

2015 EXHIBITOR PROSPECTUS



Introduction

LeadingAge Missouri invites you to exhibit at our 46th Annual Conference & Exhibition which will be held September 1-3, 2015 at the Marriott St. Louis Grand Hotel in St. Louis, MO.

LeadingAge Missouri understands how valuable vendors are to the success of our Annual Conference. Conference attendees will have the opportunity to view the latest products, services and technologies across the continuum of aging services. This annual meeting offers you a chance to reconnect with current customers and opportunities to make new contacts.

This is your invitation to meet with a select group of key-decision-makers. A variety of health care professionals will be attending, including:

Administrators	CEO's	Community Service Providers
Corporate Staff	Department Directors	Directors of Nursing
Executive Directors	Housing Managers	Support Staff

Attendance

The exhibit hall is limited to individuals, business firms, manufacturers and dealers who have contracted and paid for space assignment. **Representatives of non-exhibiting firms will not be admitted to the exhibit floor or conference site without payment in full of the non-exhibiting fee.**

No admittance will be given to any person not officially registered for the LeadingAge Missouri Annual Conference & Exposition. No guests of exhibiting companies will be admitted to the floor.

Schedule

The exhibit hall will be open from 9:00 a.m.- 7:30 p.m. on Tuesday, September 1 with a day of attendee traffic, demonstrations and breaks. Please note setup will be between 9:00 a.m. to 5:00 pm.

Tuesday evening ushers in an Exhibitor "Dine-Around" Reception in the exhibit hall from 5:30 p.m. - 7:30 p.m. LeadingAge Missouri will offer the opportunity for exhibitors to participate with a food and/or beverage in their exhibit space during our "Dine Around" reception from 5:30 p.m. to 7:30 p.m.

Wednesday we will offer a full day of networking opportunities, starting with breakfast at 7:30 a.m. During lunch, attendee names will be drawn to receive prizes from those exhibitors who have submitted a door prize. Please note tear down hours for our exhibitors will be from 2:00 p.m. to 6:00 p.m.

Wednesday evening, we encourage our exhibitors to join in our off-site event at Flamingo Bowl at 5:30 p.m. for more networking opportunities with our attendees.

Two days of possible exhibitor and vendor networking time has been set for the 2015 conference.

Booth Details

Standard booths are 8' deep x 10' wide; multiple booths may be purchased. The backdrop of the booth is 8' and side dividers are 36" high. Booth includes: pipe and draperies, 8' table draped and skirted, two chairs & one wastebasket, identification sign. The floor is carpeted and the ceiling is 15' high. There are 110-volt electrical outlets and additional supplies available through Heritage Convention Services (573-348-5176) for an additional fee and must be ordered in advance. Order information will be sent with confirmation of booth payment.

Booth Assignments

It is understood and agreed that all space will be assigned on a first-come, first-served basis determined by the date of **receipt of contract and full payment**. LeadingAge Missouri reserves the right to change the booth floor plan and booth locations at any time. LeadingAge Missouri reserves the right to assign exhibitors the best alternate space in the event that the first three choices are already reserved and to make reasonable shifts in location. Each exhibiting company is required to insure itself against property loss or damage and against liability for personal injury.

Booth Fees & Cancellation Policy

Booth rental fee includes:

- Payment of the booth
- Booth furnishings (table, cloth, drape, 2 chairs, ID sign, wastebasket)
- Exhibit hall passes for two booth workers (additional passes \$50.00 each)
- Tuesday evening exhibitors' reception
- Lunch for two booth workers in exhibit hall on Wednesday

Booth Fees

Standard Booth	\$600 Member	\$1100 Non-Member
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The entire booth rental fee must accompany the contract. A refund will be made, **less a 10% handling fee**, if the cancellation is received in writing prior to August 15, 2015. **Cancellations after this date or failure to participate in the show will result in forfeiture of the entire fee.** Non-payment of space after this deadline will be interpreted to mean that the exhibiting company no longer wishes to reserve space and LeadingAge Missouri reserves the right to sell this space to another company.

