



RE>CONNECT



2019 Annual Meeting & Expo

Renaissance Schaumburg Convention Center • Schaumburg, IL

April 2-4, 2019



STATE PARTNER

WHO IS **LeadingAge** Illinois

LeadingAge Illinois, formerly Life Services Network, is a statewide association, that represents the leading providers of the complete continuum of services for older adults, including nursing care, supportive and assisted living, senior housing and home and community based services. With a diverse membership now numbering over 500 providers, LeadingAge Illinois is the largest eldercare association in Illinois. As one of the largest and most respected trade associations of its type in the country, LeadingAge Illinois is nationally recognized for its innovative programs, leadership and expertise on issues related to long term care and senior housing and services. Committed to the advancement of quality and innovation in older adult services, LeadingAge Illinois is also the state affiliate of LeadingAge and Argentum.



> WHO ATTENDS THE ANNUAL MEETING?

Attendees represent senior living communities throughout Illinois, including Independent Living, Assisted Living, Skilled Nursing Facilities, CCRC's/Life Plan Communities and Home and Community Based Services. Industry leaders, decision makers, and more, attend LeadingAge Illinois' Annual Meeting to:

- Learn from forward thinking and nationally recognized faculty in 150 education sessions while earning 15 CE credits.
- Connect with 2,700+ senior living professionals on the Expo Floor and during numerous networking opportunities.
- Discover new products, services and business models presented by over 200 exhibiting companies.



COMMUNITY LOCATION

COOK COUNTY 53.5%
NORTHERN ILLINOIS 35.5%
EAST CENTRAL ILLINOIS 4%
WEST CENTRAL ILLINOIS 5%
SOUTHERN ILLINOIS 2%

CAREER LEVEL OF ATTENDEES

38% DIRECTOR
31% C-SUITE
13% MANAGER
18% OTHER

PROVIDER TYPE

39% CCRC

CORPORATE LOCATION 20%
SKILLED NURSING 55%
ASSISTED LIVING 50%
HOUSING 40%
SUPPORTIVE LIVING 7%
HOME & COMMUNITY BASED CARE 19%

WHO ATTENDED THE 2018 ANNUAL MEETING?

THE **LeadingAge** Illinois ANNUAL MEETING & EXHIBITION BRINGS TOGETHER MORE THAN 2,700 SENIOR LIVING INDUSTRY PROFESSIONALS OVER 2.5 DAYS

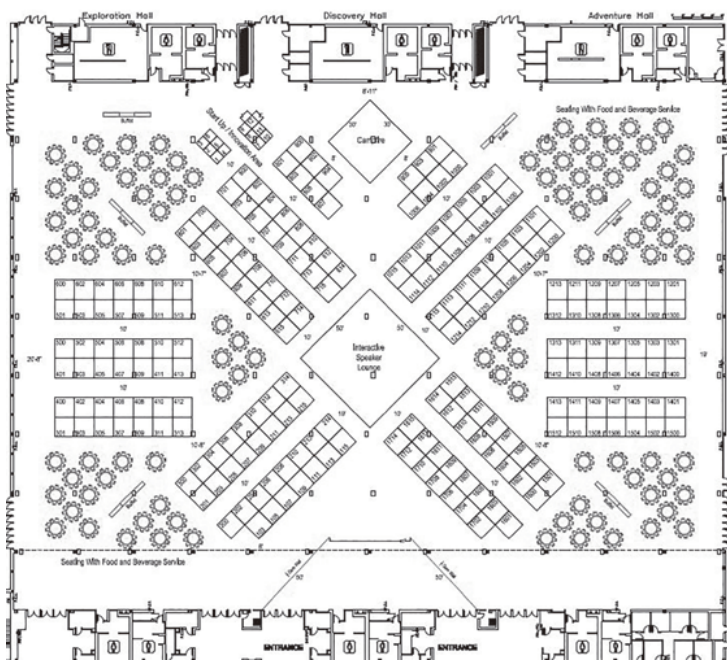
> WHO EXHIBITS?

Companies who provide product and/or service solutions to long term care and senior housing professionals exhibit and want to:

- Introduce and demonstrate products and services
- Connect with LeadingAge Illinois provider members
- Explore competition and develop business-to-business contacts and valuable partner connections
- Strengthen existing business relationships

> SPOTLIGHT ON THE EXPO FLOOR

The Expo Floor is home to 200+ exhibiting companies, LeadingAge Illinois' Interactive Speaker Lounge, Campfire Learning Circle, Start-up/Innovation Zone and Lunch on Tuesday & Wednesday.



