EXHIBITOR/SPONSORSHIP OPPORTUNITIES
May 14, 2020

Hampton Inn & Suites, New Orleans, Louisiana
LeadingAge Gulf States/Louisiana Assisted Living Association

Louisiana * 2020 * Mississippi

The LeadingAge Gulf States’ and The Louisiana Assisted Living Association Annual Conference and Expo is marketed to more than 700 providers who serve more than 50,000 senior adults. The conference attendees represent care and services from personal care, shelter care, continuing care retirement communities (CCRCs), assisted living, nursing homes, senior housing communities, Independent senior living, adult day care, PACE and home and community based services. Set in a dynamic environment of networking, education, advocacy and professional development, your products and/or services are exposed to CEOs, board trustees, CFOs, administrators, directors of nursing, nurses, nurse practitioners, marketing directors, purchasing officers, plant operations, dining services, social services, transportation, environmental services and information systems.

**Exhibitor Space Is Limited!**

This year’s conference continues the tradition of providing, in one setting, the total array of information needed in today’s long-term care market. The variety of educational programs is vast—more than 30 educational sessions; education tracks—CEO/Trustees, Executive Directors, Managers, Housing, CFOs, Clinical/Direct Care, Social Workers—one general sessions with special guest speaker—all designed to optimize your contacts!

**ONE DAY EXHIBITION**

Your Time is Valuable—invest in a national quality, regional conference—the LeadingAge Gulf States and Louisiana Assisted Living Association!

On behalf of our board of directors and fellow members, we thank you in advance for sharing our vision of healthy, affordable and ethical long-term care—a vision, that is in part, realized through the generous support of our business partners.

Karen Contrenchis, President, LeadingAge Gulf States
Sharla Aloisio, CEO, Executive Director, Louisiana Assisted Living Association

—Join us in celebrating this year’s conference theme, “together”—
CONFERENCE SPONSORSHIP OPPORTUNITIES

Highlight your company and reach more of your target audience with conference sponsorships

**PLATINUM SPONSOR—$5,500 + Add $350 for non-member**

- 8ft x 8ft Prime Booth Location.
- LANYARDS/BADGE HOLDER: Used to great effect throughout the conference with all attendees. Our conference lanyards have the potential to get your company noticed by every attendee, volunteer and visitor.
- Exclusivity with ONE lanyard sponsor, providing an opportunity for dominant promotion. Sponsor Recognition in conference signage, at conference opening, logo on registration website, attendee brochure and in Sponsor Signage. Log—one color only—Lanyard of your choice
- FOUR complimentary registrations for booth staff, includes admission to all education programs
- Brand Recognition—Platinum Sponsor Recognition Logo on electronic attendee brochure (received by 3/1/20)
- Additional Recognition—TOP Sponsor Placement in all advertising and rotating Logo on registration website
- Additional Recognition Ad eblasts to attendees (submit Ad to LALA by 3/1/20)
- Social Media Recognition (submit Ad to LALA by 3/1/20)
- TWO Additional Sponsorships—education breakouts of your choice w/ recognition at session
- Introduction of your company at each (above) educational breakout and introduce session speaker
- Special Recognition at Conference opening; on conference registration website page; Top Sponsor Placement in all Sponsorship Signage

**KEYNOTE SPEAKER SPONSOR—$5,000 + Add $350 for non-member**

- Sponsorship of Keynote Speaker our premier Session at the conference.
- 8ft x 8ft Prime Booth Location.
- FOUR complimentary registrations for booth staff, includes admission to all education programs
- Brand Recognition—Keynote Speaker Sponsor Recognition Logo on electronic attendee brochure (received by 3/1/20)
- Additional Recognition—TOP Sponsor Placement in all advertising and rotating Logo on registration website
- Additional Recognition Ad eblasts to attendees (submit Ad to LALA by 3/1/20)
- Social Media Recognition (submit Ad to LALA by 3/1/20)
- TWO Additional Sponsorships—education breakouts of your choice w/ recognition at session
- Introduction of your company at each (above) educational breakout and introduce session speaker
- Special Recognition at Conference opening; on conference registration website page; Top Sponsor Placement in all Sponsorship Signage

