



What if

LeadingAge[®]
New Jersey

2019 Annual Meeting and Expo
Caesars Hotel Atlantic City, New Jersey
June 11 – 13, 2019

What if



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
- PACE Programs

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 130 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 top executives, senior managers and key personnel. 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.

Schedule of Events [DRAFT]

Tuesday, June 11, 2019

Noon – 4:00 pm	Exhibitor Registration & Set-Up
4:00 – 5:30 pm	LANJ Board of Trustees Meeting
6:30 – 8:00 pm	Welcome Reception

Wednesday, June 12, 2019

7:30 – 9:30 am	Breakfast with the Exhibitors [Exhibit Hall]
8:00 – 9:00 am	Education Breakouts [Sunrise Sessions]
9:00 – 9:30 am	Coffee Break [Exhibit Hall]
9:30 – 10:45 am	General Session: Welcome & Keynote [Circus Maximus Theater]
11:00 am – 12:15 pm	Education Breakout Sessions
12:15 – 1:45 pm	Lunch with the Exhibitors
1:45 – 3:00 pm	Education Breakout Sessions
3:00 – 3:45 pm	Dessert with Exhibitors
3:45 – 5:00 pm	Education Breakout Sessions
4:00 – 5:30 pm	Exhibitor Breakdown
5:15 – 7:00 pm	LeadingAge New Jersey Reception

Thursday, June 13, 2019

8:15 – 9:30 am	Breakfast Buffet & Networking
9:30 – 11:00 am	Education Breakouts
11:15 am – 12:30 pm	General Session - Town Hall Conversation [Circus Maximus Theater]
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

The LeadingAge New Jersey Expo Hall opens promptly at 7:30 a.m. on Wednesday, June 12 and will close at 4:00 p.m. Set up for vendors will be on Tuesday, June 11, from 12:00 – 4:00 p.m. Atlantic Exposition Services (AEX) will be available at that time. See the full [Draft] schedule on page 3 for specific event times.

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.

Meals And Miscellaneous

LeadingAge New Jersey's breakfasts, lunch and receptions during the event (June 11-13), 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 2019, 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 & and any additional power needs must be ordered from the Hotel (Caesars). AEX will provide the necessary forms for the Hotel in the Exhibitor Tool Kit.

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 Friday, April 26, 2019 will guarantee a full refund if the booth is resold; cancellation postmarked after Friday, April 26, 2019 will result in a 50% refund if the booth is resold; **cancellation after Monday, May 13, 2019 will result in no refund.** All refunds will be issued in the form of a check.

Promotional Marketing Video

Take the opportunity to film a 2-3 minute Promotional Marketing Video, to tout your organization's latest & greatest products and services.

You prepare the content - The presentation will be videoed at your booth - You will receive the finished product on a flash drive to use for future marketing endeavors. The fee to have your Promotional Marketing Video produced is \$150 and open to LeadingAge New Jersey Business Members only. Additional details will be provided to those Business Partners who opt to participate.

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.

Accommodations

Guest rooms have been reserved at Caesars Hotel Atlantic City for LeadingAge New Jersey meeting Exhibitors & Attendees. Special Rates for single & double are \$92/night, plus applicable taxes & fees. Reservations must be made no later than Friday, May 17th in order to guarantee the special rate. **CALL:** 888-516-2215 (8am-2am EST seven days a week)

Group name: **LeadingAge New Jersey 2019**

Group code: **SC06LA9**

(All callers will be asked for this code, but can also book by saying "LeadingAge NJ")
You may also book your reservations online at: <https://book.passkey.com/go/sc06la9>

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 2019-2020 LANJ Membership Directory

LeadingAge New Jersey will be going completely digital this year with our **2019-2020 Membership Directory!** The directory will be located on our website and full viewable for anyone to access, at any time. 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 – Color Only	
Inside Front Cover	\$1,300
First Page	\$1,300
Last Page	\$1,300
Inside Back Cover	\$1,300
Outside Back Cover	\$1,300

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>
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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.

The LeadingAge New Jersey Sponsorship Exposure Package

Sponsorship Exposure Package includes:

- Acknowledgement in the 2019-2020 LeadingAge NJ Membership Directory
- Acknowledgement on LeadingAge NJ website with logo/link
- Acknowledgement on Conference Signage

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 & Conference App; Thought Leader Quote on conference website; Premium booth location in EXPO Hall; Opportunity to produce Promotional Marketing video; Branding on all conference materials and the LeadingAge NJ Sponsorship Exposure package

GENERAL SESSION – KEYNOTE — \$5,000

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

CLOSING SESSION – TOWN HALL CONVERSATION — \$2,500

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

NETWORKING OPPORTUNITIES:

REFRESH & RECHARGE 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; Opportunity to produce Promotional Marketing video; Branding on lounge; and the LeadingAge NJ Sponsorship Exposure package

FOOD AND BEVERAGE EVENTS — \$3,000

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 11th)
- LeadingAge New Jersey Reception (Wednesday, June 12th)
- Breakfast with the Exhibitors (Wednesday, June 12th)
- Lunch with the Exhibitors (Wednesday, June 12th)
- Dessert with the Exhibitors (Wednesday, June 12th)
- Networking Breakfast Buffet (Thursday, June 13th)

SNACK-TO-GO — \$2,000

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

BRANDING OPPORTUNITIES:

HOTEL KEYCARD — \$3,750

During the lifespan of an event, an attendee will actively look at their Hotel KeyCard 8-12 times/day, representing repeat impressions to your targeted demographic. You will have the opportunity to place an alternative to a business card in all of their hands.

