



# COURAGE IGNITED

*LeadingAge*<sup>®</sup>  
South Carolina  
*the voice of senior services*

 S.C. Institute  
on Aging

**2024 | SPONSORSHIP, TRADE SHOW, AND MEMBERSHIP**  
APRIL 7 - 10, 2024 at Hilton Myrtle Beach Resort



# You are invited...

## 2024 LeadingAge South Carolina Annual Conference & Trade Show

April 7–10, 2024: Trade Show on April 9, 2024

Hilton Myrtle Beach Resort, Myrtle Beach, SC

*You are invited to join the members of LeadingAge South Carolina at the 2024 LASC Annual Conference and Trade Show on April 7-10, 2024 at Hilton Myrtle Beach Resort.*

The Opening Night Reception for all Attendees, Exhibitors, and Sponsors will take place on Monday, April 8th at 5:00 pm in the Dunes Ballroom.

The 2024 LeadingAge South Carolina Trade Show will open on Tuesday, April 9th at 10am and lunch will be served.

We hope you will be able to participate in this great event in 2024. Please reserve your sponsorship and booth quickly to ensure you get a spot. Email the completed registration page and contract to email to [bbouknight@leadingagesc.org](mailto:bbouknight@leadingagesc.org).

The LeadingAgeSC members include LifePlan Communities (CCRC), skilled nursing and rehabilitation organizations, assisted living communities, senior housing communities, community residential care facilities, hospice as well as home and community-based service organizations.



### Looking for Businesses to connect with LeadingAge South Carolina members:

- Banking/Financial Services/Accounting
- Care & Safety Technologies
- Computer Hardware/Software and Data Management
- Customer/Employee Satisfaction Tools
- Design
- Electronics/Video/Entertainment
- Furniture (including beds)
- Housekeeping/Cleaning Supplies/Uniforms/ Appliances
- Insurance
- Maintenance/Security/Site Services
- Marketing/ PR Services/Management Consulting
- Medical Supplies
- Nutrition/Food Service Management
- Pharmaceutical
- Residential Care and Personal Products
- Strategic Planning Consulting
- Transportation



### When is the Trade Show?

**Opening Night Reception for Sponsors, Exhibitors, & Attendees**  
Monday, April 8 at 5pm to 6:30pm

**Booth Check-in and Setup**  
Monday, April 8th at 2pm-5pm  
Tuesday, April 9th at 8am-10am

**Tuesday, April, 9, 2024**  
10am to 1pm Show Hours  
12pm Networking Lunch Inside  
12:45pm Door Prizes Announced

### Door Prizes?

Exhibitors may choose to participate in the door prize announcement at 12:45pm .

Prior to 12:45pm, please select your winner and each participating exhibitor will announce their company along with the winner's name.

You will receive more details at conference.

### What's included in your exhibit fee?

- ◆ Pipe & Draped Booth
- ◆ Booth size is 8'D x 10'W
- ◆ 6 ft skirted table with 2 chairs
- ◆ Trash cans throughout exhibit hall
- ◆ Wi-Fi access
- ◆ Opening Night Reception
- ◆ Two Lunch Tickets for Booth Reps
- ◆ Attendee lists emailed 2 weeks prior to conference
- ◆ Onsite Package with printed list of attendees and trade show directory
- ◆ Post attendee list emailed

### Who are our Attendees?

For 2024, there will be approximately 90+ key decision makers from senior living and aging services across South Carolina to include: CEOs, COOs, Administrators, CFOs, and Directors of Purchasing, Marketing, Nursing, and Maintenance, as well as Housing Managers and other professional disciplines.

# PLEASE JOIN US IN APRIL 2024...

2024 LeadingAge South Carolina Annual Conference & Trade Show

April 7-10, 2024: Trade Show on April 9, 2024

## Sponsorship Opportunities

### All Sponsorships include:

the 2024 LASC Business Membership Dues and Premier Exhibit Location

*Sponsorships are based on availability & offered on a first come basis. Reserve Early!*  
Priority is given to the date that the registration page & contract (page 4 & 5) are received by February 12, 2024.

**Premier Sponsor (Full Conference—Exclusivity by Industry Type) ..... \$5,650 ea.**

Don't miss this distinguished opportunity to be a Premier Sponsor of the 2024 LeadingAge South Carolina Annual Conference and Trade Show. In addition to the sponsorship benefits, the Premier Sponsor(s) will have the distinguished honor of selecting one of the following introductions to make: Monday's Opening Keynote Speaker or Tuesday's General Session or Wednesday's Closing Keynote speaker. *(Limit to 3 Premier Sponsors)*

**Diamond (Opening Night Reception on Monday, April 8, 2024) ..... \$4,650 ea.**

We are planning a great event for Opening Night so everyone can mingle with key aging services providers and business members in a *fun atmosphere*. Please consider being a Sponsor of the Opening Night Reception.