View available spaces online at:

https://annualconference.leadingageil.org/2019/floor_plan.cfm

> DO YOU HAVE A START-UP COMPANY LESS THAN THREE YEARS OLD THAT SERVES THE SENIOR LIVING INDUSTRY?

Contact info@leadingageil.org for special pricing and exhibit options.

> EXHIBIT INVESTMENT

	Adv Rate through 9/15/18	Std Rate starting 9/16/18
Member Inline Booth (10'x10')	\$1,549.00	\$1,699.00
Member Corner Booth (10'x10')	\$1,799.00	\$1,949.00
Non Mem Inline Booth (10'x10')	\$2,049.00	\$2,199.00
Non Mem Corner Booth (10'x10')	\$2,299.00	\$2,449.00

> EXHIBIT BENEFITS

Each 10'x10':

- 10'x10' unfurnished booth space, with pipe, drape, and ID sign
- Four staff badges, access to the Expo Floor, admission to educational sessions, general sessions, lunches and Opening Reception.
- Listing online, in the Advance Program (if reserved before Sept 16, 2018) and in the Mobile App exhibitor directory
- Pre-show and post-show attendee mailing list
- Opportunity to present a 10-minute Campfire Session on Expo Floor
- Free access to the LeadingAge Illinois Exhibitor Success Program to help you measure ROI.

NOTE: carpet, tables, chairs and other booth amenities are not included and must be ordered separately through the exhibit contractor.

> EXHIBIT SCHEDULE

Set Up:	Monday, April 1	12:00-4:30 pm
	Tuesday, April 2	8:00-10:00 am
Expo Hours:	Tuesday, April 2	11:00 am-1:30 pm
	C-suite Only Expo Hour	1:30-2:30 pm
	Wednesday, April 3	11:00 am-1:30 pm
Teardown:	Wednesday, April 3	1:30-4:30 pm

Lunch is served on the Expo Floor both Tuesday and Wednesday.

> EXPO LOCATION

Schaumburg Convention Center • Schaumburg, IL

> RESERVE YOUR BOOTH TODAY!

Contact LeadingAge Illinois

1001 Warrenville Road, Suite 150, Lisle, Illinois 60532

T: 630.325.6170 • E: info@leadingageil.org

www.leadingageil.org

Reserve your booth online at:

https://annualconference.leadingageil.org/2019/exhibitor_sales.cfm

> BUSINESS MEMBERSHIP

Save \$500 per 10'x10' space!

Become a Business Member today! Membership starts at \$800 annually and includes:

- Access to the Digital Organizational Member Directory (over 500 contacts)
- Listing in the Digital Membership Directory
- Subscription to LeadingAge Illinois' bi-weekly electronic newsletter
- Minimum of Three (3) banner ads inserted into the electronic newsletter
- Discounts on exhibit space for the Annual Meeting and Exhibition

Enhanced, Distinguished and Pinnacle level memberships are also available and offer increased marketing benefits and additional 10-30% savings on booth spaces at the Annual Meeting.

For more information about becoming a Business Member, contact 630.325.6170 or info@leadingageil.org.



Trade show booth efficiency increased by 104% when sponsorship is included in the exhibit plan.

- The Center for Exhibition Industry Research (CEIR) report.

> SPONSORSHIP OPPORTUNITIES

LeadingAge Illinois' comprehensive sponsorship menu provides a multimedia approach to help you reach key buyers and influencers in the senior living market. Expand your message and branding beyond the borders of your exhibit booth by taking advantage of the many sponsorship opportunities available. Digital and print advertising options are also located in this catalog.

A variety of branding opportunities exist for the 2019 Annual Meeting & Exhibition. LeadingAge Illinois and the Schaumburg Convention Center allow for multiple creative ways to get your message in front of conference attendees. Choose from the following categories:

- Pre-show Marketing
- Education & Special Events
- At the Conference
- Around the Venue
- Exhibit Hall & Networking
- Advertising in Conference Publications

To view the Sponsorship and Advertising Catalog.
Visit <https://leadingageil.sponsorship.ges.com>

Click on "create an account" to access the catalog.



Want uninterrupted time with qualified buyers? Let us arrange Hosted Buyer meetings for you!

The hosted buyer model has become increasingly popular in the exhibition industry. LeadingAge Illinois 2019 Annual Meeting & Exhibition will introduce the hosted buyer program to drive/increase provider attendance, and equally important, create more value for exhibitors. Pre-arranged 15-minute meetings with qualified buyers of your product/service category are scheduled on your behalf during expo hours. Private meeting rooms are available for your scheduled meetings and you will be notified one week in advance of the conference or your appointment schedule.

See full terms and conditions at <http://annualconference.leadingageil.org/2019/exhibitors.cfm>