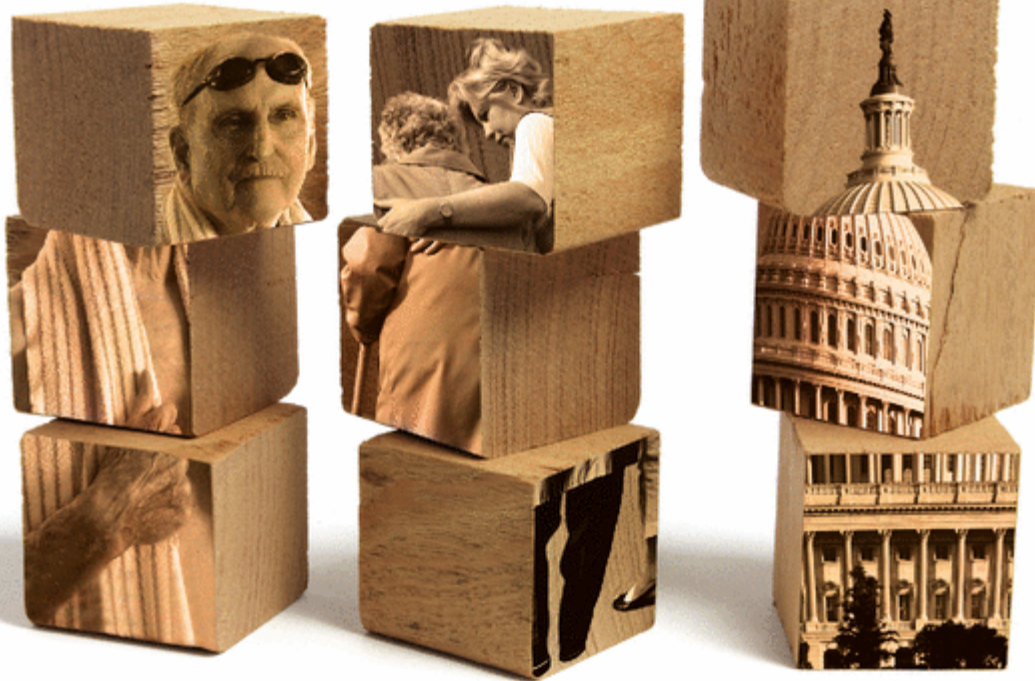


serve



inspire

advocate

**LeadingAge™**  
Maine & New Hampshire  
*an association of not-for-profit  
senior living and care communities*

**COMPANY PROSPECTUS**  
**2012 Annual Conference**  
**May 16 – May 17, 2012**

Marriott at Sable Oaks  
South Portland, Maine

## WHO WE ARE...

LeadingAge Maine & New Hampshire is an association of not-for-profit, long-term care providers of services to the elderly from throughout Maine and New Hampshire. The member organizations include nursing homes, skilled nursing and rehab facilities, assisted living facilities, independent, market-rate and subsidized housing, home- and community-based services, and continuing care retirement communities (CCRCs).

LeadingAge Maine & New Hampshire is an affiliate of LeadingAge, which represents more than 5,500 not-for-profit organizations throughout the country. LeadingAge's members help millions of individuals and their families every day because they are mission-driven, not-for-profit organizations dedicated to providing the services that people need, when they need them, in the place they call home.

---

---

## SCHEDULE AT A GLANCE

<b>Wednesday, May 16</b>	
8:30am-11:45am	Pre-conference program
10:00am-12:00pm	Exhibitor Setup
12:00pm-1:00pm	Keynote Address
1:00pm-2:00pm	Lunch and Awards
2:00pm-3:30pm	Exhibits
3:30pm-5:00pm	Four concurrent education sessions
5:00pm-6:30pm	Networking reception with exhibitors
	Evening free for dinner with attendees
<b>Thursday, May 17</b>	
8:00am-9:30am	Breakfast and General Session
9:45am-11:15am	Four concurrent education sessions
11:30am-1:00pm	Four concurrent education sessions
1:00pm	Adjournment

This year, we are very pleased to welcome the following special guests:

**Pre-Conference Program:**

Christopher Ridenhour, Liberty Lutheran Services

**Wednesday's Keynote Address:**

Dr. Cheryl Phillips, Senior Vice President for Advocacy, LeadingAge

**Thursday's General Session:**

Jack York, CEO and Founder, It's Never 2 Late

## **GENERAL INFORMATION FOR EXHIBITORS**

### **Exhibit Hall Hours**

The exhibit hall will be open on Wednesday, May 16. Set-up that morning is any time between 10:00am-12:00pm. Exhibits will be open from 2:00pm-3:30pm and again from 5:00pm to 6:30pm, with a reception in the exhibit hall.

