



FLORIDA
SENIOR LIVING
ASSOCIATION

ENGAGE 2025

JULY 23-25, 2025

HARBOR BEACH RESORT | FT. LAUDERDALE

EXHIBITOR-SPONSOR PROSPECTUS

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

THANK YOU FOR CHOOSING TO EXHIBIT AT ENGAGE2025

The Florida Senior Living Association Annual ENGAGE Conference attracts more than 650 senior living professionals each year, making it the premier event for connecting with key players in the industry. This is your opportunity to showcase your products and services directly to a strong presence of C-Suite executives and senior-level directors who drive purchasing and operational decisions in their organizations.

What Makes This Event Unique?

Unparalleled Access: Build meaningful connections with FSLA's Board of Directors. Enjoy eating, drinking and attending sessions in a variety of different capacities for this fun 3-day event!

High-Impact Exposure: Gain visibility in front of an audience actively seeking the latest innovations in technology, care services, operations, and more.

Engagement Beyond the Booth: Sponsors can connect with attendees through dynamic social events, educational sessions, and exclusive networking mixers, ensuring maximum brand visibility and interaction.

Thank You for Your Support

Your partnership is invaluable to the success of our conference, and we're committed to helping you make the most of your investment. Whether through exhibiting in our Trade Show or securing one of our unique sponsorship opportunities, FSLA is here to ensure you connect with current and future customers while positioning your company as a leader in the senior living industry.

CONTACT US

850.708.4972 | membership@floridaseniorliving.org

For more information www.floridaseniorliving.org

EXHIBIT BOOTH & FEES

Industry Partner Membership Level	Premium Booth Rate	Standard Booth Rate
Preferred & Strategic Partner	\$500	Complimentary
Partner & Associate	\$2,500	\$2,000
Non-Industry Partner	\$3,300	\$2,800

WHAT'S INCLUDED

Premium Booths

- Location! Location! Location!

Premium and Standard Booths

- 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 Exhibit Hall Entrance Arch
- Listing on Florida Senior Living Association conference website

A-la-Carte Items Available

- All access passes
- Additional name badges
- Meal tickets
- Additional drink tickets

Industry Partner Exclusive Benefit

- Invitation to participate in networking event "Reverse Trade Show" with FSLA board members.

HIGHLIGHTS

11+
HOURS OF
EXHIBIT SHOW TIME

4
EVENT STAFF
NAME BADGES



Florida Senior Living Association (FSLA) proudly represents assisted living, memory care, and independent living communities, ensuring seniors across Florida have access to top-quality care, choices, and services every day.

FSLA connects members with trusted experts and dedicated staff who provide professional guidance, regulatory support, and strong advocacy on their behalf.

Our industry partners are vital to our mission. We collaborate to provide exceptional services and resources, helping partners market, connect, and manage their professional contracts while supporting the senior living industry.

EXPAND YOUR HORIZONS

FULL CONFERENCE SPONSORSHIPS

This sponsorship opportunity encompasses the entire conference, providing comprehensive visibility and recognition throughout the week.

PLATINUM SPONSOR \$10,000

- **VIP Sponsor Level Ribbons**
- Sponsorship Promoted on FSLA Conference Website
- Recognition in *ENGAGE* magazine
- Pre- and Post-Conference **Attendee List**
- Company Name and Logo on Exhibitor Sign and on Exhibitor Entrance Arch
- Complimentary Invitation to **Reverse Trade Show: First Come-First Serve**
- 6 Complimentary **Beverage Tickets** for any Event during Conference
- **Digital Advertisement** in a Conference Email Blast or on FSLA's Social Media Platforms
- Promoted on **FSLA Conference App**
- **Dedicated Article** in Post-Conference Edition of *ENGAGE* magazine (Full-page)
- Company Name & Logo on Conference Welcome Signs
- 2 Complimentary Tickets to attend **Awards Luncheon**
- Company Logo and QR Code to Company Sponsored Landing Page on **Conference Screens** Pre and Post General Sessions
- **Rotating Company GoBo Lights** Displayed in a General Session during Conference
- 2 Complimentary Tickets to Attend **Board Dinner**
- Dedicated **Email Marketing** before and after Conference
- Exclusive Coffee or Cocktail with **FSLA Board Member**

GOLD SPONSOR \$7,500

- **VIP Sponsor Level Ribbons**
- Sponsorship Promoted on FSLA Conference Website
- Recognition in *ENGAGE* magazine
- Pre- and Post-Conference **Attendee List**
- Company Name and Logo on Exhibitor Sign and on Exhibitor Entrance Arch
- Complimentary Invitation to **Reverse Trade Show: First Come-First Serve**
- 2 Complimentary **Beverage Tickets** for any Event during Conference
- **Digital Advertisement** in a Conference Email Blast or on FSLA's Social Media Platforms
- Promoted on **FSLA Conference App**
- **Dedicated Article** in Post-Conference Edition of *ENGAGE* magazine (Half-page)
- Company Name & Logo on Conference Welcome Signs
- 2 Complimentary Tickets to attend **Awards Luncheon**
- Company Logo and QR Code to Company Sponsored Landing Page on **Conference Screens** Pre and Post General Sessions
- **Rotating Company GoBo Lights** Displayed in a General Session during Conference

SILVER SPONSOR \$5,000

- **VIP Sponsor Level Ribbons**
- Sponsorship Promoted on FSLA Conference Website
- Recognition in *ENGAGE* magazine
- Pre- and Post-Conference **Attendee List**
- Company Name and Logo on Exhibitor Sign and on Exhibitor Entrance Arch
- Complimentary Invitation to **Reverse Trade Show: First Come-First Serve**
- 2 Complimentary **Beverage Tickets** for any Event during Conference
- Company Logo on **Conference Screens** Pre and Post General Sessions
- **Digital Advertisement** in a Conference Email Blast or on FSLA's Social Media Platforms
- Promoted on **FSLA Conference App**
- **Dedicated Article** in Post-Conference Edition of *ENGAGE* magazine (Half-page)
- Company Name & Logo on Conference Welcome Signs





BRONZE SPONSOR \$3,000

- **VIP Sponsor Level Ribbons**
- Sponsorship Promoted on FSLA Conference Website
- Recognition in *ENGAGE* magazine
- Pre- and Post-Conference **Attendee List**
- Company Name and Logo on Exhibitor Sign and on Exhibitor Entrance Arch
- Complimentary Invitation to **Reverse Trade Show: First Come-First Serve**
- 2 Complimentary **Beverage Tickets** for any Event during Conference
- Company Logo on **Conference Screens** Pre and Post General Sessions

CONFERENCE EVENTS, SWAG AND ESSENTIALS

Make a lasting impression. Whether you're looking to elevate your brand through exclusive event sponsorships or leave a tangible reminder in attendees' hands with custom swag, these options offer prime exposure and branded recognition throughout the conference.

Branded Recognition Key:

-  **Event Signage:** Your logo prominently displayed at sponsored events.
-  **Social Media:** Featured mentions across FSLA's social media platforms.
-  **Conference App Notifications:** Push notifications sent directly to attendees highlighting your brand.
-  **Event-Specific Announcements:** Verbal recognition during the event.
-  **Multiple Available:** Opportunities for multiple sponsors to participate.

Opening Keynote | \$10,000

Sponsor and introduce the keynote presenter and promote your company's message to more than 450 attendees on opening day.

Conference App Sponsor | \$8,500

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

Opening Luncheon | \$7,500

Recognition at Opening Luncheon includes introducing session speakers and joining attendees for Opening Lunch and presentations.

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



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

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.

WiFi Sponsor | \$7,500

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

Notebooks | \$7,500

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

Conference Badge Wallets | \$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!

Treasure Hunt Sponsor | \$5,000

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

Plenary/General Session | \$5,000

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

Conference Breakfasts | \$5,000

Recognition at Sponsored Conference Breakfast.

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.

Board Member Room Drop | \$5,000

Item of your choice delivered to all FSLA Board Member rooms. Sponsor provides the items.

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.

Turtle Nest 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.

Board Dinner Sponsor | \$5,000

Board Dinner Bar Sponsor | \$3,000

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

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.

CONFERENCE EVENTS, SWAG AND ESSENTIALS

Branded Recognition Key:

Event Signage Social Media Conference App Notifications Event-Specific Announcements Multiple Available

Silent Auction Sponsor | \$3,000

Be the hero of the bid! Sponsor our silent auction and put your brand in the spotlight!

Dessert Bar Sponsor | \$2,500

Recognition at Opening Luncheon includes joining attendees for lunch and presentations and receiving recognition from the stage.

Company Branded Banners | \$2,500

Welcome attendees to the conference with your company banner.

Board/Exhibitor Reception | \$2,500

Sponsor FSLA's Board of Directors cocktail reception.

Educational Track Sponsorships | \$1,500

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

Individual Session Sponsors | \$500

Position your product and services in a session and introduce the speaker.

Micro Sticky Book with Tabs | \$1,500

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

Weather Sponsor | \$1,500

Rain or shine you'll be recognized. Daily branded push notification with the weather report through the conference app.

Refreshment/Coffee Breaks | \$1,000

Re-Hydration Stations | \$500

Conference Bag Item Sponsors | \$500

Add your item/brochure/postcard to conference bags. Sponsor must provide item.