**Emerald (Trade Show Luncheon on Tuesday, April 9, 2024)..... \$3,650 ea.**

You have a great opportunity to be a sponsor of the Trade Show Luncheon. Networking and team building is a highlight of every annual conference and the trade show is a great place to network with the attendees. They gain valuable knowledge about your product or service.

**Ruby (Conference Refreshment Breaks) ..... \$3,150 ea.**

Everyone loves a break to replenish and energize especially during an education conference. Please consider being one of the Sponsors of the daily refreshment breaks.

### All Sponsorships will include the following conference benefits:

- Complimentary Booth in a Premier Location (value of \$1,100)
- 2024 LeadingAge South Carolina Business Membership
- Recognition on Signage displayed during conference
- Recognition in Conference Program
- Sponsor ribbons on your name badges
- List of attendees emailed 3 weeks prior to conference
- Printed list of attendees at conference in your onsite packet
- Updated list of attendees emailed after conference
- Two Lunch Tickets for the Trade Show Lunch on Tuesday, April 9, 2024
- Recognition in post-conference newsletter

**All Sponsorship Opportunities are available to the first response.**

**Multiple Sponsorships are available in each category.**

**Priority is given to the date that the registration page & contract (page 4 & 5) are received by February 12, 2024. Payment is due by March 1, 2024.**

**Questions: Please contact Beth Bouknight at [bbouknight@leadingagesc.org](mailto:bbouknight@leadingagesc.org)**

# Preliminary Schedule

LeadingAge South Carolina Annual Conference on Aging

## Monday, April 8, 2024

7:00am—5:00 pm	Attendee Conference Registration Opens
9:00am-11:00am	<b>Monday's Keynote Session</b>
11:00am	Break
11:30am-1:00pm	Lunch Onsite with "Ted Talks"
1:30-3:00pm	<b>Concurrent Workshops</b>
2:00-5:00pm	Exhibitor Registration & Setup
3:00pm	Refreshment Break
3:15-4:45pm	<b>Concurrent Workshops</b>
4:45pm	Adjournment
<b>5:00pm</b>	<b>Opening Night Reception for Sponsors, Exhibitors, &amp; Attendees</b>
6:30pm	Dinner on your own

## Tuesday, April 9, 2024

8:00am-10:00 am	Exhibitor Registration & Setup
8:00am-5:00pm	Attendee Conference Registration Opens
8:00am	Continental Breakfast
9:00am-10am	<b>LeadingAge SC Policy Update</b>
9:45 am	Briefing with Exhibitors & Sponsors
<b>10:00am-1:00pm</b>	<b>Trade Show Hours</b>
<b>12:00pm</b>	<b>Trade Show Networking Luncheon</b>
<b>12:45pm</b>	<b>Door Prize Drawings by Exhibitors</b>
1:00pm	Break down booths by Exhibitors
1:30pm-3:00pm	<b>DEEP DIVE Workshops</b>
3:00pm	Refreshment Break
3:15-4:45pm	<b>General Session</b>
4:45 pm	Adjourn

## Wednesday, April 10, 2024

7:30 am	Attendee Conference Registration Opens
8:00am	Continental Breakfast
9:00am-10:00am	<b>Concurrent Workshops</b>
10:00am	Refreshment Break
10:30am-12:30pm	<b>Wednesday's Keynote Session</b>
12:30pm	Adjournment

## Hotel Reservations

**Hilton Myrtle Beach Resort**  
within the Kingston Resorts  
10000 Beach Club Drive, Myrtle Beach, SC

**To Book Online/ Click on Link below:**

<https://book.passkey.com/go/LEADINGAGESC2024>

If you have questions or need a group of rooms, you may contact Joyce H. Leaphart, Complex Director of Events & Catering. Phone 843.497.1647 or Email Joyce.Leaphart@Hilton.com

# Exhibit Setup

**We encourage each exhibitor to bring one prize to give-a-way at 12:45 pm. Exhibitors will pull their drawing from the business cards/slips at their booth then each exhibitor will announce their company along with the winner's name.**

**We are pleased to announce that Convention Makers will be official general service contractor for the 2024 LeadingAgeSC Conference & Trade Show.**

**The Exhibitor Service Package including the Materials Handling Form and Shipping Label is ready for distribution. After you have emailed your completed trade show forms (pages 4 & 5) to Beth Bouknight at [bbouknight@leadingagesc.org](mailto:bbouknight@leadingagesc.org). You will receive an invoice and the exhibitor service forms.**

**Reference Event: LeadingAge SC – 2024.**

**There is no shipping directly to the hotel.**

As stated in the exhibitor service package, shipping will be handled by Convention Makers. Please complete the Materials Handling Form in your package.