The non-member exhibiting fee includes \$450 LeadingAge Missouri membership for the remainder of calendar year 2015.

Contractor Services

The Marriot St. Louis Grand Hotel will accept freight. You may ship directly to the hotel. Hotel will not accept shipments prior to 48 hours pre-conference. Shipping may not arrive before Saturday, August 29, 2015. Labels must be marked:

Marriott St. Louis Grand Hotel
LeadingAge Annual Conference & Expo / Sept. 1, 2015
Hold For Guest: (Guest Name) (Guest Cell Number)
800 Washington Avenue
St Louis, MO 63101

Heritage Exposition Services will be providing exhibitor set up and services. Service kits can be downloaded by going to www.heritageexpo.com and clicking on service kits. Contact Mike Adams with Heritage Exposition Services at (314) 534-8500 with any questions.

Liability

The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of the exhibitor's activities on Hotel premises and will indemnify, defend and hold harmless the Hotel, its owner(s), its management company and LeadingAge Missouri, as well as their respective agents, servants and employees from any and all such losses, damages and claims.

Publicity

Exhibitors who register and pay in full by **June 1, 2015** will be recognized in the LeadingAge Missouri newsletter, conference registration materials, on-site program and on the LeadingAge Missouri website. Exhibitors who register and pay in full by **July 31, 2015** will be recognized in the LeadingAge Missouri newsletter and in the on-site program, and on the LeadingAge Missouri website.



“Be the Voice” Dine-Around Networking Reception

We are excited to offer a Tuesday evening **“Be the Voice”** Dine-Around Networking Reception. Be a part of this fantastic opportunity for networking, appetizers, cocktails and fun! This is a great way to mingle with key aging service providers and other business firm members in a fun, relaxed atmosphere. Each exhibitor will have the option of “hosting” an appetizer and/or beverage of choice in their booth space. A menu will be provided and you may order your choice of appetizer or beverage in your booth. LeadingAge Missouri will provide all attendees with a “Food and Beverage” map to participating exhibitors of the Dine-Around Reception. You will receive great exposure to a captive audience, access to your target market and the visibility you need to stand out from the competition. We all know nothing matches the persuasive power of talking and listening to prospective clients face-to-face, especially over food and drink! Our 2015 Dine-Around will provide you with a dynamic atmosphere to promote your business to conference participants.



Details – Participating exhibitors will choose from the options below to purchase for the “Dine-Around.” After you have made your choice, LeadingAge Missouri and Marriott St. Louis Grand Hotel will take it from there! We will work with you to make sure they are ready to go for the reception. This will provide you with a unique and fun component to the reception (something as simple as wine or appetizer OR something as elaborate as a build your own drink or dessert station, wine & cheese tasting station, hors d’oeuvres). With a little creativity and imagination, together we can help make the most of your time! Exhibitors will be work directly with Kasie Zimmerman, in setting up the details of their “event” and all food/beverage fees incurred (booth space separate fee). Call or email Kasie Zimmerman with specific questions/information on the reception options at 573-635-6244 or kasiezimmerman@leadinagemissouri.org.

Dine-Around Perks

- Map provided to attendees with your booth number and menu item
- Recognition in the LeadingAge Missouri newsletter, website and on-site brochure.
- Menu signage at the event.
- Multiple verbal acknowledgements during the conference and promotion of the event.

Reception Options

(additional fee required to participate):

1st Tier Hors d' oeuvres **\$300 / 50 pieces** _____ x \$300.00 = \$ _____

Cold

- Smoked Chicken Salad Bite
- Bacon, Lettuce and Tomato Puff
- Pear and Gorgonzola Canape
- Tomato and Fresh Mozzarella in Sea Salt Puff
- Bruschetta with Olive Tapenade and Roasted Red Peppers
- Whipped Goat Cheese with Apricot and Thyme on Crostini
- Brie and Berry Canape
- Buffalo Chicken, Blue Cheese Mousse in Pate Choux

