



2019 EXHIBITOR PROSPECTUS

Associate Member Benefits

LeadingAge™
Kansas

2019 ASSOCIATE MEMBER *Benefits*

ABOUT LEADINGAGE KANSAS

LeadingAge Kansas is an association of nearly 160 not-for-profit aging services providers dedicated to serving the needs of aging Kansans. We advance policies, promote practices and learning that empowers our members to help seniors live fully as they age. Our members serve over 25,000 seniors in Kansas each day.

WHO ARE OUR MEMBERS?

LeadingAge Kansas members are your current and potential customers! Our members represent the continuum of long term care, services and housing for seniors in Kansas. They are comprised of five major categories:

- Life Plan Communities, formerly CCRCs
- Senior Housing
- PACE
- Assisted Living/Home Plus
- Nursing Homes/Skilled Nursing

WHY SHOULD YOU BECOME AN ASSOCIATE MEMBER?

DIRECT CONTACT WITH OUR MEMBERS

LeadingAge Kansas connects you with decision makers at our Conference Events and in our publications. We also provide you a current list of our members and their contact information. Our members also can use our website to search for new vendors when in need of a new product or service.

BEST WAY TO BUILD YOUR REPUTATION

Being an Associate Member of LeadingAge Kansas helps you show current and prospective clients you support their mission. That partnership says a lot to our members.

MORE INFORMATION

LeadingAge Kansas Associate Members receive all association communications, including upcoming education programs and weekly Aging Update. Associate Members also have the opportunity to highlight their company in these communications, depending on their level of membership.



ASSOCIATE MEMBERSHIP *Levels*

BASIC MEMBERSHIP | \$600

ALL MEMBERSHIP LEVELS RECEIVE:

- Listing in the online Membership Directory with a company description
- LeadingAge Kansas digital badge for company use on website, other collateral
- Aging Update subscription and members-only access to the LeadingAge Kansas website
- Article of Expertise submission for newsletter
- Seminar & conference attendance at member rate
- Expo booth at member rate
- Up-to-date provider member mailing list and emails
- Committee/roundtable participation

ENHANCED MEMBERSHIP LEVELS

LeadingAge Kansas offers three enhanced levels of membership for those who want to support the organization and stand out from the rest at the same time.

ENHANCED LEVELS	PLUS \$ 1000	ENHANCED \$2000	PREMIER \$5000
Advertisement in the online directory	X	X	X
Company logo and link in one edition of The Aging Update	X	X	X
Promotion of your company on LeadingAge Kansas social media	X	X	X
One Expo booth with 2 education session Passes at the Spring or Fall Conference		X	X
One Expo booth with 2 education session Passes at both Spring and Fall Conferences			X
Company profile in one edition of the Aging Update, including logo and links			X
Company logo and link in every edition of Aging Update			X
Board meeting sponsorship, including a 10-minute presentation (open dates are First come, first serve based on payment)			X

Expo Dates

2019 Spring Conference and Expo - May 7, 2019

2019 Policy and Leadership Conference - October 2&3, 2019

2019 SPONSORSHIP Opportunities

SPRING CONFERENCE SPONSORSHIPS

WHEN: May 7 & 8, 2019

WHERE: Wichita, KS

AVERAGE ATTENDANCE: 250+

The Spring Conference and Expo is our largest event of the year and is held at the Hyatt Regency/Century II Convention Center. Programming includes two keynote speakers, a networking reception, Expo, and more than 15 breakout sessions.

All sponsors will be recognized on the Conference Mobile App as well as pertinent printed materials.

KEYNOTE SPEAKER SPONSOR:

Day 1	\$5,000
Day 2	\$3,000

Opportunity to introduce your company at the session in addition to room signage.

BREAKOUT SESSION SPONSOR:

Workforce Track	\$2,500
Regulatory Track	\$2,500
Resident Care Track	\$2,500
Miscellaneous Track	\$2,500

MIX & MINGLE SPONSOR: \$2,500

- The opportunity to exclusively sponsor the Mix & Mingle event during the Conference and introduce your company to attendees
- Company name on collateral associated with the event
- One complimentary ticket to the Conference

CONFERENCE MOBILE APP SPONSOR: \$2,000

For one price, be both the Spring and Fall sponsor!

