



## 2012 LeadingAge Colorado Annual Conference and Exhibition

May 8-10, 2012 • Keystone Resort and Conference Center • Keystone, CO

### Exhibitor Information

**Exhibit space, sponsorships, and advertising opportunities**

Connect to what's next at LeadingAge Colorado's 2012 Annual Conference and Exhibition. The premier association for mission-driven providers of high quality health care, housing and services for older adults, LeadingAge Colorado has a strong membership base consisting of adult day facilities, community service providers, senior housing, assisted living residences, continuing care retirement communities, and nursing homes. Let us connect you with your ideal audience—the senior management and decision makers who purchase your products and services.

***Leading Change—Connect to What's Next***



Let us partner with you to create a conference marketing plan that is designed just for you. In print, online or in person, we position you and your expertise directly in front of providers of choice in Colorado. We will work with you to create an integrated plan that fits perfectly with your company's goals and budgets.



### ***What is the LeadingAge Colorado Difference?***

Our membership is your dynamic market with the spending power you need. Our readership, conference attendees and members have the authority to purchase, specify and recommend the range of products and services you provide. As the population continues to age, the needs of those products and services continue to grow. Our field's top leaders trust LeadingAge Colorado and our commitment to shape and protect a future in which elderly Coloradoans and their caregivers enjoy the highest possible quality of life. That is why so many CEOs, CFOs, COOs, executive directors, administrators, marketing directors, human resources professionals and directors of nursing from the spectrum of aging services rely on LeadingAge Colorado to deliver what they need.

When you partner with LeadingAge Colorado you gain respected access to the key decision makers you want to reach most—those with the power to buy, not just *look* at your products and services. Because we represent the entire continuum of aging services and the job titles you need to reach, there is no wasted direct mail, tradeshow giveaways or black hole emails going nowhere. Aging services providers trust us and when you partner with us, you gain respect and access to those buyers.

We highlight your expertise and the intellectual capital of your organization as a vehicle to help you open doors and build trust with Colorado providers. Our experience transforms the simple sales opportunity to a new level. We help you create partnership and relationships and reap the rewards that come with a higher level of integration.

# Exhibitor Information

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LeadingAge Colorado proudly announces our 2012 Annual Conference and Exhibition in Keystone, Colorado. We hope you'll join us as an exhibitor.

**Dates of Conference:** May 8-10, 2012

**Location:** Keystone Resort & Conference Center, Keystone, Colorado

**Exhibit Schedule:** Wednesday, May 9, 2012

8:00—11:00 a.m. Exhibit Hall Set-Up

11:00 a.m.—2:00 p.m. Lunch in Exhibit Hall

5:00—6:00 p.m. Reception in Exhibit Hall

6:00—11:00 p.m. Exhibit Hall Teardown

**Expected Attendees:** 200+ attendees representing Colorado's senior care and housing spectrum. Includes providers of adult day services, community service providers, senior housing, assisted living residences, continuing care retirement communities, and nursing homes. Conference attendees are primarily CEOs, executive directors, administrators, department directors and other decision makers.

**Accommodations:** Keystone is offering a room rate of \$115 per night for single or double occupancy rooms at The Keystone Lodge & Spa or Keystone Village Studio Condos (plus tax & surcharge, combined 12.2%). Keystone Village 1 bedroom condos will be offered at a room rate of \$130.00 per night (plus tax & surcharge, combined 11.68%). All reservation requests will require a one night's deposit in form of a credit card when the reservation is made. If the reservation is made within 30 days of arrival, full payment is due at such time. Individual cancellations within 30 days of arrival are subject to forfeit of full deposit amount. Individual cancellations outside 30 days of arrival will result in return deposit less a \$30.00 processing fee. Full, non-refundable, amount of the anticipated revenue (room and tax) for the entire stay will be billed to the individual credit card at the cut-off date, April 15, 2012. Personal checks, money orders or a valid major credit card can be used for this payment.

**Hotel Reservations:** **Please call the hotel directly at 1-800-258-0437. Please refer to the Group Code— LeadingAge 2012— when making a reservation. The hotel reservation cut-off date is April 15, 2012.** To receive the LeadingAge Colorado group rate, please inform the reservationist that you will be attending the LeadingAge Colorado Conference. Reservations made beyond the cut-off date are subject to availability and may not be open at the special group rate.