Hot

- Spinach and Feta Wrapped in Phyllo
- Toasted Ravioli with Marinara
- Vegetable Spring Roll with Ginger Soy Sauce
- Chili Poblano and Queso Rangoon
- Spinach and Artichoke Dip Rangoon
- Dijon Chicken in Puff Pastry
- Buffalo Style Chicken Spring Rolls with Blue Cheese
- Chicken Quesadilla with Roasted Tomato Salsa

2nd Tier Hors d' oeuvres **\$350 / 50 pieces** _____ x \$350.00 = \$ _____

Cold

- Goat Cheese, Sundried Tomato and Rosemary Stuffed Baguette
- Mini Shrimp Poor Boy, Lettuce, Tomato, Pickle, Spicy Cajun Remoulade
- Seared Beef Tenderloin with Rosemary Blue Cheese Butter
- Chipotle Roasted Shrimp
- Shrimp Cocktail

Hot

- Herb Breaded Artichoke Heart with Goat Cheese
- Asparagus and Asiago Cheese Rolled in Phyllo
- Coconut Shrimp with Plum Sauce
- Asiago Risotto Arancini
- Forest Mushroom in Phyllo

3rd Tier Hors d' oeuvres **\$400 / 50 pieces** _____ x \$400.00 = \$ _____

Cold

- Sliced Melon and Pineapple with Honey Yogurt
- Crudite with Blue Cheese and Ranch dressings
- Grilled New Zealand Lamb Chops with Chimichurri

Hot

- Bacon Wrapped Scallops
- Bacon Wrapped Shrimp
- Crab Cakes with Creole Remoulade

Carving Station- New York Strip Loin **\$450 / 25 guests** _____ x \$450.00 = \$ _____

With Cracked Pepper Merlot Sauce, Dijon Mustard and Soft Sliced Rolls.

Carving Station- Garlic Rubbed Prime Rib **\$450 / 30 guests** _____ x \$450.00 = \$ _____

With Cajun Horseradish Sauce and Chimichurri.

Carving Station- Turkey Breast **\$450 / 35 guests** _____ x \$450.00 = \$ _____

With Cranberry Chutney, Honey Mustard, and Soft Sliced Rolls.

Carving Station- Honey Glazed Bone in Ham **\$450 / 50 guests** _____ x \$450.00 = \$ _____

With Herbed Mayonnaise, Stone Ground Mustard, Soft Sliced Rolls.

Desert Display - Warm Chocolate Cake **\$500 / 50 guests** _____ x \$500.00 = \$ _____

Individual Warm Chocolate Cakes with Caramel Sauce, Raspberry Compote, Coffee Anglaise, Vanilla Sauce and Orange Marmalade.

Culinary Station – Caesar Salad **\$550 / 50 guests** _____ x \$550.00 = \$ _____

Tossed to Order Hearts of Romaine Lettuce, Ciabatta Garlic Croutons, Shaved Parmesan Cheese, Sliced Grilled Chicken with Caesar Dressing.

Culinary Station – Taco **\$550 / 50 guests** _____ x \$550.00 = \$ _____

- Braised Chipotle Beef Shoulder and Smoked Pork Tacos
- Soft and Crisp Taco Shells, Roasted Tomato Salsa, Spicy Tomato Salsa, Guacamole, Shredded Lettuce, Cilantro, Tomatoes, Limes, Cheddar Cheese

Carving Station - Top Round of Beef **\$600 / 50 guests** _____ x \$600.00 = \$ _____

With Soft Garlic Rosemary Butter, Onion Jam and Soft Sliced Rolls.

Desert Display – Banana’s Foster **\$650 / 50 guests** _____ x \$650.00 = \$ _____

Made to Order Banana's Foster with Vanilla Ice Cream.

Reception Display – Mashed Potatoes **\$700 / 50 guests** _____ x \$700.00 = \$ _____

Yukon Gold, Sweet, and Peruvian Purple Potatoes with Toppings of: Bacon, Blue Cheese Crumbles Roasted Garlic, Caramelized Onions, Shredded White Cheddar, Goat Cheese, Sour Cream, Scallions, Soft Butter and Brown Sugar.

