

Life **ON** PURPOSE

LeadingAge[®]
New Jersey

2018 Annual Meeting and EXPO
Harrah's Waterfront Hotel & Conference Center
Atlantic City, New Jersey
June 5 – 7, 2018

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:

- C-Suite Professionals
- Administrators
- Housing Managers
- Directors of Nursing
- Department Heads
- Board of Trustee Members
- Key Healthcare Professionals providing care & services to the elderly throughout the continuum of senior housing settings

What We Buy

LeadingAge New Jersey members spend millions of dollars annually on:

- Accounting
- Adult Day
- Architecture/Construction/Interior Design
- 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 C-Suite Professionals (CEOs, CFOs, CIOs, COOs), Administrators, Executive Directors, Housing Managers, 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.



Hi Everyone! Come and join me for breakfast at this year's EXPO...can't wait to meet you all."

James W. McCracken
new LeadingAge NJ
President & CEO



Schedule of Events

JUNE 05	TUESDAY	
	Noon – 5:00 pm	Exhibitor Registration & Set-Up
	4:00 – 5:30 pm	LANJ Board of Trustees Meeting
	6:30 – 8:00 pm	Welcome Reception
JUNE 06	WEDNESDAY	
	7:30 – 10:00 am	Breakfast with the Exhibitors [Exhibit Hall]
	8:00 – 9:00 am	Education Breakouts [Sunrise Sessions]
	9:00 – 10:00 am	Breakfast [continued] Come meet & greet LeadingAge New Jersey new President & CEO, Jim McCracken
	10:00 – 11:15 am	Education Breakouts
	11:30 am – 12:45 pm	General Session: Welcome & Keynote Featuring Tim Bauerschmidt & Ramie Liddle "Driving Miss Norma"
	12:45 – 2:00 pm	Lunch with the Exhibitors Featuring Blue Light Specials
	2:00 – 3:15 pm	Education Breakouts
	3:15 – 4:00 pm	Dessert with Exhibitors Featuring Blue Light Specials
	4:00 – 5:30 pm	Exhibitor Breakdown
	4:00 – 5:15 pm	Education Breakouts
	5:30 – 7:00 pm	LeadingAge New Jersey Reception
JUNE 07	THURSDAY	
	8:30 – 9:30 am	Breakfast Buffet & Networking
	9:30 – 11:00 am	Education Breakouts
	11:15 am – 12:30 pm	General Session Featuring Catherine Sanderson, PhD "The Science of Happiness"
	12:30 pm	Snacks-to-Go

Each Booth Includes:

- 8' by 8' booth space including pipe and drape and an ID sign
- Booth furnishings: 6' table, 2 chairs and a wastebasket
- Participation in all conference events, educational breakouts and keynote 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, with payment in full, to:
LeadingAge New Jersey
3705 Quakerbridge Road
Suite 102
Hamilton, NJ 08619
F: 609-452-2907
E: agreenbaum@LeadingAgeNJ.org

Exhibitor Notes and Advertising

Our trade show is open on Wednesday, June 6. The Expo hall opens promptly at 7:30 a.m. on Wednesday, June 6 and will close at 4:00 p.m. Set up for vendors will be on Tuesday, June 5, from 12:00 – 5:00 p.m. Atlantic Exposition Services (AEX) will be available at that time. See the full [Draft] schedule on page 3 for specific event times. The EXPO hall will be opened during non-exhibit hours, from 7:30 a.m. – 4:00 p.m.

Booth Construction

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

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 5-7), 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

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 2018, LeadingAge NJ has contracted AEX to provide Exhibitors with booth furnishings.

Each booth will include:	
• 1 - 6' table	
• 2 - chairs	
• 1 - wastebasket	

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. An additional badge may be purchased at a fee of \$100.

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 25, 2018 will guarantee a full refund if the booth is resold; cancellation postmarked after Wednesday, April 25, 2018 will result in a 50% refund if the booth is resold; **cancellation after Friday, May 11, 2018 will result in no refund.** All refunds will be issued in the form of a check.