# Exhibit Rules

**You will not be assigned an exhibit space until LeadingAge Colorado has received full payment for your space.** The hotel will have on-site staff to arrange for your special needs or to provide services such as storing exhibit equipment, shipping, etc. All such services are at the exhibitor's expense.

**Loading/Unloading into Exhibit Hall:** The Keystone Conference Center has a loading dock in back of the Conference Center, which has direct access to Shavano Peak Ballroom (site of exhibit hall). It will be available beginning Wednesday, May 9, at 8:00 AM.

**Electrical, Audiovisual and Internet Needs:** Exhibitors must indicate requests for electricity, audiovisual, and/or internet accessibility on the exhibitor contract submitted to LeadingAge Colorado. Once that is fulfilled, you will receive an electrical, audiovisual, and/or internet contract from the hotel. This/these contracts must be returned to the hotel with payment prior to the show to ensure electricity and audiovisual access at your table-top.

**Exhibitor Drawings:** We encourage exhibitors to have give aways at their booth. On Wednesday evening, May 9 at 6:00 PM, we will have a microphone available if you'd like to announce your winners.

**Education and Meals:** Exhibitors are invited to attend any of the educational programs offered during the conference. If you will have more than two attendees at the Thursday morning general session or any at the Friday morning general session, you may purchase tickets for those meals with your registration.

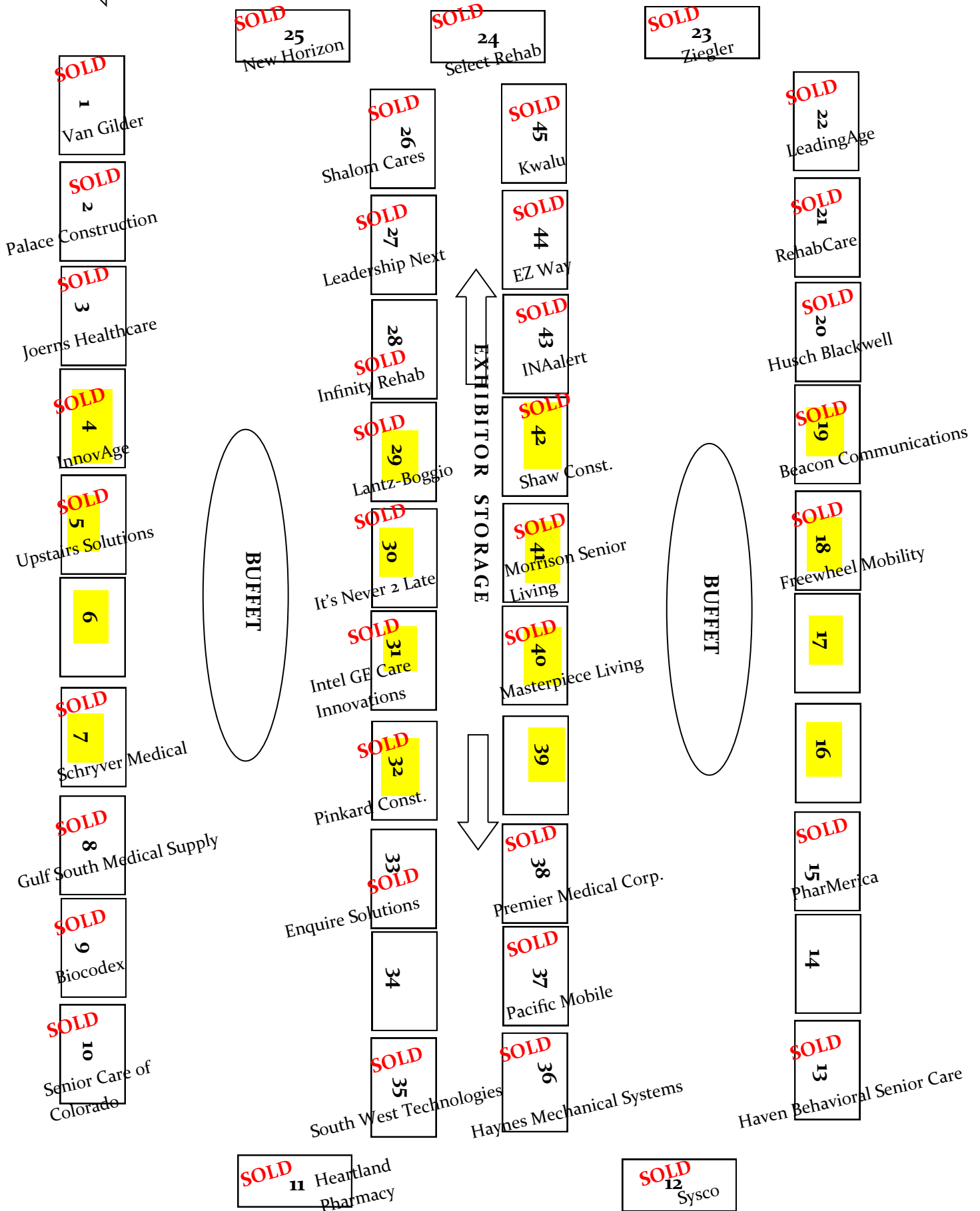
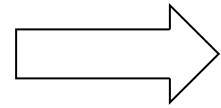
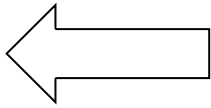
**Special Needs:** LeadingAge Colorado will assist in meeting special needs for physically challenged persons attending the conference. Please contact us by May 1 so that we may better serve you.