**SOCIAL EVENT SPONSOR—$5,000 + Add $350 for non-member**

- Sponsorship of the Social Event at Fulton Alley which includes Food and Bowling with conference attendees.
- 8ft x 8ft Prime Booth Location.
- FOUR complimentary registrations for booth staff, includes admission to all education programs
- Brand Recognition—Social Event Sponsor Speaker Sponsor Recognition Logo on electronic attendee brochure (received by 3/1/20)
- Additional Recognition—TOP Sponsor Placement in all advertising and rotating Logo on registration website
- Additional Recognition Ad eblasts to attendees (submit Ad to LALA by 3/1/20)
- Social Media Recognition (submit Ad to LALA by 3/1/20)
- TWO Additional Sponsorships—education breakouts of your choice w/ recognition at session
- Introduction of your company at each (above) educational breakout and introduce session speaker
- Special Recognition at Conference opening; on conference registration website page; Top Sponsor Placement in all Sponsorship Signage

**LUNCHEON SPONSOR—$5,000 + Add $350 for non-member**

- 8ft x 8ft Prime Booth Location. Upsize to 8x10 ft. booth for nominal fee. Contact us with interest.
- Four complimentary registrations for booth staff, includes admission to all education programs
- Brand Recognition—Luncheon Sponsor Recognition Logo on electronic attendee brochure (received by 3/1/20)
- Additional Recognition—TOP Sponsor Placement in all advertising and rotating Logo on registration website
- Additional Recognition Ad eblasts to attendees (submit Ad to LALA by 3/1/20)
- Social Media Recognition (submit Ad to LALA by 3/1/20)
- TWO Additional Sponsorships—education breakouts of your choice w/ recognition at session
- Introduction of your company at each (above) educational breakout and introduce session speaker
- Special Recognition at Conference opening; on conference registration website page; Top Sponsor Placement in all Sponsorship Signage
CONFERENCE SPONSORSHIPS—CONTINUED

GOLD SPONSOR—$3,500 + Add $350 for non-member

- 8ft x 8ft Prime Booth Location. Upsize to 8x10 ft. booth for nominal fee. Contact us with interest.
- THREE complimentary registrations for booth staff, includes admission to all education programs
- Brand Recognition – Gold Sponsor Recognition Logo on electronic attendee brochure (received by 3/1/20)
- Additional Recognition –TOP Sponsor Placement in all advertising, and rotating Logo on registration website
- Additional Recognition Ad eblasts to attendees (submit Ad to LALA by 3/1/20)
- Social Media Recognition (submit Ad to LALA by 3/1/20)
- TWO Additional Sponsorships – education breakouts of your choice w/ recognition at session
- Introduction of your company at each (above) educational breakout and introduce session speaker
- Special Recognition at Conference opening; on conference registration website page; Top Sponsor Placement in all Sponsorship Signage

SILVER SPONSOR—$3,000 + Add $350 for non-member

- 8ft x 8ft. Prime Booth Location.
- TWO complimentary registrations for booth staff, includes admission to all education programs
- Brand Recognition – Silver sponsor recognition in attendee brochure (when received by 3/1/20)
- Additional Recognition – Premium Sponsor placement in all advertising and rotating Logo on website
- Social Media Recognition (submit Ad to LALA by 3/1/20)
- One Additional Sponsorship – educational breakout of your choice w/ recognition at session
- Additional Recognition at opening session and in Sponsorship Signage

SOCIAL EVENT HAPPY HOUR SPONSOR—$3,000 + Add $350 for non-member

- Company face to face presence with attendees during Social Event at Fulton Alley
- Additional Signage for your company name & logo at bar station during Event on Wednesday, May 13, 2020
- Brand Placement with Option to place your company Logo on beverage napkins with at this event (Additional Cost)
- Recognition at opening session and in Sponsorship Signage

ATTENDEE FLASH DRIVE SPONSOR—$2,500 + Add $350 for non-member

Exclusivity & Brand Placement – Reserved for YOUR Company Logo. Your logo becomes visible throughout conference AND in all sessions. Flash drive continues to provide name recognition as it contains all attendee handout materials.

