

*LeadingAge*<sup>™</sup>  
*Ohio*

**2017  
SPONSORSHIP  
OPPORTUNITIES  
AND EXHIBITOR  
REGISTRATION**

# 2017 LEADINGAGE OHIO ANNUAL PARTNERSHIP PACKAGES AND SPONSORSHIP OPPORTUNITIES

## 2017 Application and Agreement



### INSTRUCTIONS:

Please read the sponsorship agreement and terms. Full payment is due with application. Checks should be made payable to LeadingAge Ohio. Sponsorships may be charged to Visa, MasterCard or American Express.

### SPONSORSHIP AGREEMENT:

LeadingAge Ohio reserves the right to determine whether a company meets the standards for sponsorship determined by LeadingAge Ohio and its Board of Directors. If it does not, sponsorship application will be denied and any prepaid fees will be returned in full. All recognition of sponsorship is solely the responsibility of LeadingAge Ohio. No additional signage or display by the sponsoring company is permitted unless approved by LeadingAge Ohio in advance. If the sponsor fails to comply with this policy the company forfeits sponsorship rights for the year 2017 and will not be entitled to any refund. LeadingAge Ohio's recognition of sponsors in no way constitutes LeadingAge Ohio endorsement of the sponsor's products, services or facilities. Monies not allocated in 2017 will not be rolled over into future years.

### QUESTIONS:

For further information contact Corey Markham, Office and Database Manager; at 614.545.9015 or cmarkham@leadingageohio.org

### AGREEMENT:

We hereby apply to become a 2017 LeadingAge Ohio Annual Partner and/or Sponsor. We agree to abide by the rules and regulations printed on this application, which are made part of this agreement.

Company Name: \_\_\_\_\_

Key Contact Name and Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### COMPETITIVE COMPANIES:

LeadingAge Ohio is sensitive to competition between companies when assigning sponsored events. Every attempt will be made to prevent competing companies from sponsoring and speaking at the same event/timeframe.

### CHOOSE YOUR PARTNERSHIP LEVEL

- BRONZE (\$4,500+)
- SILVER (\$7,000+)
- GOLD (\$12,000+)
- PLATINUM (\$17,000+)
- DIAMOND (\$22,000+)

### SPONSORSHIP ONLY

Enter total amount from selected menu choices.

**TOTAL AMOUNT DUE:**  
\$ \_\_\_\_\_

### CUSTOMIZE YOUR PARTNER SPONSORSHIP PACKAGE

Select from the menu choices, at least the amount of your sponsorship dollars included in your selected Partnership Level.

**TOTAL AMOUNT DUE:**  
\$ \_\_\_\_\_



Mail application and payment to:

**LeadingAge Ohio**  
**ATTN: Corey Markham**  
**2233 North Bank Drive**  
**Columbus, OH 43220**

Make check payable to:  
**LeadingAge Ohio**

## ADVANCING SOLUTIONS FOR EXCEPTIONAL CARE AND SUCCESSFUL LIVING

LeadingAge Ohio is a nonprofit trade association that represents approximately 500 long-term care organizations and hospices, as well as those providing ancillary health care and housing services, in more than 150 Ohio towns and cities. The continuum of care reflected by the member organizations serve an estimated 400,000 elderly Ohioans annually and employ more than 35,000 persons statewide.

Senior services providers include senior housing, both subsidized and market rate, adult day care, home- and community-based services, assisted living and skilled nursing. A majority of LeadingAge Ohio members, senior services providers and hospices, are mission-driven, values-based organizations that provide many or all of these services.

LeadingAge Ohio is a member-driven organization, with leadership elected by peers from around the state. The leadership team is composed of the Board of Directors, including executive committee officers; and Public Policy Congress delegates, who represent LeadingAge Ohio at our national organization. Strategic committees and special interest groups comprised of members from around the state help to develop and oversee governing policies and programs.

### OUR VISION

The leader in quality, innovation, and value.

### THE ADVANTAGES OF ANNUAL SPONSORSHIP

- Elevate your visibility within the LeadingAge Ohio membership.
- No surprises – set your annual budget and customize your sponsorship to get the most value for your investment – all year long.
- Position your company as a true industry leader and strategic partner with our association for the future.

### ABOUT THE ANNUAL PARTNER PACKAGES

Become a 2017 Annual Partner Sponsor and enhance your exposure to LeadingAge Ohio provider member organizations. Simply choose your partnership level for the year. All packages have a predetermined set of benefits. Then, you decide how to customize your sponsorship by choosing the additional events and programs you wish to sponsor throughout the year that equal at least the amount of your "sponsorship dollars" at your desired Partner level. You will see that each selection has a dollar value—the higher the value, the more visibility and prestige you will receive.

## PARTNER PACKAGE BENEFITS CHOOSE YOUR LEVEL OF SUPPORT



### BRONZE LEVEL PARTNERSHIP \$4,500+

Included in a basic Bronze Level Partnership:

- \$1,500 in Sponsorship Dollars (please select from 2017 sponsorship menu choices)
- Guaranteed standard exhibit space at the annual LeadingAge Ohio Trade Show
- Logo link on partner page of LeadingAge Ohio website
- Recognition in annual conference brochure and in signage
- Automatic \$250 contribution to the LeadingAge Ohio Foundation
- Opportunity to research and create White Papers jointly with LeadingAge Ohio
- An Associate Membership—benefits highlighted below:
  - Opportunities to serve on LeadingAge Ohio committees and special interest groups
  - Free electronic listing of members
  - Potential placement of newsletter articles featuring matters of educational interest to our members (subject to editorial review by association staff)
  - Listings in the LeadingAge Ohio online Associate Member Directory
  - Reduced member rates for LeadingAge Ohio educational and networking events throughout the year
  - Mailings and communications featuring professional insights
  - Concentrated advocacy efforts representing all association members and the issues that impact them

### SILVER LEVEL PARTNERSHIP \$7,000+

Included in a Silver Level Partnership:

- \$4,000 in Sponsorship Dollars plus all other items in Bronze package
- Signage for premier partners (Silver, Gold, Platinum and Diamond) at the 19th Hole (awards reception) at our Annual Golf Outing and opportunity to present awards/prizes as well as signage for the 2017 Policy & Leadership Summit

## PARTNER PACKAGE BENEFITS CHOOSE YOUR LEVEL OF SUPPORT CONTINUED

### GOLD LEVEL PARTNERSHIP \$12,000+

Included in a Gold Level Partnership:

- \$7,500 in Sponsorship Dollars plus all other items in Silver package
- Cocktail Reception on 9/13 with Board Members and Leadership for Gold and above

### PLATINUM LEVEL PARTNERSHIP \$17,000+

Included in a Platinum Level Partnership:

- \$10,000 in Sponsorship Dollars plus all other items in Gold package
- Sponsor and attend Board Dinner on 9/13 after Cocktail Reception

### DIAMOND LEVEL PARTNERSHIP \$22,000+

Included in a Diamond Level Partnership:

- Create custom sponsorship package plus all other items in Platinum package

## SPONSORSHIP AND PARTNERSHIP 2017 MENU CHOICES

### CHOOSE YOUR SPONSORSHIP OR DESIGN YOUR PARTNER PACKAGE...

If you are interested in sponsorship opportunities only (i.e. you are not selecting a partner package), please select your desired sponsorship opportunities below.

If you are selecting a Partner Package, please select your level on Page 8; then, build your customized recognition program by selecting specific events and activities from the menu items listed. Combine as few or as many as you like to include at least the total dollar value of your "sponsorship dollars" at your desired Partner Level. Remember, any sponsorship opportunities are in addition to the package benefits that are specified with each partnership level (pages 4 & 5).

*Premier Sponsor Opportunities Available only to Silver, Gold, Platinum, and Diamond Level Partners (items marked with a [P]).*

#### Annual Conference - Education

- General Session Keynote Speaker (3) - \$5,000

#### Annual Conference - General

- Awards Luncheon (2) - \$2,500
- Bottled Water (3) - \$4,000
- Casino Night (9/14) (3) [P] - \$2,500
- Conference Bags [P] (1) - \$5,000
- Continental Breakfast (2) - \$1,500
- Mobile App [P] (3) - \$5,000
- Networking Lounge (9/14 & 9/15) [P] (1) - \$5,000
- Refreshment (2) - \$1,500
- Resident Luncheon (2) - \$1,500

#### Annual Conference - Advertising

- Advertisement Conference Brochure Color Full Page (unlimited) - \$1,000
- Advertisement Conference Brochure B&W Full Page (unlimited) - \$750
- Advertisement Conference Brochure Color 1/2 Page (unlimited) - \$750
- Advertisement Conference Brochure B&W 1/2 Page (unlimited) - \$500

**LeadingAge™**  
Ohio

**SPONSORSHIP**




*Put your  
company name  
and your  
representatives in  
front of the  
people who make  
the decisions on  
where their  
money is spent.*

## SPONSORSHIP AND PARTNERSHIP 2017 MENU CHOICES CONTINUED











Lunch sponsorships  
include attending event,  
signage, and materials

### Professional Development and Networking Opportunities

- Affordable Housing Conference (2) - \$2,500
-   Affordable Housing Conference Lunch (1) - \$2,500
- Human Resources Conference (2) - \$2,500
-   Human Resources Conference Lunch (1) - \$2,500
- Leadership Academy [P] (3) - \$4,000
- Leadership Academy Graduation Dinner (date TBD) (2) - \$1,500
- Life Safety Code (2) - \$2,500
-   Life Safety Code Lunch (1) - \$2,500
- Ohio Night Out (at LeadingAge Annual Conference in New Orleans, date TBD) (10) - \$2,500

Event sponsorships  
include attending event,  
signage, and materials

### One Day Seminars and Workshops

-   Hospice Clinical Bootcamp (2) - \$1,500
-   Advanced Principles of Hospice Management (2) - \$1,500
-   Hospice and Palliative Nurse Review Course (2) - \$1,500
-   Hospice Quality and Compliance Networking Forum (1) - \$1,500
-   Hospice Volunteer Forum (1) - \$1,500
-   SNF Director of Nursing Regional Networking Forums (2) - \$1,500
-   Emergency Preparedness Workshop (1) - \$1,500
-   SNF QAPI Forum (1) - \$1,500

Sponsorships include  
attending event,  
signage, and  
materials table

### Annual Events

- Art & Writing (6) - \$1,500
- Stars (5) - \$1,500

### LeadingAge Ohio Foundation Scholarships

- Executive Management (unlimited) - \$2,500
- General Scholarship (unlimited) - \$1,500
- Leadership Academy (unlimited) - \$1,500

## Select your options below and calculate total payment

### BOOTH PRICES

Member	<input type="checkbox"/> \$950
Non-Member	<input type="checkbox"/> \$1,550

Exhibitor Booth Registration Fee Subtotal

Sponsorship Selections (p. 6-8) Sponsorship Subtotal

Additional Booth Rep

Exhibitor Total

<b>EARLY EXHIBITOR MOVE-IN</b>	Wednesday, September 13	5:30 pm – 7:30 pm
<b>EXHIBITOR MOVE-IN</b>	Thursday, September 14	7:30 am - 11:30 am
<b>TRADE SHOW OPEN, with lunch</b>	Thursday, September 14	11:45 am – 2:00 pm
<b>EXHIBITOR MOVE-OUT</b>	Thursday, September 14	2:15 pm – 5:00 pm
<b>CASINO NIGHT, w/attendees</b>	Thursday, September 14	4:45 pm – 7:45 pm

### Exhibitor Agreement

#### READ CAREFULLY BEFORE SIGNING BELOW TO VALIDATE REGISTRATION.

Booth assignments will not be made until both the signed contract and required full payment are received. Booths must be paid in full at the time of registration. If assigned space is cancelled or reduced by the exhibitor before June 31, 2017, 50% (fifty percent) of the total cost will be retained by LeadingAge Ohio. If assigned space is cancelled or reduced by the exhibitor after June 31, 2017, all monies paid will be retained by LeadingAge Ohio. By signing below, I agree to the conditions noted above and the Exhibit Terms and Conditions.

Signature (Required): \_\_\_\_\_ Date: \_\_\_\_\_

### Submit Payment

**Keep a copy of this document for your records.** Upon receipt of payment, LeadingAge Ohio will email registration verification and payment details.

#### Pay by Credit Card:

Email completed Registration Form with credit card information covering required payment to: [cmarkham@leadingageohio.org](mailto:cmarkham@leadingageohio.org)

Check One:

VISA     MasterCard     American Express     Discover

Name on Card (*please print*) \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ 3-Digit Security Code Number on Back of Card: \_\_\_\_\_

Cardholder Signature (Required): \_\_\_\_\_

Date: \_\_\_\_\_ Amount to charge at time of registration: \_\_\_\_\_

#### Pay by check:

Mail completed Registration Form with full payment to:

LeadingAge Ohio  
ATTN: Corey Markham  
2233 North Bank Drive  
Columbus, Ohio 43220