**Cancellation Policy:** Cancellations must be in writing. Exhibit cancellations received before April 6, 2012 will be refunded minus a \$100 handling charge. **Cancellations received after April 6 will NOT be refunded.**

**Additional Important Information:** Distribution of literature, samples, or other information or materials by firms that are not exhibiting is expressly prohibited. Evidence of violation of this rule should be reported immediately to LeadingAge Colorado representatives. Unethical conduct or infraction of rules on the part of the exhibitor or his/her representatives, or both, will subject the exhibitor to dismissal from the exhibit hall, in which event it is agreed that no refund will be made by LeadingAge Colorado.

**Your exhibit must be torn down, packed, and removed from the exhibit hall by no later than 11:00 PM on Wednesday, May 9. Failure to comply with this 11:00 PM deadline will result in a \$200 clean-up fee. No early tear-down of exhibits is allowed.**

MAIN ENTRANCES



Numbers in yellow indicate Premium space.

# Exhibitor Contract

LeadingAge Colorado 2012 Annual Conference and Exhibition • May 8 - 10, 2012 Keystone, CO

Please Type or Print

## **A. Company Information**

Company Name \_\_\_\_\_ Contact Name \_\_\_\_\_

Booth Representative(s) \_\_\_\_\_

Mailing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Office Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Please provide a brief description of the product(s) or services your company offers or is displaying (as you want it to appear in the program)

## **B. Exhibit Location Preferences**

Space Selection (from the Exhibit Hall Floor Plan) Space: 1<sup>st</sup> choice \_\_\_\_\_ 2<sup>nd</sup> choice \_\_\_\_\_ 3<sup>rd</sup> choice \_\_\_\_\_ 4<sup>th</sup> choice \_\_\_\_\_

List any companies that you **do not want to be stationed near** in the exhibit hall: \_\_\_\_\_

List any companies that you **would like to be stationed near** in the exhibit hall: \_\_\_\_\_

## **C. Electrical, Audiovisual, and Internet Access**

NOTE: **It is imperative** that you state any electrical, audiovisual, and/or internet needs prior to show. You will receive additional information from the hotel.

Will you need electrical outlets? \_\_\_\_ YES \_\_\_\_ NO

Will you have audiovisual needs (i.e., video, computer monitor, etc.)? \_\_\_\_ YES \_\_\_\_ NO

Will you need internet access? \_\_\_\_ YES \_\_\_\_ NO

X	Check appropriate category below:	Member Space reserved by 4/06/12	Non-Member Space reserved by 4/06/12	Member Space reserved after 4/06/12	Non-Member Space reserved after 4/06/12	TOTAL DUE
	Exhibit Table	\$875	\$1075	\$925	\$1125	
	<b>NEW</b> Premium Location Exhibit Table	\$975	\$1175	\$1025	\$1225	
	TOTAL EXHIBIT FEE					

List the names of the exhibitors who will be representing your company (includes two exhibitors per booth).

