



Exhibitor Sponsor Application

IMPORTANT

- Please retain a copy of this completed and signed form.
- Thoroughly review Exhibit Rules & Regulations (see page 2) along with this form.
- Contracts received require a 100% payment unless other arrangements have been made with Florida Senior Living Association (FSLA).
- Exhibits will not be permitted to be installed unless all obligations to FSLA are paid in full.

1 COMPANY INFORMATION — *Intended for publication.*

Company Name: _____

Contact Name: _____

Title: _____

Address: _____

City: _____ State: _____ ZIP: _____

Telephone: _____ Ext.: _____

E-mail: _____

Web Address: _____

Courtesy contact: _____
(For logistical communications)

Telephone: _____

Title: _____

E-mail: _____

2 BOOTH SELECTION

A. *See "Exhibit & Industry Partnership Fees" (Item #2 in Rules and Regulations, page 2).

B. Booth Space Rates Per Booth:

Florida Senior Living Association Industry Partners

8' X 10' \$1,400

Non-Industry Partners

8' X 10' \$1,800

Booth# requested _____

C. FSLA Industry Partner Categories and Fees: Become an Industry Partner and purchase your booth at the Industry Partner rate!

State Partner \$1,000

Not for Profit Partner \$400

D. We do not want to be next to or directly across the aisle from the following competitors:

1st _____ 2nd _____

3rd _____ 4th _____

3 PRODUCTS TO BE EXHIBITED

Please check the products and/or services you plan to exhibit from the list provided below.

- | | |
|---|---|
| <input type="checkbox"/> Business/Legal Services | <input type="checkbox"/> Human Resources |
| <input type="checkbox"/> Design/Development | <input type="checkbox"/> Insurance/Risk Management |
| <input type="checkbox"/> Dining | <input type="checkbox"/> IT Hardware/Software Systems |
| <input type="checkbox"/> Entertainment/Leisure | <input type="checkbox"/> Maintenance/Housekeeping |
| <input type="checkbox"/> Equipment/Appliances | <input type="checkbox"/> Marketing and Sales Services |
| <input type="checkbox"/> Finance/Real Estate Services | <input type="checkbox"/> Mobility Systems |
| <input type="checkbox"/> Furnishings/Interiors | <input type="checkbox"/> Safety/Security |
| <input type="checkbox"/> Health & Wellness | <input type="checkbox"/> Transportation |
| | <input type="checkbox"/> Other _____ |

4 SPONSORSHIP & ADVERTISEMENT RESERVATION

(See page 3 for available sponsorships and advertisement opportunities)

Note: All sponsored conference items will include your company logo as well as the Florida Senior Living Conference Logo for branding purposes.

- Sponsorship _____
- Co-Sponsorship (sponsorship opportunity will have an * after it)
- Event / Item Sponsored _____

Total Sponsorship \$ _____

- I confirm my commitment of a sponsorship of \$ _____, and hereby remit 50% \$ _____. I agree to pay the remaining 50% by **June 9, 2021**. I understand that if full payment of my sponsorship commitment has not been made by **June 9, 2021**, my sponsorship benefits may be canceled, and deposit is non-refundable.
- Total Advertising \$ _____
Advertisement options _____

5 PAYMENT METHOD AND SCHEDULE

CONTRACT WILL NOT BE PROCESSED WITHOUT FULL PAYMENT UNLESS OTHER ARRANGEMENTS ARE MADE WITH FSLA.

Total Due \$ _____ Enclosed Amount \$ _____

- Check Payable to FSLA
- Credit Card

FSLA will generate an invoice to be emailed to the contact included here on form. Completed/signed form should be emailed to sleajeane@floridaseniorliving.org.

**A 3% surcharge will be added to credit card transactions.

6 ACCEPTANCE — Unsigned contracts will not be accepted.

By submitting this form, I acknowledge that I have read and agree to all terms and conditions of this Contract and the Rules & Regulations governing the Florida Senior Living Association Senior Living Conference.

Signature: _____

Date: _____

*Please complete form and returned completed signed form via mail, email or fax (see below).

FIRST CLASS MAIL, EMAIL OR FAX TO:

FSLA, 2292 Wednesday Street, Ste. 1, Tallahassee, FL 32308
Email: info@floridaseniorliving.org Fax: 1.850.583.4873

QUESTIONS?

Contact: Sheri LeaJean: 1.850.708.4971
Email: sleajeane@floridaseniorliving.org

Rules & Regulations

All Exhibitors displaying at the 2021 Florida Senior Living Conference, on August 18-20, 2021 at the JW Marriott Water Street, Tampa, Florida are required to complete and execute a contract for space and subscribe to the following Rules & Regulations. Florida Senior Living Association (FSLA) reserves the right to change and modify the Rules & Regulations at any time.

1. ELIGIBLE EXHIBITS

FSLA reserves the right to determine the eligibility of any company for inclusion in the Florida Senior Living Conference.