NEW! SERVICE PROJECT SPONSOR: \$2,000

Help us lead our new service project

SPRING TRADE SHOW BOOTH: \$750

10 x 10 booth, up to three lunch tickets, same day education session attendance, and drink tickets for the Networking Reception

RECHARGE STATION SPONSOR: \$300

Exclusively sponsor phone/tablet charging station.

MOBILE APP ADVERTISING: \$200

Add a banner to our Conference Mobile App highlighting your Company/products.

FALL CONFERENCE SPONSORSHIPS

WHEN: October 2-3, 2019

WHERE: Lenexa, KS

AVERAGE ATTENDANCE: 100+

All sponsorships include:

- Mention of your sponsorship in Aging Update
- Your company name on the event website/Conference App with a link to your website
- Exclusive access to attendee list from the event
- Signage at the event

LAWMAKERS' LUNCH: \$2,000

- The opportunity to exclusively sponsor the Lawmakers' Lunch during the Conference and introduce your company to attendees
- Company name on collateral associated with the lunch
- One complimentary ticket to the Conference

BREAKFAST BUSINESS MEETING: \$2,000

- The opportunity to exclusively sponsor the Breakfast Business Meeting during the Conference and introduce your company to attendees
- Company name on collateral associated with the Breakfast
- One complimentary ticket to the Conference

MIX & MINGLE: \$2,500

- The opportunity to exclusively sponsor the Mix & Mingle event during the Conference and introduce your company to attendees
- Company name on collateral associated with the event
- One complimentary ticket to the Conference

FALL EXPO BOOTH: \$750

Booth with 6 foot table, up to three lunch tickets, same day education session attendance, and drink tickets for the Networking Reception

MOBILE APP ADVERTISING: \$200

Add a banner to our Conference Mobile App highlighting your Company/products.



ADDITIONAL SPONSORSHIP OPPORTUNITIES

NURSE LEADERS CONFERENCE: \$2,500

The Nurse Leaders Conference is a great gathering of education and information for our nurse leaders. Sponsorship includes:

- Mention of your sponsorship in our weekly Aging Update
- Your company name on the event's promotional materials
- The opportunity to address attendees at the opening session, as well as introduce your company in a brief welcome statement before the opening speaker
- Signage at the event

EDUCATIONAL MAILING: \$1,500

- Opportunity to exclusively sponsor one of the educational mailings sent to all members
- Includes one half-page ad insert

WEBINARS: PRICE VARIES

- Exclusive webinar or webinar series sponsor
- Opportunity to briefly talk to participants prior to the beginning of the webinar about your products and services

OTHER EDUCATIONAL OFFERINGS: VARIES

LeadingAge Kansas offers various other one-day educational offerings during the year that provide sponsorship opportunities. These sponsorships would include:

- Logo in marketing materials
- Signage
- Tabletop display during registration for one or two sessions

PREMIERE BUSINESS PARTNERSHIPS

Premiere Business Partnership provides opportunities to gain brand exposure, be a leader in providing education to providers and promote your business as the premier service for our members. Our intention is to find the intersection between our goals and yours and grow our relationship to provide maximum return on investment for your company.

These Partnerships are four different levels starting at \$5000. They all include:

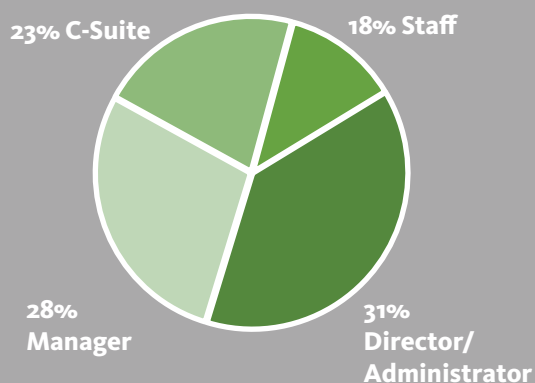
- Free Associate Membership
- Exhibit Space at 2 Major Conference
- Sponsorship Recognition on conference brochures and collateral materials

For more information about Premiere Business Partnerships, contact Debra Zehr at LeadingAge Kansas.



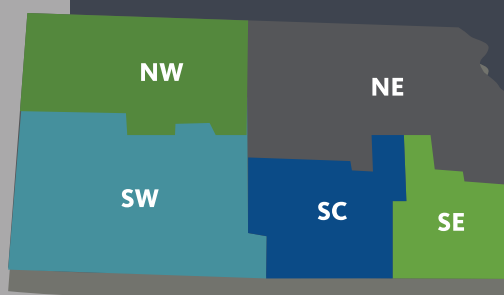
2018 CONFERENCES *Who Attended?*

CAREER LEVEL OF ATTENDEES



COMMUNITY LOCATION

Community Location	Percentage
SC Kansas	31%
SW Kansas	10%
SE Kansas	3%
NE Kansas	34%
NW Kansas	22%



MEMBER TYPE

Member Type	Percentage
Corporate Chain Member	28%
CCRC	78%
Skilled Nursing Facility	88%
Assisted Living	58%
Independent Living	63%
Home Health	28%

COMMITTEES/ROUNDTABLES

Make the most of your Associate Membership and join a committee! This is a new offering for Associate Members and will give you the opportunity to interact with our members in other ways and effect change in our industry.

REGIONAL ROUNDTABLES

LeadingAge Kansas hosts Regional Roundtables across the state twice each year to give members an opportunity to come together and hear what LeadingAge Kansas is doing, as well as share with each other.

REIMBURSEMENT

The reimbursement committee identifies issues related to the Medicaid reimbursement system and the Medicare Prospective Payment System. They also help develop appropriate LeadingAge Kansas responses. They will meet on an as-needed basis.

DIRECTORS OF NURSING LEARNING GROUP (DLG)

This group meets twice a year to network and share information about current survey trends, workforce challenges, data collection and much more.

BILLING

The billing committee is designed to address member needs with Medicaid, Medicare and primary insurance billing. They share and obtain information from peers as well as representatives from insurers. The committee will meet three times per year.

DISCLAIMERS

LeadingAge Kansas reserves the right to determine whether a company qualifies for a membership. Associate members operating unethically or in a way that will negatively reflect upon the association will be removed from the roster and disallowed from participating in association events.

We reserve the right to schedule some benefits based on our marketing schedule. We will work with associates to accommodate their schedules when possible.

Membership is for the calendar year. Pro-rated membership is available in June, but benefit availability may be limited.

Associate membership does not indicate endorsement or support of a particular product or service by LeadingAge Kansas or its Board of Directors. LeadingAge Kansas 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/time frame.

Member benefits, including the opportunity for sponsorships, will begin upon payment of dues. Your membership is not active until dues have been paid.

NO SOLICITING EXCEPT REGISTERED EXHIBITORS

Conference participants agree to refrain from marketing products or services during the course of the conference. Registered exhibitors are the exceptions. Violators of this policy will be invoiced the full Associate Member/Exhibitor amount.

HOW ARE BOOTH SPACES DETERMINED? The majority of booth and table spaces are determined on a first come, first serve basis. It's important to sign up early! We try to the best

of our ability not to place you next to a competitor, though we cannot make any guarantees. Ultimately, LeadingAge Kansas has the discretion to place companies in the places we deem to be most appropriate. Priority spacing is granted to sponsors and Value First exhibitors. Booth assignment numbers will be provided to you at least two weeks prior to the events.

CANCELLATION POLICY

- If you have purchased a booth space for the Spring Convention (May 7th), April 23rd is the last day to cancel.
- If you have purchased a booth space for the Policy Conference (October 2nd), September 18th is the last day to cancel.
- All cancellations will receive a 50% administrative fee. There will be no refunds granted for cancellations past the deadlines.