Culinary Station – The Med Salad **\$800 / 50 guests** _____ x \$800.00 = \$ _____

Tossed to Order Romaine Hearts, Arugula, Frisee, Grilled Chicken Breast, Artichoke Hearts, Spanish Olives, Tomatoes, Cucumbers, Sliced Onions, Roasted Red Peppers, Kalamata Olives, Feta Cheese with Red Wine Vinaigrette and Ranch Dressing.

Desert Display – Fitz’s Floats **\$800 / 50 guests** _____ x \$800.00 = \$ _____

- Classic Fitz's Root Beer and Vanilla Ice Cream
- Fitz's Cream Soda and Chocolate Ice Cream and Hot Fudge
- Fitz's Strawberry and Vanilla Ice Cream and Fresh Strawberries

Reception Display – Fresh Made Pasta **\$900 / 50 guests** _____ x \$900.00 = \$ _____

- Spinach Radiatore, Roasted Red Pepper, Zucchini, Reggiano Cream Sauce
- Fusilli, Chicken Breast, Mushrooms, Garlic, Herbs, White Wine, Chicken Jus
- Parmesan Cheese and Ciabatta Bread

Culinary Station – Mac & Local Cheese **\$950 / 50 guests** _____ x \$950.00 = \$ _____

- Creamy Jacob and Brichfords Everton with Double Smoked Bacon, Herbs and Garlic
- Creamy Ludwig Farmstead Vermillion with Pecans, Smoked Chicken, Onion Jam and Herbs
- Creamy Heartland Brimstone with Corn, Black Bean and Cilantro

Reception Display – Risotto **\$1200 / 50 guests** _____ x \$1200.00 = \$ _____

- Local Fiama Sausage from Salume Beddu and Tomato Risotto
- Ozark Forest Mushrooms, Garlic and Herb Risotto
- Finished with Parmesan and Micro Basil

Carving Station- Steamship of Beef **\$1500 / 125 guests** _____ x \$1500.00 = \$ _____

With Collinsville Horseradish Sauce, Cabernet Sauce and Soft Sliced Rolls.

Tended Bar (2 hours)

- Standard. Liquor, Beer, Wine **\$1500** _____ x \$1500.00 = \$ _____
- Top Shelf Liquor, Beer, Wine **\$2000** _____ x \$2000.00 = \$ _____

Lodging

Discover the premier hotel in downtown St. Louis, situated in the heart of the city center among upscale Washington Avenue restaurants, nightlife, and attractions including the Gateway Arch. With recent renovations bringing you beautifully appointed new guest rooms, new meeting space, a new restaurant and Great Room. The Marriott St. Louis Grand Hotel, a classic luxury hotel near the Ballpark Village, blends unique amenities with classic style. You may visit their website at https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=13784786 for more about the hotel's amenities. The conference hotel room rate is \$134.00 plus state and lodging tax for a single/double occupancy room. **To ensure the conference rate, you must make your reservations by August 18, 2015. This is a strict deadline.** Make your reservations by calling the Marriott St. Louis Grand Hotel toll free at (877) 303-0104 or locally at (800) 397-1282. Be sure to mention you are with the LeadingAge Missouri conference to receive this special rate. In order to deliver a high caliber conference at the most affordable registration rates possible, LeadingAge Missouri receives a rebate of \$10 per room night from the Marriott St. Louis Grand Hotel. We appreciate their support of our conference.



Tentative Conference Agenda

Monday, August 31, 2015

12:00 p.m. to 1:00 p.m.	Registration
1:00 p.m. to 4:00 p.m.	Pre-Conference Workshop

Tuesday, September 1, 2014

7:30 a.m. to 8:45 a.m.	Registration
8:45 a.m. to 9:30 a.m.	General Session
9:00 a.m. to 5:00 p.m.	Exhibitor Set-Up
9:30 a.m. to 9:45 a.m.	Break
9:45 a.m. to 10:30 a.m.	Awards Ceremony
10:30 a.m. to 11:15 a.m.	Business Meeting
11:15 a.m. to 12:30 p.m.	Lunch
12:30 p.m. to 5:15 p.m.	Educational Sessions & Breaks
5:15 p.m. to 5:30 p.m.	Break
5:30 p.m. to 7:30 p.m.	Exhibitor Dine-Around Reception

