



 FLORIDA
SENIOR LIVING
ASSOCIATION

ENGAGE2025

JULY 23-25, 2025

HARBOR BEACH RESORT | FT. LAUDERDALE

EXHIBITOR-SPONSOR PROSPECTUS

www.floridaseniorliving.org | (850) 708-4972

WHY EXHIBIT?

The Florida Senior Living Association Annual Conference attracts more than 650 senior living professionals each year including C-suite, regional directors, executive directors, sales and marketing, clinical staff, operations, maintenance and more. The conference provides attendees with the most up to date information in the senior living industry, including the latest in technology, regulations, care and services, plus new ideas to make their work lives manageable. There's lots of fun, food and events throughout the entire three-day event and it's an excellent opportunity to promote your products and services.

EXHIBIT FEES | [CLICK HERE TO RESERVE YOUR BOOTH ONLINE](#)

<u>Industry Partner Membership Level</u>	<u>Booth Rate</u>	<u>Premium Booth Rate</u>
Preferred & Strategic Partner	Complimentary	\$500
Partner & Associate	\$2,000	\$2,500
Non-Member	\$2,800	\$3,300

WHAT'S INCLUDED

- Industry-leading 11+ hours of exhibit show time
- 8'X10' booth with 8' back wall drapes with signage, side drapes/rails, 6' skirted table, two chairs, and one wastebasket.
- Four drink tickets to Board/Exhibitor Welcome Reception
- Four name badges for exhibit staff
- All exhibit staff receive complimentary attendance to educational and breakout sessions.
- Listing on the Entrance Arch
- Listing on Florida Senior Living Association conference website
- Featured benefit for **FSLA Industry Partners only**: invitation to participate in networking event "Reverse Trade Show" with FSLA board members.

A-La-Carte Items Available (please contact FSLA to confirm pricing)

- All access passes
- Additional name badges
- Meal tickets
- Additional drink tickets
- Reverse Trade Show Tickets (limited space available)

Exhibitor Show Kit: Items not included with the registration, such as: Electrical service, Telephone service, Audio/visual equipment, etc.

Shipping information: (Additional booth furnishings, carpeting, etc.) will be coordinated with Show Management / Exhibit Contractor.

Exhibitors cannot share or sublet their assigned space without the written consent of FSLA. Florida Senior Living Association may allow the exhibitor to share its space with another co-exhibitor if: (1) the co-exhibitor meets specific FSLA requirements, including those regarding membership; (2) the exhibitor and co-exhibitor each complete any required forms and pay the applicable fee; and (3) the exhibitor and co-exhibitor have an established business relationship.

**To ensure our conference is fully compliant with the General Data Protection Regulation (GDPR) and is transparent in the way we are protecting the data of participants, data collection is available either through the lead retrieval process or through individual interactions, ie: collection of business cards and contact information.



SPONSORSHIP OPPORTUNITIES

Sponsor Benefits	Emerald \$20,000	Diamond \$15,000	Platinum \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$3,000
VIP Sponsor Level Ribbons	✓	✓	✓	✓	✓	✓
Sponsorship Event Promoted on FSLA Conference Website	✓	✓	✓	✓	✓	✓
Recognition in Event Program in the ENGAGE magazine	✓	✓	✓	✓	✓	✓
Pre- and Post-Conference Attendee List	✓	✓	✓	✓	✓	✓
Company Name and Logo on Exhibitor Sign and on Exhibitor Entrance Sign	✓	✓	✓	✓	✓	✓
Complimentary Invitation to Reverse Trade Show -- First Come First Serve	✓	✓	✓	✓	✓	✓
Two Complimentary Refreshment Tickets for any eEvent during Conference	✓	✓	✓	✓	✓	✓
Digital Advertisement in a Conference Email Blast or in FSLA's Social Media platforms	✓	✓	✓	✓	✓	
Promoted on FSLA Conference App	✓	✓	✓	✓	✓	
Dedicated Article in Post-Editon of ENGAGE magazine	Full-page	Full-page	Full-page	Half-page	Half-page	
Two Complimentary Tickets to Attend Board Dinner Reception	✓	✓	✓	✓	✓	
One-Half Page Advertisement in the ENGAGE magazine conference program insert	✓	✓	✓	✓		
Company Name & Logo on Welcome Wigns Wisplayed Throughtout Conference	✓	✓	✓	✓		
2 Complimentary Tickets to attend Awards Luncheon	✓	✓	✓	✓		
10-Minute Presentation Before General Session	✓	✓	✓			
Rotating Company GoBo Lights Displayed in General Session throughout Conference	✓	✓	✓			
Full page Advertisement in Conference Program	✓	✓	✓			
Two Complimentary Tickets to Attend Board Dinner	✓	✓	✓			
Six (6) Complimentary Refreshment Tickets for any event during conference	✓	✓	✓			
Opportunity to Speak during Conference Breakout Session	✓	✓	✓			
Dedicated Email marketing before and after conference	✓	✓	✓			
Welcome and Introduce Keynote Presenter	✓	✓				

CONFERENCE EVENTS, SWAG & ESSENTIALS:

Opening Keynote | \$10,000

Sponsor and introduce the keynote presenter and promote your company's message to over 450 attendees on opening day. **Multiple available.**

Conference App Sponsor | \$10,000

Promote your logo and message to all attendees in our app.