Blue Light Specials

Exhibiting LeadingAge New Jersey **Business Partners** are invited to participate in this year's featured EXPO Hall activity, **"The Blue Light Special"**.

The **Blue Light Special** activity will take place in the EXPO hall and will be open to all conference attendees during the Lunch & Dessert w/the Exhibitors time blocks. Much like the well-known "Blue Light Specials," our **Blue Light Specials** will occur when James McCracken, LeadingAge New Jersey President & CEO, makes an announcement over the Expo Hall PA system and lights up the blue light at your booth!

Vendors should then be prepared to give a very brief (1-3 min.) elevator speech and have at least one prize for the first conference attendee who arrives at your booth and stays for your brief presentation.

The cost to participate in the **Blue Light Special** is **\$100.00** and open to LeadingAge New Jersey Business Members only.

More details will be provided to those Business Partners who opt to participate.

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

Mailing Address:
LeadingAge New Jersey
3705 Quakerbridge Road, Suite 102
Hamilton, New Jersey 08619

Advertise In The 2018-2019 LANJ 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. 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	\$2,000
Inside Front Cover	\$1,200
Inside First Page	\$1,200
Inside Back Cover	\$1,000

Preferred Full Page – Color (tabbed section divider)	
	\$950

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

<p>Full Page 4 1/2" x 7 1/2"</p>	<p>Half Page Horizontal 4 1/2" x 3 1/2"</p>
--------------------------------------	---

Sponsorship Opportunities

LeadingAge New Jersey's Annual Meeting and EXPO is the premier event for mission driven providers of high quality health care, housing and services for seniors. Our members come to our annual meeting to find life changing products & services for their residents and clients and we connect you face to face with senior level leaders who purchase hundreds of thousands of dollars of goods and services annually. We have organized our sponsorship opportunities into three areas. Find the sponsorship that best fits your marketing goals, or we can custom create a sponsorship activation with your team.

STRATEGIC THOUGHT LEADER OPPORTUNITIES:

PREMIER EVENT SPONSOR — \$8,500

This level is strategically linked to the delivery of the LeadingAge New Jersey Annual Conference and has multiple opportunities to put your team in front of conference attendees and help us shape their experience.

Sponsorship Main Features:

Opportunity to hold a focus group or thought leader gathering at the conference; Speaking opportunity at the Opening or Closing General Session; Opportunity to feature your team's conference happenings/ booth activities in our Conference Preview Email; Thought Leader Quote on conference website; Premium booth location in EXPO Hall; [Blue Light](#) Special participation; Branding on all conference materials and the LeadingAge NJ Sponsorship Exposure package (*see website for full details*)

OPENING GENERAL SESSION — \$5,000

The most attended event at the LeadingAge NJ Annual Meeting focused on topics facing members today.

CLOSING GENERAL SESSION — \$5,000

One of the most memorable event of the conference featuring member driven content on a significant challenge for our member organizations.

Sponsorship Main Features:

Introduction of Keynote Speaker; Opportunity to talk with general session speaker in the Speaker Ready Room prior to the talk; Opportunity to greet members as they enter the general session; and the LeadingAge NJ Sponsorship Exposure package (*see website for full details*)

NETWORKING OPPORTUNITIES:

LIFE ON PURPOSE LOUNGE — \$5,000

Networking is the number one reason our members & non-members attend conferences. Have your organization host this hub of sharing and learning

Sponsorship Main Features:

Opportunity to host lounge with your staff; Opportunity to work with LeadingAge New Jersey staff on how area is organized; [Blue Light](#) Special participation; Branding on lounge; and the LeadingAge NJ Sponsorship Exposure package (*see website for full details*)

FOOD AND BEVERAGE EVENTS — \$3,000

SNACK-TO-GO — \$2,000

Like Holiday dinners, our members look forward to sharing a meal and connecting with one another every year at the functions below. Connect with members and discuss your solutions at one of these signature events:

- Welcome Reception (Tuesday, June 5th)
- LeadingAge New Jersey Reception (Wednesday, June 6th)
- Breakfast with the Exhibitors & Meet/ Greet New Pres. & CEO Jim McCracken (Wednesday, June 6)
- Lunch with the Exhibitors (Wednesday, June 6)
- Dessert with the Exhibitors (Wednesday, June 6)
- Breakfast Buffet & Networking (Thursday, June 7)

Sponsorship Main Features:

Opportunity to staff function and greet members; Opportunity to place post cards on tables themed to event's messages; and the LeadingAge NJ Sponsorship Exposure package (*see website for full details*)

BRANDING OPPORTUNITIES:

ON-SITE PROGRAM GUIDE — \$3,500

This is the main source of information to guide attendees through their conference experience. Put your ad and brand in the place they turn to multiple times each day.

Sponsorship Main Features: Your organization name & logo on the front cover of the program. Full page ad in program and the LeadingAge New Jersey Sponsorship Exposure Package (*see website for full details*)

WIFI — \$3,500

We live in a technology driven world. Our members are busy executives and need to stay connected to their organizations during the event. Have your website be the portal for all things members want to do on line while attending the Annual Conference.

Sponsorship Main Features: Wifi links to your organizations home page; Opportunity to change your home page to customize content each day of the event; Recognition from the general session stage; and the LeadingAge New Jersey Sponsor Exposure package (*see website for full details*)

CONFERENCE BADGE — \$2,500

CONFERENCE TOTE BAG — \$2,500

The LeadingAge NJ Conference Badges & Tote Bags are the all access pass to the entire Annual Conference. Have members see your logo every moment throughout the entire event.

Sponsorship Main Features: Company logo will be featured on the individual item; And the LeadingAge NJ Sponsor Exposure package (*see website for full details*)

ENTERTAINMENT — \$1,500

What makes a conference truly memorable are the special touches like custom entertainment. Help make events at the conference something that members will not soon forget, like YOU!

Sponsorship Main Features: Opportunity to suggest entertainment within budget; company branding on signage by entertainment feature; And the LeadingAge NJ Sponsor Exposure Package (*see website for full details*)

GIFTS & GIVE-AWAYS — \$1,000* (plus the cost of gift)

Members love to take home mementos from the conference ... especially those which help them be a more organized professional. Put your logo on something they will treasure and have it distributed at a prime opportunity during the conference. [Ideas such as: notepads, pens, water bottles, flash drives, portable power, cell phone wallet, etc., are welcome.]

Sponsorship Main Features: Opportunity to select and purchase the item of your choice with your name and logo; Opportunity to select your preferred distribution site [such as General Session entrance, Registration, EXPO entrance and more]; And the LeadingAge NJ Sponsor Exposure Package (*see website for full details*)

*All giveaways are supplied by the sponsor with the approval of LANJ staff. Distribution opportunities are first come, first served.

HAVE AN CREATIVE SPONSORSHIP IDEA?