Wednesday, September 2, 2015

7:30 a.m. to 8:30 a.m.	Breakfast / Registration / Exhibit Hall Opens
8:30 a.m. to 9:15 a.m.	General Session
9:15 a.m. to 9:30 a.m.	Break
9:30 a.m. to 11:45 a.m.	Educational Sessions & Breaks
11:45 a.m. to 12:00 p.m.	Break
12:00 p.m. to 2:00 p.m.	Lunch / Exhibitor Demos & Drawings
2:00 p.m. to 2:15 p.m.	Break
2:00 p.m. to 6:00 p.m.	Exhibitor Teardown
2:15 p.m. to 5:45 p.m.	Educational Sessions & Breaks
6:00 p.m. to 7:30 p.m.	Offsite Reception at Flamingo Bowl – (fee)

Thursday, September 13, 2014

9 a.m. to 12:00 p.m.	General Session / Educational Sessions & Breaks
12:15 p.m.	Conference Ends



**46th Annual LeadingAge Missouri Annual Conference & Exposition
Exhibitor Registration Form
(Please type or print clearly.)**

Organization: _____ Contact Person: _____

Mailing Address: _____ City/State/Zip: _____

Website: _____ Contact Person's Phone: _____

Contact Person's E-Mail: _____ Fax: _____

For On-Site Program: Please list company name, representative, address, phone number and e-mail address as it should appear in the final program, if different from above:

Booth location: 1st _____, 2nd _____, 3rd _____ (exhibit layout follows)

List companies you do not wish to be placed near: _____

Please provide, in 20 words or less, a description of your products and/or services to be published in the on-site brochure. Please TYPE or PRINT CLEARLY. LeadingAge Missouri reserves the right to edit any material.

If you are registering for an Exhibit Booth please indicate the following:

Exhibit hall passes for booth workers 1 and 2 FREE

Name of booth worker #1: _____

Name of booth worker #2: _____

Exhibit hall passes for additional workers @ \$50.00 each x _____ = \$ _____

Name(s) of additional booth workers: _____

Please check all that apply to your organization:

I do not wish to be a member of LeadingAge Missouri for the remainder of the 2015 calendar year.

Business Members:

	Date	Item/Event Being Purchased	Cost	# of Guests	Total Cost
	Monday, 8/30/15	<i>Pre-Conference Workshop</i>	\$140	x	
	Tuesday, 9/1/15	<i>Educational Sessions (includes Lunch) Not Registered as an Exhibitor</i>	\$650	x	
	Tuesday, 9/1/15	<i>Educational Sessions (includes Lunch) Registered as an Exhibitor</i>	\$205	x	
	Tuesday, 9/1/15	<i>"Dine Around Reception" (see pgs 4-6 for your menu selection & cost)</i>		x	
	Wednesday, 9/2/15	<i>Breakfast</i>	FREE		
	Wednesday, 9/2/15	<i>Educational Sessions (includes Lunch) Not Registered as an Exhibitor</i>	\$650	x	
	Wednesday, 9/2/15	<i>Educational Sessions (includes Lunch) Registered as an Exhibitor</i>	\$180	x	
	Wednesday, 9/2/15	<i>Off Site Social Event Reception at Flamingo Bowl</i>	\$25	x	
	Tuesday (9/1) & Wednesday (9/2)	<i>Exhibitor Booth</i>	\$600		
Grand Total					

