



LeadingAge™

a day in the **life**...



Be a part of our **NEW** interactive museum caliber exhibit where attendees experience the ultimate vision of elderhood





Three Pavilions:

my place: Sponsor a room or feature your product in one of our 4 virtual spaces representing cutting edge living environments where elders thrive using the latest technology and drive attendees right to your booth

my care partners: Does your product or service help members become a community of choice? Sponsor this pavilion where attendees will walk through a day in the life of a front line caregiver who is empowered and appreciated.

my mind, body & soul: lives are enriched through hospitality, find out how you can join our Lead Sponsor in the pavilion celebrating wellness and nutrition.

my place

4 virtual rooms featuring state of the art 3-D fly through technology to make the attendee feel like they are walking through the space. Your product is embedded into the room vignette allowing attendees to view a 180 degree rendition of the room and products. All products will have additional information in the call outs on the touch screen in the experience.

Rooms: Bedroom, Wellness/Therapy Room, Bathroom and Family/Living Room



TWO OPPORTUNITIES:

1. Room Sponsor:

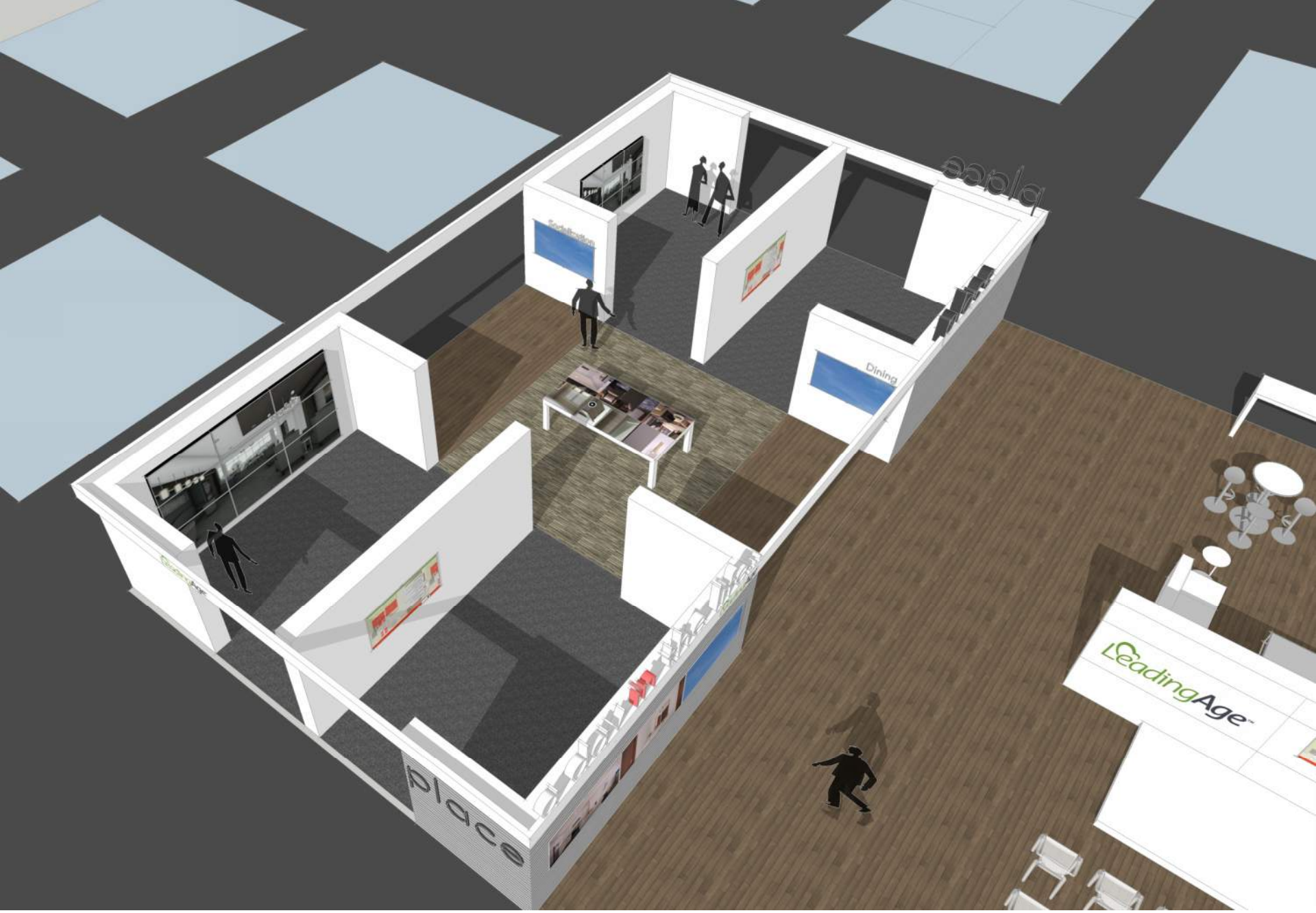
- Opportunity to provide all products for one (1) virtual room
- Up to 7 call outs for product on touch screen place on the exhibit wall
- LeadingAge will offer assistance in procuring products needed to complete the room if necessary (product placement fee to be paid by additional company)
- Opportunity to present from the Ted Talk Stage
- Construction of Experience
- All electrical and Wi-Fi
- Branding on Structure
- Listing in the VIP Access Pass
- Recognition on the LeadingAge Annual Meeting & EXPO Website
- 1/2 Page, Four Color ad in the Annual Meeting Preview publication
- Posted on LeadingAge Website with Link to participate page
- Recognition on Event Mobile App
- Pre & Post Attendee List
- Scanned listing of all attendees visiting the Experience
- Lunch in the EXPO Hall each day
- 2 EXPO Only Staff Badges to man the Experience
- Discounted Education registration