Association chooses flash drive and color. Special Recognition in conference signage, at conference opening, logo on registration website AND in attendee brochure; Additional Recognition at Attendee registration AND at conference opening session AND Sponsorship Signage. Logo-one color only

CONFERENCE TOTE SPONSOR—$2,000 + Add $350 for non-member

TOTE BAGS: Your name and logo will travel in style on this attractive and functional tote. Conference attendees truly appreciate these bags, making them a smart and stylish choice to market your brand.

Exclusivity – Reserved for ONE Company. Name and prominent placement of your logo on each attendee tote bag. Sponsor Recognition in conference signage, at conference opening, logo on registration website, attendee brochure and in Sponsor Signage. Tote bag color chosen by the associations. Logo-one color only and one proof is included in the sponsorship.

PHOTO BOOTH SPONSOR—$2,000 + Add $350 for non-member

PHOTO BOOTH: Can be reserved for ONE Company to provide exclusivity in Sponsorship. Put your mark on conference memories, and take home photos by sponsoring the conference photo booth. Receive premier logo placement on every photo strip created.

Sponsor Recognition in conference signage, at conference opening, logo on registration website, attendee brochure and in Sponsor Signage.

FIRST IMPRESSIONS SPONSOR—$2,000 + Add $350 for non-member

Welcome conference attendees in style as they check-in to conference hotel or if you prefer, set up display in conference hallway to display your unique and special gifts/business promotion. Sponsor provides one (1) gift.

Exclusivity – Reserved for ONE company Sponsor Recognition in conference signage, at conference opening, logo on registration website, attendee brochure and in Sponsor Signage.
## DAY 2 LUNCHEON—$1,000 + Add $350 for non-member Badge for $360

**Day 2 Luncheon Sponsor** – Your company logo at our day 2 Luncheon buffet tables and in all conference signage. This sponsorship includes one attendee registration and offers one additional conference badge add on at $360 each.

**Sponsor Recognition** in conference signage, at conference opening, logo on registration website, attendee brochure and in Sponsor Signage.

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## BRONZE SPONSORSHIPS—ALA CARTE

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Fee</th>
<th>Additional Fee for Non-Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration Table Sponsor</td>
<td>$500.00 +</td>
<td>$350</td>
</tr>
<tr>
<td>Charging Station Sponsor</td>
<td>$500.00 +</td>
<td>$350</td>
</tr>
<tr>
<td>Pre-Conference Email Shot to Attendees</td>
<td>$500.00 +</td>
<td>$350</td>
</tr>
<tr>
<td>Session Room Sponsor</td>
<td>$500.00 +</td>
<td>$350</td>
</tr>
<tr>
<td>Ink Pens</td>
<td>$550.00 +</td>
<td>$350</td>
</tr>
<tr>
<td>Note pads</td>
<td>$550.00 +</td>
<td>$350</td>
</tr>
<tr>
<td>Attendee Break Sponsor</td>
<td>$550.00 +</td>
<td>$350</td>
</tr>
</tbody>
</table>

Do you have a new product to launch? Do you want to promote your company to all conference attendees? Then consider an email shot to the delegates prior to the event. This will be sent from the LALA Head Office to all attendees. Content will be provided by sponsor.

Your company name/logo at registration table & in attendee brochure

Signage at charging station with your company name and logo. Maximum of two sponsors

Do you have a new product to launch? Do you want to promote your company to all conference attendees? Then consider an email shot to the delegates prior to the event. This will be sent from the LALA Head Office to all attendees. Content will be provided by sponsor.

Your company name/logo at (1) session door/hallway & Recognition at same session introduction

Your company logo on the ink pens. Pens chosen by association, Logo-one color only and one proof is included in the sponsorship.

Your company logo on the note pads. Note pads chosen by association, Logo-one color only and one proof is included in the sponsorship.