### **Exhibitor Participation in Conference Events**

The association's goal for exhibitors is to maximize the time you get to interact with attendees. In addition to the exhibit hours, we suggest you sit with attendees during meals and the educational and general sessions, and again this year we are providing a free evening on Wednesday so that exhibitors may dine with attendees.

Another important change this year is the time you will have to network with attendees during the reception on Wednesday evening in the exhibit hall – rather than having you remain in your booth throughout the reception, feel free to mingle around the exhibit hall to visit with attendees in a more informal way. Should anyone with whom you are chatting want more information or a demonstration of your product, you can simply return with them to your booth at that time.

Each exhibitor is permitted up to two (2) representatives per booth in the exhibit hall, both of whom will receive tickets for lunch and the reception on Wednesday, and breakfast on Thursday. Those two representatives are welcome and encouraged to attend the education and general sessions and, upon completion of the CE Verification Form, will receive Certificates of Attendance for any sessions they've attended. Badges for additional exhibitor representatives may be purchased at a fee of \$75 per badge.

Attendees dress in casual, comfortable clothing, although some may wear business attire to the educational programs; exhibitors may wish to use this as a guide in determining their appropriate attire for the conference.

### **Exhibit Booth**

Each booth measures 8' wide x 8' deep, and includes a 6' table and 4' pipe and drape. Wireless service is also included (you will receive the password at registration) as well as electric service, but exhibitors are asked to bring their own power strip and extension cord. If other A/V is needed, exhibitors may contract for those services directly with the hotel by contacting Ashley Dougherty at the Marriott (207-871-8000). Exhibits must conform to the size of this space and must not obstruct other booths.

The association will make every effort to assign requested space but cannot guarantee such assignment. **Space will be assigned on a first-come, first-served basis until all booth locations are assigned.** Upon receipt of the completed contract and payment, the association will email to the exhibitor an up-to-date layout of booths so that the exhibitor may select their booth assignment.

No exhibits shall be dismantled or removed prior to the close of the show at 6:30pm on May 16. Exhibitors may dismantle/remove their booth materials between 6:30pm-7:30pm on May 16, or between 7:00am-8:00am on May 17. If an exhibit is dismantled prior to the close of the show, said exhibitor(s) may be prohibited from attending the 2013 Annual Conference. The exhibit hall will be closed during non-exhibit hours.

### **Prize Drawings**

Exhibitors are not requested or expected to offer drawings for prizes, but for those planning to do so the association will provide an opportunity prior to the conclusion of the Reception on Wednesday evening, the 16<sup>th</sup>, to announce prize winners. If an exhibitor wishes to participate in those announcements, please advise Rosie Goedtel during Registration on Wednesday to ensure inclusion in that part of the evening's program.

### **Shipping Instructions**

If you are sending materials to the hotel, please ship to arrive no earlier than three (3) days prior to the event. Items must be labeled as follows:

LeadingAge Maine & New Hampshire Conference Your Name & Company c/o Marriott at Sable Oaks 200 Sable Oaks Drive South Portland, ME 04106 Conference Dates: May 16-17, 2012 Box ___ of ___ (multiple boxes must be numbered) Association Contact: Rosie Goedtel, Executive Director Hotel Contact: Ashley Dougherty, Catering Sales
--

### **Security**

Exhibitors must provide for the security of their goods, materials, equipment and general display at all times. LeadingAgeMENH will not be responsible for the loss or damage of any material for any cause.

### **Program Listing**

To be listed in the Final Program, exhibitor contracts with payments must be received by LeadingAgeMENH by **April 2, 2012**.

### **Overnight Accommodations/Directions**

The association has reserved a block of rooms at the Marriott for the nights of Tuesday, May 15, and Wednesday, May 16, at a special rate of \$129 per night. After January 23, you may make your reservation by calling the hotel at (800) 752-8810. Be sure to mention that the reservation is part of the "LeadingAge Maine & New Hampshire" room block to receive the special discounted rate. The cut-off date for accepting reservations in this room block is **April 14, 2012**. Reservations requested after that date are subject to space and rate availability.

The closest airport is Portland-PWM, which is approximately 2.4 miles from the hotel. There is a courtesy phone available to arrange for complimentary shuttle service. Estimated taxi fare is \$8 each way.