Sponsorship Main Features: Company artwork on KeyCard; Recognition from the general session stage; and the LeadingAge New Jersey Sponsor Exposure package

CONFERENCE APP — \$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 will turn to multiple times each day.

Sponsorship Main Features: Your organization name, logo and link on the opening page of the APP; Recognition from the General Session stage; and the LeadingAge New Jersey Sponsorship Exposure Package

ATTENDEE NAME CARD & LANYARD — \$3,500 [plus the cost of the items]

CONFERENCE TOTE BAG — \$2,750 [plus the cost of the bags]

The LeadingAge NJ Attendee Name Cards & Lanyards and Conference Tote Bags are the all access pass to the entire Annual Conference. Have members viewing your logo every moment throughout the entire event.

Sponsorship Main Features: Company logo will be featured on the individual items; and the LeadingAge NJ Sponsor Exposure package

ENTERTAINMENT — \$2,000

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

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.]

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

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

HAVE A CREATIVE SPONSORSHIP IDEA?

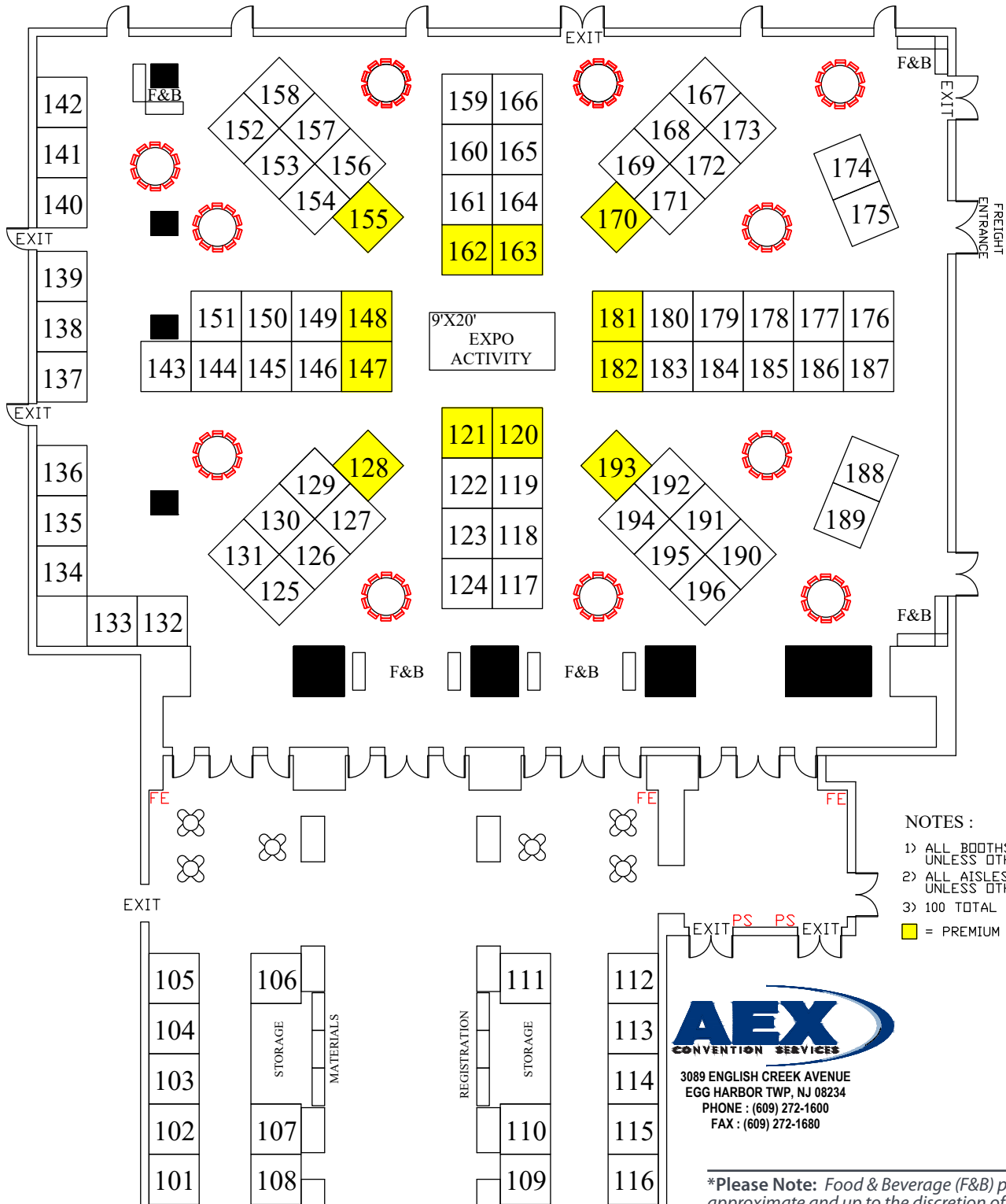
Do you have a creative sponsorship idea? We would love to partner with you on a custom sponsorship offering. We know you have solutions our members need to expand their mission & we want to help you get those solutions in front of our conference attendees.

