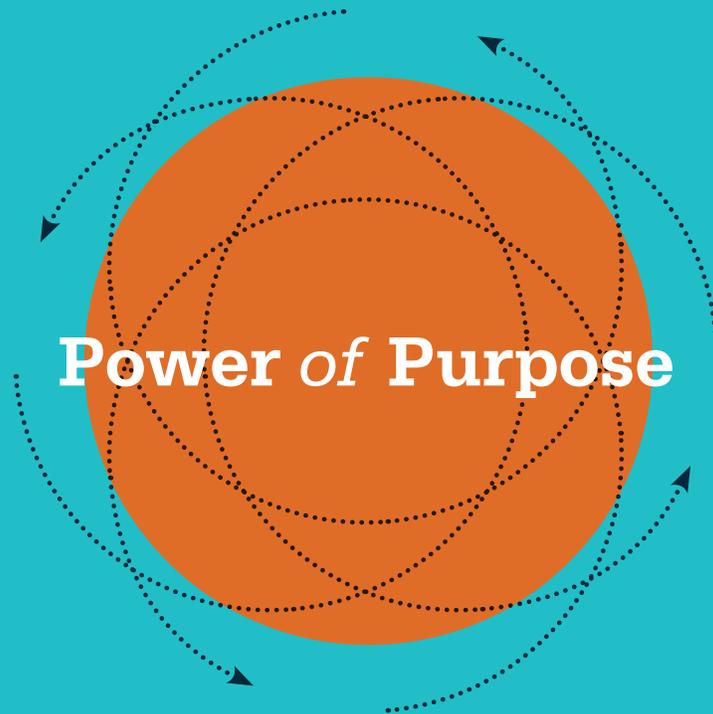


*LeadingAge*<sup>™</sup>  
New Jersey

**2017 Annual Meeting and Expo**



**Power of Purpose**

**Exhibitor Prospectus**

Harrah's Waterfront Hotel & Conference Center  
Atlantic City, New Jersey  
June 14 – 16, 2017

# Power of Purpose



## Who We Are

**Our membership represents the continuum of aging services:**

- Assisted Living Residences
- Life Plan Communities (CCRCs)
- Nursing Homes
- Community Service Programs
- Senior Housing
- Adult Residential Facilities
- In-home Care
- Transportation
- Wellness Centers
- Hospice Care
- Pharmacies
- Rehabilitation/Therapy Facilities
- Home and Community-Based Services

**Conference Attendees include:**

- Administrators
- Chief Executive Officers
- C-suite Professionals
- Housing Managers
- Board Members
- Directors of Nursing
- Department Heads
- Key Health Care Professionals involved in providing care and services to the elderly in long-term, home-based and senior housing settings

## What We Buy

**LeadingAge New Jersey members spend millions of dollars annually on:**

- Accounting
- Adult Day
- Architecture/Construction/Interior Design
- Association/Education Services/Publishers
- Banking & Financial Services
- Bathing
- Building Equipment
- Communication Services
- Computer/Data Management
- Consulting
- Development Services
- Emergency Response Systems/Wander & Fall Prevention
- Executive Search
- Facility Management
- Flooring
- Food Management
- Furniture
- Housekeeping
- Identification Systems
- Insurance
- Maintenance Supplies/Services
- Medical Supplies, Products & Services
- Marketing/PR Management
- Nutrition Services
- Pharmaceutical Services
- Rehabilitation & Therapy Services & Equipment
- Residential Care & Personal Products
- Safety & Security
- Technology-Assisted Devices
- Telehealth
- Transportation
- Uniforms
- Video Entertainment
- Wellness

LeadingAge New Jersey is the statewide association of not-for-profit and mission-based senior care organizations. We are dedicated to advancing quality aging services in New Jersey through advocacy, education and fellowship. Founded in 1931, LeadingAge New Jersey and its members believe in affirming the enduring value of our elders to society, to family, and to the community; promoting quality, stewardship, and choice in aging services; advancing mission driven values, compassionate services, and public trust; being accountable to those we serve; and developing ethical leadership.

LeadingAge New Jersey represents not-for-profit and mission-based Nursing Homes, Assisted Living Residences, Residential Health Care Centers, Independent Senior Housing, and Life Plan Communities (CCRCs) throughout New Jersey. LeadingAge New Jersey serves more than 135 member communities, many of which are supported through religious, fraternal, and governmental sponsorship. In support of its mission, LeadingAge New Jersey encourages collaboration with businesses, communities, state and local government, and other public and private entities also committed to enhancing quality of life for New Jersey's seniors.

LeadingAge New Jersey is a state partner of LeadingAge.

# Tell Me More About the LeadingAge New Jersey Annual Meeting

Nothing tops the LeadingAge New Jersey Annual Meeting & Expo for exposure to New Jersey's aging services leaders who decide what products and services to purchase. This premier annual event for aging services organizations in New Jersey attracts more than 300 top executives and senior managers. The result: an unmatched opportunity for you to connect with New Jersey CEOs, administrators, executive directors, CFOs, CIOs, COOs, purchasing directors and others with the power to buy your product or service.