2. Product Placement

- Opportunity to have a product included in a virtual room with other product placement participants
- Call out noted on Product on touch screen placed on the exhibit wall
- Recognition on the LeadingAge Annual Meeting & EXPO Website
- Posted on LeadingAge Website with Link to participant page
- Recognition on Event Mobile App
- Pre & Post Attendee List
- Scanned listing of all attendees visiting the Experience
- Lunch in the EXPO Hall each day
- 1 EXPO Only Staff Badge to man the Experience
- Discounted Education registration
- Recognition in the Annual Meeting Preview publication







my care partners

Front line caregivers are the number 1 factor in perceived quality of an aging service provider. Their role is essential to independence, dignity and quality of life. This thought provoking pavilion will communicate how can you help organizations create environments and cultures to help recruit and retain the best care partners possible.

TWO WAYS TO PARTICIPATE:

1. Partial Room Sponsorship:

- Construction of Experience
- All electrical and Wi-Fi
- Branding on Structure
- The opportunity to demo software on a monitor (included with sponsorship) along with a vignette story created by the LeadingAge Design team with the input from the sponsor in a prominent area of the pavilion to tie your solutions directly to the theme of the Pavilion.
- Opportunity to present from the Ted Talk Stage
- Listing in the VIP Access Pass
- Recognition on the LeadingAge Annual Meeting & EXPO Website
- Posted on LeadingAge Website with Link to participate page
- 1/2 Page, Four Color ad in the Annual Meeting Preview publication
- Recognition on Event Mobile App
- Pre & Post Attendee List
- Scanned listing of all attendees visiting the Day in the Life Pavilion
- Lunch in the EXPO on Monday and Tuesday
- Exhibitor Breakfast on Wednesday
- 1 EXPO Only Staff Badges to man the Pavilion
- 1 Full Meeting Registration
- Discounted Education Registration



2. Product Placement:

- Opportunity to have a monitor on a wall in the Pavilion to play a video with your software, branding to be included on wall
- Recognition on the LeadingAge Annual Meeting & EXPO Website
- Posted on LeadingAge Website with Link to participate page
- Recognition on Event Mobile App
- Pre & Post Attendee List
- Scanned listing of all attendees visiting the Experience
- Lunch in the EXPO Hall on Monday and Tuesday
- Exhibitor Breakfast on Wednesday
- 1 EXPO Only Staff Badge to man the Experience
- Discounted Education registration
- Recognition in the Annual Meeting Preview publication

care partnerships





my mind, body and soul

Step into our teaching kitchen and dining area where we show attendees how your product and service plays an essential role in someone's life through nutrition, wellness and hospitality.

Product Placement:

- Opportunity to include product in the Pavilion
- Listing in VIP Access Pass
- Recognition on the LeadingAge Annual Meeting & EXPO Website
- Posted on LeadingAge Website
- Recognition on Event Mobile App
- Pre & Post Attendee List
- Scanned listing of all attendees visiting the Experience
- Lunch in the EXPO Hall each day
- 1 EXPO Only Staff Badge to man the Experience
- Discounted Education registration
- Recognition in the Annual Meeting Preview publication



what is the VIP Access Pass?

The VIP Access Pass is a special informative VIP guest pass mailed to attendees, inviting them to attend and tour the 'Day in the Life' exhibit at the LeadingAge Annual Meeting & EXPO.



a day in the life

Be a part of the most innovative exhibit in senior living. Connect your company with a bold, new vision of life.