

# Kentucky Senior Living Association (KSLA) 2020 Conference & Exhibition

July 15-16, 2020  
Holiday Inn East, Louisville, KY



## Exhibitor Registration Package

**Registration Deadline: June 30, 2020**

# You're Invited to Exhibit at KSLA's Conference & Exhibition

The Kentucky Senior Living Association (KSLA) invites you to exhibit at our annual Conference & Exhibition on Wednesday, July 15, 2020 at Holiday Inn East in Louisville, Kentucky.

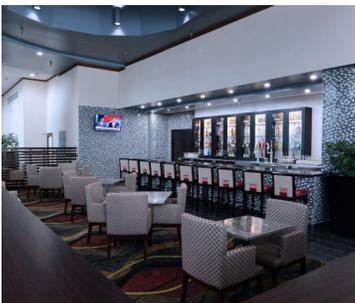
This conference offers our exhibitors several opportunities to network with senior living community owners, operators, executive directors and administrators at two exhibitor receptions, as well as a cocktail reception at the end of our first day.

As an added benefit to exhibiting at our Conference, we'd love for you to attend ALL conference events on Wednesday, July 15 and Thursday, July 16. These additional events include two luncheons, two general sessions, and your choice of several education sessions. If you choose to join us for these events, you'll do so as our special guest, at no extra charge.

## Who Attends KSLA's Conference?

One of the Kentucky Senior Living Association's initiatives is to connect senior living community leaders and staff members to industry professionals who have goods and services to offer them. From owner/operators to large corporations, from the executive level management team to front line caregivers, our Conference provides the opportunity for you to network with the decision-makers from these communities, educate them about your products and services, and show them how you can assist in their success by partnering with you.

## Hotel Accommodations



Our venue this year is the newly-renovated Holiday Inn East, located at 1325 South Hurstbourne Parkway, Louisville, KY 40222. It's located one block from I-64 and in close proximity to a variety of restaurants and shops. The two exhibitor receptions will take place in the hotel's beautiful, light and airy lobby/atrium area, which is connected to the hotel's lounge, pictured here.

KSLA has reserved a block of rooms at a preferred rate of \$119/night. **Make your reservation by June 30, 2020 to qualify for this preferred rate.** After June 30, the rate will increase to normal rates for that time of year.

Visit <https://kentuckyseniorliving.org/events/> to reserve your room, by June 30, 2020.

You may contact the Holiday Inn East Louisville with any hotel-specific questions at 502.426.2600 or 800.315.2621.

## Door Prizes & Grand Prizes

**Door Prizes:** Exhibitors are asked to provide one door prize, valued at approximately \$25. Door prizes can be gift cards, gift baskets, or any item of the Exhibitor's choosing. Door prizes will be distributed to the winners at the end of the General Session on Thursday, July 16.

**Grand Prize:** KSLA will award a grand prize to one Conference participant at the end of the Conference. In order to qualify for this grand prize, Conference participants are required to visit each exhibitor and request that you initial their "Exhibitor Signoff Form." **We encourage you to make this fun!**

Reserve Your Hotel Accommodations by June 30, 2020  
to Get the Preferred Rate!

## Exhibitor Fees & Registration Deadline

Exhibitor fees are payable in advance and include entry to the Conference and participation in ALL conference events for two exhibitors. Each additional exhibitor from your company may exhibit *at our cost* of \$125 per person.

**KSLA Members: \$450**

**Non-Members: \$750**

**Each additional exhibitor from your company: \$125**

**The Registration Deadline is June 30, 2020**

## Sponsorships

KSLA offers several sponsorship opportunities to our exhibitors and there are several levels of sponsorship for your consideration listed below. Each Sponsor will be recognized in the conference binder, on signage throughout the hotel, and will be offered the opportunity to speak briefly (3-5 minutes) at the beginning of the event they're sponsoring. The Conference schedule is on page 4 of this packet.

**Premier Sponsor - \$3,000    Luncheon Sponsor - \$1,500    General Session Sponsor - \$1,000**

**Cocktail Reception Sponsor - \$1,000    Education Session Sponsor - \$500**

If you'd like to sponsor one of these events, please contact Bob White, KSLA Executive Director, at 502.938.5102 or [KSLA@KentuckySeniorLiving.org](mailto:KSLA@KentuckySeniorLiving.org) as soon as possible to insure that you are given proper recognition in the Conference binder and on Conference signage.

**Thank you for your consideration!**

## How to Register for the Conference

There are two ways to register for the 2020 KSLA Conference & Exhibition:

- ◆ Visit our website, <https://kentuckyseniorliving.org/2020-ksla-conference-exhibitor-registration/>, complete and submit the on-line Conference registration form no later than June 30, 2020.

**Or**

- ◆ Complete and send the last two pages of this brochure, with your payment, to KSLA at Kentucky Senior Living Association (KSLA), 133 Evergreen Road, Suite 212, Louisville, KY 40243. Or if you're paying by credit card, you may e-mail your registration and payment forms to [KSLA@KentuckySeniorLiving.org](mailto:KSLA@KentuckySeniorLiving.org) or fax them to 502.805.0589. **All registrations and payments must be received by KSLA by June 30, 2020.**