	Print names below so nametags can be prepared ahead of time	Wednesday General Session & Breakfast	Attending (Y/N)	Thursday General Session Breakfast	Attending (Y/N)	Total Due
1		N/C		\$25		
2		N/C		\$25		
3		\$35		\$25		
4		\$35		\$25		
	TOTAL MEAL CHARGES					

<b>TOTAL DUE</b>	
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# Exhibitor Contract

**LIABILITY:** LeadingAge Colorado, host organizations, hotel and show management, and employees or representatives of these bodies, will not be held liable for injuries to any person or for any loss or damage to property owned and controlled by the exhibitor, which claims for damages or injuries may be incident to, arise from, or be in any way connected with the exhibitor's display. 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 LeadingAge Colorado, the Hotel, its owner, its agents, management company, as well as their respective agents, servants and employees from any and all such losses, damages and claims. If any legal action is necessary to enforce the terms of this contract, the prevailing party shall be entitled to reasonable attorney's fees in addition to any other relief to which it may be entitled. Exhibitors desiring to insure their exhibit merchandise and display material against loss of any kind must do so at their own expense. LeadingAge Colorado suggests that such exhibitors contact their own insurance brokers who will secure them exhibit rider policies which will provide all their home premises for the exhibition purposes. Exhibitors will be responsible for any damage done to the building by them or their employees. Nails, tacks or screws must not be driven into walls, floors, or woodwork.

Reservations will be taken on a first-come first-served basis and are subject to LeadingAge Colorado's approval. Due to LeadingAge Colorado's nonprofit status, no sales or order-taking will occur during the course of the conference. **NO ASSIGNMENT OR SUBLETTING.** Exhibitor agrees not to assign, sub-lease, subcontract, apportion or share the whole or any part of the assigned space. Such arrangements are absolutely prohibited and shall be deemed null and void. **Full payment must accompany your application to choose your exhibit space selection.** LeadingAge Colorado will not assign you an exhibit space until we receive full payment. Your exhibit must be torn down, packed, and removed from the exhibit hall by no later than 11:00 PM on Wednesday, May 9, 2012. Failure to comply with this 11:00 PM deadline will result in a \$200 clean-up fee.

**CANCELLATION POLICY: Cancellations must be in writing.** Exhibit cancellations received on or before April 6, 2012 will be refunded minus a \$100 handling charge. **Cancellations received after April 6, 2012 will not be refunded.**

Accepted by: \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

(I have read all of the exhibit rules and cancellation policies and understand that they are part of this contract.)

*Enclose your check or credit card information along with this form to secure your choice.*

Company Name \_\_\_\_\_ Contact Name \_\_\_\_\_

Complete Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Amount of payment \$ \_\_\_\_\_ \_\_\_ Visa \_\_\_ MC \_\_\_ AMEX

Credit Card Number \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Expiration Date \_\_\_\_\_

Please sign and mail this contract with payment to LeadingAge Colorado, 303 E. 17th Ave., Suite 502, Denver, CO 80203. For questions regarding the exhibit hall and related services, please call LeadingAge Colorado at 303-837-8834, email to Jennifer@LeadingAgeColorado.org, or fax to 303-837-8836.

**Fax your exhibit hall reservation today to 303-837-8836!**

# Sponsorship Opportunities for

## *LeadingAge Colorado's 2012 Annual Conference & Exhibition*

**May 8-10, 2012**

**Keystone Resort and Conference Center, Keystone, Colorado**

To maximize your exposure at our Annual Conference and Exhibition, we encourage you to take advantage of these sponsorship opportunities. We greatly appreciate your support of our annual conference.

CATEGORY	AMOUNT	INCLUDES
___ Supporting Sponsor	\$ 250	Signage at registration, recognition in program
___ Speaker Honorarium	\$ 500	Signage at registration, recognition in program
___ Exhibit Hall Door Prizes	\$ 250	Signage at Exhibit Hall entrance, recognition in program
<b>SOLD</b> Tote bags	\$ 2,000	Logo on tote bags, signage at registration, recognition in program
<b>SOLD</b> Full-size Notepads	\$ 1,000	Logo on pads, signage at registration, recognition in program
<b>SOLD</b> Pens	\$ 900	Logo on pens, signage at registration, recognition in program
<b>SOLD</b> Nametag Cords	\$ 650	Name on cords, signage at registration, recognition in program
<b>SOLD</b> Highlighters	\$ 900	Logo on highlighters, signage at registration, recognition in program
<b>SOLD</b> Tuesday Evening Leadership Reception	\$1,500	Signage at event, recognition in program
___ Wednesday Evening Exhibitor Reception	\$2,500	Signage at event, recognition in program
<b>SOLD</b> Wednesday Breakfast & General Session	\$ 2,000	Signage at event, recognition in program
<b>SOLD</b> Wednesday Afternoon General Session	\$ 2,000	Signage at event, recognition in program
___ Wednesday Lunch (in Exhibit Hall)	\$ 3,000	Signage at entrance, recognition in program
<b>SOLD</b> Thursday Breakfast & General Session	\$ 2,000	Signage at event, recognition in program
___ Thursday AM Coffee Break	\$ 800	Signage at event, recognition in program