Treat attendees to a coffee during a conference break. Signage recognition your company name/logo in the social area w/Option to host raffle & make brief remarks during the break. Sponsor can add a snack for an additional cost.
## EXHIBIT FACT SHEET & LOGISTICS

<table>
<thead>
<tr>
<th>Conference Dates:</th>
<th>May 13-14, 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Dates:</td>
<td>May 14, 2020</td>
</tr>
<tr>
<td>Host Hotel &amp; Parking:</td>
<td>Hampton Inn &amp; Suites 1200 Convention Center Blvd New Orleans, LA 70130 504-566-9990/866-311-1200</td>
</tr>
<tr>
<td>Room Rates:</td>
<td>$169 Standard Room $219 Suite</td>
</tr>
<tr>
<td>Reservation Code:</td>
<td>LeadingAge Gulf States/Louisiana Assisted Living Association 2020</td>
</tr>
</tbody>
</table>

### Four ways to register your company:

1. Complete, print and mail this application, along with your payment, to your association address on page 8.
2. Complete the online registration at [www.leadingagegulfstates.org](http://www.leadingagegulfstates.org) or [www.lalaonline.org](http://www.lalaonline.org) (under education & events tab)
3. Scan/email completed application to: kcontrenchis@leadingagegulfstates.org or events@lalaonline.org

**Important Dates and Special Offer:**

- **December 31** – Register and pay by December 31 and receive $50 off your exhibitor booth.
- **April 10** – Deadline for ALL Sponsorships, Exhibitor Registrations, Name badges and ads

If your registration or payment has not reached our office by April 1, 2020, we will be forced to offer your Sponsorship / Booth to next available on our waiting list.

**Exhibit Includes:**

- Company contact information and description in conference program
- 8 x 8 booth in exhibit hall, which includes one 6ft skirted table, two chairs, and identification sign
- Meal in exhibit hall
- Up to two booth personnel with nametags. Additional fees applied to additional booth staff. Maximum booth staff is three (3).
- Admission to educational sessions is not included. If you would like to attend, attendee tickets are available at attendee price. Please see attendee brochure.

**Exhibit Does Not Include:**

- Electricity & Internet (this information will be sent once we receive packet from the hotel)

**Exhibit Booth ONLY Rates:**

$1,350.00–$600.00 Dual Association Members pay $750.00
$1,350.00–$500.00 Single Association Members pay $850.00
$1,350.00 Non-Members pay

Full payment must accompany your application to reserve/secure your exhibit space. No assignments can be made without full payment.

Interested in Booths or Sponsorships share? Call us.

All applicable terms apply. Nominal fee will be applied to all shared Booths and Sponsorships. For complete details, call us.

**Space Assignment:** Booth assignments are made by the Louisiana Assisted Living Association and LeadingAge Gulf States conference staff based on the date each completed application and full payment is received.

Every effort is made to place competing companies away from each other, although this cannot be guaranteed, as the Louisiana Assisted Living Association and LeadingAge Gulf States reserve the right to rearrange the floor plan to meet the needs of the conference and applicable hotel requirements.

**Hotel Parking:** Parking for hotel guests is available at a charge of $39.00 (overnight) plus tax (in and out services with no extra charges). Attendees coming for the day and leaving after the event will be offered the rate of $15.00 per vehicle plus tax (no in and out access). If lots become full, attendees may be referred to area parking options within walking distance of the Hotel. The Hotel holds no affiliation with other off-site parking lots or assumes any liability for vehicles using those parking facilities. Above charges are subject to change.
AGENDA

There may be slight revisions as we get closer to the conference, the online conference brochure will provide most accurate updates.

DATE

7:30 am–11:30 am
Exhibitor Move-In
11:45 am–2:30 pm
Exhibit Hall Open and Close

CONTACT INFORMATION

Interested In:
Sponsorship
Exhibiting
Booth Assignments
Advertising Opportunities
Questions or Details *(not found in this brochure)*

Be sure to contact your member association:
Karen Contrenchis, President
LeadingAge Gulf States
504-442-0483 | kcontrenchis@leadingagegulfstates.org

Sharla Aloisio, CEO, Executive Director
Louisiana Assisted Living Association
337-577-2024 | sharla@lalaonline.org

Erin Robicheaux, Education Management Director
Louisiana Assisted Living Association
337-577-2759 | events@lalaonline.org

BECOME A MEMBER

If you are interested in becoming a member of one or both associations, please see information below. By becoming a member of both associations you will maximize your discount on Sponsorship and Exhibit Booth registration.