**Freight is due by 4/3/2024.** Your crate will be delivered to the Trade Show.

**Booth numbers** will be distributed onsite. For shipping purposes, you will reference: **LeadingAgeSC—2024.**

Vendors must provide their own carts to transport their materials in and out of the conference center.

Items may not be hung on walls or light fixtures. Hotel furniture is not available for use in exhibit area for vendor displays.

Vendors must provide all items to display their materials beyond the 6ft tables being provided in the exhibit fee. Coat racks, etc. are not available to display clothing. Vendor fee will apply for any personal tables brought in by vendor.

Items are not to be left at the hotel without being received by a hotel employee. There is a fee applied to all outbound shipping. All items left without hotel shipping form will be turned into lost & found.

Only individually wrapped candy for consumption may be at vendor tables. No outside food and beverage can be brought into the conference center for sale. Vendors should not block exit doors or fire pull stations with their displays.

All vendors are expected to adhere to all hotel rules and local fire codes.

**PAYMENT for sponsorships and trade show must be received no later than March 1, 2024.**

**Cancellations must be received in writing prior to March 1, 2024 to receive a 50% refund.**

**No refunds will be granted after March 1, 2024.**

**Questions: Contact Beth Bouknight at [bbouknight@leadingagesc.org](mailto:bbouknight@leadingagesc.org)**

# TRADE SHOW REGISTRATION

**Booth Fees** (8'D x 10'W booth —includes one 6' table and two chairs, 2 luncheon tickets & WIFI Access plus 2024 LASC Business Membership Dues)

- Booth Fees for Exhibiting Only (*not sponsoring*) ..... \$1,750  
 Can't become a member? *Then make this choice to still attend as a non-provider/non-business member* .....\$3,000

## Registration Information

Trade Show Coordinator \_\_\_\_\_ E-mail \_\_\_\_\_ Phone \_\_\_\_\_

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

Street Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

### Please Designate the Business Contact for the Membership Directory:

Contact Name for Directory \_\_\_\_\_ Title \_\_\_\_\_

Contact Phone \_\_\_\_\_ Contact E-mail \_\_\_\_\_

### Names for badges of those attending the 2024 Trade Show (please print clearly):

1) Onsite Name Badge & Email \_\_\_\_\_

2) Onsite Name Badge & Email \_\_\_\_\_

### Please check all that apply

- |  |  |
|--|--|
| <input type="checkbox"/> Architectures, Engineers                    | <input type="checkbox"/> Medical Supplies                  |
| <input type="checkbox"/> Banking/Financial Services/Accounting       | <input type="checkbox"/> Nutrition/Food Service Management |
| <input type="checkbox"/> Furniture (including beds)                  | <input type="checkbox"/> Pharmaceutical                    |
| <input type="checkbox"/> Housekeeping/Cleaning Supplies/Uniforms     | <input type="checkbox"/> Security                          |
| <input type="checkbox"/> Insurance                                   | <input type="checkbox"/> Strategic Planning                |
| <input type="checkbox"/> Maintenance                                 | <input type="checkbox"/> Technology _____                  |
| <input type="checkbox"/> Marketing/PR Services/Management Consulting | <input type="checkbox"/> Transportation                    |
|  | <input type="checkbox"/> Other _____                       |

### Fee Summary for Sponsors or Exhibitors:

**Sponsorship:** (*includes dues & booth fees*)  Premier  Diamond  Emerald  Ruby .. \$ \_\_\_\_\_

**Exhibitor Only:** (*includes dues & booth fees*) ..... \$ \_\_\_\_\_

Additional Tuesday Lunch Tickets (*Note: two lunch attendees are included*) \$55 x \_\_\_\_\_ = \$ \_\_\_\_\_

**Grand Total All Fees** .....\$ \_\_\_\_\_

**For all exhibitors & sponsors...Do you need an electrical connection?**  YES

Yes, I will attend the free Reception on Monday, April 8, 2024.....**Number attending:** \_\_\_\_\_

**Please EMAIL Pages 4 & 5 to: Beth Bouknight at [bbouknight@leadingagesc.org](mailto:bbouknight@leadingagesc.org)**

**Priority is given to the date that the registration page & contract (page 4 & 5) are received by February 12, 2024. Payment is due by March 1, 2024.**