# 2020 Conference Schedule

## Wednesday, July 15

- 7:30-9 a.m.**            **Exhibitor Setup**  
Hotel Lobby/Atrium  
*Exhibitors may also setup anytime after 7 p.m. on Tuesday, July 14*
- 8-9 a.m.**                **Registration**
- 9:05-10:20 a.m.**      **Education Sessions**
- 10:20-10:35 a.m.**    **Break**
- 10:35-Noon**            **Exhibitor Reception**  
Hotel Lobby/Atrium  
*Collect business cards to draw for a door prize. Initial "Conference Exhibitors" page for Conference attendees.*
- 12-1:30 p.m.**          **Keynote Luncheon with LouAnn Brubaker, President of Brubaker Seminars**
- 1:30-2:45 p.m.**        **General Session**
- 2:45-3 p.m.**            **Break**
- 3-4 p.m.**                **Exhibitor Reception**  
Hotel Lobby/Atrium  
*Collect business cards to draw for a door prize. Initial "Conference Exhibitors" page for Conference attendees.*
- 4 p.m.**                    **Associate Board Member Election & Door Prize Drop Off**
- 4:05-5:20 p.m.**        **Education Sessions**
- 5:25-7:15 p.m.**        **Cocktail Reception with Heavy Hors D'Oeuvres**  
*Network with KSLA Provider Members and other Exhibitors*

## Thursday, July 16

- 9-10:15 a.m.**            **Education Sessions**
- 10:15-10:30 a.m.**      **Break**
- 10:30-11:30 a.m.**      **Annual Business Session**  
*Closed meeting for delegates from each Senior Living community.*
- 11:30-1 p.m.**            **2020 Awards Luncheon**
- 1:05-2:20 p.m.**        **Education Sessions**
- 2:20-2:30 p.m.**        **Break**
- 2:30-4:30 p.m.**        **General Session**
- 4:30 p.m.**                **Exhibitor Door Prize Distribution and Grand Prize Drawing & Dismissal**



## Exhibitor Setup & Breakdown Information

Exhibitors are invited to exhibit on Wednesday, July 15. There will be no exhibits on Thursday, July 16. However, all of our exhibitors are invited and encouraged to attend all conference events on both days to take advantage of the educational and networking opportunities throughout the Conference.

- ◆ **Table locations will be assigned by KSLA upon receipt of the exhibitor's registration and fees, and in the order received.**
- ◆ Exhibitors may ship their exhibit materials to Holiday Inn East in advance, if desired. Exhibitor materials should arrive at Holiday Inn East no sooner than Tuesday, July 14, 2020.
- ◆ Exhibitors may setup their displays any time after 7 p.m. on Tuesday, July 14, or between 7:30-9 a.m. on Wednesday, July 15.
- ◆ Each exhibitor will be provided an eight-foot skirted table, two chairs, and a waste paper basket.
- ◆ Exhibitor displays are limited to their designated eight-foot table area.
- ◆ Heavy or oversized displays should not be used. If you have questions, please contact KSLA at 502.938.5102 for clarification.
- ◆ Giveaways and order taking is perfectly acceptable as long as they're done in your exhibit space. Advertising or distributing materials outside your exhibitor space is not allowed.
- ◆ Exhibitors may break down their displays any time after 4 p.m. on Wednesday, July 15.

## How to Dress

Business casual is recommended for the entire Conference. All Conference participants are encouraged to bring a light jacket or sweater, or to dress in layers, to accommodate varying room temperatures.

## Cancellation Policy, Liability and Agreement

- ◆ If a notice of exhibitor cancellation is received in writing by June 30, 2020, a 50% refund of your registration fees will be provided.
- ◆ No refunds will be made for exhibitor cancellations received after June 30, 2020.
- ◆ Each exhibitor assumes entire responsibility and liability for loss and claims arising from injuries or damage to exhibit equipment and/or other property brought upon the premises. In addition, each exhibitor agrees to hold KSLA and Holiday Inn East harmless for any loss, damage, and claim. Each exhibitor is solely responsible for obtaining his/her own insurance (although not required) and securing materials brought for display and/or personal use.
- ◆ Registration and payment of fees signifies an understanding of, and agreement to, abide by all rules and requirements outlined above.

**Exhibitor Registration Deadline is June 30, 2020**

**Reserve Your Hotel Accommodations by June 30, 2020  
to Get the Preferred Rate!**

**Questions? Contact KSLA at 502.938.5102 or  
KSLA@KentuckySeniorLiving.org**



## 2020 Conference & Exhibition Exhibitor Registration Form

*Please complete and return this registration form, with your payment, to confirm your participation*

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

List of products and services to be displayed: \_\_\_\_\_

**Your Company Representatives** *(please provide the following information for each person who will exhibit)*

Name	Title	Phone	E-mail	Lunches Attending (1st, 2nd, Both, Neither)	Dietary Restrictions	Fees
#1						\$
#2						included
#3						+ \$125
#4						+ \$125
<b>Total Registration Fees</b>						

### Exhibitor Fees

- KSLA Member Registration Fee: \$450 *(for up to 2 people)*
- KSLA Non Member Registration Fee: \$750 *(for up to 2 people)*
- Each Additional Exhibitor Fee: \$125 *(KSLA cost)*

Don't Forget to Bring  
Your \$25 Door Prize!

### Sponsorship Fees

- Premier Sponsor                    \$3,000
- Luncheon Sponsor                    \$1,500
- General Session Sponsor            \$1,000
- Cocktail Reception Sponsor        \$1,000
- Education Session Sponsor         \$500

Total Owed to KSLA

Registration Fees	\$ _____
+ Sponsorships	\$ _____
<b>= Total Due</b>	<b>\$ _____</b>



## 2020 Conference & Exhibition Exhibitor Payment Form

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Select Payment Method:**

Visa       Master Card       AmX       Discover       Check

Total Due to KSLA (from previous page): \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ 3 Digit Code on Back of Card: \_\_\_\_\_

Name on Credit Card (if different from above): \_\_\_\_\_

Credit Card Billing Address (if different from above): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**Return completed Exhibitor Payment Forms:**

**By Mail:** Kentucky Senior Living Association  
133 Evergreen Road, Suite 212  
Louisville, KY 40243

**By Fax:** 502.805.0589

**By Email:** KSLA@KentuckySeniorLiving.org