#### FOR LEADINGAGE OHIO USE ONLY:

Date Received: \_\_\_\_\_

Amount: \_\_\_\_\_

Check No: \_\_\_\_\_





EXHIBITOR REGISTRATION  
ANNUAL CONFERENCE AND TRADE SHOW  
SEPTEMBER 13-15, 2017 – HILTON EASTON COLUMBUS

ALL MEMBER, PARTNER, AND EXHIBITOR APPLICANTS MUST COMPLETE

Company Information

Date: \_\_\_\_\_

LeadingAge Ohio Member:  Yes  No

Company Name: \_\_\_\_\_

Address (please, no P.O. Box): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ County: \_\_\_\_\_

Company Telephone(s): \_\_\_\_\_ FAX: \_\_\_\_\_

Website: \_\_\_\_\_

Trade Show Key Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Telephone: \_\_\_\_\_

(NOTE: Key Contact will receive all communications going forward.)

25 word description of product or services offered or send attachment:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Booth Representatives

Two Booth representatives are included with each exhibit booth registration. Additional booth representatives may be added for an additional \$125. *Limit: 4 representatives per booth.*

Please list name and title for each booth rep.

1. Name: \_\_\_\_\_ 3. Name: \_\_\_\_\_

2. Name: \_\_\_\_\_ 4. Name: \_\_\_\_\_

Exhibit Booth Selection

Refer to the floor plan on following page indicate your preferred choices: 1<sup>st</sup> \_\_\_\_\_ 2<sup>nd</sup> \_\_\_\_\_ 3<sup>rd</sup> \_\_\_\_\_ 4<sup>th</sup> \_\_\_\_\_

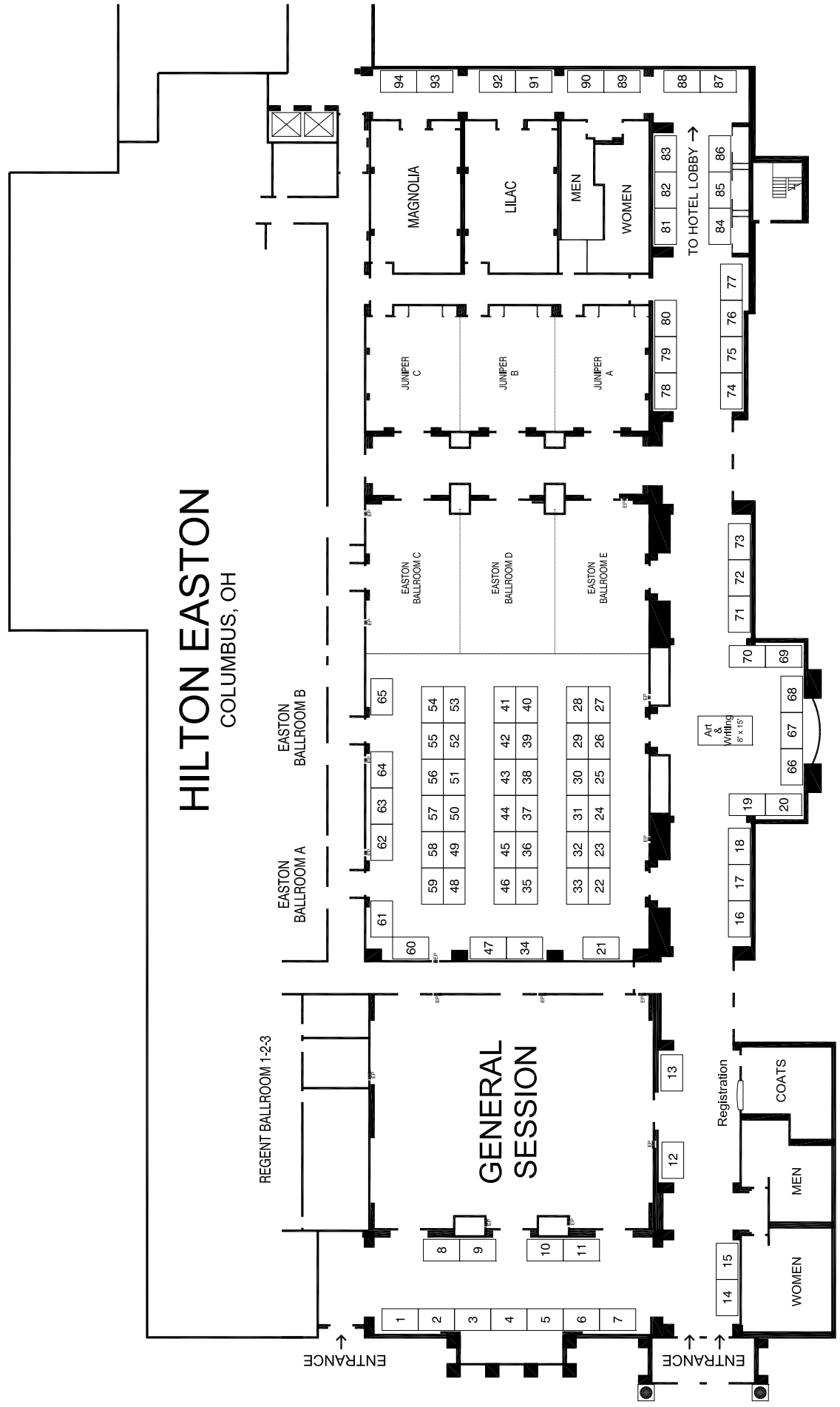
List types of companies you do not wish to be placed near: \_\_\_\_\_

