERENCE APP | \$3,500 Investment | Exclusive Opportunity

Your logo exclusively throughout the conference app, your logo featured on all marketing pieces to attendees about the app

CONFERENCE WIFI | \$3,000 Investment | Exclusive Opportunity

Your logo exclusively throughout the conference app, your logo featured on all marketing pieces to attendees about the app

ENTERTAINMENT | \$2,500 Investment | Exclusive Opportunity

Your logo exclusively featured near the entertainment provided at meeting

CONFERENCE BROCHURE | \$2,500 Investment | 2 Available

Logo featured on the Annual Meeting Brochure; Opportunity to provide a full page advertisement to be placed prominently in the brochure; logo exclusively featured on all informational marketing pieces about the brochure

GIVE AWAYS | \$1,000 Investment | Multiple Opportunities

Opportunity to provide a branded item for all attendees to be distributed at a prime opportunity. All items are to be supplied by the sponsor.

HAVE A CREATIVE SPONSORSHIP IDEA?

We would love to partner with you on a custom sponsorship offering. We know you have solutions our members need & we want to help you get those solutions in front of our annual meeting attendees. Let's strategize how we can do that! Contact: ibeck@leadingagenjde.org

2024 Annual Meeting EXHIBITOR QUICK GLANCE

Who We Are

Our membership represents the continuum of aging services:

- Adult Day
- Affordable Senior Housing
- Assisted Living Residences
- Assisted Living Programs
- HCBS
- Home Health
- Hospice
- Life Plan Communities (CCRCs)
- Nursing Homes
- PACE

What We Buy

LeadingAge New Jersey & Delaware members spend millions of dollars annually on:

- Accounting / Banking / Financial Services
- Architecture/Construction/ Interior Design
- Bathing / Flooring / Furniture
- Building Equipment
- Communication Services
- Consulting / Development Services
- Emergency Response Systems/ Wander & Fall Prevention
- Executive Search / Identification Systems
- Facility Management
- Food Management / Housekeeping
- Tech Solutions / Computer & Data Management

The Annual Meeting audience is comprised of professionals from across the continuum of care in the aging services and affordable senior housing sector.

This meeting attracts C-Suite professionals; middle/senior managers; department directors; administrators; nursing leaders; finance, quality and safety officers; public relations, communications and marketing professionals; human resources and information technology directors; affordable senior housing managers; social service coordinators and occupancy specialists; home and community based services providers; and more. Professionals in aging services and allied fields (i.e. fundraising, architecture, marketing, education, law, financial management and public administration) also attend the conference.



2024 Annual Meeting EXHIBITOR QUICK GLANCE

Draft EXPO Schedule

This is a tentative schedule and is subject to adjustments

Tuesday, June 4

10:00 – 2:30 Registration & Set up

2:30 – 4:00 Opening Plenary

6:00 – 7:30 Welcome Reception

Wednesday, June 5

8:00 – 9:00 Breakfast with Exhibitors

11:45 – 1:15 Lunch with Exhibitors

3:30 – 4:00 Snack Break with Exhibitors

5:30 – 7:00 Member Reception

Thursday, June 6

9:00 – 10:00 Breakfast & Policy Forum

10:00 – 12:30 Exhibitor Breakdown

12:15 – 12:30 Snacks to go

INVESTMENT:

LANJDE Business Partners:

EXPO Booth: \$1,200

Preferred Placement: \$1,400

Non Business Partner Rate:

EXPO Booth: \$2,000

BOOTH PACKAGE:

- 8' by 8' floor space in EXPO hall
- Pipe & drape and an ID sign
- Standard table, two chairs, and a waste basket
- Two booth badges
 - Exhibitors may purchase additional booth badges for \$250 for Business Partners; \$350 for non partners
- Opportunity to participate in all Annual Meeting events; gain critical insights from education sessions and take advantage of networking opportunities at evening receptions
- Hosted meal and break times with attendees
- Access to Annual Meeting App
- Receipt of attendee list with contact information

[Exhibitor Contract Available Here](#)

Exhibitor Notes & Terms

Set up for vendors will be on Tuesday, June 4 from 10:00 am – 2:30 p.m. Atlantic Exposition Services (AEX) will be available at that time and ONLY at that time. It is the responsibility of vendors to make arrangements for all booths to be set up during this designated time. Booths will not be able to set up late due to programming inside the expo hall beginning Tuesday afternoon.

Booth Construction

Booth space measures 8' wide x 8' deep; exhibits must conform to the size of the space and must not obstruct other booths.

Meals And Miscellaneous

LeadingAge New Jersey & Delaware's breakfasts, lunch and receptions during the event (June 4-6), are complimentary to all exhibitors. We encourage attendees to dress in casual, comfortable clothing; however, a majority will wear business attire during the meeting. A draft schedule of activities is noted above. A brochure with a schedule of activities will be available for viewing on www.leadingagenj.de.org

Exhibitor Service Kit

AEX is the official exhibit service company for the show. An exhibitor kit will be mailed to each vendor once a completed registration form, with payment in full, is received in the LeadingAge New Jersey & Delaware office. The kit will include rates and order forms for all installation and dismantling services. Information will also be included regarding labor and drayage rates.

Cancellation Policy

Cancellation of exhibit space in writing postmarked by Friday, April 7, will guarantee a full refund if the booth is resold; cancellation postmarked after Friday, April 7, will result in a 50% refund if the booth is resold; cancellation after Monday, May 8, will result in no refund. All refunds will be issued in the form of a check.

Exhibitor Personnel

Each exhibitor is permitted two (2) representatives per booth. Additional badges may be purchased for \$250 each (business partners) or \$350 each.

Booth Selection

Management will make every effort to assign requested space but does not guarantee such assignment. Space will be assigned on a first-come, first-served basis until all booth locations are assigned and are confirmed with payment in full.

Security

Although limited security will be provided, exhibitors must provide for the security of their goods, materials, equipment and general display at all times. LeadingAge New Jersey & Delaware will not be responsible for the loss or damage of any material for any cause.

Accommodations

Guest rooms have been reserved at Caesars Hotel Atlantic City for LeadingAge New Jersey & Delaware meeting Exhibitors & Attendees.

Room Reservations – 888-516-2215 (8am-2am EST, 7 days a week)

Group name: LeadingAge New Jersey

Group code: SC06LA4

All callers will be asked for this code but can also book by saying ***LeadingAge New Jersey

ON LINE: <https://book.passkey.com/go/sc06la4>

Sponsorship & EXPO Contact:

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