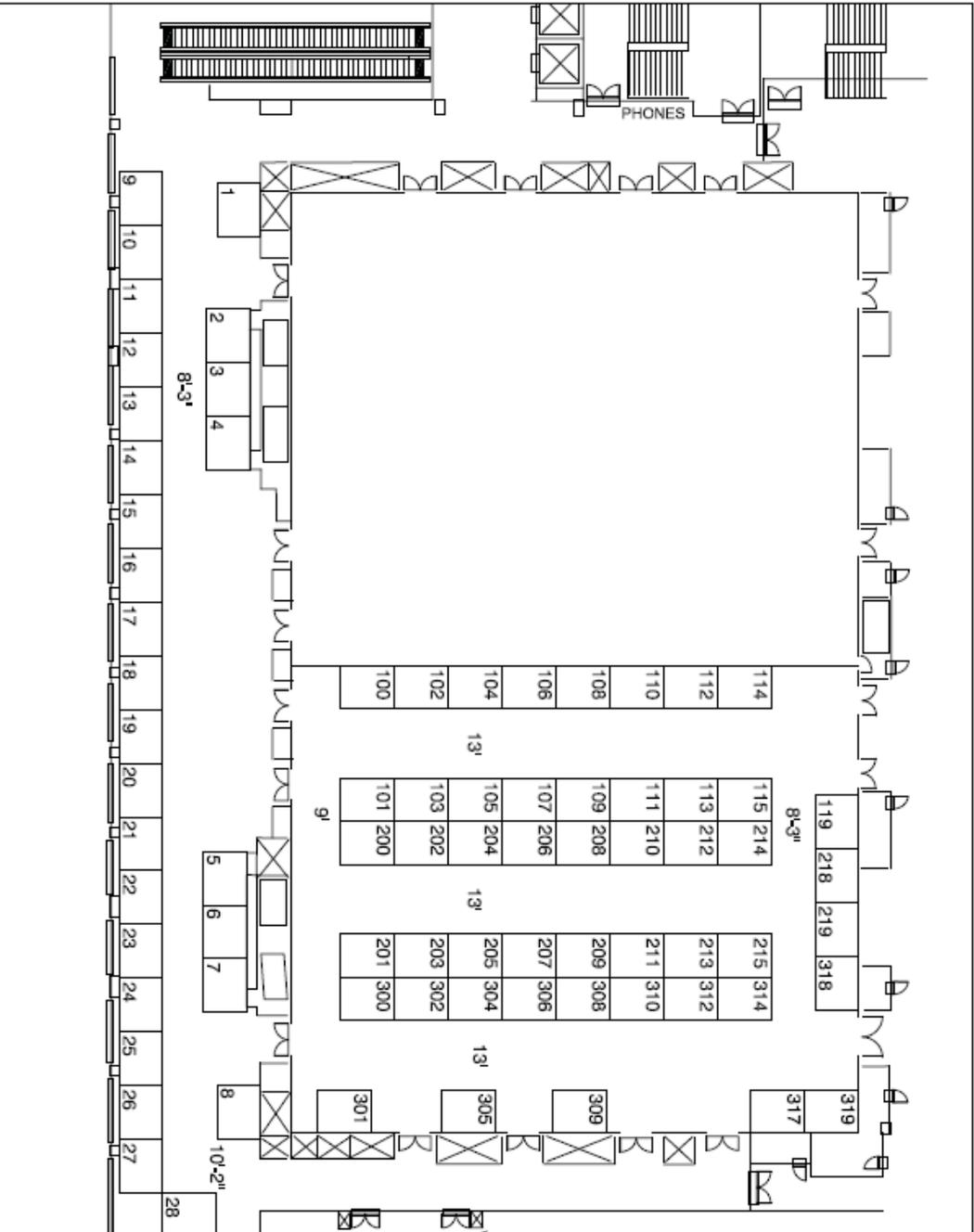
Business Non-Members:

	Date	Item/Event Being Purchased	Cost	# of Guests	Total Cost
	Monday, 8/30/15	<i>Pre-Conference Workshop</i>	\$240	x	
	Tuesday, 9/1/15	<i>Educational Sessions (includes Lunch) Not Registered as an Exhibitor</i>	\$1,100	x	
	Tuesday, 9/1/15	<i>Educational Sessions (includes Lunch) Registered as an Exhibitor</i>	\$255	x	
	Tuesday, 9/1/15	<i>"Dine Around Reception" (see pgs 4-6 for your menu selection & cost)</i>		x	
	Wednesday, 9/2/15	<i>Breakfast</i>	FREE		
	Wednesday, 9/2/15	<i>Educational Sessions (includes Lunch) Not Registered as an Exhibitor</i>	\$1100	x	
	Wednesday, 9/2/15	<i>Educational Sessions (includes Lunch) Registered as an Exhibitor</i>	\$230	x	
	Wednesday, 9/2/15	<i>Off Site Social Event Reception at Flamingo Bowl Not Registered as an Exhibitor</i>	\$75	x	
	Wednesday, 9/2/15	<i>Off Site Social Event Reception at Flamingo Bowl Registered as an Exhibitor</i>	\$50	x	
	Tuesday (9/1) & Wednesday (9/2)	<i>Exhibitor Booth</i>	\$1,100		
Grand Total					

LeadingAge Missouri

September 2015

Renaissance St. Louis Grand Hotel - Majestic Ballroom E - H & Foyer
St. Louis, Missouri



Event

LeadingAge
September 2015

Facility

Renaissance Grand
St. Louis, MO
Hall: Majestic E - H & Foyer

Notes

Booth Count 77
Booth Size 8' x 10'
Able When As noted
Ceiling Height 18' - 18'

THIS PLAN HAS BEEN PREPARED BY THE ARCHITECT FOR THE CLIENT'S USE ONLY. THE ARCHITECT'S RESPONSIBILITY IS LIMITED TO THE DESIGN AND CONSTRUCTION OF THE FACILITY AS SHOWN ON THIS PLAN. THE CLIENT IS RESPONSIBLE FOR THE ACCURACY OF THE INFORMATION PROVIDED TO THE ARCHITECT AND FOR THE COMPLETION OF THE FACILITY AS SHOWN ON THIS PLAN. THE ARCHITECT IS NOT RESPONSIBLE FOR THE DESIGN OR CONSTRUCTION OF ANY OTHER FACILITY OR FOR THE DESIGN OR CONSTRUCTION OF ANY OTHER FACILITY THAT IS NOT SHOWN ON THIS PLAN.

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HERITAGE

EXPOSITION SERVICES
620 Brentwood Ave., St. Louis, MO 63104
Phone: (314) 524-4200 Fax: (314) 524-4205
www.heritageexpo.com
13000 Woodloch Forest Dr., Suite 200, St. Louis, MO 63124
Phone: (314) 524-4200 Fax: (314) 524-4205

46th Annual LeadingAge Missouri Conference & Exposition
Payment for Exhibit Booths

Exhibit Fee \$ _____ Extra Exhibit Staff \$ _____

Membership Dues \$ _____ Dine-Around Fees \$ _____

TOTAL PAYMENT \$ _____

Company Name: _____

Type of Payment: Check Visa MasterCard CVC Code: _____

Credit Card # _____ Exp. Date: _____

Signature: _____

Please PRINT name on card: _____

Billing address for card: _____

The terms and conditions printed in the Exhibitor Prospectus/Sponsor/Advertising Opportunities brochure are hereby incorporated by reference and we agree to be bound by them. We agree that the booth space assigned shall be accepted by us. LeadingAge Missouri is authorized to reserve exhibit space as indicated above for use by our organization. All sponsorship opportunities are on a first-come first-served basis. You will be notified if the sponsorship you requested has already been reserved.

Signature: _____ Date: _____

Make checks payable to **LeadingAge Missouri** and mail with completed application to:

LeadingAge Missouri, 3412 Knipp Drive, Suite 102, Jefferson City, MO 65109.

Applications may be faxed to (573) 635-6618 or e-mailed to kasiezimmerman@leadingagemissouri.org only if payment is by Visa or MasterCard. For more information, visit www.leadingagemissouri.org e-mail kasiezimmerman@leadingagemissouri.org.

For Office Use Only

Exhibit Amount: _____ Sponsor Amount: _____ Advertising Amount: _____
Extra Exhibit Staff Amount: _____ Dues Amount: _____ Registration/Meals Amount: _____
Total Amount: _____ Date Received: _____ Check # or Credit Card Type: _____