

EXHIBIT AT KSLA'S 2024 CONFERENCE & EXHIBITION!



March 13-14, 2024 The Campbell House, Lexington KY

The KSLA Annual Conference & Exhibition brings together over 100 senior living community and regional leaders from across Kentucky to enjoy high quality education, networking with peers and exploring new supplies and services offered by our exhibitors. We invite you to

exhibit with us on our first day and learn about our provider members' needs while showcasing your products, building brand awareness, visiting with current customers, and collecting new leads. Our exhibitors have excellent networking opportunities during two exhibitor receptions and a cocktail reception on Wednesday, March 13, 2024.

And, as an added benefit to exhibiting at our Conference, we'd love for you to attend ALL conference events on Wednesday, March 13 & Thursday, March 14. 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.

EXHIBITOR BOOTH INFORMATION

(INCREASE TRAFFIC AT YOUR BOOTH BY BRINGING A DOOR PRIZE, VALUED AT \$25)

KSLA ASSOCIATE MEMBER EXHIBITOR BOOTHS = \$500

KSLA Member Exhibitor Booth Package Includes:

- ◆ A 6-foot table, with tablecloth and skirting, two chairs & a waste paper basket
- ◆ Two (2) complimentary badges per exhibitor booth providing access to **all** Conference events.
- ◆ Additional badges may be purchased for \$150 for each additional company representative.
- ◆ Company listing in the Conference binder
- ◆ **Guaranteed attendance at your exhibitor booth by KSLA provider members competing for a grand prize.**

NON-MEMBER EXHIBITOR BOOTHS = \$800

Non-Member Exhibitor Booth Package Includes:

- ◆ A 6-foot table, with tablecloth and skirting, two chairs & a waste paper basket
- ◆ Two (2) complimentary badges per exhibitor booth providing access to **all** Conference events.
- ◆ Additional badges may be purchased for \$200 for each additional company representative.
- ◆ **Guaranteed attendance at your exhibitor booth by KSLA provider members competing for a grand prize.**

TENTATIVE EXHIBITOR SCHEDULE

Tuesday, March 12, 2024

- ◆ Exhibitor Registration & Booth setup (after 5 p.m.)

Wednesday, March 13, 2024

- ◆ Exhibitor Registration & Booth setup until 8:30a.m.
- ◆ Mid-morning & Mid-afternoon: Exhibitor Reception
- ◆ Cocktail Reception at 5 p.m.

Thursday, March 14, 2024

- ◆ No Exhibits on Thursday, however, all Exhibitors are invited to attend ALL conference sessions on both days to take advantage of networking opportunities.

THE FINE PRINT

- ◆ *If a notice of exhibitor cancellation is received in writing by February 15, 2024 a 50% refund of registration fees will be provided. No refunds will be made for exhibitor cancellations received after February 15, 2024.*
- ◆ *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 Louisville Marriott 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.*

2024 KSLA SPONSORSHIPS

Enhance your visibility, demonstrate your support, and drive attendees to your booth with a Conference sponsorship! We offer many opportunities, at a variety of levels, to help your company stand out above the rest. These sponsorship opportunities are only available to KSLA members. Take a look at the next two pages to see all the benefits our conference sponsors will enjoy, at the conference and all year round!

PLATINUM SPONSOR - \$5,000 (one available)

This **exclusive** sponsorship provides the highest level of visibility before, during and after the KSLA Conference. It allows you the opportunity to give a 5-minute address to the audience and introduce our keynote speaker at lunch on Wednesday.

GOLD SPONSOR - \$3,000 (two available, select one of the following)

- ◆ **Conference Kickoff on Wednesday Morning** - Kick off the KSLA Conference at 9 a.m. on Wednesday with a 3-minute address that will allow you to share a little about your company. Then we'd love it if you would introduce our Board of Directors!
- ◆ **Awards Luncheon on Thursday** - Take three minutes to share a little about your company and get our Awards luncheon going - then have your photo made with all Award winners and the KSLA Board of Directors!

SILVER SPONSOR - \$1,500 (four available, select one of the following)

- ◆ **General Session (2 available)** - Share a little about your company and introduce the General Session presenters during the first 3 minutes of our Wednesday or Thursday afternoon General Session.
- ◆ **Cocktail Reception on Wednesday Evening** - Close out the general session on Wednesday afternoon by spending 3 minutes sharing a little about your company and inviting our conference attendees to our cocktail reception.
- ◆ **Closing Session on Thursday** - Announce Exhibitor door prize and Conference grand prize winners before sending our attendees on their way back home!

BRONZE SPONSOR - \$500-\$750

Our Bronze Sponsors' company name and logo will appear on signage near the event they're sponsoring, as well as in the Conference binder.

- ◆ **Breakfast Sponsor - (2 available @ \$500 each)**
- ◆ **Afternoon Pick-Me-Up Sponsor (2 available @ \$500 each)**
- ◆ **Education Session Facilitator on Wednesday or Thursday (two available) \$750 each**

Introduce yourself, share a little about your company and facilitate the education session you sponsor.

Workshop Sponsorships

- ◆ **Workshop Sponsor = Sponsorship amounts vary**

Attend a workshop alongside KSLA providers, earn CEs, introduce yourself and share a little about your company during the lunch break - workshops will be scheduled at various times through the year and will be in-person or virtual.