That purchasing power translates into sales for you! Take advantage of this opportunity to get your message in front of the people who can make a difference to your business.

## Draft Schedule Of Events (Subject To Change)

### WEDNESDAY, JUNE 14

12:00 – 5:00 p.m. Exhibitor Set-Up

6:30 – 8:00 p.m. Welcome Reception

### THURSDAY, JUNE 15

8:00 – 9:00 a.m. Education Breakout Sessions (Sunrise Session)

8:15 a.m. Exhibit Hall Opens

8:15 – 9:15 a.m. Continental Breakfast in Exhibit Hall

9:30 – 10:45 a.m. Education Breakout Sessions

11:00 a.m. – 12:15 p.m. General Session – Keynote

12:15 – 1:30 p.m. Lunch in Exhibit Hall

1:30 – 2:45 p.m. Education Breakout Sessions

2:45 – 3:30 p.m. Dessert with Exhibitors

3:15 p.m. Exhibitor Raffle Drawing

3:30 – 5:30 p.m. Exhibitor Breakdown

3:45 – 5:00 p.m. Education Breakout Sessions

5:00 – 7:00 p.m. Reception

### FRIDAY, JUNE 16

8:30 – 10:00 a.m. Education Breakout Sessions

10:15 a.m. – Noon Brunch & General Session



## Each Booth Includes:

- 8' by 10' booth space including pipe and drape and an ID sign
- Booth furnishings: 6' table, 2 chairs and a wastebasket
- Participation in the Welcome Reception and other networking events
- Access to all educational and general sessions
- List of conference attendees including contact information

## I'm In!

## What Do I Do Next?

1. Review Floorplan
2. Select your booth
3. Complete the exhibitor contract form
4. Mail, Fax or E-mail to:  
LeadingAge New Jersey  
3705 Quakerbridge Road  
Suite 102  
Hamilton, NJ 08619  
F: 609-452-2907  
E: [agreenbaum@LeadingAgeNJ.org](mailto:agreenbaum@LeadingAgeNJ.org)

# Exhibitor Notes

Our trade show is open on Thursday, June 15. Set up for vendors will be on Wednesday, June 14, from 12:00 – 5:00 p.m. Atlantic Exposition Services (AEX) will be available at that time. The Expo hall opens promptly at 8:15 a.m. on Thursday, June 15 and will close at 3:30 p.m. No exhibits shall be dismantled or removed prior to this time for any reason. If an exhibit is dismantled prior to the close of show, said exhibitor(s) may be prohibited from attending LeadingAge New Jersey's 2018 Expo. See the full schedule on page 3 for specific event times. The Expo hall will be opened during non-exhibit hours, from 8:15 a.m.-3:30 p.m.

## Booth Construction

Booth space measures 8' wide x 10' deep; exhibits must conform to the size of the space and must not obstruct other booths.

## 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 will not be responsible for the loss or damage of any material for any cause.

## Meals And Miscellaneous

LeadingAge New Jersey's breakfasts, lunch and receptions during the event (June 14-16), 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 on the page 3. A copy of the brochure with a schedule of activities will be available for viewing on the LeadingAge New Jersey website at [www.leadingagenj.org](http://www.leadingagenj.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 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.

For 2017, LeadingAge NJ has contracted AEX to provide Exhibitors with booth furnishings.

Each booth will include:

- 1 - 6' table
- 2 - chairs
- 1 - wastebasket

*Regularly  
valued at  
\$200*

**All electrical outlets & any additional power needs must be ordered from AEX.** To contact AEX directly, call (609) 272-1600.

## Exhibitor Personnel

Each exhibitor is permitted two (2) representatives per booth in the exhibit hall at any one time. Additional badges may be purchased at a fee of \$100 per badge.

## LeadingAge New Jersey Contact

Any questions about the LeadingAge New Jersey Expo should be directed to:

Amy Greenbaum

Phone: 609-452-1161

E-mail: [agreenbaum@LeadingAgeNJ.org](mailto:agreenbaum@LeadingAgeNJ.org)

Mailing Address:

LeadingAge New Jersey

3705 Quakerbridge Road, Suite 102

Hamilton, New Jersey 08619

## Cancellation Policy

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. Cancellation of exhibit space in writing postmarked by Wednesday, April 12, 2017 will guarantee a full refund if the booth is resold; cancellation postmarked after Wednesday, April 12, 2017 will result in a 50% refund if the booth is resold; cancellation after Friday, May 5, 2017 will result in no refund.

## New! Scavenger Hunt

LeadingAge New Jersey Business Member Exhibitors are invited to partake in our Scavenger Hunt, which is open to all conference attendees. Your booth will be identified as a participant and attendees will be encouraged to stop by your booth to answer the question you provide or complete the required activity. They will receive points for correctly answered questions/completed activities. Based on points earned, they will be entered into drawings to be held for prizes. **The cost to participate in the Scavenger Hunt is \$75.**

# Advertising and Sponsorship Opportunities

## Sponsorship Opportunities

(Please Note: Sponsorship opportunities may not be split among businesses)

### All Sponsorship Packages include acknowledgement in:

- 2017-2018 LeadingAge New Jersey Membership Directory
- Exhibit Booth (if applicable)
- All conference materials
- LeadingAge New Jersey website with logo/link
- Conference Scavenger Hunt Participation (if applicable)

### Premier Event Sponsorship — \$7,500 (limited to one)

- Premier Exhibit Booth
- Speaking opportunity for organization representative at either Opening or Closing General Session
- Complimentary full-page color ad in the 2017-2018 LeadingAge New Jersey Membership Directory
- Sponsorship signage throughout the Annual Meeting

### Keynote Speaker — \$5,000 (two available)

- Introduction of Keynote Speaker during General Sessions

### Conference App — \$5,000 (limited to one)

- Organization acknowledgement on event mobile app featuring agenda, event alerts, and peer connectivity

### Relaxation Station — \$3,500 (limited to one)

- Organization name/ logo throughout lounge area where attendees can relax and unwind throughout the conference

### Tote Bags — \$3,500 (limited to one)

- Organization name/ logo on tote bag distributed to all attendees

### Receptions — \$3,000 (two available)

- Signage throughout Reception, including Step & Repeat Banner
- Wednesday, June 14th
- Thursday, June 15th

### Buffet Brunch [Friday, June 16] — \$3,000 (limited to one)

- Signage throughout event
- Speaking opportunity for organization representative

### Continental Breakfast [Thursday, June 15] — \$2,500 (limited to one)

- Signage throughout breakfast in Exhibit Hall and Sunrise Sessions

### Pocket Agenda — \$2,500 (limited to one)

- Organization name and logo on the Pocket Agenda distributed to all attendees

### USB Drives — \$2,500 (limited to one)

- Organization logo on USB drives distributed to all attendees

### Photo Booth — \$2,000 (limited to one)

- Signage at Photo Booth in Exhibit Hall
- Sponsorship acknowledgment in photo frame insert distributed to all attendees

### Lanyard — \$2,000 [plus the cost of the lanyard] (limited to one)

- Organization name & logo on lanyard distributed to all attendees

### Water Bottle — \$1,750 (limited to one)

- Organization name/logo on water bottles distributed to all conference attendees

### Entertainment — \$1,500 Entertainment

- Signage at selected event

### Summer at the Shore Lunch — \$1,250 (six available) Call for Station Availability

- Signage at each station throughout the event

### Dessert with the Exhibitors — \$1,250 (four available) Call for Station Availability

- Signage at each station throughout the event

### Photography — \$750 (limited to one)

### Notebooks — \$750 (to be provided by sponsor) (limited to one)

- Distributed to all conference attendees

### Pens — \$750 (to be provided by sponsor) (limited to one)

- Distributed to all conference attendees

### Education Session — \$750

- Signage at education session
- Opportunity to introduce session speaker(s)

## Advertise In The Membership Directory

All ads should be sent electronically. PDF files saved for print (high resolution) are the preferred format. For other supported formats, please e-mail Amy Greenbaum at [agreenbaum@LeadingAgeNJ.org](mailto:agreenbaum@LeadingAgeNJ.org). Full color will only be accepted for premium and preferred ads. If you send a full color ad for a half page, it will be converted to black and white.

Premium Full Page	
Outside Back Cover	\$1,500
Inside Front Cover	\$1,150
Inside First Page	\$1,150
Inside Back Cover	\$1,100

Preferred Full Page – Color (Page before each tab)	
\$950	

Advertising Section – Black & White	
Full Page	\$650
Half Page	\$350

Full Page 4 1/2" x 7 1/2"	Half Page Horizontal 4 1/2" x 3 1/2"
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## HAVE AN IDEA?

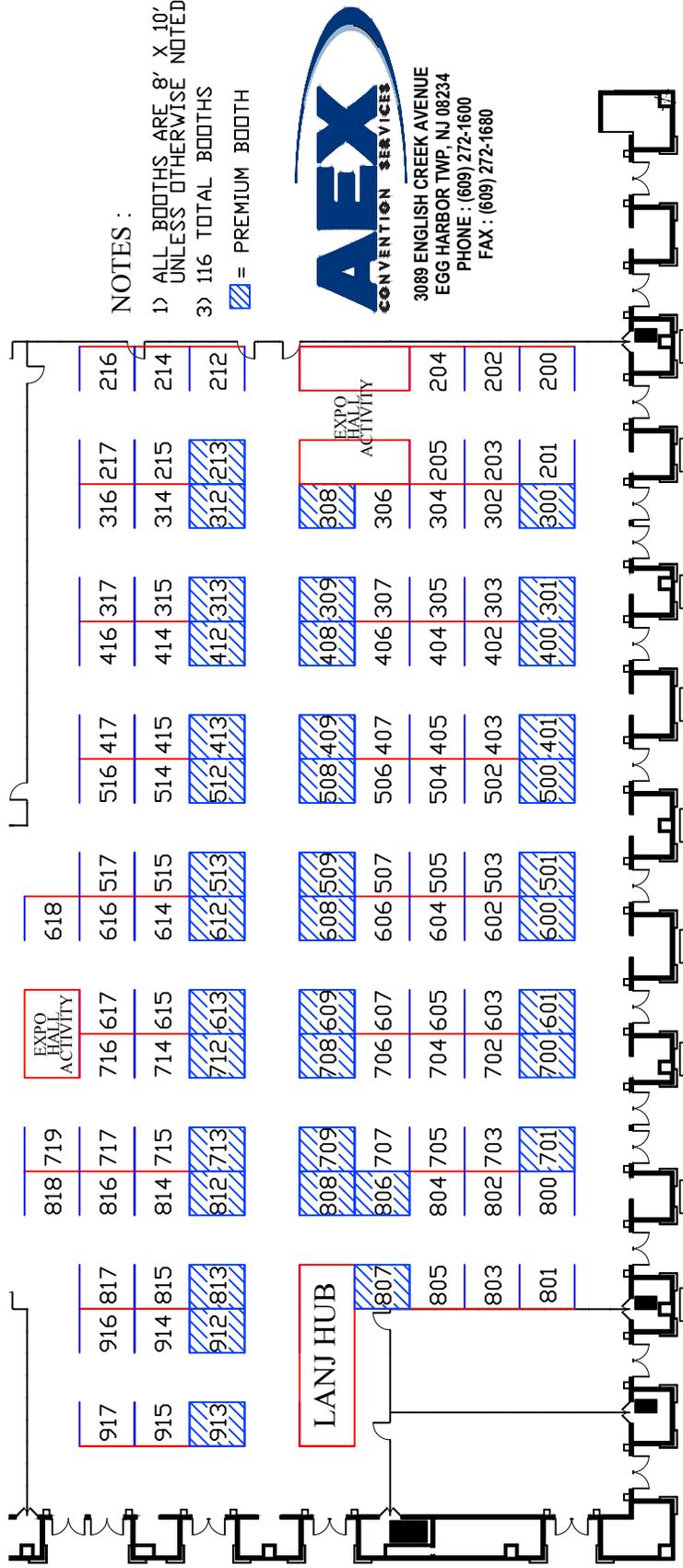
- HOSPITALITY SUITE?
- POWER STATION?



# Exhibitor Floor Plan

## LeadingAge New Jersey 2017 Annual Meeting and Expo June 15, 2017

Harrah's Waterfront Hotel & Conference Center • Atlantic City, New Jersey

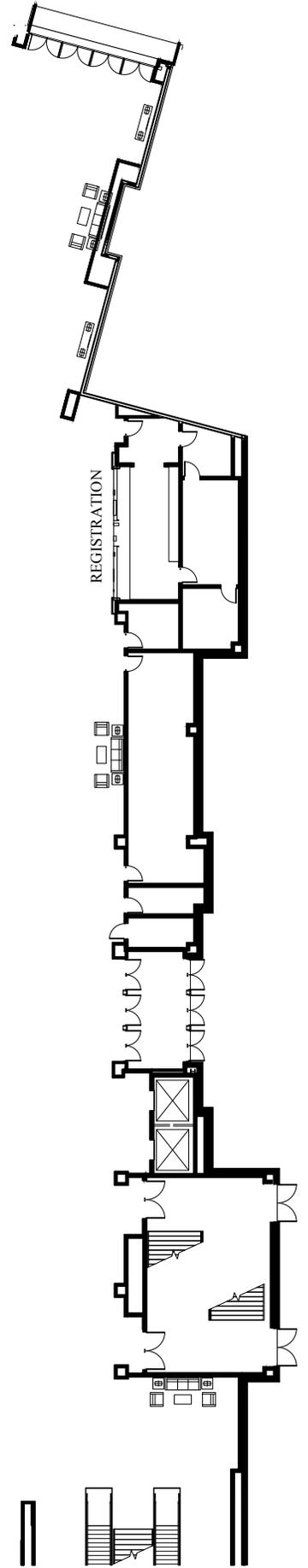


**NOTES :**

- 1) ALL BOOTHS ARE 8' X 10' UNLESS OTHERWISE NOTED
- 3) 116 TOTAL BOOTHS
- = PREMIUM BOOTH



3089 ENGLISH CREEK AVENUE  
EGG HARBOR TWP, NJ 08234  
PHONE : (609) 272-1600  
FAX : (609) 272-1680



# LeadingAge New Jersey 2016 Vendor List

## Look Who Joined Us In 2016

55Living  
Accelerated Care Plus  
Aegis Therapies LANJ  
AFLAC  
Alliance Bus Group LANJ  
Alliance Rehab & Symbria Analytics LANJ  
AllRisk Property Damage Experts BLP  
American Medical Technologies  
Baker Tilly Virchow Krause, LLP LANJ  
Bennett, Bricklin, & Saltzburg, LLC  
Best Bath Systems  
C & C Construction Management Inc. LANJ  
Centers Business Office  
CliftonLarsonAllen, LLP BLP  
Combined Worksite Solutions  
Contract Pharmacy Services LANJ  
Del-Sano Contracting Corp.  
DIGroup Architecture, LLC LANJ  
Dubraski & Associates LANJ  
E. Allen Reeves LANJ  
Encore Rehabilitation Services LANJ  
Flik Lifestyles LANJ  
Forbo Flooring Systems LANJ, VF  
Fresenius Kabi USA, LLC  
Fulton Bank of New Jersey  
Functional Pathways LANJ  
General Healthcare Resources, Inc.  
The Graham Company BLP  
Greenwood Hospice  
Hawks & Company BLP  
HD Supply Facilities Maintenance LANJ, VF  
HealthPRO® LANJ  
Hill-Rom  
Hillyard, Inc. VF  
HJ Sims, Inc. BLP  
Infusion Care Experts, Inc.  
Innovative Benefit Planning, LLC  
investorsBank BLP  
IPPC BLP  
IT Initiatives, Inc. LANJ  
Jersey Shore Pharmacy  
Johnson, Kendall & Johnson BLP  
KDA Architects LANJ  
Keystone Connections  
Kitchen & Associates BLP  
LAN Associates  
Lancaster Pollard LANJ  
LECESSE Construction Services LANJ  
LifeStation, Inc. LANJ  
LTC Consulting Services, LLC LANJ  
McKesson Medical-Surgical VF  
MDCCNJ  
Med-Net Concepts, LLC LANJ

MedPack LLC / The Americare Companies  
Mobilex USA LANJ  
navitend LANJ  
NJ Health Care Facilities Financing Authority LANJ  
NK Architects LANJ  
NJ Hospice & Palliative Care Organization  
NJ Office of the Ombudsman for the Institutionalized Elderly  
NJHA Healthcare Business Solutions  
Northeast Protection Partners, Inc.  
Omnicare  
P3 Generator Services  
PARTNERS Pharmacy/Discover RX LANJ  
Peckar & Abramson, PC. LANJ  
Pharma-Care, Inc. LANJ  
Pharmcare USA  
PharMerica LANJ  
PharmScript Pharmacy, LLC LANJ  
Pinnacle Dietary  
Pioneer Solutions, Inc.  
Piper Jaffray LANJ  
Preferred Home Health Care & Nursing Services  
Prime Rehabilitation Services, Inc.  
Provident Bank BLP  
RehabCare LANJ  
ReUnion Rx, LLC LANJ  
Scirocco Group/Selective Insurance Co. LANJ  
SEBCO Laundry Systems, Inc.  
Select Rehabilitation, Inc. LANJ, VF  
SFCS Architects LANJ  
Sodexo BLP, VF  
Solutions Advisors/Retiring by Design LANJ  
Spiezle Architectural Group LANJ  
Sweetwater Construction Corp. LANJ  
Towne Home Care  
Triple A Supplies VF  
Unidine LANJ  
Value First Group Purchasing LANJ  
Vanguard Energy Services, LLC LANJ  
William H. Connolly & Co. LLC LANJ  
Wohlsen Construction LANJ  
Wolfington Body Co., Inc. LANJ  
Ziegler BLP  
Zimmet Healthcare Services Group, LLC

LANJ = LeadingAge New Jersey Partner

BLP = LeadingAge New Jersey Business Leadership Partner

VF = Value First Member



University Office Plaza II  
3705 Quakerbridge Road - Suite 102  
Hamilton, NJ 08619

[LeadingAgeNJ.org](http://LeadingAgeNJ.org)

2017 Annual Meeting and Expo  
Harrah's Waterfront Hotel  
Atlantic City, New Jersey  
June 14 – 16, 2017



# LEADINGAGE NEW JERSEY 2017 EXHIBITION EXHIBITOR CONTRACT

## JUNE 14 - 16, 2017 • HARRAH'S HOTEL • ATLANTIC CITY, NEW JERSEY

COMPANY INFORMATION		
<b>COMPANY NAME</b>		
<b>CONTACT PERSON RECEIVING ALL ADVANCE MATERIALS</b>		
PHONE	FAX	
E-MAIL		
BOOTH LOCATION/NUMBER		
<b>1ST CHOICE</b>	<b>2ND CHOICE</b>	<b>3RD CHOICE</b>
ATTENDING EXHIBITORS/NAME BADGE INFORMATION		
Please provide the first and last name of each attending exhibitor (up to 2) that will be representing your company NOTE: should you require more than the allotted 2 badges, additional badges may be purchased at a fee of \$100 per badge		
1.		
2.		

BOOTH FEES	Member	Member Premium	Non-Member
EARLY BIRD (MARCH 31)	<input type="checkbox"/> \$675	<input type="checkbox"/> \$775	<input type="checkbox"/> \$1,000
REGULAR (MAY 5)	<input type="checkbox"/> \$750	<input type="checkbox"/> \$850	<input type="checkbox"/> \$1,100
LATE (AFTER MAY 6)	<input type="checkbox"/> \$850	<input type="checkbox"/> \$950	<input type="checkbox"/> \$1,200

Early bird applies to contracts received and paid in full by March 31, 2017

LeadingAge New Jersey cannot guarantee but will do its best to keep competitors separated. Please note those competitors below.

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*The undersigned applies for exhibit space at the LeadingAge New Jersey 2017 Annual Meeting and Expo to be held at Harrah's Waterfront Hotel on June 15, 2017. Full Payment in the form of a check (made payable to LeadingAge New Jersey) or credit card information is required to confirm Booth Space.*

*Application is hereby made for the above indicated space. 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 locations are assigned. Cancellation or reduction of exhibit space in writing which is postmarked by April 12, 2017 will guarantee a full refund of monies paid if booth is resold; cancellation or reduction in writing after April 12, 2017 will result in a 50% refund if booth is resold; and cancellation after May 5, 2017 will result in no refund.*

### Paying by Check

Make check payable to LeadingAge New Jersey and mail with completed contract to:

**Attn: Amy Greenbaum**  
**LeadingAge New Jersey**  
**3705 Quakerbridge Road, Suite 102**  
**Hamilton, NJ 08619**

### Paying by Credit Card

Please fax or e-mail the completed contract with Credit Card payment information to:

**LeadingAge New Jersey**  
**Fax Number: (609) 452-2907**  
**agreenbaum@LeadingAgeNJ.org**

*In order for the company to be included in the LeadingAge New Jersey Exhibitor Listing, contracts must be submitted no later than Wednesday, May 15, 2017. (Please print all information clearly)*

EXHIBITOR LISTING		
<b>COMPANY NAME</b> [EXACTLY AS IT WILL APPEAR IN DIRECTORY]		
ADDRESS		
CITY	STATE	ZIP
PHONE	FAX	
WEBSITE ADDRESS		
<b>COMPANY REPRESENTATIVE</b>		
<b>PRODUCT/SERVICE DESCRIPTION (25 WORDS OR LESS)</b>		

### ADVERTISING FEES

<b>Premium Full Page</b>	<input type="checkbox"/> Outside Back Cover \$1,500	<input type="checkbox"/> Inside Front Cover \$1,150	<input type="checkbox"/> Inside First Page \$1,150	<input type="checkbox"/> Inside Back Cover \$1,100
<b>Preferred Full Page</b> <small>(Page before each tab) – Color</small>	<input type="checkbox"/> \$950			
<b>Advertising Section</b> <small>– Black &amp; White</small>	<input type="checkbox"/> Full Page \$650	<input type="checkbox"/> Half Page \$350		

**SPONSORSHIP FEES** Sponsorship \_\_\_\_\_ Fee \$ \_\_\_\_\_

**SCAVENGER HUNT**  \$75

<b>Total Costs:</b>	\$ _____	Booth Fee
	\$ _____	Advertising
	\$ _____	Sponsorship
	\$ _____	Scavenger Hunt
	\$ _____	<b>TOTAL</b>

### Check One

Visa  American Express  Master Card  Check # \_\_\_\_\_

Card Number \_\_\_\_\_ Security Code \_\_\_\_\_

Exp. Date \_\_\_\_\_ Name on Card (please print) \_\_\_\_\_

Signature \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

# Exhibit Terms and Conditions

## A. SPACE RENTAL

**1. Standard Booth Reservations:** This contract for use of space which provides an eight-foot high fire retardant back wall drapery and three-foot high side rails with drapery, a standard booth sign carrying the exhibitor's name, a booth number, security guard service and aisle cleaning.

**2. Floor Plan:** All dimensions and locations shown on the official floor plan are believed, but not warranted, to be accurate. LeadingAge New Jersey reserves the right to make such modifications as may be necessary to meet the needs of the exhibitors and the exhibit program.

**3. Cancellation of Show:** LeadingAge New Jersey, its agents and employees will not be liable for failure to hold the Exposition as scheduled. Payments for exhibit space will be returned in that event except that any actual expenses incurred in connection with the exposition will be deducted if the exposition is called off 90 days or fewer prior to the opening date because of fire, or any acts of God, or public enemy, or strike, or epidemic, or any law, or regulation, or public authority, or any other cause, which makes it impossible or impracticable to hold the exposition.

**4. Furnishings:** Additional draping, accessories, signs, electrical outlets, etc., are the sole responsibility of the exhibitor and should be ordered in advance from the official service contractor on the forms that will be provided. Table coverings as well as all equipment must be of nonflammable material. Failure to adhere to these guidelines may result in adjustments to exhibit booth on site.

**5. Change of Dates and Location:** LeadingAge New Jersey reserves the right to change the dates and location of this exhibit and will provide prompt advance notice to Exhibitor of such change. To the extent practicable, LeadingAge New Jersey will provide Exhibitor with comparable booth space in the new location. If Exhibitor opts to cancel its reservation of booth space due to such change, LeadingAge New Jersey will provide refunds in accordance with the cancellation policy stated in Section B below.

**6. Height Regulations:** Height Limit of the exhibit booth is 8 ft.

**7. Hanging Banners:** Exhibitor must have a free standing booth of minimum size 20' x 20'; the bottom of the banner cannot be higher than 18" above top of the exhibit booth; The banner cannot be deeper than 24"; The banner cannot extend into the aisle.

## B. CANCELLATION OF DEMONSTRATION CONTRACT/FAILURE TO PAY

**1. Cancellation:** No cancellation shall be acknowledged until written notice has been received by LeadingAge New Jersey.

**2. Cancellation Policy:** Cancellation of exhibit space in writing which is postmarked by April 12, 2017 will guarantee a full refund if the booth is resold; cancellation postmarked after April 12, 2017 will result in a 50% refund if the booth is resold; cancellation after May 5, 2017 will result in no refund.

**3.** LeadingAge New Jersey reserves the right to terminate and cancel a contract with an exhibitor at any time for any reason. In the event LeadingAge New Jersey exercises this right, the exhibitor's sole remedy shall be limited to a refund of fees paid to LeadingAge New Jersey pursuant to the Application for Exhibit Space.

## C. CONSTRUCTION, INSTALLATION AND USE OF EXHIBITS AND EXHIBIT FACILITIES

**1. Acceptability of Demonstration Space:** All exhibits shall be to serve the interests of the members of LeadingAge New Jersey and its affiliates and shall be operated in a way that will not detract from other exhibits, the exposition, or the annual meeting as a whole. LeadingAge New Jersey reserves the right to require the immediate withdrawal of any exhibit which is believed to be injurious to the purpose of the association. Products and services offered by responsible companies that are not related to the care of the aging, but are of interest to LeadingAge New Jersey members, may exhibit, at the discretion of LeadingAge New Jersey, but will not be assigned space until all related companies receive their assignments.

**2. Restriction on Selling:** The LeadingAge New Jersey exposition is for educational and informational purposes only. Sales may not be made nor orders consummated at any of the exposition facilities unless preapproved by LeadingAge New Jersey.

**3. Music:** The playing or use of any form of music is strictly forbidden in the Expo Hall(s). The exhibitor agrees to comply with the restrictions set by Exhibit Management on sound volume.

**4. Restrictions on Use of Space:** Exhibit booths must be maintained by at least one company representative at all times during show hours. No exhibitor shall sublet, assign, or share any part of the space allocated to him without the written consent of LeadingAge New Jersey. Solicitation or demonstrations must be confined within the bounds of their own respective booths. Aisle space shall not be used for exhibit purposes, display signs, solicitation, or distribution of promotional material. Exhibits, signs and displays are also prohibited in any of the public spaces or elsewhere on the premises of the meeting facilities or in the guest rooms or hallways of hotels. Operation of sound devices is allowed if the exhibitor complies with restrictions on loud volume.

**5. Construction of Demonstrations/Exhibits:** Exhibits shall be constructed and arranged in the area not more than three feet forward of the back wall of the booth and in this area up to a height not to exceed eight feet from the exhibit floor. All parts of the exhibit in any portion of the booth beyond three feet from the booth back wall shall be placed not to exceed the height of the dividing side rails (36"). Advertising, logos, signs and exhibit structure shall not exceed the eight-foot height limit. Failure to adhere to these guidelines may result in adjustments to exhibit booth on site.

**6. Appearance of Exhibits:** Any part of the exhibit which does not lend itself to an attractive appearance, such as unfinished side or end panels, must be draped at the exhibitor's expense. LeadingAge New Jersey reserves the right to have such finishing done and to bill the exhibitor for charges incurred.

**7. Installation and Dismantlement of Exhibits:** All installation and dismantlement of exhibits must be carried out during the time indicated in the accompanying exhibit information. No exhibits may be erected after the exhibition opens or be dismantled before the official closing time. It is the responsibility of the exhibitor to see that all his or her materials are delivered to the exhibit hall by the specified deadline. Should the exhibitor fail to remove his or her exhibit, this removal will be arranged by LeadingAge New Jersey at the expense of the exhibitor. All empty crates, upon erection of the display, shall be labeled as such and properly identified with company name and booth number for removal by the official drayer from the exhibit floor. All empty crates and cartons must be properly identified to facilitate their delivery by the drayer at the close of the show. **Should any exhibitor breakdown prior to the close of the event, there will be a penalty charge of \$500.00.**

**8. Failure to Occupy Space:** Space not occupied by the close of the exhibit installation period as specified in the accompanying material will be forfeited by the exhibitor and this space may be resold, reassigned, or used by LeadingAge New Jersey. If the exhibit is on hand, LeadingAge New Jersey reserves the right to assign labor to set up any display that is not in the process of being erected by the given deadline and to instruct that the exhibitor be billed for all charges thus incurred.