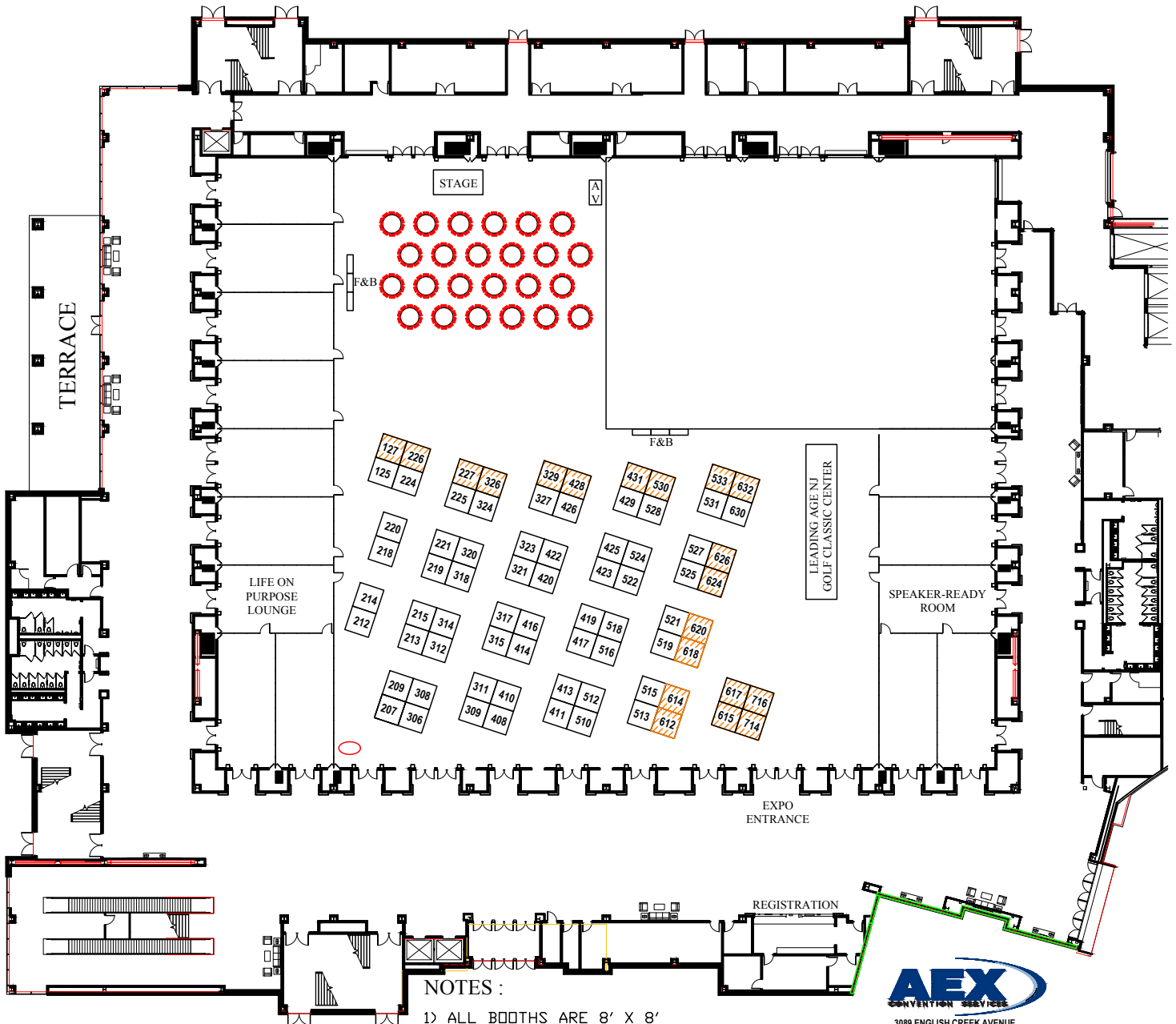
Do you have a creative sponsorship idea? We would love to partner with you on a custom sponsorship offering. We know you have solutions our members need to expand their mission & we want to help you get those solutions in front of our conference attendees.

Let's strategize how we can do that!

Exhibitor Floor Plan

LeadingAge New Jersey 2018 Annual Meeting and Expo • June 5-7, 2018

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



NOTES :