See the next two pages for a full list of conference & year-round benefits of sponsorship

2024 CONFERENCE SPONSORSHIP BENEFITS

KSLA Annual Conference Benefits	Platinum \$5,000	Gold \$3,000	Silver \$1,500	Bronze \$500- \$750
Sponsor Recognition:				
<ul style="list-style-type: none"> Your logo, sized by sponsor level, on Conference registration page of the KSLA website and on the Conference binder 	●	●	●	●
<ul style="list-style-type: none"> Introduce the presenter, yourself, and your company to conference attendees at your sponsored event 	●	●	●	
<ul style="list-style-type: none"> Your company name and logo on conference signage and announcement recognition for your sponsored event 	●	●	●	
<ul style="list-style-type: none"> Your company name and logo on conference signage at your sponsored event 				●
<ul style="list-style-type: none"> Facilitate an education session, introduce the presenter and yourself, engage with and learn alongside providers 	●	●	●	●
<ul style="list-style-type: none"> Your company name, with logo, published in a sponsor directory in the conference binder 	●	●	●	●
<ul style="list-style-type: none"> Sponsor ribbons on badges 	●	●	●	●
<ul style="list-style-type: none"> Your company logo on presentation materials for your sponsored event 	●			
<ul style="list-style-type: none"> Your company logo on provider conference badges 	●			
Conference Advertising:				
<ul style="list-style-type: none"> Your company spotlighted in one pre-Conference eBlast video with logo 	●			
<ul style="list-style-type: none"> Your company spotlighted in one pre-Conference eBlast article with logo 		●		
<ul style="list-style-type: none"> Your company spotlighted in one pre-Conference eBlast graphic with logo 			●	
<ul style="list-style-type: none"> Half-page color advertisement in the conference binder (<i>subject to production deadlines</i>) 	●			
<ul style="list-style-type: none"> Quarter-page color advertisement in the conference binder (<i>subject to production deadlines</i>) 		●	●	
Exhibitor Recognition:				
<ul style="list-style-type: none"> Complimentary exhibitor booth registration 	●			
<ul style="list-style-type: none"> Platinum exhibitor booth location 	●			
<ul style="list-style-type: none"> Gold exhibitor booth location 		●		
<ul style="list-style-type: none"> Silver exhibitor booth location 			●	
<ul style="list-style-type: none"> Bronze exhibitor booth location 				●
Hotel Upgrades:				
<ul style="list-style-type: none"> One complimentary night's hotel room with an upgrade to a King suite (a \$149 value) 	●			
Other Conference Benefits:				
<ul style="list-style-type: none"> Attendee list: Receive an electronic copy of the conference attendee list one week after the conference 	●	●	●	●

2024 YEAR-ROUND BENEFITS OF SPONSORSHIP

	Platinum	Gold	Silver	Bronze
Workshop/Webinar Sponsorships				
<ul style="list-style-type: none"> One complimentary workshop/webinar sponsorship. Attend the workshop, earn CEs, introduce the presenter and yourself, and share a little about your company. 	●			
<ul style="list-style-type: none"> Opportunity to sponsor a workshop or webinar. Attend the workshop/webinar, earn CEs, introduce the presenter and yourself and share a little about your company. <i>Sponsorship amounts vary.</i> 		●	●	●
Leadership Opportunities				
<ul style="list-style-type: none"> Opportunity for one Associate member to serve on the KSLA Board of Directors for a two-year term (<i>next election will be in March 2024</i>) 	●	●	●	●
<ul style="list-style-type: none"> Opportunity for one representative per company to participate on KSLA Associate member committee 	●	●	●	●
<ul style="list-style-type: none"> Opportunity for one representative to serve on the education and conference planning committee 	●	●		
Access to KSLA Provider Members				
<ul style="list-style-type: none"> Receive an updated provider membership list in Excel once per year 				●
<ul style="list-style-type: none"> Receive an updated provider membership list in Excel twice per year 			●	
<ul style="list-style-type: none"> Receive an updated provider membership list in Excel four times per year 	●	●		
Stay Informed				
<ul style="list-style-type: none"> Receive regular eBlasts and alerts 	●	●	●	●
<ul style="list-style-type: none"> Access to members-only section of KSLA website 	●	●		
Gain Recognition with Advertising				
<ul style="list-style-type: none"> Collaborate with KSLA Executive Director to maximize your exposure 	●	●	●	●
<ul style="list-style-type: none"> Exclusive year-round advertising on the KSLA website 	●			
<ul style="list-style-type: none"> Company listing with hyperlink in KSLA on-line directory for one year 	●	●	●	●
<ul style="list-style-type: none"> Logo with hyperlink on eBlast footers for one year 	●	●		
<ul style="list-style-type: none"> New member introduction in eBlast 	●	●	●	●
<ul style="list-style-type: none"> Opportunity to submit an ad/article for a weekly eBlast four times per year 	●	●		
<ul style="list-style-type: none"> Opportunity to submit an ad/article for weekly a eBlast twice per year 			●	
<ul style="list-style-type: none"> Opportunity to submit an ad/article for weekly a eBlast once per year 				●
<ul style="list-style-type: none"> Opportunity for one representative to provide lunch & present to KSLA Board of Directors at one quarterly meeting 	●			