



## **We invite you to Exhibit at our 2021 Annual Conference and Exhibition!**

The LeadingAge MA Annual Conference is our most well-attended event, drawing aging services professionals from all over the state who are seeking to further their knowledge in trends and best practices. This is the premier opportunity to reach key leaders and decision makers in the Massachusetts aging services field.

### **Why Exhibit?**

Exposure! Prime contacts! Networking!

Participation in this event will give your company direct access to your target market and give you the visibility you need to stand out from the competition.

- Access to hundreds of long-term care and senior housing professionals
- Ability to present your products and services directly to decision makers
- Access to conference attendee list with contact information

Exhibitors also have the unique opportunity to attend education sessions to further your own knowledge of the critical issues impacting your clients and potential clients.

### **Engagez Platform**

We are pleased to share that we will be using the Engagez virtual conference platform again for this event.

Here is what the 2021 virtual experience will include:

- Over two hours of designated time for attendees to engage with you and the products and services you have to offer
- Multiple formats for you to share your information
- Detailed industry categorization that will make it simple for attendees to find exactly what they are looking for
- Direct access to booth analytics with attendee information
- Platform open to attendees for 3 months after the event, giving us a repository of solutions to point our members to



## Who Will Attend?

Employees from across the entire continuum of aging services including CEOs, executive directors, administrators, and other department heads and key decision makers.

## Hoping For In-Person?

Yes, we are all hoping to that LeadingAge MA members will meet in person during 2021! Although the end of the pandemic seems to be on the horizon, LeadingAge MA decided that a large-scale Conference and Expo was not the safest or most effective way to gather during 2021. We look towards the second half of this year with optimism that we will be able to offer an exclusive, in-person event for our provider and business members to come together.

We are committed to highlighting the value our exhibitors for our conference attendees. There will be multiple points of engagement within the platform and attendees will be incentivized to interact with you throughout the event.

## Event Schedule\*

### *Tuesday, April 27, 2021*

- 1:00 p.m.     **Welcome and Opening Remarks**  
                  **Keynote Address**
  
- 2:00 p.m.     **Breakout sessions**
  
- 2:45 p.m.     **EXPO**
  
- 4:00 p.m.     **Breakout sessions**
  
- 4:45 p.m.     **Social/Networking Event**



## ***Tuesday, April 28, 2021***

- 1:00 p.m.     **Breakout sessions**
- 1:45 p.m.     **Break**
- 2:00 p.m.     **Breakout sessions**
- 2:45 p.m.     **EXPO**
- 4:00 p.m.     **Closing Session**
- 5:00 p.m.     **Adjournment**

***\*schedule subject to change with confirmation of speakers***

## **Exhibit Fees**

### ***Friend Level Business Affiliates***

Friend Level Business Affiliates have the booth registration fee included in their dues. This fee will include 4 attendees for this event. If you would like more information on our Business Affiliate program, please contact Sarah Lacasse at [slacasse@leadingagemass.org](mailto:slacasse@leadingagemass.org).

### ***Associate Level Business Affiliates and Non-Members***

The fee includes two attendees per booth. Additional attendees for both Associate Level Business Affiliates and Non-Members will need to register for the event at a rate of \$200/person.



**Early Bird Pricing – Register by March 15th to take advantage of these prices!**

	<b>Associate Members</b>	<b>Non-Member</b>
<b>Booth</b>	\$900	\$1,150

**Standard Pricing – from March 15th – April 27**

	<b>Associate Members</b>	<b>Non-Member</b>
<b>Booth</b>	\$1,100	\$1,350

**Want to increase your exposure even more?**

We are excited to offer the chance for your company to share targeted video content to our attendees. **LTCTube** will be a designated area of the platform where attendees can watch videos highlighting your company, its mission, and the solutions you can provide. For \$250 you can submit a .mp4 up to 3 minutes to be featured on this page. (Friend level members will have the opportunity to submit a video at no additional cost.)

**2021 Terms and Conditions for Exhibiting**

- All fees must be paid in advance with submission of your registration form. Membership dues must also be paid before membership rate is honored.
  - If you take advantage of early bird pricing, payment must be received prior to the March 15<sup>th</sup> early bird deadline. If it is not, your invoice will be adjusted to reflect the increased amount.
- Cancellations must be received by email and are not final until receipt of cancellation has been confirmed by LeadingAge MA staff. If you cancel by **March 26, 2021**, you receive a refund less a \$100 processing fee. **No refunds thereafter for cancellations.**
- Exhibitors may not assign, sublet or apportion to others without show management’s approval the whole or any part of the space allotted to



them and may not advertise or display goods or services other than those manufactured or sold by them in the regular course of doing business.

- **Vendor Raffle Policy:** Vendors who wish to raffle items at their booths are responsible for the entire process. The vendor will collect submissions from the attendees during the show and will manage the prize drawing, winner communication, and distribution.