LeadingAge Gulf States
Karen Contrenchis
Kcontrenchis@leadingagegulfstates.org or 504-442-0483

To apply for membership **click here**
Questions? Call us at 504-442-0483

The Louisiana Assisted Living Association
Sharla Aloisio
admin@lalaonline.org

To apply for membership **click here**
Questions? Call us at 337-577-2024

MAILING LIST DETAIL

As a LeadingAge Gulf States and Louisiana Assisted Living Association Joint Conference Exhibitor you will also be able to reach attendees through pre- and post-conference attendee mailing lists. Attendees have the right to opt-out of being included in the mailing list. Mailing lists include: name, agency, address, phone, and email. The pre-conference list will be emailed to you about two weeks prior to the conference. A post-conference list will be emailed about two weeks after the conference. For email communications, exhibitors agree to include opt-out, and unsubscribe instructions in any email communication sent to attendees. Sharing or re-selling of the attendee list is expressly prohibited.

By participating in the conference we are not giving you permission to send faxes to attendees at our conference. Per the telephone Act of 1991, businesses are not allowed to send junk faxes unless you are given permission by the person you are sending the fax.

WE HAVE GONE GREEN

In an effort to be environmentally responsible, the Louisiana Assisted Living Association and LeadingAge Gulf States Joint Conference has reduced the amount of paper used at each conference.

Attendees will receive an online, printable packet containing the conference schedule, exhibit hall layout and sponsor/exhibitor guide.

Session handouts will not be printed and distributed; attendees will have the opportunity to download the session handouts before, during and after the conference from the LeadingAge Gulf States and the Louisiana Assisted Living Association websites.
EXHIBITOR/SPONSOR APPLICATION
“together” - is a Joint Conference & Expo Partnership of LeadingAge Gulf States and the Louisiana Assisted Living Association

ALL follow up and materials will be sent to the contact name below. Please fill in all applicable blanks & write legibly to reduce delay in getting information to you.

Primary Company Contact: ____________________________________________________________

Addition Contact: ____________________________________________________________________

Company Name and Website: ____________________________________________________________________________________________

Address: ____________________________________________________________________________________________

City/State/Zip: ____________________________________________________________________________________________

Phone: ____________________ Email: ____________________________Additional Email: ___________________________________

Business/Service this company will be exhibiting: _______________________________________________________________________

Company Website Address: ____________________________________________________________________________________________

My Booth Identification Sign Should Read As Follows: _______________________________________________________________________

Member of: (CIRCLE YOUR Association Name or Dual Member)

LeadingAge Gulf States  Dual Membership Holder

Louisiana Assisted Living Association  Membership Holder

My Booth Identification Sign Should Read As Follows: _______________________________________________________________________

Company Website Address: ____________________________________________________________________________________________

Two pre-printed name badges come with each exhibitor booth purchase. NAMES MUST BE PROVIDED PRE CONFERENCE.

1st Name Badge: __________________________  2nd Name Badge: __________________________

3rd Name Badge: __________________________ (Add $100 for 3rd Name badge, 4th or more is at full attendee rate)

Name Badge: _________________________________________(Add $100 for 3rd Name Badge)

SPONSOR/EXHIBITOR SPACE ORDER

SPONSOR SELECTION: (*ADD $250.00 IF NON-MEMBER)

- Platinum Sponsor (includes booth) $5,500 SOLD
- Keynote Sponsor $5,000 SOLD
- Social Event Sponsor (includes booth) $5,000
- Luncheon Sponsor (includes booth) $5,000 SOLD
- Gold Sponsor (includes booth) $3,500
- Silver Sponsor (includes booth) $3,000
- Social Event Happy Hour $3,000
- Attendee Flash Drive Sponsor $2,500
- Photo Booth Sponsor $2,000
- Tote Bag Sponsor $2,000
- Attendee Handout Sponsor $1,000
- First Impressions Sponsor $2,000
- Day 2 Luncheon Sponsor $1,000
- Attendee Break Sponsor $550
- Ink Pens Sponsor $550
- Note Pads Sponsor $550
- Pre Conference email slot $500
- Registration Table Sponsor $500
- Session Room Sponsor $500
- Non-member sponsor $350

