

Exhibitor Prospectus
2018 AJAS ANNUAL CONFERENCE
Sunday, February 11 - Wednesday, February 14



One-Day Exhibitor Showcase
Monday, February 12, 2018

The PGA National Resort and Spa - West Palm Beach, FL

Why You Should Exhibit

- **91% of exhibitors at the 2017 Conference left with new business leads! (tabulated from the 2017 Conference Survey)**

Each year at the Association of Jewish Aging Services (AJAS) Annual Conference, executive-level management, staff and board members from senior living facilities across North America gather to enjoy educational sessions and networking opportunities. The conference tracks are geared toward CEOs, administrators, CFOs, lay leaders, development and marketing directors. The AJAS Exhibitors Showcase is an integral part of the conference and is your opportunity, as a provider of services and products, to introduce your company to AJAS members or further cultivate existing partnerships.

This year we have enhanced the exhibitor benefits by adding several events which exhibitors are encouraged to attend. Through feedback from previous exhibitors, AJAS has learned that the benefits of attending a smaller show such as ours are the interactions with members outside of the exhibit hall hours. While the showcase hours are still a great place to meet members, we strongly encourage exhibitors to attend the evening receptions, as well as Tuesday's community member home site visit.

The AJAS Exhibitors Showcase affords your company the opportunity to:

- Present your company's products and services to over 150 leaders with decision-making power within the long term care and aging services market
- Develop new sales leads or further existing partnerships
- Create brand awareness and enhance your company's image

Exhibitor Benefits

- Two full conference registrations
- Breakfasts, lunches, and keynote presentations
- All evening receptions
- Community member home site visit, includes transportation, tour, sessions and cocktail reception
- Session for exhibitors with Don Shulman
- Listing on AJAS website
- Recognition in conference marketing materials
- Company logo and description in conference program
- Discounted overnight room rate at host hotel
- National Association of Long Term Care Administrator Boards (NAB) CEUs available

Schedule of Events*

Sunday, February 11

1:00 pm - 5:30 pm
Exhibitor move-in

5:00 pm - 5:30 pm

Session for exhibitors:
"Your Time at the AJAS Conference; Maximizing Value and ROI for Business Relevancy"

5:30 pm - 7:00 pm

Opening cocktail reception

Monday, February 12

7:00 am - 10:00 am
Final booth touch ups

7:30 am - 9:45 am

Breakfast and Opening Session

12:00 pm - 1:00 pm
Lunch

2:45 pm - 5:45 pm

Exhibit hall open (with light reception)

5:45 pm - 7:45 pm

Exhibitor move-out

6:00 pm - 7:30 pm

An Evening of Song, Soul and Conversation with Judy Collins

Tuesday, February 13

7:30 am - 10:15 am
Breakfast and AJAS Speaks

1:45 pm - 6:00 pm

Community Site visit to MorseLife

***timing subject to change**



The central address for Jewish eldercare

Rate and Space

Each booth costs \$2,300 and includes booth space, two complimentary conference registrations, promotion in AJAS pre-conference materials and program, breakfast and lunch on the day of the show and transportation to the member site visit. A deposit of \$500 is due with application. Full payment must be received by **December 15, 2017** or exhibit space will be reassigned. Fees may be paid via check to the Association of Jewish Aging Services or major credit card (see last page of this application to request this option).

Space offered is an **8'x10'** booth with draped back and side rails, 6' table, 2 chairs, wastebasket and a one line ID sign. ****Wi-Fi is not included and must be purchased individually for each booth.****

Booth Assignment

Once the application and deposit have been received, AJAS staff will assign booths on a first come, first served basis with priority given to annual sponsors (see page 3 for sponsorship opportunities). When possible, exhibitors will be given the opportunity to request their preferred space. Those who have not paid in full by **December 15, 2017** may have their space reassigned.

Cancellation Policy and Failure to Pay

All cancellations must be made in writing. A \$250 processing fee will be applied. After **December 15, 2017**, no refunds will be made. Failure to remit the balance of space rental by the date specified on the application form constitutes cancellation of contract and the space will be subject to resale without refund of deposit.

Exhibit Services Company/Shipping Information

Information regarding booth add-ons, orders and shipping information will be emailed to the primary contact person at least 60 days prior to the showcase.

Materials shipped to The PGA National Resort and Spa will be charged to the exhibiting company via the exhibit services company. An additional labor charge may be assessed if the hotel's assistance is required in unloading vehicles and/or moving items to storage areas. The exhibit services company must be advised if there are any items weighing over 100 lbs. that will be displayed during the showcase so they can inform the hotel.

Terms & Conditions

Application for exhibit space at the 2018 AJAS Exhibitors Showcase indicates the applicant's willingness to abide by all accompanying terms, conditions and general regulations. This also includes any additional rules and regulations that the AJAS exhibit manager deems necessary for the success of the showcase, provided these do not materially alter the applicant's contractual rights. The application becomes a contract when accepted by the AJAS staff.