2. EXHIBIT & INDUSTRY PARTNERSHIP FEES

FSLA Industry Partners		
8' X 10'		\$1,400
Non-Industry Partners		
8' X 10'		\$1,800
Industry Partner Categories & Fees		
Statewide Partner		\$1,000

To qualify for FSLA's Industry Partner rate, pay the FSLA Industry Partnership rate for the 2021 calendar year. If your membership is not renewed and paid in full by May 26, 2021, your exhibit space rate will be changed to reflect the non-Industry Partner rate. For additional information on Florida Senior Living Association Industry Partnership please visit www.floridaseniorliving.org.

3. PAYMENT SCHEDULE

Full payment due when the contract is received unless other arrangements have been made » with FSLA.

4. CANCELLATION OF EXHIBIT SPACE

An Exhibitor may cancel or reduce booth space subject to the following conditions:

In the event that notice is received by FSLA on or before **April 15, 2021**, the Exhibitor shall not be obligated.

In the event that notice is received between April 15, 2021 and June 9, 2021, the Exhibitor shall be obligated and agrees to pay 50% of the contract value.

In the event that notice is received after June 9, 2021, the Exhibitor shall be obligated and agrees to pay 100% of the contract value.

In the event of cancellation, FSLA shall have the right to use said space to suit its own convenience, including selling space to another Exhibitor without any rebate or allowance to the cancelled Exhibitor.

Notice must be in writing (email is acceptable) and receipt by FSLA determines the cancellation date.

Note: Florida Senior Living Association assumes no responsibility for having included the name of the cancelled Exhibitor or description of his products in the show conference program, brochures, news releases or other materials concerning the show.

5. ASSIGNMENT OF SPACE

Space will not be assigned without appropriate payment. Initial booth assignments are made during space selection. All other assignments will be made on a "first-in, first-served" basis. The preferences for booth space location are for guidance and are not guaranteed. FSLA reserves the right, in its sole discretion, to change a participant's booth assignment. In the event of such re-assignment, Florida Senior Living Association will make all reasonable efforts to move the affected exhibitor to their next-most-preferable location.

6. INSTALLATION AND DISMANTLING

Exhibitors will have reasonable time to erect and dismantle their exhibits which will be over the dates below. Additional information will be included in the Exhibitor Services Kit. Dates are subject to change.

Move in: **August 18, 2021**

Show: **August 18-20, 2021**

Move out: **August 20, 2021**

7. BOOTH FEE INCLUDES

- » Total space of one 8'X10' booth. 8' back wall drapes and 8' side drapes/rails
- » One 6' skirted table
- » Two chairs
- » One wastebasket
- » One identification sign
- » One full conference registration
- » Three name badges for company – name badges for additional attendee available.
- » Two drink tickets to Welcome Cocktail Party
- » Meals and Fun Night attendance for one exhibitor. Additional meals and fun night tickets may be purchased before or at conference.
- » List of attendees, pre- and post-conference
- » Recognition in conference printed materials
- » Listing on Florida Senior Living Association website

Each registered exhibitor will receive an Exhibitor Services Kit that includes forms for ordering items such as electrical service, telephone service, audio/visual equipment, additional booth furnishings and shipping. Please note that these items are not included in the booth rental fee.

8. EXHIBITOR'S AUTHORIZED REPRESENTATIVE

Each exhibitor must have at least one person to be its representative in connection with installation, operation and removal of exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary, and for which the Exhibitor shall be responsible, and Exhibitor assumes responsibility for such representative being in attendance throughout all exhibit show periods. FSLA disclaims any and all responsibility for Exhibitor's booth and/or equipment if the above rule is not adhered to. Exhibitors and their representatives will be required to wear badges throughout the exhibit show. Each Exhibitor will furnish FSLA with the names of its representatives.

9. EXHIBITOR SERVICES KIT

A Florida Senior Living Association Exhibitor Services Kit will be emailed to the contact name provided by the Exhibitor who will be in charge of the Exhibitor's booth, approximately two months prior to the show. FSLA will select certain firms as official contractors for Exhibitor services. These contractors will be selected on the basis of proper rates for their services and their ability to meet Exhibitor requirements. The kit will contain their names and information pertaining to their services and order forms for all services.

10. ATTENDANT IN EXHIBITOR BOOTH & EARLY BREAKDOWN REGULATIONS

Each Exhibitor must keep at least one attendant working in his/her booth at all times during official show hours. Exhibitors may not dismantle any portion of their booth(s) prior to the official dismantle period.

11. LIABILITY

Neither Florida Senior Living Association, its employees, volunteers, staff and agents, nor the Exhibit Hall nor its representatives and employees are responsible for any injury, loss or damage that may occur to the Exhibitor, or to the Exhibitor's employees, visitors or anyone in the Exhibit Hall, or property from any cause prior to, during, or subsequent to the period covered by the exhibit contract; and the Exhibitor signing this contract expressly releases all of the aforesaid from, and agrees to indemnify and hold harmless them and each of them against any and all claims for such loss, damage or injury. It is the Exhibitor's sole responsibility to take all precautions necessary to prevent injury to persons and property as a result of their exhibit. Every reasonable precaution will be taken to protect property during installation, show and removal period. Neither Florida Senior Living Association, its employees, agents, representatives, the management service contractors nor the management of the convention site are responsible for the safety of the property of Exhibitors from theft, damage by fire, accident, vandalism or other cause. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

12. INSURANCE

All property of Exhibitor is understood to remain under his/her custody and control in transit to or from or within the confines of the Exhibit Hall. Subject to the rules and regulations, Exhibitors shall carry floater insurance to cover exhibit material against injury to the person and property of others. Florida Senior Living Association will carry public liability insurance for injury to visitors, Exhibitors, Attendees, and their agents and employees. Exhibitor's employees are not covered when on space rented by Exhibitor.

SPONSORSHIP & ADVERTISING OPPORTUNITIES

We invite you to contact us about customized sponsorship opportunities. Please see full descriptions in Exhibitor Sponsor Prospectus.

Featured Presenters

- Opening Keynote - \$10,000
- Closing Keynote - \$10,000
- Plenary/General Session - \$5,000 (2 available)
- Silver Talk Presenters - \$300 (5 – 15-minute presentations available)
- Educational / Breakout Track Sponsorships- \$1,500 (5 tracks available)
- *Position your product and services in front of the appropriate attendees based on educational track subject matter.*

Meals and Receptions

- Opening Welcome Reception / Chef's Competition (Wednesday)- \$10,000*
- Exhibit Hall Networking Reception (Exhibit Hall/Thursday) - \$8,000*
- Conference Luncheon - \$7,500 (2 available)
- Conference Breakfasts - \$5,000 (2 available)
- Board Luncheon - \$2,000*
- Opening Refreshments (Exhibit Hall) - \$1,500*
- Refreshment Break - \$750*

Best of the Best Awards

- Awards Presenter - \$3,000*
- Table Top Sponsor - \$500*

Conference Program Advertising

- Back Cover - \$2,500 (Full Color)
- Inside (Front or Back Cover) - \$2,000 (Full Color)
- Full Page - \$1,500 (Black/White)
- Half Page - \$750 (Black/White)
- Quarter Page - \$400 (Black/White)
- Mobile app ad - \$250

Registration Banner

- Purchase a banner that will be displayed at the Conference Registration Desk - \$ 2,500 (1 available)

Special Opportunities

- Conference Gamification App Sponsor - \$7,500
- WiFi Sponsor - \$7,500
- Custom Photo Booth - \$7,500*
- Fun Night Entertainment /Exhibit Hall Competition - \$5,000 (2 available)
- Fun Night Bars - \$5,000
- Puppy Pits - \$5,000
- Charging Stations - \$2,500* (2 available)

Promotional Items (only if sponsored)

- Tote Bags - \$7,000 ~ SOLD**
- Morning Run T-Shirts - \$1,500
- Athletic Water Bottles - \$1,500 | Athletic Towels - \$1,500 Notebooks - \$5,000
- Lanyards - \$3,000
- Name Badges - \$2,000 ~ SOLD**
- Water Stations - \$1,000
- Turndown Service/Room Drop - \$3,000 (All Rooms) or \$2,500 (Execs Only)
- General Sponsorship - \$1,500*(Tell us what you'd like to sponsor)
- *Co-Sponsorships available

Conference App Advertising

- App Leaderboard - 1 at \$6,000; 2 at \$3,000.; 3 at \$2,000 -
- App News Feed - \$3,000
- App Push Notifications - \$1,000

EXHIBIT SCHEDULE

Wednesday, August 18

- 11:00 a.m.
- 12:00 p.m. - 6:00 p.m.
- 5:00 p.m. - 7:00 p.m.
- 5:30 p.m. - 6:30 p.m.
- 5:30 p.m. - 7:00 p.m.

Thursday, August 19

- 9:30 a.m. - 11:30 a.m.
- 5:30 p.m. - 9:00 p.m.

Friday, August 20

- 8:00 a.m.

**Schedule and Events are subject to change.*

- | Conference Registration opens for Exhibitors / Exhibitor Load-in
- | FSLA Board of Directors Lunch and Reverse Trade Show -free for FSLA Industry Partners, \$400 for non-members
- | Conference Registration Opens
- | Grand Opening Reception in Exhibit Hall
- | Chef's Competition in Exhibit Hall
- | Silent Auction Open
- | Exhibit Show, Refreshments and Silent Auction Open
- | Exhibitors Reception & Refreshments; Fun Night; Live Auction/ Silent Auction Closes
- | Exhibitors may begin breaking down exhibits.