Total This column $_____________________

Your Checklist

$ Payment
$ 25-word company description
$ Page 7 completed
$ Page 8 signed agreement

BOOTH SELECTIONS 8X8:

Single Association Membership $ 850 $___________
Dual Association Membership $ 750 $___________
Non-Member $ 1,350 $___________
Addl Exhibit Booth Name badge# ________ $ 100 $___________

Total Booth Selection $___________

ADVERTISING:

Full Page (up to 8.5w x 11h) Black / White or Color—in Conference Program)

Member $ 250 $___________
Non-Member $ 500 $___________

Total Ads $___________

Total (Sponsor/Luncheon/Booth/Ad): $___________

Registration and Payment:

Register online with your association in which you are a member:

LeadingAge Gulf States click here
Louisiana Assisted Living Association click here

Once you register, you will have the option to pay by check, which and invoice will be sent to you or you can pay by credit card. Registrations will be cancelled if payment is not received before deadline (April 1, 2020).

Louisiana Assisted Living Association
PO Box 10258
New Iberia, LA 70562
337-577-2759
Events@LALAonline.org

LeadingAge Gulf States
PO Box 1748
Marrero, LA 70073
504-442-0483
Kkontrenchis@leadingAgeGulfStates.org
This page must be signed and returned with Exhibitor Application—Exhibitors may supply giveaways and take orders for goods and services only in their designated exhibit spaces. Convassing or distribution of advertising matter outside the exhibitor’s own space will not be allowed. Solicitation of business, except by exhibit firms and conference sponsors, is prohibited. Publicizing and/or hosting any extracurricular activities, hospitality rooms, inducements or demonstrations outside the exhibition area during conference hours are strictly prohibited. Please notify us if you are companies in violation of these policies.

Conditions for Exhibiting—The Louisiana Assisted Living Association and LeadingAge Gulf States Conference & Expo (Conference), and the Exhibiting Company (Exhibitor) relating to the rights herein granted and the obligations herein assumed, except as otherwise provided in this instrument. This agreement is subject to all conditions under which space at the Hampton Inn & Suites has made available to the Louisiana Assisted Living Association and LeadingAge Gulf States Annual Conference.

Booth Assignment—Upon receipt of signed contract and payment, notification of booth assignment will be mailed to Exhibitor. Space is assigned on a first come, first-served basis. Only one company name is permitted per exhibit space. The Louisiana Assisted Living Association and LeadingAge Gulf States reserves the right to alter locations of Exhibitors or of booths shown on the floor plan if deemed to be in the best interest of the exhibition. The Louisiana Assisted Living Association and LeadingAge Gulf States reserves the right to reject applications to exhibit with the Conference.

Exhibit Fee—The cost includes entry for one to the Conference, opening ceremonies/keynote address, educational sessions; one (1) 8’ x 8’ booth with back and side drapes; one (1) skirted table, two (2) folding chairs; identification sign; two (2) persons per booth with name badge; identification in conference program. Meals are provided to booth personnel at the discretion of association leadership. A third name badge can be purchased for $100. Additional name badges are available at the full attendee registration rate. No one shall be allowed entry into Exhibit Hall without a Louisiana Assisted Living Association and LeadingAge Gulf States Conference name badge. Unless a Sponsorship indicates, Any more than 3 booth personnel must pay FULL attendee registration rate. Utilities, furnishings and meal functions outside the Exhibit Hall are not provided by associations. Exhibit fee does not include electricity, internet, nor additional furnishings.

Payment Policies—All Registration forms must be completed and received along with payment before registration is processed. Registration is not guaranteed until payment is processed.

Cancellation of Exhibit Space—Cancellations requests must be made in writing and received by both the Louisiana Assisted Living Association and LeadingAge Gulf States no later than March 1st, 2019. The Louisiana Assisted Living Association and LeadingAge Gulf States will retain an administrative fee of 25% of the cost of the booth. There will be no refunds after March 1st, 2019.