# 2024 LeadingAge South Carolina Annual Conference & Trade Show

April 7-10, 2024: Trade Show on Tuesday, April 9, 2024

## Exhibitor & Sponsor Contract

1. Neither LeadingAge South Carolina nor the owners of the hotel will be held responsible for any injury, loss, or damage that may occur to the exhibitor, the exhibitor's employees or property, or to any other person prior, during or subsequent to the period covered by the exhibit contract. Each exhibitor expressly releases LeadingAge South Carolina and the hotel from such liabilities and agrees to indemnify LeadingAge South Carolina and the hotel against any and all claims of such injury, loss or damage.
2. Exhibitors will be held liable for any and/or all damage caused by them to the trade show premises.
3. Exhibitors are encouraged to carry their own insurance through their own sources at their own expense.
4. All flammable materials must be flame proofed before being placed in the exhibit hall. All materials and installations are subject to fire and safety regulations and inspections by local authorities.
5. Each exhibitor must be responsible for the safeguarding of his or her goods, materials, equipment and display at all times.
6. Each exhibitor must provide an attendant(s) to "man the exhibit space". We ask the exhibitor to name a representative who will be responsible for the installation, operation and dismantling of the exhibit. **Each exhibitor must strictly adhere to the set-up and dismantling schedule.** Please introduce yourself to the exhibits chairperson and wear your name tag.
7. Noisy equipment, visual aides, music or voices which annoy other exhibitors or registrants are banned. Appropriate action will be taken for those who are not complying with this rule.
8. Each exhibitor is obligated to keep a clean and orderly table.
9. Any exhibitor who discards his or her display or any type of "bulk" not considered normal refuse accumulated during the show, must make arrangements for its removal at his/her own expense. If the hotel is required to remove this material, each exhibitor will be charged directly.
10. LeadingAge South Carolina reserves the right to eject from the exhibit space any and/or all unauthorized persons soliciting orders, distributing advertisements or showing their products. The offenders waive any right and/or claims for damages against LeadingAge South Carolina arising out of the enforcement of this paragraph. Please notify the LeadingAge South Carolina's Association Office of any replacements of representatives for your exhibit space.
11. LeadingAge South Carolina reserves the right to accept or reject applications for space at the annual education conference. LeadingAge South Carolina has the right to eject any exhibitor representative found to be offensive or objectionable to other exhibitors and/or registrants.
12. LeadingAge South Carolina may amend these terms and conditions and documents included herein and each exhibitor shall be bound thereby. In the event of any amendments or additions to these regulations, written notices will be given by LeadingAge South Carolina to such exhibitors as may be affected by them. In addition, LeadingAge South Carolina may post or publish notice of such amendments as it may think appropriate or find practicable.
13. All matters and questions not covered by the regulations set forth will be decided by the exhibits chairperson. Additionally, the decisions of the exhibit chairperson must be accepted as final if there are disagreements between exhibitors.
14. Application for exhibit space at the Exposition indicates the applicant's willingness to abide by all terms, conditions, and general regulations that exhibit management deems necessary for the success of the exposition. This application becomes a contract when accepted by LeadingAge South Carolina management.
15. **Payment for sponsorships and exhibit space must be received no later than March 1, 2024.**
16. **Cancellations must be received in writing prior to March 1, 2024 to receive a 50% refund. No refunds will be granted after March 1, 2024.**

Authorized Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_ Date: \_\_\_\_\_

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

**To Reserve your booth...Email the registration form & contract (pages 4&5) to: [bbouknight@LeadingAgeSC.org](mailto:bbouknight@LeadingAgeSC.org)**

Beth Bouknight, LeadingAge SC | SC Institute on Aging | Email: [bbouknight@leadingagesc.org](mailto:bbouknight@leadingagesc.org)

**Priority is given to the date that the registration page & contract (page 4 & 5) are received by February 12, 2024.  
Payment is due by March 1, 2024.**

You should receive an email confirmation. If you don't, please follow-up with Beth.

**Please make check payable to SC Institute on Aging and mail to:**

S.C. Institute on Aging, ATTN: Beth Bouknight  
3022 South Morgan Point Road, #250, Mt. Pleasant, SC 29466



# *2024 LeadingAge South Carolina Exhibitor/Sponsor Prospectus*

## **TO RESERVE YOUR BOOTH OR SPONSORSHIP**

### **Email all Registration Forms & Contracts to:**

Beth Bouknight, Director of Education  
bbouknight@leadingagesc.org

*Priority is given to the date that the registration page and contract  
(page 4 & 5) are received by February 12, 2024.*

### **For Exhibitor Service Packet**

Please email Beth Bouknight at  
bbouknight@leadingagesc.org

### **Mail all 2024 Trade Show Payments to:**

S.C. Institute on Aging  
3022 South Morgan Point Road, #250  
Mt. Pleasant, SC 29466

*Payment is due by March 1, 2024.*

