

*LeadingAge*<sup>®</sup>  
Illinois

RE [ FOCUS ]

**2020 Annual Meeting & Expo**

Renaissance Schaumburg Convention Center • Schaumburg, IL

**March 17-19, 2020**



STATE PARTNER

# WHO IS *LeadingAge*<sup>®</sup> 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, assisted living, senior housing and home and community based services. With a diverse membership now numbering over 350 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 up to 16 CE credits.
- Connect with 2,200+ 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.



## WHO ATTENDED THE 2019 ANNUAL MEETING?

# THE **LeadingAge** Illinois ANNUAL MEETING & EXHIBITION BRINGS TOGETHER MORE THAN 2,200 SENIOR LIVING INDUSTRY PROFESSIONALS OVER 2.5 DAYS

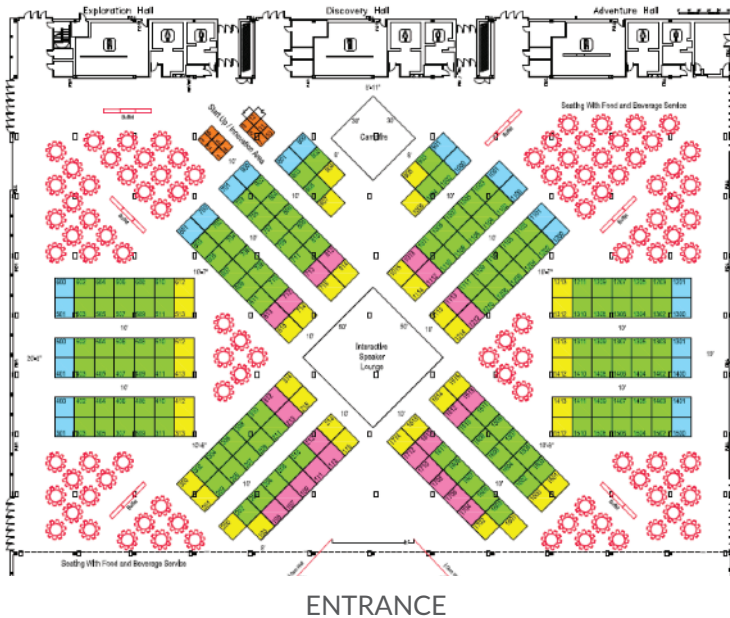
## > WHO EXHIBITS?

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' Focal Point Lounge, Start-up/Innovation Zone and Lunch.



View available spaces online at:

[https://annualconference.leadingageil.org/2020/floor\\_plan.cfm](https://annualconference.leadingageil.org/2020/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](mailto:info@leadingageil.org) for special pricing and exhibit options.

## > EXHIBIT INVESTMENT

	Adv Rate through 9/15/19	Std Rate starting 9/16/19
Mem Inline Booth	\$1,549.00	\$1,699.00
Mem Prem Inline Booth	\$1,749.00	\$1,899.00
Mem Corner Booth	\$1,799.00	\$1,949.00
Mem Prem Corner Booth	\$1,999.00	\$2,149.00
Non-Mem Inline Booth	\$2,049.00	\$2,199.00
Non-Mem Prem Inline Booth	\$2,249.00	\$2,399.00
Non-Mem Corner Booth	\$2,299.00	\$2,449.00
Non-Mem Prem Corner Booth	\$2,499.00	\$2,649.00
Non-Profit Booth	50% off rates ^	50% off rates ^
Start-Up Kiosk (5'x5')	\$995.00	\$995.00

## > EXHIBIT BENEFITS

- 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 1, 2019) and in the Mobile App exhibitor directory
- Pre-show and post-show attendee mailing list
- 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

<b>Set Up:</b>	Monday, March 16	12:00-4:30 pm
	Tuesday, March 17	8:00-10:00 am
<b>Expo Hours:</b>	Tuesday, March 17	11:00 am-1:30 pm
	Wednesday, March 18	11:00 am-1:30 pm
<b>Teardown:</b>	Wednesday, March 18	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  
630.325.6170 • [info@leadingageil.org](mailto:info@leadingageil.org) • [www.leadingageil.org](http://www.leadingageil.org)

Reserve your booth online at:

[https://annualconference.leadingageil.org/2020/exhibitor\\_sales.cfm](https://annualconference.leadingageil.org/2020/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 Membership 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
- Discount 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 exhibit spaces at the Annual Meeting.

For more information about becoming a Business Member, contact 630.325.6170 or [info@leadingageil.org](mailto:info@leadingageil.org).



*"The Expo provided massive exposure of our services to the industry. Through sponsorship and meeting decision makers, we created multiple new partnerships. There was a direct correlation to those partnerships and being an exhibitor at the Expo. This was undoubtedly our most successful trade show."*

- 2019 Exhibitor

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 2020 Annual Meeting & Exhibition. Choose from the following categories:

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

*"LeadingAge Illinois is the only State Affiliate that we sponsor, and the only State expo that we exhibit in. We normally only do national events with national associations. By adding the silver level sponsorship, our exhibit booth traffic increased 47% over last year. We were swamped with new prospects!"*

-2019 Silver Sponsor & Exhibitor

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 2020 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/2020/exhibitors.cfm>