**Enclose your check or credit card information along with this form to secure your choice.**

Company Name \_\_\_\_\_ Contact Name \_\_\_\_\_

Complete Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Sponsoring: \_\_\_\_\_ Amount of payment \$ \_\_\_\_\_ \_\_\_ Visa \_\_\_ MC \_\_\_ AMEX

Credit Card Number \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Expiration Date \_\_\_\_\_

Please make check payable to LeadingAge Colorado and mail to 303 E. 17th Ave., Suite 502, Denver, CO 80203.

Questions? Call 303/837-8834 or email [Jennifer@leadingagecolorado.org](mailto:Jennifer@leadingagecolorado.org)

**Fax your sponsorship reservation to 303/837-8836!**

**Program Advertising for**  
**LeadingAge Colorado's 2012 Annual Conference & Exhibition**  
**May 8-10, 2012**

**Keystone Resort and Conference Center, Keystone, Colorado**

Advertising in LeadingAge Colorado's program is an excellent way to reinforce your presence at LeadingAge Colorado's Annual Conference and Exhibition. It's also a great way to have a presence at the conference if you're unable to participate in other ways. All conference participants receive a copy of the program which contains the schedule of events, session descriptions, exhibit listings and locations, special events, and speaker biographies.

	<b>AMOUNT</b>	<b>SIZE</b>
Front Inside Cover— <b>SOLD</b>	\$400	7.5" Wide X 10" Tall
Back Inside Cover— <b>SOLD</b>	\$400	7.5" Wide X 10" Tall
Back Cover— <b>SOLD</b>	\$500	7.5" Wide X 10" Tall
Full page	\$225	7.5" Wide X 10" Tall
Half Page	\$175	7.5" Wide X 4.5" Tall
Quarter Page	\$125	3.5" Wide X 4.75" Tall

**Ad Specifications** (Use this as a checklist while preparing your files.)

Ads must be black and white, camera-ready, with no bleeds. Artwork accepted on PC-formatted Zip 100 disks or CD or via email to Jennifer@leadingagecolorado.org. You may also send camera-ready hard copy to LeadingAge Colorado, 303 E. 17th Ave., Suite 502, Denver, CO 80203. Supply all files separately if possible. Files may be *jpg*, *tif*, or *gif*. No web graphics (*swf*, *png*). Make sure your artwork is **at least 300 dpi**. **Please note:** If your advertising requires converting, manipulating, correcting, designing artwork, or any other graphic services, you will be charged at the rate of \$60 per hour.

**Deadlines:**

**Space reservation & payment:** April 6, 2012

**Artwork:** April 13, 2012

*Please enclose your check or credit card information along with this form to secure your choice.*

Company Name \_\_\_\_\_ Contact Name \_\_\_\_\_

Complete Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

\_\_\_\_\_ **Front inside cover: \$400**

\_\_\_\_\_ **Back inside cover: \$400**

\_\_\_\_\_ **Back cover: \$500**

\_\_\_\_\_ **Full page: \$225**

\_\_\_\_\_ **Half page: \$175**

\_\_\_\_\_ **Quarter page: \$125**

Amount of payment \$ \_\_\_\_\_ Visa \_\_\_\_\_ MC \_\_\_\_\_ AMEX

Credit Card Number \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Expiration Date \_\_\_\_\_

Please make all checks payable to LeadingAge Colorado and mail to 303 E. 17th Ave., Suite 502, Denver, CO 80203.  
 Questions? Call 303/837-8834 or email Jennifer@leadingagecolorado.org.

**Fax your program ad space reservation to 303/837-8836!**