Use of Exhibit Space—Exhibit space is assigned on the expressed understanding that the space is used solely for the display of the products/services the one (1) Exhibitor provides to the senior living/care industry. No booth space is allowed without prior approval by both LALA & LA-GS & additional fees shall apply. Violators will be invoiced and you agree to full payment by this agreement. Exhibitors are not permitted to sublet any part of their booth/floor space. No exhibit material may extend beyond the boundaries of the exhibit space or exceed the height restriction for that type of booth. Exhibits will not be of such nature or arrangement to obstruct the view or interfere with exhibits of others. Should there be any questions as to obstruction or interfere of any exhibit with other exhibits the area, the final judgement will be made by the Louisiana Assisted Living Association and LeadingAge Gulf States Management.

Insurance and Liability—Exhibitors wishing to insure their property must do so at their own expense. To protect themselves against loss, it is recommended that all Exhibitors have representatives in attendance at all times when the exhibits are open, especially when exhibits are being fabricated and dismantled. It is expressly understood and agreed, and the Exhibitor agrees by accepting this contract, that they will make no claim of any kind against the Louisiana Assisted Living Association and LeadingAge Gulf States or any of their members employees or agents for any loss, damage to, or destruction of goods, or for any injury that may occur to themselves of their employees while in the Exhibit Hall and/or for any damage of any nature of character whatsoever. It is further agreed that the Louisiana Assisted Living Association and LeadingAge Gulf States or the Hampton Inn & Suites shall not be liable or responsible for and shall be indemnified and held harmless by Exhibitor from and against any and all claims and damages of every kind, for injury to or death of any person or persons and for damages to or loss of property, arising out of or attributed, directly or indirectly, to the operations or performances of Exhibitor and Exhibitor’s agents and employees under this agreement and the Louisiana Assisted Living Association / LeadingAge Gulf States / The Hampton Inn and Suites is not liable to the Exhibitors for any damage to or for the loss or destruction of any exhibit or property of the Exhibitor by fire or other casualty covered by an extended coverage endorsement to a fire insurance policy, whether caused by the negligence of the fireman, associations, its officers, agents, service personnel, employees or otherwise, all claims for any such loss or damage being expressly waived by Exhibitor who agrees to indemnify and hold the Hampton Inn & Suites harmless on space that has been made available to and indemnify and hold the Louisiana Assisted Living Association and LeadingAge Gulf States harmless on space made available to the exhibitor/sponsor. Exhibitor agrees to abide by all applicable fire, utility and building codes.

Photography and Video—Photographs and Video will be taken at the Louisiana Assisted Living Association and LeadingAge Gulf States 2019 Annual Joint Conference. By registering for this event, you agree to all policies and rules in this brochure as well as allowing the Louisiana Assisted Living Association and LeadingAge Gulf States to use your photo in any Louisiana Assisted Living Association and/or LeadingAge Gulf States related publication, promotion, social media and/or website.

There may be slight revisions as we get closer to the conference, the online conference brochure will be most accurate with updates. It is your responsibility to check back and remain updated and abreast of all exhibitor/sponsor and conference details and/or expectations.

Signs and return pages 8 & 9 of this brochure and return to your association:
If you register online be sure to answer yes that indicates that you have read page 8 of this brochure. Also, by choosing yes this indicates the company and all representatives agreement to all applicable terms on all pages of this brochure.

Scanned & email to your association at the contact below (Sponsor/Exhibitor signature below, indicates company and all representatives agreement to all applicable terms on all pages of this brochure):

- LeadingAge Gulf States members: kcontrenchis@leadingagegulfstates.org
- The Louisiana Assisted Living Association members: events@lalaonline.org or sharla@lalaonline.org

Signature of your Company Representative: ________________________________  Printed Name: ________________________________

Company: ________________________________  Email: ________________________________

Phone: ________________________________

Sponsor/Exhibitor signature above, indicates company and all representatives agreement to all applicable terms on all pages of this brochure.