- 1) ALL BOOTHS ARE 8' X 8' UNLESS OTHERWISE NOTED
- 2) 76 TOTAL BOOTHS
- = PREMIUM BOOTHS



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

LeadingAge New Jersey 2017 Vendor List

Look Who Joined Us In 2017

Acadia Pharmaceuticals
Aegis Therapies LANJ
Alliance Bus Group LANJ
AllRisk Property Damage Experts LANJ BLP
American Medical Technologies
Baker Tilly Virchow Krause, LLP LANJ
Bennett, Bricklin, & Saltzburg, LLC
Best Bath
Bluespire Senior Living
BrandMETTLE
C&C Construction Management, Inc. LANJ
CCI Systems
Centers Business Office LANJ
Contract Pharmacy Services LANJ
Del-Sano Contracting Corp.
DermaRite Industries VF
DIGroup Architecture LANJ
EarlySense, Inc.
EMS, LLC
Encore Rehabilitation Services LANJ
Flik Lifestyles LANJ
Forbo Flooring Systems LANJ VF
Functional Pathways LANJ
Glatfelter Healthcare Practice
The Graham Company LANJ BLP
Hamlyn Senior Marketing LANJ
Hawks & Company LANJ BLP
HD Supply Facilities Maintenance LANJ VF
HealthPRO-Heritage LANJ VF
Hill-Rom LANJ VF
HJ Sims, Inc. LANJ BLP
HUR USA
IMC Construction
Infusion Care Experts
Innovative Benefit Planning, LLC
investorsBank LANJ BLP
IPPC LANJ BLP
IT Initiatives, Inc. LANJ BLP
JKRP Architects LANJ
Johnson, Kendall & Johnson LANJ BLP
John W. Baumgarten Architect, PC LANJ
KDA Architects LANJ
Keystone Connections
Kitchen & Associates LANJ BLP
LAN Associates
Lancaster Pollard LANJ
LeadingAge New York LANJ
LECESSE Construction Services LANJ
LifeStation, Inc. LANJ
MatrixCare
McKesson Medical Surgical VF
Med-Net Concepts, LLC LANJ
Medtronic, Inc.

Mobilex USA LANJ
navitend LANJ
NJ Health Care Facilities Financing Authority LANJ
NJ Office of the Ombudsman for the Institutionalized Elderly
NK Architects LANJ
Northeast Protection Partners
Nutrition Management Services Co.
Partners Pharmacy LANJ
Peckar and Abramson, PC LANJ
Pharma-Care, Inc. LANJ
Pharmcare USA of Edison
PharMerica LANJ
PharmScript, LLC LANJ
Pinnacle Dietary VF
Piper Jaffray & Co. LANJ
Precision Health Inc.
Premier Healthcare Resources LANJ
Prime Rehabilitation Services, Inc.
Provident Bank LANJ BLP
Ray Angelini, Inc
RehabCare LANJ
ReUnion Rx, LLC LANJ BLP
SEBCO Laundry Systems, Inc.
Select Rehabilitation LANJ VF
Senior Planning Services LANJ
SeniorTV
SFCS Architects LANJ
ShoreTV LANJ
Sodexo LANJ VF
Solutions Advisors LANJ
Spiezle Architectural Group LANJ
STANLEY Healthcare
Sweetwater Construction Corp. LANJ
Symbria LANJ
TeamPAR
Technocality, Inc. LANJ
Tender Touch Rehab Services
Towne Home Care
UNIDINE LANJ VF
Value First Group Purchasing LANJ BLP VF
The Whiting-Turner Contracting Co.
William H. Connolly & Co., LLC LANJ
WithumSmith+Brown LANJ BLP
Wohlsen Construction LANJ
Wolffington Body Company, Inc. LANJ
Ziegler LANJ BLP

LANJ = LeadingAge New Jersey Partner

VF = Value First Member

BLP = LeadingAge New Jersey Business Leadership Partner

LEADINGAGE NEW JERSEY 2018 EXHIBITION EXHIBITOR CONTRACT

JUNE 5 – 7, 2018 • HARRAH'S HOTEL • ATLANTIC CITY, NEW JERSEY

COMPANY INFORMATION			
COMPANY NAME [EXACTLY AS IT WILL APPEAR IN ON-SITE PROGRAM]			
ADDRESS			
CITY		STATE	ZIP
PHONE	FAX		
WEBSITE ADDRESS			
COMPANY REPRESENTATIVE (PRIMARY CONTACT)			
REPRESENTATIVE EMAIL			
NAME OF CONTACT TO RECEIVE ALL ADVANCE EXPO MATERIALS [IF DIFFERENT THAN ABOVE]			
CONTACT EMAIL			
CONTACT PHONE			
BOOTH SELECTION			
1ST CHOICE	2ND CHOICE	3RD CHOICE	
LEADINGAGE NEW JERSEY MAKES EVERY EFFORT, BUT CANNOT GUARANTEE, TO KEEP COMPETITORS SEPARATED. PLEASE NOTE COMPETING VENDORS IN THE SPACE BELOW:			
ATTENDING EXHIBITORS/NAME BADGE INFORMATION			
Please provide the full name of each attending exhibitor) who will be representing your company at the EXPO [up to 2 permitted]. An additional badge may be purchased for a fee of \$100			
1. NAME			
EMAIL			
2. NAME			
EMAIL			
ADDITIONAL BADGE			
EMAIL			