CONFERENCE SPECIAL EVENTS

SWASHBUCKLING SOIREE Yo ho ho! It's the pirate life for our welcome parr-ty and fun night!

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

FSLA CHEFS COMPETITION Always a crowd pleaser and "must attend" event! Assisted Living Chefs from communities across the state will compete for the coveted 2025 Senior Living Chef Champion title.

Annual Chefs Competition Presenting Sponsor | \$5,000

Signature Cocktail Sponsor | \$3,000

SUNRISE SWEAT Kickstart each day with our energizing morning workout series held daily on the beautiful grounds of the hotel.

Sunrise Sweat Presenting Sponsor | \$3,000

Sunrise Sweat Swag Sponsor | \$1,000

Your logo on water bottles, towels or shirts. Sponsor must provide items.

REVERSE TRADE SHOW Exclusive opportunity for FSLA Industry Partners. Host FSLA Board of Directors in a 90-minute "speed dating" event where decision makers meet face-to-face with exhibitors to learn all about their products and services.

Event Sponsor | \$2,500

EXHIBITOR TERMS AND CONDITIONS

Agreement to Terms

By reserving and/or purchasing an exhibit booth at the Annual Conference, you and your staff agree to abide by all terms and conditions outlined in this prospectus.

Eligibility

FSLA reserves the right to determine the eligibility of any exhibitor and to deny space to any company or individual that does not align with the mission or standards of the event.

Booth Assignment

Booth reservations will be made on a first-come, first-served basis. FSLA reserves the right to adjust exhibit booth locations as necessary.

Payment, Refund, and Cancellation

- a. A \$400 deposit will be due to make a reservation for an exhibit booth. You will be able to request a specific exhibit booth when making your reservation.
- b. No refunds will be issued for cancellations.
- c. Full payment is due by June 15, 2025. If an exhibitor fails to make full payment by 5:00 PM on June 15, 2025, your exhibit booth reservation will be cancelled. No refund will be given.

Booth Setup and Breakdown

- a. Exhibitors must adhere to the setup and breakdown schedule provided. Any fees charged by the hotel for failure to comply with the schedule will be passed on to the exhibitor.
- b. All exhibits must be fully installed before the event opens and remain in place until the designated breakdown time.
- c. Any materials left behind will be disposed of at the exhibitor's expense.
- d. Exhibitor show kit items not included with registration – such as electrical service, telephone service, audio/visual equipment, and additional furnishings – will be coordinated through FSLA's trade show management company. Shipping details for booth materials will also be managed through this company.

Use of Space

- a. Exhibitors may not sublet or share booth space without prior written approval from FSLA.
- b. Displays must not obstruct neighboring booths or violate fire and safety regulations.
- c. Exhibitors must maintain a professional and respectful presence at all times.

Liability and Insurance

- a. The exhibitor assumes full responsibility for any loss, theft, or damage to their property.
- b. Exhibitors agree to indemnify and hold harmless FSLA, venue, and affiliated parties from any claims, damages, or liabilities arising from participation in the event.
- c. Security will be provided in the exhibit hall from 7:00 p.m. until 6:00 a.m. each day the booths are set up in the exhibit hall.
- d. Exhibitors are encouraged to carry their own insurance for their materials and equipment.

Compliance with Laws

Exhibitors must comply with all local, state, and federal laws, including health and safety regulations applicable to the event.

Marketing and Promotion

By participating in the event, exhibitors grant FSLA the right to use company names, logos, and images for promotional purposes.

Force Majeure

FSLA is not responsible for delays or cancellations due to unforeseen circumstances, including but not limited to natural disasters, government restrictions, or other force majeure events.

Amendments

FSLA reserves the right to amend these terms and conditions at any time. Changes will be reflected in the current Exhibitor-Conference Prospectus available at www.floridaseniorliving.org/conference.

Direct Sales Policy

Direct sales (cash, check or credit card transactions) are prohibited from your booth.

Unoccupied Booths

Booths unoccupied by Wednesday, July 23, 2025, may be reassigned to another exhibitor by FSLA. No refunds will be provided.

Signage and Material Restrictions

Exhibitors may not post signs or materials outside their booth without FSLA's written consent. The use of hazardous materials, propane, bottled gas, or helium balloons is prohibited.

Data Collection and Privacy

To comply with the General Data Protection Regulation (GDPR), data collection is permitted only through FSLA's lead retrieval process or through individual interactions, such as collecting business cards and contact information.

Disputes

All disputes arising out of or relating to this agreement shall be governed by and construed in accordance with the laws of the State of Florida, without regard to its conflict of law principles. Venue and jurisdiction lies in Leon County, Florida. The parties agree to attempt to resolve any dispute through good faith mediation in the State of Florida, administered by a mutually agreed-upon mediator, prior to pursuing any other legal remedies.