For driving directions, you may utilize MapQuest or use this link:

<http://www.marriott.com/hotels/maps/travel/pwmap-portland-marriott-at-sable-oaks/>

### **Cancellation Policy**

Cancellation of exhibit space, in writing, which is received by March 16, 2012, will guarantee a full refund if the booth is resold; cancellation received after March 16, 2012 will result in a 50% refund if the booth is resold; cancellation after April 4 will result in no refund.

### **Questions?**

Please contact Rosie Goedtel at 603-391-9881 or [RGoedtel@LeadingAgeMENH.org](mailto:RGoedtel@LeadingAgeMENH.org)

### **EXHIBITOR CHECKLIST:**

- February 10:** Early bird deadline for submission of contract & payment to take advantage of 10% discount on exhibit booth rate
- April 2:** Deadline for submission of contract & payment to be listed in Final Program
- April 14:** Cut-off date to receive special discounted room rate at the Marriott; reservations after this date are subject to space and rate availability
- April 30:** Deadline to contact the Marriott to contract for additional A/V needs for exhibit booth
- May 13:** Earliest date which boxes shipped by exhibitors can be received at the Marriott

**□ May 16:** Exhibitor set-up in Exhibit Hall between 10:00am-12:00pm (exhibitors are responsible for bringing their own extension cords and power strips); breakdown booth between 6:30pm-7:30pm on May 16 or morning of May 17 between 7:00am-8:00am

**EXHIBITOR CONTRACT**

**(Page 1 of 2)**

LeadingAge Maine & New Hampshire's  
2011 Annual Conference & Exhibition  
Show Date – May 16, 2012  
Marriott at Sable Oaks, South Portland, Maine

Firm Name:  
Address:  
City State ZIP:

Exhibit booths include pipe and drape, a 6' skirted table and 2 chairs, wireless and electric service, but exhibitors must contract directly with the Marriott for any additional A/V needs. Please contact Ashley Dougherty at the Marriott to arrange for any services you need; she may be reached at 207-871-8000.

**Person Listed Here Will Receive All Advance Materials:**

Name:  
Email Address:

The following individual(s) will exhibit at the booth (*up to two representatives receive tickets for meals and the reception, and may attend all education and general sessions (excluding pre-conference which requires a separate registration); additional representatives may purchase badges for \$75/person and will receive tickets for meals and the reception, and they may attend all education and general sessions, except the pre-con as noted above*):

Name, Title, Phone and Email:  
Name, Title, Phone and Email:

**PROGRAM BOOK LISTING:**

Firm Information (if different from above):  
Contact Name and Title:  
Contact's Phone and Email:  
Company's Web Address:  
Product/Service Description (25 words or less):

LeadingAge Maine & New Hampshire cannot guarantee but will do its best to keep competitors separated. Please note competitor(s) or type(s) of firms:

The undersigned applies for exhibit space at LeadingAge Maine & New Hampshire's 2012 Annual Conference & Exhibition to be held at the Marriott at Sable Oaks in South Portland, Maine. This contract, with full payment, must be received by the association by April 1, 2012 to be included in the Final Program. The association 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.** Upon receipt of the completed contract and payment, the association will email to the exhibitor an up-to-date layout of booths so that the exhibitor may select their booth assignment.

Cancellation of exhibit space in writing, which is received by March 16, 2012, will guarantee a full refund if the booth is resold; cancellation received after March 16, 2012 will result in a 50% refund if the booth is resold; cancellation after April 4 will result in no refund.

**EXHIBITOR CONTRACT**  
**(Page 2 of 2)**

**Booth Fees\***

Member \$500, Non-Member \$700

**\*Early Bird Discount!**

Exhibitors whose contracts and payments are received by LeadingAgeMENH by **February 10** can apply a 10% discount to their payment!

**Amount of Payment:** \$

**Paying by Check** (payable to “LeadingAge Maine & New Hampshire”):

Send completed contract with payment to:

Rosie Goedtel, Executive Director

LeadingAge Maine & New Hampshire

PO Box 339

New Gretna, New Jersey 08224

**Paying by Credit Card:**

Visa       M/C       AmEx

Card Number:

Name on Card:

Billing Address:

3- or 4-digit number on back of card:

Expiration Date:

Total Charged to Credit Card: \$

Signature Authorizing Total:

**SPONSORSHIP & ADVERTISING OPPORTUNITIES**

Here are some great ways to gain valuable business exposure as a sponsor or advertiser of LeadingAge Maine & New Hampshire's 2012 Annual Conference which will meet your needs but won't break your budget!

**SPONSORSHIPS**

*Sponsorships are granted on a first-come, first-served basis*

**Keynote Presentation with Dr. Cheryl Phillips, Senior Vice President for Advocacy, LeadingAge**

*(Weds afternoon)*

\$1,300 *(exclusive)*

Includes signage and recognition throughout the conference, acknowledgment in Final Program, free full-page (camera-ready) advertisement in Final Program, and inclusion of promotional material in each registrant's conference packet

**General Session with Jack York, CEO and Founder, It's Never 2 Late**

*(Thurs morning)*

\$1,150 *(exclusive)*

Includes signage and recognition throughout the conference, acknowledgment in Final Program, free full-page (camera-ready) advertisement in Final Program, and inclusion of promotional material in each registrant's conference packet

**Platinum Sponsor**

\$1,000 per sponsor

Includes signage and recognition throughout the conference, acknowledgment in Final Program, free half-page (camera-ready) advertisement in Final Program, and inclusion of promotional material in each registrant's conference packet

**Gold Sponsor**

\$750 per sponsor

Includes signage and recognition throughout the conference, acknowledgment in Final Program, free quarter-page (camera-ready) advertisement in Final Program, and inclusion of promotional material in each registrant's conference packet

**Silver Sponsor**

\$500 per sponsor

Includes signage at recognition throughout the conference, acknowledgment in Final Program, and inclusion of promotional material in each registrant's conference packet

**ADVERTISING IN FINAL PROGRAM\***

**Outside Back Cover\*\*** (7.5" wide x 10" high) \$500

**Inside Front Cover\*\*** (7.5" wide x 10" high) \$400

**Inside Back Cover\*\*** (7.5" wide x 10" high) \$300

**Full Page** (7.5" wide x 10" high) \$200

**Half Page** (7.5" wide x 5" high) \$100

*\*LeadingAgeMENH's Business Firm Members receive a 10% discount on the listed advertising cost*

*\*\*Please call the LeadingAgeMENH office for availability*

**SPONSORSHIP AND ADVERTISING CONTRACT**  
LeadingAge Maine & New Hampshire's  
2012 Annual Conference  
May 16-17, Marriott at Sable Oaks, South Portland, Maine

**COMPLETE THE FOLLOWING (please print clearly):**

Company Name:  
Address:  
City/State/ZIP:  
Office Phone:  
Web Address:  
Contact Name:  
E-mail Address:  
Phone (if different from above):

**SPONSORSHIP AND/OR ADVERTISING SELECTED:**

**Sponsorship:**

- |  |                     |
|--|---------------------|
| <input type="checkbox"/> Keynote Presentation with Dr. Cheryl Phillips | \$1,300 exclusive   |
| <input type="checkbox"/> General Session Presentation with Jack York   | \$1,150 exclusive   |
| <input type="checkbox"/> Platinum Sponsor                              | \$1,000 per sponsor |
| <input type="checkbox"/> Gold Sponsor                                  | \$750 per sponsor   |
| <input type="checkbox"/> Silver Sponsor                                | \$500 per sponsor   |
| <b>Total Due for Sponsorship: \$</b>                                   |                     |

**Advertising:**

- |  |       |
|--|-------|
| <input type="checkbox"/> Outside Back Cover (7.5" wide x 10" high) | \$500 |
| <input type="checkbox"/> Inside Front Cover (7.5" wide x 10" high) | \$400 |
| <input type="checkbox"/> Inside Back Cover (7.5" wide x 10" high)  | \$300 |
| <input type="checkbox"/> Full Page (7.5" wide x 10" high)          | \$200 |
| <input type="checkbox"/> Half Page (7.5" wide x 5" high)           | \$100 |

*LeadingAgeMENH Business Firm Members receive a 10% Discount*

**Total Due for Advertising: \$**

**Check Enclosed** (Payable to "LeadingAge Maine & New Hampshire")

**Credit Card:**     Visa                     M/C                     AmEx

Name on Credit Card (please print):  
Billing Address:  
City/State/Zip:  
Credit Card No:  
Expiration:  
3- or 4-digit code on reverse of card:  
Signature Authorizing Total:

**Return completed contract with payment, by Monday, April 2, to:**

Rosie Goedtel, Executive Director  
LeadingAge Maine & New Hampshire  
By Mail: PO Box 339, New Gretna, New Jersey 08224  
Via Email to: [RGoedtel@LeadingAgeMENH.org](mailto:RGoedtel@LeadingAgeMENH.org)

**Sponsors & Advertisers:** Please submit camera-ready advertisement via email to Rosie Goedtel by April 2.

**Sponsors:** Please submit logo in EPS format via email to Rosie Goedtel by April 2.