Let's strategize how we can do that!

Exhibitor Floor Plan

LeadingAge New Jersey 2019 Annual Meeting and Expo • June 11-13, 2019

Caesars Hotel Atlantic City



LeadingAge New Jersey 2018 Exhibitor List

Look Who Joined Us In 2018

Acts Retirement-Life Communities ^{LANJ}
Aegis Therapies ^{LANJ}
AllRisk Property Damage Experts ^{LANJ BLP}
Baker Tilly Virchow Krause, LLP ^{LANJ}
BB&T Capital Markets ^{LANJ BLP}
Best Bath
C&C Construction Management, Inc. ^{LANJ}
CCI Systems
Centers Business Office ^{LANJ}
CliftonLarsonAllen ^{LANJ BLP}
Contract Pharmacy Services ^{LANJ}
DermaRite Industries ^{VF}
DGRB Services ^{LANJ}
Encore Rehabilitation Services ^{LANJ}
Flik Lifestyles ^{LANJ}
Functional Pathways ^{LANJ}
Generation Pharmacy ^{LANJ}
GeriScript Pharmacy
Glatfelter Healthcare Practice
Golden Travel Services, LLC
The Graham Company ^{LANJ BLP}
Hawks & Company ^{LANJ BLP}
Healthcare Services Group
HealthPRO-Heritage ^{LANJ VF}
HJ Sims , Inc. ^{LANJ BLP}
Innovative Benefit Planning, LLC ^{LANJ}
IPPC ^{LANJ BLP}
IT Initiatives, Inc. ^{LANJ}
JKRP Architects ^{LANJ}
John W. Baumgarten Architect, PC ^{LANJ}
Johnson, Kendall & Johnson ^{LANJ BLP}
KDA Architects ^{LANJ}
Keystone Connections
Kitchen & Associates ^{LANJ BLP}
LAN Associates
Lancaster Pollard ^{LANJ}
LeadingAge New York
LECESSE Construction Services ^{LANJ}
MatrixCare
McKesson Medical Surgical ^{VF}
Med-Mizer
Med-Net Concepts, LLC ^{LANJ}
Mobilex USA ^{LANJ}
Morrison Community Living
navitend ^{LANJ}
NJADONA
Office of the Long Term Care Ombudsman
NK Architects ^{LANJ}
Nutrition Management Services Co.
OWAL ^{LANJ}
Partners Pharmacy ^{LANJ}
P. Cooper Roofing ^{LANJ}
Peckar and Abramson, PC ^{LANJ}
Pharma-Care, Inc. ^{LANJ}
Pharmcare USA of Edison ^{LANJ}
PharmScript, LLC ^{LANJ}
Piper Jaffray & CO ^{LANJ}
Prime Rehabilitation Services, Inc.
PS Lifestyle Salon & Spa
RehabCare ^{LANJ}
ReUnion Rx, LLC ^{LANJ BLP}
SEBCO Laundry Systems, Inc.
Select Rehabilitation ^{LANJ VF}
Senior Care Therapy ^{LANJ}
SeniorTV ^{LANJ}
Service Lamp Corp.
SFCS Architects ^{LANJ}
Sonu Satellite
Spiegle Architectural Group ^{LANJ}
Sweetwater Construction Corp. ^{LANJ}
Symbria ^{LANJ}
Symtech Solutions ^{LANJ}
Towne Home Care
UNIDINE ^{LANJ VF}
Value First Group Purchasing ^{LANJ VF}
William H. Connolly & Co., LLC ^{LANJ}
WithumSmith+Brown ^{LANJ BLP}
Woodlyn Associates, LLC ^{LANJ}
Ziegler ^{LANJ BLP}

^{LANJ} = LeadingAge New Jersey Business Partner

^{VF} = Value First Member

^{BLP} = LeadingAge New Jersey Business Leadership Partner



3705 Quakerbridge Road - Suite 102
Hamilton, NJ 08619

LeadingAgeNJ.org



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