Each exhibitor assumes entire responsibility and liability for losses, damages and claims arising out of the exhibitor's activities at the conference site and/or hotel premises and will indemnify, defend, or hold harmless, LeadingAge Kansas, the Hotel, Convention Center, decorating company, their owners and management companies as well as their representative agents and employees from any and all such losses, damages and claims. LeadingAge Kansas, the Convention Center and/or Hotel and decorating company will not be responsible or liable for any loss, damage or claims arising out of an exhibitor's activities on the Hotel/Convention Center premises, except for any claims, loss or damages resulting directly from its negligence.

EXHIBITOR OPPORTUNITIES & *Associate Membership*

*Please complete the following as you would like it to appear in our directory and on our website.

Company Name _____

Address _____ City/State _____ Zip _____

Phone _____ Website _____

Contact person's name/title _____ Email _____

Tradeshow manager _____ Email _____

(Name and email address of anyone else who needs to receive exhibit arrangement information)

Name _____ Email _____

Name _____ Email _____

Please choose from the following options that best meets your company's goals/objectives:

MENU OF OPTIONS	COST
Spring Convention Single Booth Space (1) 8x10	\$750
Policy & Leadership Conference Single Booth Space (1) 8x10	\$700
Spring and Policy & Leadership Conference Single Booth Space (1) 8x10 (A \$200.00 savings!)	\$1,250
LeadingAge Kansas Associate BASIC Membership	\$600
LeadingAge Kansas Associate PLUS Membership	\$1,000
LeadingAge Kansas Associate ENHANCED Membership	\$2,000
LeadingAge Kansas Associate PREMIERE Membership	Email Debra for Pricing
*TOTAL:	

Enclosed is my check for \$_____ Check #_____

*Please note: All Exhibitors are required to become Associate Members of LeadingAge Kansas. Be sure to include the membership fee in addition to any exhibitor opportunities your company wishes to participate in.

Office Use Only: ☐ Packet ☐ Thank You ☐ Database ☐ Excel

Please provide a brief description of your company and its products and services to be used for our website and the exhibitor program at the Spring Convention (attach a separate sheet if needed): _____

If your company is attending the Spring Expo, please print the names of up to three vendor representatives who will be in attendance for name badges: _____

If your company is attending the Policy & Leadership Conference, please print the names of up to three vendor representatives who will be in attendance for name badges: _____

Please list the name of any of your competitors or companies you wish to not be placed by the day of the trade show and we will accommodate you to the best of our ability: _____

PAYMENT INFORMATION

Check your desired method of payment: ☐ Visa ☐ MC ☐ Discover ☐ Check

Credit Card No. _____ Exp. Date: _____ CVV: _____

Cardholder's Name _____ Signature _____

Please note: Your Associate Membership/Exhibitor Contract will not be processed until payment is received in full.

If paying by check, please mail in contract with payment to:

LeadingAge Kansas
Attn: Nicole Schings
217 SE 8th Ave.
Topeka, KS 66603-3906

If paying by credit card, please fax or email contract with payment information to:

Attn: Nicole Schings
Fax: (785) 233-9471
nicole@leadingagekansas.org

To register online, please visit LeadingAgeKansas.org and click on Exhibit under Quick Links on the right side of home page.



217 SE 8th Ave.

Topeka, KS 66603

Phone: 785.233.7443

nicole@leadingagekansas.org

www.leadingagekansas.org



ABOUT US

LeadingAge Kansas is the association of not-for-profit retirement communities, senior housing, nursing homes, hospital based long-term care units, PACE programs, assisted living providers, and community-based service providers throughout the state. Our association is comprised of approximately 160 members across the state of Kansas who serve over 25,000 seniors each day. For more detailed information about our association, please visit our website at WWW.LEADINGAGEKANSAS.ORG.

PROGRAM CONTACT

Nicole Schings

LeadingAge Kansas

217 SE 8th Ave.

Topeka, KS 66603

Phone: 785.233.7443 Ext 106

nicole@leadingagekansas.org

www.leadingagekansas.org