Company Category

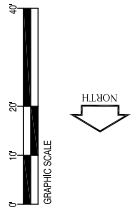
SELECT ONE CATEGORY BELOW THAT BEST DESCRIBES YOUR COMPANY:

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Accounting / Audit                   | <input type="checkbox"/> Financial                   | <input type="checkbox"/> Retirement Planning      |
| <input type="checkbox"/> Architecture / Construction / Design | <input type="checkbox"/> Food / Dietary Service      | <input type="checkbox"/> Safety and Security Aids |
| <input type="checkbox"/> Communications / Technology          | <input type="checkbox"/> Furniture                   | <input type="checkbox"/> Transportation           |
| <input type="checkbox"/> Compliance                           | <input type="checkbox"/> Insurance / Risk Management | <input type="checkbox"/> Wellness                 |
| <input type="checkbox"/> Consulting (please note type) _____  | <input type="checkbox"/> Legal                       | <input type="checkbox"/> Workers' Compensation    |
| <input type="checkbox"/> Data Management                      | <input type="checkbox"/> Marketing                   |   |
| <input type="checkbox"/> Environmental                        | <input type="checkbox"/> Medical Products            |   |
| <input type="checkbox"/> Executive Search / Recruitment       | <input type="checkbox"/> Pharmaceutical              |   |
| <input type="checkbox"/> Facility Management                  | <input type="checkbox"/> Rehabilitation              |   |

# HILTON EASTON COLUMBUS, OH



## Leading Age Ohio September 14, 2017



## Exhibit Terms and Conditions

### 1. Assignment of Booth Space

LeadingAge Ohio is hereby authorized to reserve booth space for our use during its 2017 Annual Conference and Trade Show to be held at Hilton Columbus at Easton, Thursday, September 14, 2017, from 11:45 a.m. – 2:00 p.m. Exhibitor space will be assigned on a first come, first-served basis determined by receipt date of signed contract and full payment. No telephone reservations will be accepted. Management reserves the right to reassign booth locations.

### 2. Booth Fees and Cancellation Policy

No booth space will be assigned without full payment. If assigned space is cancelled or reduced by the exhibitor before June 30, 2017, 50% of the total cost will be retained by LeadingAge Ohio. If assigned space is cancelled or reduced by the exhibitor after June 30, 2017, all monies paid will be retained by LeadingAge Ohio. LeadingAge Ohio reserves the right to reassign space not completely paid by June 30, 2017.

### 3. Subletting of Space

Exhibitors may not assign, sublet or apportion to others the whole or any part of the space allotted and may advertise and display only the goods or services manufactured or sold by them in the regular course of their business.

### 4. Installation of Exhibits

Installation of exhibits at Hilton Columbus at Easton Thursday, September 14, 2017, 7:30 - 11:00 a.m. A two-hour Early Set-Up is available Wednesday, September 13, 2017, from 5:30-7:30 pm only. All exhibit booths must be fully operational and staffed by Thursday, September 14, 2017, at 11:30 a.m.

### 5. Contractor Services

Exhibitor Service Kits will be e-mailed late July, 2017, by the designated Trade Show contractor Fern Exposition and Event Services. Fern Exposition and Event Services will provide all show services other than supervision, specialized booth design, and ancillary options. All other items used in the booth are to be provided by Fern Exposition and Event Services. Fern Exposition and Event Services will also receive direct and advance shipments and van loads, handle freight and provide rigging, labor and equipment. All services not ordered in advance must be procured through the Fern Exposition and Event Services Exhibitor Service Center maintained onsite. LeadingAge Ohio shall have the right to remove the exhibitor and any unauthorized contractors from the exhibit floor for violation of this rule.

### 6. Security

Only persons registered as booth reps and who appear on the exhibiting company's payroll may staff the exhibit booth. All reps must visibly wear the official LeadingAge Ohio badge throughout the event. Each exhibitor is responsible for obtaining his/her own name badge from the LeadingAge Ohio Exhibitor Registration Desk. Each exhibitor must make provisions for the safeguarding of goods, materials, equipment and display at all times. LeadingAge Ohio will not be responsible for loss of any materials by or for any cause. The exhibitor must surrender space occupied in the same condition it was at the time of occupation.

### 7. Exhibitor's Representatives

Each exhibitor must provide a representative(s) within the exhibit space during open hours. Registration fees include two booth reps only. Additional booth representatives may be registered for the additional charge of \$125. No exhibiting company will be allowed more than the maximum four reps.

### 8. Attendance

Only manufacturers and dealers who have contracted and paid for space assignments or who are LeadingAge Ohio Partners will be allowed in the exhibition area, along with registered conference attendees and registered firms and individuals. No admittance will be given to any person who has not been officially registered for the Annual Conference and Trade Show by LeadingAge Ohio. No guests of exhibiting companies will be admitted on the exhibit floor.

### 9. Special Visual and Sound Effects

Audio, visual, and other sound and attention-grabbing devices and effects will be permitted only in those locations and at an intensity that does not interfere with the activities of neighboring exhibitors. Exhibitors are responsible for paying any licensing fees for music played in their booth that is not in the public domain.

### 10. Other Activities

All activities of each exhibitor must be confined to the exhibitor's allotted space and include no alcoholic beverages, soft drinks, popcorn, or food for consumption.

### 11. Violations

Violations of any of these regulations on the part of the exhibitor or the employees or agents of the exhibitor shall, at the option of LeadingAge Ohio, negate the right to occupy space and/or be fined, and such exhibitor shall forfeit to LeadingAge Ohio all monies paid.

### 12. Liabilities

To the extent permitted by law, the exhibitor is responsible for all damage to the exhibit hall and for any and all claims and demands on account of any injury, death or damage to property occurring in or upon the exhibitor's booth space or because of the acts of the exhibitor or her/his employees, servants, agents, licensees or contractors. The exhibitor agrees to and shall indemnify and hold harmless LeadingAge Ohio from and against any and all liability, claims or demands that may arise from or be asserted in connection with the foregoing undertakings and responsibilities of the exhibitor. Neither LeadingAge Ohio, its service contractors, the management of the Greater Columbus Convention Center, their agents, servants, contractors or employees are or shall be liable for injuries to any person or for damage to property owned or controlled by the exhibitor, unless caused by or resulting from negligence of LeadingAge Ohio, its service contractors or the management of Convention Center staff. In case any part of Battelle Hall North is destroyed or damaged, preventing LeadingAge Ohio from permitting an exhibitor to occupy assigned space during any part or the whole of the exhibition period, or in case occupation of assigned space during any part or the whole of the exhibition period is prevented by strikes, acts of God (including weather), national emergency or other cause only for the period space was or could have been occupied by the exhibitor, the exhibitor hereby waives any claim against LeadingAge Ohio, its directors, officers, agents or employees for losses or damages that may arise in consequence of such liability to occupy assigned space.

### 13. Move Out of Exhibitions

Move out of exhibits from the Trade Show area is Thursday, September 14, 2017, 2:30-4:30 p.m. A \$100 penalty will be charged for any early breach of this schedule. The LeadingAge Ohio Trade Show is designed to maximize vendor client opportunities, presenting a variety of services in fully staffed booths.

### 14. General

All matters and questions not covered by the regulations are subject to the decision of LeadingAge Ohio. These regulations may be amended at any time by LeadingAge Ohio and all amendments shall be equally binding on all parties affected by them as are the original regulations. A LeadingAge Ohio staff person(s) will be available on the exhibit floor throughout the show to answer questions and help where needed. LeadingAge Ohio reserves the right to move exhibit locations if necessary.