**9. Drayage:** Advance shipments of exhibit material must be made to the official drayage company as indicated in additional information. The exhibit facility cannot accept direct shipments. Should any shipments be made directly to the facility, they will be removed by the authorized drayage company and stored until the facility is ready to accept material for the exhibition and all costs involved will be charged to the exhibitor concerned.

**10. Labor:** Exhibitors shall employ only accredited labor personnel for all work other than that properly handled by their own personnel in accordance with local labor regulations. Information regarding specific regulations which are applicable may be obtained from the official service contractor. Display men, painters, carpenters, electricians, and other skilled labor can be arranged through the official service contractor at established rates. If a contractor other than the official service contractor is used to set up, erect, or dismantle the exhibit, LeadingAge New Jersey must be notified and be in receipt of a General Insurance Certificate at least thirty (30) days prior to the official move-in date, or the contractor will not be permitted to service the exhibit.

## 11. Fire and Safety Regulations:

(A) Fire regulations require all display material used for decoration to be flameproof. Any/all electrical equipment, including signs and lights, shall be in good operable condition and be able to pass the inspection of the local Fire Underwriters Inspection Bureau. Each exhibitor agrees to be knowledgeable and responsible regarding ordinances and regulations pertaining to health,

fire prevention and public safety while participating in this exposition. No combustible material shall be stored in or around exhibitor booths.

(B) The use of flammable materials necessary to the purpose of the exhibit where no other alternative can be used must first be brought to the attention of LeadingAge New Jersey, in writing, no fewer than 90 days before the exposition's opening, for approval.

**12. Vehicles on Static Display:** Vehicles may not be displayed without the prior written approval of the local public safety department. Any fuel-powered vehicle on static display must have not more than ¼ of a tank or five gallons (whichever is less). The gas cap must be locked or sealed with tape; batteries must be disconnected with the cable ends taped over to prevent sparking. Vehicles may not be started, run or moved during event hours.

## D. SECURITY/LIABILITIES/INSURANCE

**1. Security:** LeadingAge New Jersey will provide security guards during the closed hours of the exposition, but the furnishing of such service shall not be construed to be any assumption of obligation or duty with respect to the protection of the property of exhibitors, which shall at all times remain in the sole possession and custody of each exhibitor. After show hours, only those exhibitors properly identified and with the permission of LeadingAge New Jersey may enter the exhibit hall.

**2. Liability:** Neither will LeadingAge New Jersey, nor the official service contractor, nor the exhibit facility, their members, representatives and/or employees be responsible for injury, loss, or damage that may occur to the exhibitor or to the exhibitor's employees or property from any cause whatsoever, prior, during, or subsequent to the period covered by this application/contract.

**3. Damage to Exhibit Facilities:** The exhibitor must surrender space occupied by the exhibitor in the same condition it was in at commencement of occupation. The exhibitor or the exhibitor's agent shall not injure or deface the walls, columns, or floors of the exhibit facilities, nor the booths or the equipment or furniture of the booths. When such damage appears, the exhibitor shall be liable to the owners of the property damaged. Additionally, the exhibitor agrees to protect, save and hold harmless LeadingAge New Jersey, its agents and the convention facility of and from all loss, liability and/or damage whatsoever caused to the facility housing the exposition, or any part thereof, directly or indirectly.

**4.** Damage to inadequately packed property is the exhibitor's own responsibility.

**5. Insurance:** Exhibitors agree to maintain such insurance as will fully protect LeadingAge New Jersey from any and all claims of any nature whatsoever, including claims under the Worker's Compensation Act, and for personal injury, including death which may arise in connection with the installation, operation, or dismantlement of the exhibitor's display. Exhibitors are advised to add to their existing insurance a portal-to-portal rider at a normal cost, protecting them against the loss-damage to their material by fire, theft, accident, etc.

## E. AMENDMENT, APPLICABLE LAW AND FORUM

Any and all matters and questions not specifically covered by the articles in this contract shall be subject to the decision of LeadingAge New Jersey. The aforementioned items covered by this contract may be amended at any time by LeadingAge New Jersey in the interest of the exposition, and notice thereof shall be binding on exhibitors equally with the foregoing rules set forth in this contract. This contract shall be governed by and construed in accordance with the laws of New Jersey, and any dispute concerning this contract shall be decided in a court of competent jurisdiction within the state of New Jersey.