BOOTH FEES			
	Member	Member Premium	Non-Member
REGULAR (THROUGH MAY 4)	\$850	\$1,000	\$1,500
LATE (AFTER MAY 4)	\$950	\$1,100	
THE UNDERSIGNED APPLIES FOR EXHIBIT SPACE AT THE LEADINGAGE NEW JERSEY 2018 ANNUAL MEETING & EXPO TO BE HELD AT HARRAH'S WATERFRONT CONFERENCE CENTER ON JUNE 6, 2018. PAYMENT IN FULL IS REQUIRED TO CONFIRM BOOTH SPACE			
SIGNATURE			
APPLICATION IS HEREBY MADE FOR THE INDICATED SPACE. SHOW 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 OF EXHIBIT SPACE IN WRITING, WHICH IS POSTMARKED BY APRIL 25, 2018, WILL GUARANTEE A FULL REFUND IF BOOTH SPACE IS RESOLD; CANCELLATION IN WRITING AFTER APRIL 25, 2018 WILL RESULT IN A 50% REFUND IF BOOTH IS RESOLD; AND CANCELLATION AFTER MAY 11, 2018 WILL RESULT IN NO REFUND. ALL REFUNDS WILL BE ISSUED IN THE FORM OF A CHECK.			
ADVERTISING FEES			
PREMIUM FULL-PAGE [COLOR ONLY]	OUTSIDE BACK COVER \$2,000	INSIDE FRONT COVER \$1,200	INSIDE FIRST PAGE \$1,200
PREFERRED FULL-PAGE [SECTION TABS; COLOR ONLY]	\$950		
ADVERTISING SECTION [BLACK AND WHITE ADS]	FULL PAGE \$650	HALF PAGE \$350	
SPONSORSHIP FEES			
SPONSORSHIP OPPORTUNITY [LEADINGAGE NJ MEMBERS ONLY]			\$
BLUE LIGHT SPECIAL PARTICIPATION			
<input type="checkbox"/> BLUE LIGHT SPECIAL [LEADINGAGE NJ MEMBERS ONLY]			\$100
FEES		Paying by Check: Make check payable to: LeadingAge New Jersey Mail with completed contract to: Attn: Amy Greenbaum LeadingAge New Jersey 3705 Quakerbridge Road • Suite 102 Hamilton, NJ 08619	
BOOTH FEE	\$	Paying by Credit Card: Please contact the LeadingAge NJ Office to provide credit card information: 609-452-1161	
ADDITIONAL BADGE FEE	\$		
ADVERTISING FEE	\$		
SPONSORSHIP FEE	\$		
BLUE LIGHT SPECIAL PARTICIPATION	\$		
TOTAL	\$		

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 25, 2018 will guarantee a full refund if the booth is resold; cancellation postmarked after April 25, 2018 will result in a 50% refund if the booth is resold; cancellation after May 11, 2018 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.



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

LeadingAgeNJ.org

A photograph of an elderly woman with short white hair and glasses, smiling warmly. She is sitting on a yellow stool, holding a paintbrush in her right hand and a palette with various colors of paint in her left. She is wearing a grey cardigan over a white top. In the background, there is a modern living room with a white bookshelf, a yellow armchair, and a potted plant. A large teal circle is overlaid on the left side of the image, containing text about an annual meeting and expo.

2018 Annual Meeting and Expo

Harrah's Waterfront Hotel
Atlantic City, New Jersey

June 5 – 7, 2018