Opening Luncheon | \$7,500

Recognition at Conference Luncheon includes introducing session speakers and joining attendees for lunch and presentations. **Multiple available.**

Dessert Bar Sponsor | \$2,500

Recognition at Conference Luncheon includes joining attendees for lunch and presentations and receiving recognition from the stage. **Multiple available.**

Best of the Best Awards Luncheon | \$7,500

Recognition at Conference Luncheon includes introducing session speakers and joining attendees for lunch and presentations.

WiFi Sponsor | \$7,500

Help our attendees stay connected to the outside world by providing WiFi with your company name as the password. **Multiple available.**

CONFERENCE EVENTS, SWAG & ESSENTIALS:

Notebooks | \$7,500

What better sponsorship than a notebook for attendees to take notes in, write ideas down, and brainstorm during the conference!

Tote Bags | \$7,500

Put your name on these walking billboards and give attendees a way to carry all their convention items, goodies, collectibles, and handouts.

Conference Neck Wallets/Badges | \$5,500

Put your brand on the attendees' neck wallets for everyone to see when meeting each other. You will be surprised at how many people will think they work for you!

Plenary/General Session | \$5,000

Sponsor and introduce the presenters and promote your company's message to attendees.

Conference Breakfasts | \$5,000

Recognition at Conference breakfast. **Multiple available.**

Puppy Pits | \$5,000

Back by POPULAR DEMAND, furry friends will snuggle and play with attendees at various times when the Exhibit Hall is open. Sponsor may also provide branded pet-related items, i.e.: tennis balls, frisbees, water bowls, etc. **Multiple available.**

Room Drop | \$5,000

*Cost of this item may change. Item of your choice delivered to all rooms. Sponsor provides the items. **Multiple available.**

Hotel Key Sponsor | \$5,000

Sponsoring the Harbor Beach guest room key cards is a great way to have overnight guests carry around your company information!

Character Sponsor | \$5,000

Sponsor a custom photo opp with our pirate characters and give attendees a great photo for their social platforms.

Award Sponsor | \$4,000

Show your support for your outstanding, deserving staff by sponsoring this year's award winners. Participate onstage with award presentation to recipients. Sponsor logo also engraved on awards.

Board Dinner Bar Sponsor | \$3,000

Board Dinner Sponsor | \$5,000

Join FSLA's Board of Directors for cocktails and dinner. **Multiple available.**

Silent Auction Basket Contest Sponsor | \$3,000

Multiple available.

Reverse Trade Show Event | \$2,500

Host FSLA Board of Directors in a 60-minute "speed dating" event where decision makers meet face-to-face with exhibitors to learn all about their products and services. **Multiple available to FSLA Industry Partners only.**

Conference Branded Banners | \$2,500

Put your mark on the meeting space with an oversized banner. **Multiple locations and sizes available.**

Educational Track Sponsorships | \$1,500

Position your product and services in an education track and introduce the speaker for each session. **Multiple available.**

Individual Session Sponsors | \$500

Micro Sticky Book with Tabs | \$1,500

Get your logo on a great item that all attendees will keep handy.

Weather Sponsor | \$1,500

Rain or shine you'll be recognized. Main stage walk-on opportunity.

Board/Exhibitor Receptions | \$2,500

Join FSLA's Board of Directors for cocktails. **Multiple available.**

Refreshment/Coffee Breaks | \$1,000

Multiple available.

Hydration Stations | \$500

Multiple available.

Conference Bag Item Sponsors | \$500

Add your item/brochure/postcard to our attendee's bags. Sponsor must provide item. **Multiple available.**

Treasure Hunt Sponsor | \$5,000

"X" marks the spot as our Treasure Hunt through the Expo Hall starts at your booth.

Turtle Hatch Sponsor | \$5,000

The hotel's beach is a protected area for turtle nests and our event will be during hatching season. This sponsorship includes recognition from the stage and the opportunity to place a "turtle-themed" swag item in the conference bags.

DON'T SEE EXACTLY WHAT
YOU'D LIKE TO SPONSOR?

Let's get creative!

Contact *Kristin Quirk*,
Director of Membership & Partnership

850.708.4972

membership@floridaseniorliving.org

CONFERENCE SPECIAL EVENTS



Sunrise Sweat Presenting Sponsor | \$3,000

Sunrise Sweat Swag Sponsor | \$1,000
Your logo on water bottles, towels or shirts. Sponsor must provide items.



Cornhole Tournament Presenting Sponsor | \$3,000

Cornhole Snack Sponsor | \$2,500

Cornhole Bags Sponsor | \$1,500
Your logo on tournament cornhole bags.



Yo ho ho! It's the pirate life for our welcome parr-r-ty! Come in your pirate garb if you dare and participate in our costume contest. Drink up me hearties at Blackbeard's Bar or be ready to walk the plank, savvy?!

Entertainment Sponsor | The Jam Band | \$7,500

Fun Night Presenting Sponsor | \$5,000

Blackbeard's Bar Sponsor | \$5,000

Best Costume/Best Decorated Booth Sponsor | \$2,500

Annual Chef's Competition | \$5,000

Signature Cocktail Sponsor | \$3,000

Always a crowd pleaser and "must attend" event! Assisted Living Chefs from communities across the state will compete for the coveted 2024 Senior Living Chef Champion title. Watch as these culinary experts are challenged to create their own twist to a mystery dish using ingredients provided by our sponsors. Each chef will have 60 minutes to complete their dish.
Multiple available.