AJAS reserves the right to restrict booth sales to those companies and organizations that AJAS deems to be compatible with the success of the association and to make adjustments depending on the conference program and timing of the showcase, for applicants to have optimal exposure to the AJAS conference attendees.

Previous Exhibitors

Arthur J. Gallagher & Co
BBL | BlueOrange Compliance
Caretech Group/Prime Source
GPO | CC-ABHI
CliftonLarsonAllen | CPS
Dementia Care Specialists
Direct Supply | Dude Solutions
Ecosave, Inc. | Expense Consulting
Functional Pathways
Furniture Solutions Group
FutureSense, LLC | Glynn-
Devins and Brooks Adams Research
Healthcare Academy
Healthpro-Heritage
Hip-Hope Technologies Ltd.
HJ Sims | HPSI Purchasing Services LLC
KBE Building Corporation | LCS | LECESE Construction Services
LTC Consulting Services | Marcum LLP
McKesson Medical-Surgical
Medline Industries, Inc.
Morrison Community Living
Moss Adams LLP
Navigator Group Purchasing, Inc.
Noelker and Hull Associates, Inc. | Omnicare
Perkins Eastman
Philips Lifeline
RehabCare | Reliant Post-Acute Care Solutions
Remedi Senior Care | Rice Fergus Miller
RLPS Architects | Sage Age Strategies
Select Rehabilitation, Inc. | SeniorTV
SFCS Architects | SigmaCare
Stratus Interoperable, Inc. | Symbria
The Compliance Store | The Graham Company
The Green House Project | The Holiday Group
THW Design
Unidine | VibeTech, Inc.
VoiceFriend | Ziegler
ZurickDavis

Guidelines for Non-AJAS Sponsored Programming

Should your company wish to host events for AJAS conference attendees including, but not limited to, press conferences, receptions or dinners, please adhere to the following guidelines to ensure the success of your event:

1. You must notify the AJAS program director of any event you plan to sponsor for AJAS conference attendees and if events are open to all attendees or a specific group.
2. All events must be scheduled outside the official conference events.
3. If refreshments or meals will be served, you must inform attendees if meals will be kosher. All meals served at AJAS-sponsored events are strictly kosher.
4. The deadline for adding such an event to the AJAS conference schedule is **December 29, 2017**.

AJAS Sponsorship Opportunities

AJAS offers companies opportunities to reach decision-makers at member organizations year-round. By supporting AJAS as a sponsor, your company will receive exhibit space as a benefit and will be able to play a key role in the Annual Conference. AJAS sponsors are invited to be a part of the AJAS family, and thus form close business relationships with the membership. Companies can also reach AJAS members by advertising in various publications and by sponsoring sessions and events during the conference. For more information about these opportunities, please contact the AJAS office.

About AJAS

The Association of Jewish Aging Services is a unique association of not-for-profit community-based organizations rooted in Jewish values, which promotes and supports the delivery of services to an aging population. There are approximately 90 AJAS member organizations throughout North America who together serve more than one million aging adults through:

- Jewish-sponsored Skilled Nursing and Residential Health Care Facilities
- Outpatient Therapy Services
- Assisted Living and Group Homes
- Independent and Congregant Housing
- Community Services

Contact Information

If you have questions about the 2018 AJAS Annual Conference Exhibitors Showcase, please contact Rachel Stevens, by phone at 202-543-7500 or e-mail rachel@ajas.org.

For more information about the Association of Jewish Aging Services, please visit our website at www.ajas.org.

2018 Exhibit Booth Application

Where to Send Application: Please email this application, with a 50-word company description and company logo (preferably in .eps or HI-RES .jpg format) to Rachel Stevens at **rachel@ajas.org**.

Booth Fee: Booth space fee is \$2,300 (see prospectus for details on what is included in the fee) with a deposit of \$500 due with application. Full payment must be received by December 15, 2017 or you will risk losing your booth space.

Options for Sending Payment:

- Mail check made payable to the Association of Jewish Aging Services, with copy of application, to:
Association of Jewish Aging Services, Attn: Rachel Stevens
2519 Connecticut Ave NW, Washington, DC 20008
- Pay with a credit card: Visa, Mastercard or American Express (you can also call the AJAS office with this information)

****A 3% processing fee is added for every credit card transaction.***

Name on Card: _____
Card Number: _____ Expiration Date: _____
Payment Amount: _____ Security Code: _____
Card Billing Address: _____
Signature: _____

Booth spaces are assigned on a first come, first served basis, with preferential booth space for sponsors.

Primary Contact (this is the point-person for all conference-related arrangements/questions):

Name: _____ Email: _____ Phone: _____

Representatives to be included on attendee list:

(If this has not been finalized, please let the AJAS office know as soon as possible)

First Participant, Name: _____ Title: _____

Phone: _____ Email: _____

Second Participant, Name: _____ Title: _____

Phone: _____ Email: _____

Company information to be listed in conference materials:

Primary Contact (or write "same as primary above"): _____

Company Name: _____ Company Phone: _____

Company Address: _____

Website: _____

For AJAS Office Use - Date application received:

Deposit received: